# 15¢

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64 PAGES

## I FOR AIR PLU

## Huev Starts After Radio Commish. Slipping Wash. Boys a Hot Potato

Washington, March 5.

Kingfish Huey P. Long is fixing to climb aboard the Federal Com-munications Commission in his ora-torical battle against Postmaster General Farley and the Roosevelt Administration.

Administration.

Throwing the Commish into two seriously-disputing factions, the pestifierous Louislana Democrat has stated as the control of the control of

(Continued on page 50)

## Evangelist Calls 25c Least Acceptable for His Jazzed-Up Show

St. John, N. B., March 5.

O. D. Cardey, a touring evan-gelist, who has found conditions excellent in St. John, and has been

excellent in St. John, and has been here the past two months, with nightly meetings in Pythian Hall, and Sunday nights in the Capitol theatre, has started buying radio time, for such subjects as 'The Boundary Line Between Heaven and Helli, Where is It? Evangelist is using local radio talent including laze orchestras, talent including laze orchestras, and the such that the summer of the summe

## Benny at \$10,000

Another skyrocket stage salary directly due to radio, is Jack Benny's \$10,000 straight for the comedian and his wife (Mary Liv-

comedian and his wife (Mary Livingstone).

Benny ups to the 10G mark week of March 29 at the Met theatre (Paramount) in Boston. RKO plays him in Detroit the following week at the same figure, both deals made through Lyons & Lyons.

Latest jump is an increase from

Latest jump is an increase from \*4,000 within eight months.
Benny also was signed yesterday (Tuesday) by Metro for three pictures at \$70,000 for each feature.
He goes out June 1 for his first.
Under the deal Benny makes his second for Metro in 1936 and third in 1937.

## Gee-Gee Blues

Los Angeles, March 5.
Since the Santa Anita track
opened out here the butcher,
the baker and the candlestick
maker are squawking.
Too many are not paying off.

## SMED. BUTLER WANTS TO BE **ALONE**

Philadelphia, March 5.
Pep Boys, an auto supply firm now bankrolling Smedley Butler on WCAU, last week cabled an offer to Jimmy Walker for a series of thrice weekly talks to fill the sponsor's gap in their across-the-board news spots locally. Contract called for \$450 per.

Item, when released to local rags, was treated with a uniformly winked eye. But the pay-off on the gag came when Butler squawked on the possibility of his becoming a rumning mate with Walker, and refused to permit or else.

Statto Genoral actempting to Statto Genoral actempting to the second control of the second contr Philadelphia, March 5.

### 'PRISON TO CONGRESS'

Auto-Biog Script by F. H. Shoemaker-He Wants to Star

Minneapolis, March 5.
Francis H. Shoemaker, former Congressman from Minnesota, who has had frequent run-ins with the law while in and out of public office, is seeking a financial backer in Hollywood for a picture to be titled. Prom Prison to Congress.'
Shoemaker, who wrote the scenario and wants to star in the film, served a prison term before being elected to Congress from Minnesota. He only recently completed his term in Congress and was defeated at the last primaries for U. S. Senator. While in Washington he was arrested for assault.

## Billing for Waitresses

Baltimore, March 5.

Over on the eastide there is a taven with a sign painted on its side wall inviting the public to come in and meet Clara, Lou 'n' Em.'

Tito in this instance have nothing to do with radio, they are waitresses in the spot.

## PRODUCERS MULL BIDS, AND LIKE IT

Theatre Guild, Group Theatre, Belasco Estate, Le Gallienne Have Deals-To Include Best of Writing and Playing Talent Already Film-Minded,

### COIN

A wholesale dive into radio by the legitimate theatre, with the best of its acting and literary treasures is presaged for next season by deals is presaged for next season by deals now under way. Negotiations include past stage successes, and original dramas produced for and presented on radio by established legit producers.

What effect a radio-minded legit will have on an aiready film-minded theatre cannot be gauged at this point, Broadway showmen state. But they are convinced that regular commercial presenting of drams on the air on a national basis may be felt if not immediately at the box-office, then in subcavering the office then in the quality of plays

office then in the quality of plays and playing.

An almost unanimous prediction is that a regular diet of first grade legit fare on the ether will deprive the road of whatever silm chance it now has to stage a comeback.

Deals currently under way involve such producing groups as the Theatre Guid and Group Theatre.

Another legit outfit with a radio yen (Continued on page 50)

(Continued on page 50)

## **MULE GOT MORE THAN** ACTORS, SO PLAY FOLDS

Viddish Folks Theatre lad to fold its production '80,000 Heroes' on Second avonus, New York, because of a mule.

Company was on a co-op basis, with most of the actors getting about \$16. Mule is called for in the script and the owner insisted on \$3 a day hire. Management said okay, but the actors objected to a mule getting more than the cast. So play was jerked.

## Vallee Branded

Rudy Vallee has signatured a new contract with Standard Brands, Inc., through J. Walter Thompson which ties up his commercial air services by the option route until 1942. Prevously each contract was made for a period of one year. Vallee recently concluded his fifth year on the Pleischmann yeast stanza.

## What Buffalo Cops Don't Know About Stripping Is Left to Camera to Catch

## The New Way

Producer, at his opening, 1925: 'Wonder what Percy Hammond thinks of it?' Producer, at his opening, 1935: 'Wonder what Jake Wilk thinks of it?'

## Radio Another More START MOVE TO Wealthy Theatre Adjunct **ABOLISH 10%** B. O. TAX

Washington, March 5.
Move to abolish the 10% government tax on box office revenues was
set in motion last week coincidental with a conference of state officials on far-reaching revision of the na-tion's tax methods. Doubtful. though, if the present admish levy will be abandon d this year.

will be abandol at this year.
Suggestion that a flat 3% general sales tax supplant the hodgepodge of existing nulsance levies
was advanced by Representative
McCleod of Michigan, devout sales
taxer, as state representatives clamored for an agreement with the
Federal government which would

(Continued on page 50)

## TOOTERS' CONVENTION

Out of Work Dutch Bands Figure New Way to Get Jobs

The Hague, March 5.

Many bands in Holland have been badly hit by talkers and the depression. In order to obtain work for the unemployed an evening was arranged in which they could all demonstrate their ability, at the Cafe Krasnapolsky in Amsterdam. Managers of hotels, restaurants, cabarcts, and cliemas also agents came to hear the tooters do their stuff. Several bands were able to secure contracts. The Hague, March 5.

stuff. Several bands were able to secure contracts.

One band was signed on for the summer season in a resort hotel in the South, two obtained cafe work for three months and the broadcasting associations did some booking too.

### Nap's Short Story

Nap's Short Story

Blaise Cendrars, French scribbler
whose 'Sutt.'s Gold' is now on the
U schedule, dug up somewhere
an authentic short story written
by Napoleon. It was nover published and unknown until Cendrars found it.
Cendrars has turned it into a film
scenario and Jean Lenauer is now
peddling it in New York.

Buffalo, March 5.

Buffalo, March 5.

It took photographer Schultz of
the Buffalo police department two
hours to snap the pictures, in 'costume' of the 14 chorus girls arrested last week in a raid on the
Gayety, stock burlesque. Photographer Schultz was given the assignment by Police Commissioner
Higgins in order to establish concrete evidence against the alleged
violators of the section of the penal
code covering indecent shows.

Declaring the police are no indees

code covering indecent shows.

Declaring the police are no judges of whether a show is dirty or not. Commissioner Higgsins thought up the camera idea. Some of the girls at first objected to removing their street clothes in order to get into stage attire for the police screen tests, but a night in jail as the only all the control of th

rapny. Newspapermen were barrea.
Arrested, in addition to the
chorus, was Warren Irons, operator
of the Gayety, but Irons didn't have
to pose. Also pinched were Edward
Miller, house manager, and the following principals: Billy Arlington,

(Continued on page 62)

## Actor, at Benefit, Butt Of Audience Humor, So Other Acts Walk Out

Detroit, March 5.

Detroit, March 5.

Annual Variety Club ball last week in Book-Cadillac hotel furnished instance or why performers sidestep benefits.

James Melton, radio tenor, appearing at Fox theatre, came over to do his bit. While arranging with accompanist for his musle, a drunk, shouted for Melton to get on with the dance, much to the merriment to others in similar condition.

Melton finished his etter, but

to others in similar condition.
Melton finished his atint, but
Stepin Fetchit, Tim & Irene, and
other acts waiting to go on refused
to do so as a retallatory measure
for the affront given Melton.
This action dampened the Varrlety Club froilc and had the more
responsive members red around the
gills. Variety Club is known for
its frequent requests for talent to
donate gratie. donate gratis.

## Who's Gotta Play?

Hollywood, March 5. Hollywood, March 5.

Oliver Hinsdalc, Metro contract
director, is sending up distress signals for an original stage play of
costume period to be used, if and
when found, as a vehicle for Metro
stock players at the Hollywood
Music Box.
Over 50 plays have already been
sifted by Hinsdale, with no wheat

## Guild Calls on Eddie Cantor to Save Extras from Being Tossed Out by C.A.

Hollywood, March 5. Resentment against the secrecy which has surrounded extra reregistration proceedings under the film code, on order of Sol A. Rosenblatt flared in the open at a meet-ing of the Screen Actors Guild last Thursday (28). Guilders dispatched a telegram to their president, Eddie Cantor, a member of the Code Authority, branding extra reregistra-tion star chamber action and asking that he get the CA to hold Guild wants to throw out the whole present setup and have public hearings in Hollywood.

Guild has over 1,600 members in Class B, extras and bit players, while only 1,004 names are the list oked by the CA and now before Rosy for final nod.

Rosy for final nod.

Local Code Authority office is all set to put the list into effect this week, and plans to pass out code, work cards to accredited extras the minute Rosy ships the final list back to Hollywood.

Extra sentiment is crystallizing behind the Guild protest, with wild rumors and charges of favoritism buzzing. Despite extreme secrecy with, while Code Extra Committees with, while Code Extra Committees system used to qualify extras for the coveted ork cards' have begun to leak out. Bitter criticism of the system and charges of favoritism have followed, leading up to itism have followed, leading up to

itsin nave tonowes, reading up to the Guild's action.

Insider's believe the situation is fraught with more potentialities for grief than any other production of the producti

## 'Mohicans,' with Oberon, After 15-Year Snooze

After 15-Year Snooze

Hollywood, March 5.

Tast of the Mohicans' has been selected by Edward Small as one of the sroup-of. Reliance productions he will make for the 1935-36 season, United Artists releasing. Producer will have Merle Oberon for femme lead in the picture in schedule for production in early fall.

Last silent version of 'Mohicans' was produced 15 years ago by Maurice Tourneur when latter was making a series for Associated Producers.

### Lining Up Middies

Henry Hathaway flew east, en route to Washington and Annapolis, to confer with Navy department officials over plans of Paramount to film 'Annapolis Farewell' at the Naval Academy this spring.
Paramount director stays east three weeks

## Kaufman Returning

Hollywood, March 5,
George Kaufman finishes h is
Metro scripting, job for the Marx
Brothers' picture next week and
leaves for the east.
Morrie Ryskind will stay on to
polish up and take another writing assignment.

### Louis Hayward Metroed

Louis Hayward, who closes on Broadway in Point Valaine' Satur-day (9), goes pictures under a termer with Metro. He reports on the Coast May 1: Lyons & Lyons represented.

## 'Ivanhoe' Unshelved

Hollywood, March 5.
Darryl Zanuck will make a talker
version of Sir Waiter Scott's Tvanhoe as a special for the 1938-36
program of 20th Century.
Picture is on the schedule for
production in July.

### An Oxford Guide

Hollywood, March 5. Hollywood, March 5. Metro has decided that male Emily Posts are scarce in hollywood, so they've sent to Hagiand for Major R. V. Bodieve of Oxford University. Studio hopes the major will hasten to act as technical divisor on Manners, Maketh the Man.

## Tiffs Pave Way For New Deal by **Chevy and Metro**

Hollywood, March 5. Maurice Chevalier

have mutually agreed to cancel their present contract which had two more pictures to go, but star will probably make a new deal with this studio.

Irving Thalberg wanted time to find a suitable yarn and set the start of star's next picture Sept. 1, but Chevalier wanted to get going in a few weeks. Chevalier made Merry Widow' a three picture deal and is expected to negotiate a new M-G contract before leaving for Paris in April.

Story differences, disputes over billing in the case of a possible film with Grace Moore, and production delay all figure in the decision to tear up the papers. Irving Thalberg wanted time

tear up the papers.

## **POMMER SETTLEMENT** IS DUE TO ILLNESS

Hollywood, March 5.

For will settle its contract with Erich Pommer, producer, before the termination of the month's layoff he's taking due to ill health. Pact-has a year to go. Two pictures being prepared under Pommer's wing will probably

be assigned to others.

Pommer, ill for the past three months, came to Fox about a year ago from Germany, where he was in charge of production at UFA.

## Metro Takes On Carl Randall as Hoof Prof.

Hollywood, March 5.

Carl Randall has been given a Metro termer as dance stager.

Randall formerly did a standard dance act in vaudeville. Together dances are not been given as the dance for Gay Divorcee (show).

## **Butler on Lloyd Yarn**

Hollywood, March &.

Hollywood, March 5.
Frank Butler goes to Harold
Lloyd's unit on losifout from Hal
Roach studios. Writer joins the
comedian and Richard Connell in
developing a story idea previously
lined up by Lloyd and Connell.
Previous loanout deal whereby
Butler was to go to the Samuel
Goldwyn organization to work on
the next Eddle Cantor yarn failed
to jell after pretiminary arrangements had been completed.

### BORROWS M-G QUARTET

Hollywood, March 5. Edward Small borrows Harvey Stephens from Metro for spot in his Reliance production, 'Let 'Em' Have It,' which Sam Wood is directing at

Stephens is fourth member of the cast producer has grabbed from Metro on loan.

## TWICE A DIRECTOR

Hollywood, March 5.
Hollywood Park Jockey Club has been incorporated for \$750,000, with Raoul Walsh, director, on the di-



## WILL MAHONEY

The Evening Standard in London said: "The oldest joke in the world, still the funniest, is a man who inadvertently falls down. It needs a supreme clown to do it properly, and Will Mahoney, the American comedian as the Paliadium, has brought it to perfection."

Direction
WM. MORRIS AGENCY Mayfair Theatre Building New York City

## Being Minor Doesn't Allow Voiding Agent Pact, L.A. Court Rules

Los Angeles, March 5. Precedental ruling by Judge Joseph W. Vickers on a pr motion saved the trial of the Leo Morrison \$6,500 agency commission suit against June Knight from a possible one-punch, first-round egal knockout before evidence relating to the controversy could have been introduced.

Court's ruling held that a contract by a minor to employ an agent is not delegation of the minor's powers, under the law, and that such compacts are therefore not voidable on that ground.

Attorneys Jules C. Goldstone and David A. Sondel, for Miss Knight, had raised the point in a motion to exclude all other evidence upon inexclude all other evidence upon in-troduction of the actress birth certificate showing she was under 18 at the time she made the agree-ment with the Morrison agency. Had the motion been granted, on the plea that the contract was a delegation of power in an unwar-rantable sense, it would have been taniamount to dismissal of the whole action:

whole action.

Court, however, sustained objections of Attorneys Zagon, Aaron &
Fink, and also upheld their objection to belated effort to introduce a cross complaint which would have made counter demand. for \$3,600 commissions already paid in Miss Knight.

Miss Knight.

Leo Morrison's complaint, which
proceeded at trial yesterday (Monday), seeks to establish that he was
damaged \$6,500, the amount Miss
Knight would have paid in commis-Knight would have paid in commissions at her current salary figure, over the period of her contract, had she not terminated it. Actress contends ahe was justified in dismissing Morrison on the ground of lack of dillegence in her behalf, as well as a correct of minority when she signed.

## SAILINGS

SAILINGS

March 13 (London to New York)
Betty Jane Cooper, Lathrop Brothers (Ile de France).

March 1 (world cruise) Clara
Blandick (Pres. Adams).

March 5 (Mediterranean cruise)
Mr. and Mrs. Sam Saze, Mr. and
Mrs. Roy Mack (Roma).

March 6 (Paris to New York)
Frant Fariey (Champlain).

March 6 (San Francisco to Sydney) J. H. Seidelman, Oskar Deres
(Monterrey).

March 4 (Los Angeles to New

## **FAMOUS FIRST NIGHTS**

The following descriptions of memorable theatrical premieres is a compilation of stage, screen, concert or nite civil openings which, for some odd circumstances or another, stand out in above business. They will be recorded without thought to chronological order. The reasons for the distinction of each premiere range anywhere from some historical significance, in connection with the debut of an artist, novelty show venture, play or company, to some other attendant excitement backstage, some colorful occurrence out front, or merely because of the gala circumstances. This is to be a continued series.

'The Black Crook'

The Black Crook'

(Nible's Garden, N. Y., Sept. 12, 1866)

Nine minutes past. I. am. a crowd, which tested the capacity of the theatre, flocked out of Nible's in the Metropolitan hotel, wild-eyed and littery. It had been a long show, but it was a fairy-magic story, told in the rhymed deegerel of that day. But the dislog was unimportant. New York was getting its first taste of the leg show:
York was getting its first taste of the leg show:
York was getting its first taste of the leg show:
On the show the most daring dancers were of the below the showed "Nympha Disporting in the Bath." They were pretty well clad according to modern ideas, but it was something them.

By the end of the week the show.

then. By the end of the week (the show opened on a Wednesday) they were getting the audience out at 11 and that Sunday almost every minister denounced it from his pulpit. The production ran for months and was several times revived, last in the early '99's, when it was shown at the Academy of Music to its first loosing run.

'Trilby'

Trilby'

(Garden, N. Y., April 15, 1895)

Paul M. Potter's dramatization of Du Maurier's novel was given its New York showing at this theatre in the northwest corner of old Madison Square Carden under the management of A. M. Palmer.

Though Virginia Harried, in the title role, was supposed to be the star, Wilton Lackaye stole the show as Svengalli, and was chiefly responsible for the more than a year's run. Mary Louise Clary, concert singer, was the offatage voice for 'Au claire de la lune' and 'Ben Boit'. Lackaye's death scene was the outstanding feature.

To stave off piracy William A. Brady, who bought the road rights, launched 20 companies into the field, blanketing the country and invading even the tanks.

## Look 'Em Over

## Studios to Subsidize Talent Showcase-Profits, If Any, to Charity

## Overlook Nothing

Hollywood, March 5.
Five minutes after Gilbert Roland was taken to the hospital from off a Fox set, with a supposed appendicitie attack, 12 people called the studio to find out if they could get his Academy banquet tickets.

## **BRING SANDWICH TO** SOUTH SEAS PICNIC

Hellywood, March 5.
With construction of a native
South Sea village completed on lo-cation at Papeete, Frank Lloyd has started shooting exterior and process background shots for Metro

ess background shots for Metro's
Mutiny On the Bounty on the Tahiti location.

Director cabled producer Irving
Thalberg that he expected to complete schedule on the location in
time to catch the next boat home
within two weeks.

## Raymond's Radio Pair: Want Ann Sothern

Hollywood, March 5. Gene Raymond has signed a twopicture contract with Radio and draws the lead in Hooray for Love. Studio is also dickering with Co lumbia for loan of Ann Sothern fo

Felix Young musical gets going at this studio March 11.

## LeRoy's 'Miss Glory'

Hollywood, March 5.
Mervyn LeRoy will finish 'Oil for amps in China' at Warners around farch 15 and immediately starts freeting the Marlon Davies ploure, 'Page Miss Glory.' March 15

## MARICA BECOMES MARIETTA Metro went into session in New York last week to pick a new name for Marica Gervay, Hungarian im-

March 2 (New York to Paris)
Charles Boyer, Rosie Dolly, John
Hay Whitney (He de France)
March 2 (New York to Paris)
Charles Boyer, Rosie Dolly, John
Hay Whitney (He de France)
March 2 (Los Angeles to Aculupia,
March J. (Los Angeles to New York) Gus
Feb. 28 (Paris to New York) Gus
Feb. 28 (Los Angeles to New York) Gus
Feb. 28 (Los Angeles to New York)
Feb. 36 (Los Angeles to New York to ready a stage musical with his
brother, Nat.

### Hollywood, March 5.

Movement to transform the Car-thay Circle into a legit show win-dow for local talent has been launched by Ben Jackson and Har-old Leyton, with Ray Duserne penned in as the producer. Subject has been broached to cast-

Subject has been broached to casting directors, who met last week
with Fred Beetson of the producers
association. Project has met with
approval so far, with the producers
themselves now to be heard from.
Under the plan one play would be
given one night: a week. To defray
cost of operation, studios would be
asked to take 42 seats for each perfood be. Any profits accruing
Pleture Relief Finnd or the Assistance League.

## Military Outfit Gets McLaglen Into Suit

Los Angeles, March 5. Los Angeles, March 5.

Through his asserted interest in horses furnished by riding schools for the California Light. Horse Troop, Victor McLaglen has been made co-defendant in a Superior Court suit which demands \$115,142 for injuries sustained by Charlotte Ann Poet a student.

Ann Post, a student.
One of the horses used by the troop, organized by McLaglen, is claimed to have run away, crashed into an auto in which the plaintiff was riding and to have injured her seriously and permanently.

## Tibbetts' Opera Pic

Hollywood, March 5. his 20th Century contract will have background of modern U. S. opers. Original story idea has been as-signed to Bess Meredyth.

## BORZAGE ON 'STRANDED'

Hollywood, March 8, Frank Borzage has been handed direction of his second Kay Fran-cls-George Brent picture at War-ners, Stranded, set to start toorrow (Wed). First was 'Living On Velvet,' just

## STROWRERG'S R'WAY LOOK

Hollywood, March 5. Hunt Stromberg is going east to itch the new shows. Frances

catch the new shows. Fra
Goodrich and Albert Hackett
company to work with him o
"Thin Man' sequel for Metro.
W. S. Van Dyke, who will di
Joins trio in New York.

who will direct,

## LONGER CONTRACTS ON TA

## 8 of 18 Firsts Go to Columbia as **Academy Hands Out Annual Awards**

Henry, the First

Hollywood, March 5.
First player to have his signature gallop along the dotted line of the new Academy contract is Henry Rocquemore.
He drew a day-to-day stint in Paramount's 'Glass Key.'

WB's '3 Men' Are

With three film companies seeking the picture rights of Three
Men On A Horse' show may reach
the top buy price of the season. It
takes rank as the first Broadway
show backed by film coin to receive
active bidding.
Sam Goldwyn wants the play for
Eddie Cantor, Paramount has put
in a' bid, and Warners, which supplied the play's production money,
also wants it on celluloid. Claimed
that the Bidding is already around
the \$90,000 mark.
Situation is as anticipated by the

centage.

The Playhouse does not share in
the theatre end of the engagement
because the booking is a four walls
rental. It's a case of the house
management making the wrong
guess, leasing the theatre instead of
taking the play on sharing terms
Perfect break for the show, how-

This situation also applied to Salior Beware' last season at the Lyceum. House had little confidence that that show had a chance, so rented to the attraction. Show, a surprise hit, then stayed 62 weeks.

Janet Beecher Settles

Hollywood, March 5.
The \$11,000 commission suit by
Lew Cantor and C. S. (Tink)
Humphrey, agents, against Janet
Beecher has been settled out of

MARC CONNELLY TO M-G

MARC CONNELLY TO M-G
Mare Connelly lett for Hollywood
Sunday (3) with a two-day stopover in Florida. He will spend two
months on the Metro lot.
Connelly has been asked by
Metro to look over the half dozen
available scripts on 'Good Earth
as his first chore.

**Close to \$90,000** 

3 Bidders After

Hollywood, March 5.

Columbia walked in, out, around, and off with the annual award shindy of the Academy of Motion Pictures Arts and Sciences here last

ehindy of the Academy of Motion. Pictures Arts and Sciences here last. Wednesday (28).

Never before has one company so completely dominated this statuette sweepstakes. Eight first out of a possible 18, and nearly all of them in the support of the state of the stat the industry.
Score Card.

Here's how the score cards read after the dishes were carted away: Special award: Shirley Temple,

Fo:.

Best production: 'It Happened One Night,' Columbia.

Bost performance by actor: Clark Gable, 'It Happened One Night.' Best performance by actress: Claudette Colbert, It Happened One

Night!

Best director: Frank Capta, It
Happened One Night!
Best adaptation: Robert Riskin,
It Happened One Night!
Best sound recording: One Night
of Love! Columbia.
Best sound recording: One Night
of Love! Columbia.
Best souring: Lou Silvers, 'One
Night of Love!
Best orliginal sersen story: Arthur
Caesan, 'Manhattan Melodrama,'
Metro.

st art direction: Cedric Gib-Fred Hope, 'Merry Widow,

Best cinematography: Victor Mil-ner, Cleopatra, Par. Best film editing: Conrad Nervig, Eskimo, Metro.

Best assistant direction: John Waters, 'Viva Villa,' Metro.

Best film song: 'Continental,' by Con. Conrad and Herb Magidson,

Best comedy: 'La Cucuracha,
Pianeer-Radio,
Best novelty: 'City of Wax' Edu-

Best dartoon: "Tortoise and Hare, Walt Disney.

Scientific-Technical
Class 1: No award.
Class 2: Merit certificate to Electrical Research Products for new
type (hill and dale) of recording.
Class 3: Honorable mention to
Columbia for application of ERPI
recording.

recording.

Bell and Howell for fully auto

matic printer.
Major Nathan Levinson, of Warners' technical staff, presided at the banquet with Irvin S. Cobb toastmaster and despatcher of the gold statuettes

statuettes.
Previous best mark for Academy
honors was shared by 'Cavalcade'
(Fox) and 'Climarron' (Radio). Each
of these pictures were cited for production, direction and art direction. Runners-Up

Runners-up in the various divi-

Runners-up in the various aivielons were:
Performance by actress: Norma
Shearer, Barretts of Wimpole
Street, Metro, second; Grace Moore,
'One Night of Love,' Col., third;
Bette Davis, 'Of Human Bondage,'
Radio, fourth.

Radlo, fourth.

Performance by actor: Frank
Morgan, 'Ceilini,' 20th Century, second; William Powell, 'Thin Man,
Morro, third. Metro, third.

Art direction: Gibbons-Hope, 'Gay

Divorcee, Radio.

Production: 'Barretts of Wimpole Street,' second; 'One Night of Love,

## SIDETRACKING SHORT OPTIONS

Studios Offering Ace Talent Straight 2-Yr. Deals Some Accept, Others Dodge-3 Mons. Options Hold for Neophytes

### TOO MUCH BICKERING

Hollywood, March 5. Hollywood, March 5.
Long accepted practice of the picture studies of issuing contracts to players, writers and directors for six months followed by optional periods, is beginning to fail by the wayside. Most of the major companies are now anxious to clinch ace talent beyond the original six months stretch.

months stretch.

In the past few weeks several
writers, players and directors have
been given straight two-year deals.
In two cases the contractee has declined the 24-month ticket in favor
of a single year contract.

clined the 24-month ticket in favor of a single year contract.

Studios are evidently fed up with signing talent for the shorter terms as this invariably causes bickering at each renewal, plus the mental anxiety on the part of the contractes that the option will be allowed to lapse. When nearing option time contractes generally-develop an attitude that is not conjudive to good work.

At Metro James K. McGuinness and Herman Mankiewicz, both scriveners, have just received new contracts for two years. William K. Howard, director, was also of fered the longer contract there, or referred to sign for one year contracts to Lewis the contract of the preferred to sign for one year contracts to Lewis the contract of the contracts.

Though the single year. Same studio has Norman Krana and Claude Binyon, writers, on the longer term contracts.

Though the studies of proven

auso wants it on celluloid. Claimed that the bidding is already around the \$90,000 mark.

Situation is as anticipated by the Dramatists' Guild, the Basic Minimum Agreement specifically protecting authors through its open bidding requirements. Heretofore rules covering activities of picture firms in Broadway productions apipeared to have been misinterpreted. There is no bar to capital from any source in backing productions, so long as suicin money does not represent the purchase of picture rights long as suicin money does not represent the purchase of picture rights of plays backed by film concerns or Otherwise.

In the case of Three Men, Warners will profit doubly whether it secures the film rights or not. Alex Yokel presents the comedy at the Playhouse, N. X., with the Warner interest said to be 50%. That company would therefore receive half the managerial share of the picture rights money if sold to another-firm in addition there would be the profits of the stage presentation.

Several participants in Yokel's share of the show. Among them is Irving Cooper, formerly in Leblang's ticket agency. Ted Lasser, theatrical actorox, also owns a percentage.

The Playhouse does not share in contracts.

Though the lengthy agreement is favored by the studios for proven talent, the lots still refuse to contract anyone without a name for more than three months on the first buy. They figure that most people will indicate their picture possibilities within that length of time.

## Seagoin' Sawbones In WB's Military Cycle

Hollywood, March 5.

Next military service feature to
be produced in the Warner cycle
deals with the U. S. Navy Medica Corps.

Original and untitled yarn is by Commander H. A. Jones and will be made under Harry Joe Brown's supervision. Malcolmn Stuart

Supervision. Matchill States assigned to the scripting job.
Sea-going sawbones opus trails the U. S. Coast Guard picture now being readled at WB.

## Lewis and Gordon,-Pleasure and Business

Max Gordon and Al Lewis, Para-mount producer, leave end of this month for a European vacation. Gordon's Metro deal, as advisor on musicals, expires at that time.

## Ann Harding Returns

Hollywood, March 5.

Ann Harding docks tomorrow (Wednesday) from Honolulu, winding up her extended vacation after a recent illness.

third.
Original story: Norman Krasna.
Shi first chore.

shi first

## Producers Paint Utopian Pic for Free Lancers: New Contract Is In

## Scouting-

Hollywood, March 5.
Robert Hopkins, Metro writer, bought a ranch in San Fernando valley, and has a man scouring Beverly Hills to pick up a second-hand swimming pool.

## \$50,000 Bid for **Jesse Matthews Op Fred Astaire**

Radio approached Gaumont-British last week for the loan of Jessle Matthews Studio wants to team the British-girl-with-Fred-Astaire and offered \$50,000 for Miss Matthews services for the one film.

G-B countered with an okay, providing Radio will allow Astaire to do one with Miss Matthews for G-B, and first. There the matter stands.

Hollywood, March 5.

Paramount has been nibbling for a one picture deal with Jessie Maithews, British girl, but deal fell by the wayside when Miss Matthews asked \$150,000 for the single pic.

## **DIETRICH-PAR** RENEW FOR YR.

Hollywood, March 5.
Her contract expiring with The
Devil is a Woman, Mariene Dietrich
gets. a. new pact from Paramount,
stgined by Adolph Zukor,
New deal calls for two pictures
next year and carries an option for
a second year's pair.
Expected that Miss Dietrich's
next will be Napoleon's Josephine.
Ernst Lubitsch was to have directed
this, but it now goes to another piloter on Tubitsch's announcement
that he won't direct any pictures
while holding his current exec berth
at the studio.

## TO THE WOODS

Agents Within 5 Miles of L. A. Would Be Nicked \$100 Fee by Bill

Hollywood, March 5.
Those frugal percenters who
moved to the Beverly hinterlands,
and the unincorporated county area
close by to escape the Los Angeles
\$100 license fee as against a \$10
sock by other communities, may
shortly have to commute consider-

sock by other communities, may shortly have to communite considerably farther.

At the instance of Edward Nolan, State Labor Commissioner, senate and assembly bills have been introduced at Sacnamento which will on agents operating within five miles of a metropolis as well as within the city itself.

This would take in all the territory now occupied by agents transacting business with studios in the Los Angeles metropolian environs. A penal bond of \$2,000 to insure compliance with license regulations would also be required.

Bill, identical in both houses, has been referred to labor and capital committee, and is touted as baving good chance to pass.

New Academy contracts for free-lance actors went into effect March 1. These are for week-to-week and day players, the form of which is to be effective for five years under the recently signed agreement between producers and the Academy.

producers and the Academy.

That the contracts which give a better break all around for actors are to be observed both in letter and spirit was piedged to producers at a meeting called at the Fox studio and attended by more than 300 studio execs, at which top officials warned-the-losser-execs-that there is to be no chiseling hereafter on actors.

Louis B. Mayer at the session stated he would give \$25,000 to any charity if it could be proved the major companies were not on the level in their intent to give the actor a better deal

No 'Skullduggery'

No. 'Skullduggery'.

B. B. Kahane told the lesser excess
in attendance that it is the intention of the producers to live up to
the spirit as well as the letter of
the new contracts 'without evasion,
trickery or skullduggery,' and added
that any studio executive who reported to the front office that he
had twisted the wording of the contract to give the studio the better
of the break would receive censure
instead of praise.

Mayer said that harmony must

or one oreax would receive censure instead of praise.

Mayer said that harmony must be the keynote of the producing end of the business is to form a united front against the common enemies, which he grouped as agitators, censorship-minded reformers—and, those who would heavily and unreasonably lax the industry.

Toward this harmony Mayer asked the excest that hereafter in case of any doubt where an actor is involved that the latter must get the benefit of the doubt. Irving Thalberg presided at the session.

Sid Silverman, President 154 West 46th Street, New York City

SUBSCRIPTION

No. 12



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## WENDY BARRIE HOME

Hollywood, March 5.
Immigration officials have ordered
Wendy Barrie, English actress under Paramount contract, to puck up,
as her visitor's stay is up.

## **MPTOA Conventioneers See Film** Code as Sticking: Agitate for Compromise: Louisville on Next

sure that the strong cry for relief under the Blue Eagle will carry far. Following close of the convention and some conferring with Rosen-blatt in New Orleans, the special committee had nothing to report but indicated that it hoped to lay groundwork for Blue Pagle reforms. In Washington this week.

Committee's Points Proposal is that the committee of five agitate for the following:

Reorganization of the Code
Authority for more equitable
representation of industry
branches and the territories into

which the country is divided.

2. That greater authority be given local grievance boards and that their judgments be effective immediately.

3. That a review by the C.A. of matters and findings of the local zoning-clearance boards be made only when this review is to establish the legality of any local board's decision.

any local board's decision.

4. That matthese and matthee admission prices under the code be considered ended at 6:01 p.m., exhibitors claiming some houses run to as late as 7:30 on. matines. prices.

5. The code by the shall be the code of the code by the code practice and their tade practice and their abolition inserted in the code.

foreign-mades under contracts over and above the 20% of regular

to the code, the MPTOA decided to withdraw it.

withdraw it.
Also claiming the code is unfair
with respect to letting representatives ait on zoning-dearance boards
to hear their own cases. Sidney
Lust, Washington exhibitor, wants
an amendment to the picture code
outlawing this right. He falled to
get action at the New Orleans condiave.

Commission pronipit continuance; that family night programs be encouraged; that C.A. be urged to take steps against score charges; that exorbitant fire insurance rates be condemned and that clean pic-

condemned and that clean pic-es be encouraged. lany of these resolutions are ual dupes of resolutions written (Continued on page 59)

serted in the code.

By ROY CHARTIER

While threat against continuance of the picture code is widespread among exhibitors, with outstanding leaders trying to force the issue at the MPTOA New Orleans convention, the code was deemed by most exhibs present to be here to stay.

Those who feel this way include some of the code' bitterest enemies but who, for the record, are agitat-ing to have it scrapped. This agi-tation, if strong enough, they fig-ure should result in some compro-

lice exhibitor element does beleve that the 'de may be dumped,
pointing to the fact that the cleaners and dyers industry was successful in throwing the mantle of
codism from its shoulders. This
group, including leading militants,
would consider compromises, however, and if gettling reasonable relief would be willing to carry on
under NRA.
Divisional Administrator Sol A.
Rosenblatt airrived in New Orleans
in time for the final day of the con-One exhibitor element does be-

Rosenblátt airrived in New Orleans in time for the final day of the convention. After he had addressed the exhibitors various resolutions were drawn for codistic action, including, appointment of a committee of five to confer with him. On Friday (1) he met with Morgan Waleh, Ean Francisco leader, who headed the committee, but nothing occurred, with action transferred to Washington.

with acute ingree in the control of the control of the capital to huddle with Rosy on codism and to consider legislative problems. Kuykendall will be in the control of the capital to inducise with Rosy on codism and to consider legislative problems. Kuykendall will be in New York tomorrow (Thursday) to attend a meeting of the Code Author of the Code Auth

ser action at the New Orleans con-olave.

In addition to favoring block booking if distribe will grant the 20% cancellation without notice re-atrictions as prevailing under the 10% clause, convention passed res-olutions: opposing the music tax; favoring revision of the non-thea-trical clauses, to effectively elim-inate undari competition from this quarter; opposed free radio shows in theatres and elsewhere with rec-ommendation that Federal Radio Commission prohiblt; continuance; that family night programs be en-couraged; that C.A. ated as promised, resulted in exhibitors denouring it openly on the MPTOA convention floor. With prominent theatre operators unanimously demanding the code be dropped or changed. Rosenblatt flew in from Washington.
Changes under NRA which are desired are notably a higher cancellation privilege and elimination of the trade practice under which distributors name playdates for their pictures. Distributors attending the convention took runout powders when these matters were brought up, retusing to enter into a discussion of the merits of complaints made.

Exhibitors are willing to have block booking if the distributors will give them the unconditional right to exclude up 2.2% of the total number of pictures contracted for in groups of 10 or more, but with respect to designated playdates which the MPTOA convention will a practice. Many as rearises. Miller, Chi-cago; Jules Michaels, Buffalo; Fred Wehrenberg, St. Louis: Harry S. McLeod, New Orleans; Ben Berinstein, Los Angeles, and J. Dennison, of the Butterfield circuit in Michigan.

Claiming that certain interests were intered as a sea to the content on scales.

Claiming that certain interests Claiming that certain interests were intent on seeing that the code doesn't function. Morgan Walsh's committee succeeded in passing a pesciution without trouble. So far as the convention was concerned, this resolution places the matter strictly in the guise of demanding action. Whether the MPTOA body, through its officers and board of directors, will carry forward or not, based on what results are obtained by the special code committee of five which meets with Rosenblatt, is something else again. No one is

We Eat Again

Hollywood, March 5.
Those hard riding buckos along Cahuenga bouleyard are along Cahuenga boulevard are wearing big grins under their 10-gallon sombreros. Chuck wagons will roll again, for Buck Jones has signed at Uni-versal to do eight cilfinances and a chapterplay. To the chaps and spurs mob that means the old days are re-turning and that The Last Rotindup' was only a song after all.

## **MPTOA Sidelights**

New Orleans, March 5. Bob McNell and the missus didn't miss San Francisco a bit.

Delegates discovered the late spot for coffee and doughnuts was the French market, especially after making the Nut Club, most popular hangout in the wee hours.

An exec from New York tossed a coccanut out in the street, the milk spilling over a taxl driver's pants. The exec had to settle for a cleaning bill.

Jimmy Grainger decided to remain to himself going back to New York. Too many rumors.

Dave Palityman is staying on to clean up bills and other matters for the MPTOA and Ed Kuykendall. Not due back to New York until Thursday (7).

Herman Robbins and Sam Dem-bow left here by plane for Mlami and a little sun-tan. serted in the code.
6. That aremiums with admissions be prohibited.
7. That exhibitors be freed from necessity of taking shorts and newerels when signing feature-contracts.
8. That outside control and influence of local grievance and z-o boards be eliminated.
Suggestion was made at the convention that exhibitors be permitted to cancel out westerns and foreign-mades under contracts.

Ed Kennedy, in charge for Gau-mont-British here, screened 'The Dictator' as often as he could get an audience. He needs a new print.

Gorge W. Weeks and Reg Wilson plan a swing through some of the central and eastern exchange points before going back to New York.

Latest reports from Mrs. Bob Wilby is that her Immunity Club had close to 50 members, but that the \$5 admission fee was badly de-pleted by locals crashing the im-bibing society she set up.

Walter Griffith worries about nothlng

On the way back east Jules Levy nixed lost sleep with a study of Radio sales problems

Lon Young drew attention with hat clearet case made from the ingraving of a \$100 bill.

M. A. Lightman wants the boys to come to his town, Memphis, for a May cotton carnival which he thinks will some day become as big as the Mardi Gras.

Jack Miller tried to get Fellx Felst into a quarrel, but latter laughed off everything.

Someone suggested a 'March of Time clip to Harry D. Thomas, Idea was to have exhibitors and So Roisenblatt as the actors with first exhib giving away a spoon, another handing out a saucer and still annanding out a saucer and still an-other the cup. All as a means of showing what's wrong with the code. Climax was to be an absent-minded exhibitor giving away his theatre.

## **NRA Researchers Claim Amusements** \$2,500,000 in Black for 9 Mos. of '34

Washington, March 5.

Net profits of the film industry, and other subdivisions of the amusement field, skyrocketed during 1934 according to a tabulation complied according to a tabulation complied with the state of the state o

credit for turning a ten-and-three-quarters-million red into a two-million black figure, Blue Eagle braintrusters sought to give the im-pression that this improvement was due to the NIRA program. Statis-tics were part of a penetrating 68page propaganda report on experi-ences and accomplishments of the Recovery drive.

NRA crowd reported that net earn mes during the first hine months of 134 for film and amusement enter prises reached \$2,500,000, or, more han 12 times the figure for the comparable period of 1323. This comparable period of 1333. This comparable period of 1333. This compares to a net deficit of \$10,700,000 during the same nine-month period for 1325. Figures taken from 1325. Figures taken from the complex of t

## 65.918 Film Theatres in World With 40,869 Wired; Gov't Figures

METRO'S 'MASCARADE'

Buys Rights to Austrian Film-

Metro has closed for the American rights to 'Mascarade,' Austrian (Tobis-Sascha) production, directed by Willy Forst. Picture will be completely remade in Hollywood. Understood M.-G paid \$50,000, closing, the deal in London where the film, in its original German version, is currently playing.

Leaves Fejos Out on a Limb

New York censor board Monday (4) pasted a total ban against Marie, Hungarlan film, thereby also hanging one on the chin of Faul Felos, director, Felos made the picture in Budapest for Universal on a participation deal, U retting the European rights and Felos retaining the U. S. rights.

Picture has done well abroad the past two years, but Felos couldn't interest any major American company on distribution. He finally arranged with DuWorld, indie, for American distribution.

In view of the N. Y. board's verdict, Felos may get nothing for directing the picture.

directing the picture,

EIGHT IN WORK AT WB AS FOUR MORE STARTED

Hollywood, March 5 Warners goes into action with four new pictures this week, making eight in work with the holdovers. seight in work with the holdovers.

Alibi Ise, directed by Ray Enright; Stranded, with Kay Francis and George Brent, and Frank Borzage at the helm; Crasshing Society, with Phil Regan in his first leading role, June Martel, opposite, in her first illm, and Robert Florey directing, and Men on Her Mind; the Bette Davis picture which Al Green handles.

Currently before the cameras are The G-Men, 'Dinky,' Lamps of China,' Midaummer Night's Dream' and 'In Callente.'

## **ALLIED CONVENTION AT** ATLANTA DURING MAY

Chicago, March 5. Chicago, March 5.
Allied will hold its national convention in Atlanta during the first or second week in May. It's the first time Allied has ever convened in the south, having previously and usually gathered in Chicago.

Local Allied organization hold its annual general meeting and election last week. Not a change in administration with the same board and officers reelected.

and officers reelected.
Aaron Saperstein, original chief
of Allied here, continues at the

## Wright Ass't Prod.

Hollywood, March 5. William Wright, formerly on the Paramount story board, has been made assistant producer to David Selznick at Metro.

G-B'S LEE WEST Arthur A. Lee, in charge of Gau-mont-British over here, left for Hollywood yesterday (Tuesday) for

Lee will be back in New York in wo weeks with stopovers at G-B xchanges en route.

### VEILLER RELEASED

Hollywood, March 5.
Paramount has settled Bayard
Veiller's contract after two years
on the lot as a producer.
Pact had two months to go.

Washington, March 5.
There are 65,918 film theatres operating around the world, as of Jan. 1, 1935, but only 40,869 are wired for sound. Figures are made available through a new census by the U. S. Department of Commerce.
The United States, figures show, if the Olive States of States o

available through a new census by
the U. S. Denartment of Commerce.
The United States, figures show,
is the only sector completely wired.
Figures for the six world sectors
are: United States, 10,143 houses,
all-wired; Europe, 39,547 houses,
23,460 wired; Latin America, 5,002
houses, 2,783 wired; Far East, 4,718,
houses, 3,352 wired; Canada, 223
houses, 710 wired; Africa and Near
East, 685 houses, 411 wired.
Taking the count by countries,
the lineup fluctuates considerably;
Russia has the biggest number of
olimens of any one country in the
world except the United States,
9,387 in operation. But only 1,380
can use talkers, rest being silent.
Film theatres in Europe line up;
Russia, 5,387; Germany, 5,100; England, 4,387; Germany, 5,100; Eng1,395; Austria, 250; Cachosionalis,
1,955; Austria, 250; Germany,
4,489; France, 2,900; Haly, 2,995;
Russia, 1,260; Spain, 1,333; Czechoslovakia, 1,025; Sweden, 343; Austria, 550; Bejtum, 650; Poland, 428,

Austria, 590
Japan leads the Far East with
1,600 cinemas atch
hut her and the Far East with
1,600 cinemas at Austria, 550; Poland, 428,

Austria's, 990
Japan leads the Far East with
1,600 cinemas atch
hut did not be considerable with of
hird to first with 4,600 cinemal at hird with 600 cinemas 500 of them
wired. New Zealand, the Philliphes and China Toliou in that
In Latin America there is also
Considerable discremence between the considerable discremence and the considerable discremence between the considerable discremence and considerable discremence and considerable discremence and considerable

lipines and China source order. In Latin America there is also considerable discrepancy between wired and silent houses. Argentina has the most theatres, 1604, with Brazil second at 1,200. But there are 800 wired theatres in Brazil and only 800 in the Afgentine. Mexico is third with 850 wired houses out of 701.

few countries completely Outside of the United States there are Sweden with 843; Latvia, 107; Honduras, 14; Jamaica, 14; Bahamas, 4; New Zealand, \$66; Bahamas, 4; New Zealand, .1 Straits Settlement, 48; Palestine.

## SCHULBERG-ZUKOR TALK 6 OR 8 FILM PROJECT

Hollywood, March 6.

B. P. Schulberg has been hudding with Adolph Zukor on a new Paramount production deal.

Reported that contract will be drawn for Schulberg to make six or eight pictures. This is about the same as his previous Par deal, which expired a few months ago.

A hitch in negotiations seems to be number of pictures to be made and whether films are to be produced independently for Paramount release with ERPI financing.

### Wampas Election

Wampas Liection

Wampas picks officers at its annual election tonight (Tuesday).

Three-cornored contests for all offices, except presidency, due to the withdrawal of Carlisis Jones of Warners. Prexy fight narrows down to John Miles of Paramount and Oliver Garver. of National Screen Service.

### Fox's Cohan Play

Fox will remake 'Song and Dance Man,' the George Cohan play made as a silent by Paramount in '26.

Studio bought the talker rights several weeks ago and concluded negotiations for Par's holdings last week. W. R. Sheehan will handle the production.

## SAM CLARK TO N. Y.

Chleago, March 8.
Sam Clark, who has been in charge of publicity for the local Warner exchanges, goes to New Will be spotted there on Warner appointation, York

## FOX LOSES PATENT SUIT

## **Tri-Ergon Litigation**

The II. S. Sunreme Court's negation of the talker patent claims by American Tri-Ergon has stifled William Fox's royalty intent. But ATE has other patents which it believes are valid, among these being one on the photo-electric cell. However, it is held to be problematical whether William Fox will now pursue the prosecution of this or other claims he may have. It is believed pressing of the talker patent claims has cost William Fox \$200,000, and that estimate is deemed conservative.

The patent quarrel between ATE and the industry was brought into the Federal Courts of Pennsylyania and Briokkipa early in 1932. Last believes are valid, among these be-

and the industriate sociated with into and the industriate of Pennsylvania and and the industriate of Pennsylvania Grobber, after ATE wow victories in the Circuit Courts, the U. S. Supreme Court refused to review the cases, but later changed its view and consented to review the case. This is one of the very rare occasions when the country's highest court granted a review after one had been denied.

Chase Bank and Erpl are reported to have discussed a proposition at that time that should the Supreme Court uphold the ATE claims, as prosecuted by William Fox, some deat might be arranged whereby Erpl and ATE could amalgamate. That would have been presumes the country courts of New York by Tox. There is at present a suit pending in Nassau County courts of New York by Tox. Film sclaims of Tri-Ergon ownership are set forth. William Fox, it is said, intended to use his Tri-Ergon whip to control the newspeels and that it might be his intention, as accounted then, to inflict heavy royalties on the in.

his intention, as accounted then be his intention, as accounted then, to inflict heavy royalties on the industry, mostly through the majors. The scramble for possible protection against William Fox was on and the companies were actually at a loss on what to do.

and the companies were actually at a loss on what to do.

William Fox holds 90% of the stock of American Tri-Ergon and the parent company, Swiss Tri-Ergon, owns the remaining 10% of the common. Swiss Tri-Ergon made the deal with William Fox in 1928 when he was head of Fox Flim, Among conditions there was reported to have been one whereby William Fox was to establish the Tri-Ergon system in the U. S., and that it was presumed that Fox Flim would be the first to so establish it. However, after two years Tri-Ergon renewed with William Fox for another period, it is claimed, during which the Tri-Ergon system still failed of being generally established.

established.
Swiss Tri-Ergon, through Attor-

established.

Swiss Tri-Ergon, through Attorney Milton Diamond, of the law firm of Gilbert, Diamond and Brandels, eventually filed incorporation papers for a new firm known as the Swiss Tri-Ergon Corp. of America. Tri-Ergon Corp. of American Tri-Ergon might have collected in royalties, from the film business, had its claims been upheld, is one of those things, it would have been subject to extensive littigation, anyway, and it could have been years before Fox collected anything. On this angle there was further gloom ahead, as conflicting accounts in the trade were that Ergi feit it was not responsible to the film companies in any possible royalty damage action resulting by ATE's claims on the double print matter.

DeForest

## DeForest

DeForest DeForest Phonofim also stepped into the picture. This firm's patent attorney is Samuel Darby, Jr., of the firm of Darby & Darby. It seemed that the double print patent which at Deen conceded to it by DeForest phonofilm on the advice of Darby in another case. Film company lawyers are known to have consulted with Darby and Darby then became the pivot point of the entire situation as the William Fox

## Sisk as Producer

Hollywood, March 5

Robert Sisk, assistant to J. E. Mc-Donough at Radio, will make his debut as a producer within the next three months.

turee months.

Currently Sisk is functioning as co-producer, with Cliff-Reid on Sylvester Bernard. Sisk was head of publicity and advertising for Radio before coming out here from New York.

## **GOVT. PROBE MONEY READY**

Washington, March 5

Washington, March 5.
Funds for the government's probe
of American Telegraph & Telephone
Co., Erpl, and other subsidiaries,
were wirtually assured yesterday.
(Monday) when the House completed action on the Wheeler-Rayburn resolution appropriating \$750,000 and broadening authority of the
Federal Communications CommisFederal Communications Commistion, Measure went to the White
Hon. Measure went to the White
Hon. The Statute of Fresident Roseweit's significant of the Fresident Roseweit's significant of the Fresident Roseweit's significant of the Fresident

House for Fresident Rooseveit's signature.

Doubtful if actual hearings will get under way for another month or, six weeks, although considerable preliminary work has been accomplished under direction of Commissioner Paul Walker. Plan is to take up matters directly relating to rates charged consumers for phone service, then delve into corporation secreta and inter-company relations as to financial interest in film and radio as well as Erpl's activities in sound picture field.

## MUSIC HALL'S DEALS **WAIT ON VAN SCHUMUS**

W. G. Van Schmus, managing director of the Music Hall, N. Y. is due to return Thursday (7), any deal on either the Roxy or Rivoll, latter carrying with it a United Aritist product buy, remaining status quo meanwhile.

While west Van Schmus contacted studios turnishing the Hall product and vacationed.

## 'ZIEGFELD' DELAY

Wife's Illness Calls Louis Mayer to Palm Springs—Film Transfer Waits

Hollywood, March 5.

Hollywood, March's.

Deal for the transfer of 'Great
Zlegfeld' from Universal to Motro
has been held up by Louis Mayer's
departure for Palm Springs, where
his wife is seriously ill.

Frank Mastroly. U's studio manager, and Judge McCay, counsel for
U, will resume deliberations upon
Mayer's return. Meanwhile picture
is at a standatili except for ensemble rehearsalis.

Interests also had made overtures to the DeForest counsel to represent them. However, the film companies eventually went ahead on their own. Vogt, Massole and Engie, Europeans, are the original men in the Tri-Ergon owns the patents invented by this trio, and William Fox, when brying the American rights, paid around \$40,000, believed the only money to have been passed between the parties. This sum is supposed to have covered the inventors' expenses in lieu of actual royalties which were to have come later through development of Tri-Ergon which were to have come later through development of Tri-Ergon. The Fox Film claim is that William Fox when purchasing the Tri-Ergon rights actually purchased these rights on behalf of Fox Film. William Fox by has always denied that contention.

## TRI-ERGON EDICT

Declares German Sound Film Patents Void for Want of Invention—Ends 2-Year Legal Strife and Bill Fox's Prospect of Royalties

DOUBT ANY REVIEW

Washington, March 5.

U. S. Supreme Court terminated litigation of two years' duration yesterday (Monday) when it ruled that German sound-picture patents, held by William Fox's Tri-Ergon Corp., were invadid and void for want of invention.

Relieving the domestic picture industry from a threat of, severe financial burdens, the nation's high-set tribunal-reversed-the decisions of two separate circuit courts and sustained the contentions of Paramount-Publix, Altoona Publix Theatres, and Wilmer & Vincent that German inventors made no contribution to the art of recording and reproducing sound photographically.

Decision puts a stopper on Wil-am Fox's threatened damage and

ally. Decision puts a stopper on Wil-liam-Fox's-threatened-damage and royalty suits.

The two decisions, both by Jus-tice Stone, held that application of the flywheel principle of controlling speeds to projection apparatus, and the double-printing process of pro-duction were not novelties and did not advance the photographic art. Decision was that all essential prin-ciples had long been known and that only skill in employing these prin-ciples were demonstrated by the German inventors whose rights were acquired for the U. S. by Fox's hold-ing company. ing company.

Technical Phase

Technical Phase

The gist of the decision in the two exhibitor infringement suits was:

'An improvement to an apparatus or method, to be patentable, must be the result of invention and not the mere exercise of the skill of the calling or an advance plainly indicated by the pior art. The inclusion of a flywheel in any form of mechanism, to secure uniformity of its motion, has so long been standard procedure in older the standard procedure in the manner claimed by the present patent involved no more that the skill of the calling...

The patentees brought together that the skill of the calling...

The patentees brought together delements in a mechanism involving no new principle, to produce an old result, greater uniformity of motion. However skill-formity this was done, and even though there was produced a machine of greater precision and a higher degree of motion-con-

## SUPREME COURT'S Alfred Cook, Atty., May Be Par's 18th Director, Also Bd. Chairman: **But 15 Can Remain Final Lineup**

stancy, and hence one more useful in the art, it was still the product of skill, not of invention.

Similar reasoning was employed holding the double-printing Similar reasoning was employed in holding the double-printing patent invalid and reversing the lower court ruling that Paramount had intringed Fox rights. In the production case the court field:
"The simultaneous photographing of sound and picture records

ing of sound and picture records was not novel, separate development of the negatives was well known, the advantage of uniting the two records, sound and picture, on a separate film was well known, and the method of uniting two photographic picture records by printing them from the separate negatives was well known.

the separate negatives was well known.

This use of an old method to produce an old result was not finvention. Even if it be assumed that the Greensfelder patent did not anticipate that of respondent, because the sound record therementioned was designed directly to operate musical instruments, rather than a loudspeaker, all that was novel in the claimed method was its application in the production of a combined sound and picture record, instead of a combination of two picture records. To claim the merit of invention the patented process must little of a new and closely analogous subject of the process, is not invention.

Efforts of Fox to rescue the projection patents case by use of a forts of fox to rescue the projection patents case by use of a

subject of the process, is not invention.

Efforts of Fox to rescue the projection patents case by use of a disclaimer controlled to the patents of a disclaimer or or stricting to original color took the postion that justice the postion that justice the postion that justice the provided the combination previously claimed whereby the patent originally for one combination. Transformation of the patent by adding the flywheel claim to the 'arcuate flexing' a.d the 'optical' claims was not contemplated by the statutes, Justice Stone asserted.

Exhibitor Reversal

Exhibitor Reversal

In reversing both the Pennsylvania District Court and the Third
Circuit court of appeals in the exhibitor cases, the high tribunal
analyzed the individual claims of
the patent and noted that the appellate body in upholding the
patent made ne examination of its
separate claims but treated the
patent throughout as though it
were a combination of five distinct
elements, the photolectric cell, the
arcuate flexing of the film, the fly(Continued on page 21)

## **Warners Agree to Long Terms** For Laemmles in Event of U Sale

As a condition dependent upon their gaining control of Universal, phon their gaining control of Universal, phon their gaining control of Universal, of the control of the control of the control of the control only to Carl Laemmie, Sr., but also to his son, Carl Laemmie, Sr., but also to his son, Carl Laemmie, Jr., and the elder Laemmie's son-1n-law, consistent of the control of t

the Warner offer by cross-country phone.

Also believed that the Fanchon & Marco bid for U has cooled as well as other bids which have been made or which may have been in the wind.

wind.
Any offer for U must take into consideration the \$1,000,000 in cumulative dividends due—on the first preferred stock, besides the \$1,000,000 ioan held by Consolidated Flim (Yates) Laboratories.

Hollywood, March 5.

Warners' deal for purchase of
Universal seems in status quo with
Williard McKay, counsel for U, and
Harry Warner said to be talking it quietly.

Attorney Alfred Cook may be

Attorney Alfred Cook may be Paramount's 18th director and possible—chalrman—of the company's new board. He is counsel to the stockholders' committee.

There are now 17 directors named in the company's reorganization plan. Of that number eight await formal stockholders' neeting for this purpose is expected to be held as soon as possible after April 4.

being sponsored by the stockholders' committee. Equal division of the directors into the required terms of one, two and three years, as the plan requires, could be had were there 18 board members. Same holds true if only 15. In the final analysis there may still be only 15 directors approved. In such eventuality Cook will not be among them: 1-1s-being-figured.

Chance that only 15 directors may

them it is being figured.
Chance that only 15 directors may eventuate comes from one possibility that Charles E. Richardson, former Par frustee, and one other director may not be on the approved

unector may not be on the approved board.

No difficulty is anticipated in acquiring the necessary number of assents from creditors and security holders of Paramount; before April 4, so that at the hearing on that does a complete of the company of the papears, will pertain mostly to the possible board setup and future administrative, control of the company. Formal approval of the plan has already been indicated by various reorganization committees.

At least one minority-report by-amember of one of the committees is expected as previously indicated. He is stated to be attorney Morris Ernst, member of the Yanderlip committee which is the principate device of the company of the plan has already indicated. He is stated to be attorney Morris Ernst, member of the Yanderlip committee which is the principate device of the company and the company administrative phase. The Szold-Munger group, Ernst's complaint, it is included. The state of the company administrative phase. The Szold committee is known to be favorable to Charles E. Richardson.

Creditors have 30 days, from Feb. 28 last, in which to dissent or make difficulty is anticipated in ac

Richardson have 30 days, from Feb.
Creditors have 30 days, from Feb.
Credi

## Aylesworth-Swope Come And Go. but No One Else

Hollywood, March 5,
M. H. Aylesworth and Herbert
Bayard Swope returned to New
York last week after 10 days at
the Radio studio.

Before leaving both stated their
visit had no special significance as
far as studio operation was concerned. Prior to their arrival film
colony, as usual, was loaded with
rumors.

## Botsford Moves Up

Hollywood, March 5. A. M. Botsford has been appointed executive assistant to Paramount's new studio head, Henry Herzbrun. Bogart Rogers takes Botsford's place as writing department head. In addition to his other duties, Botsford will handle negotiations on writer, director and player con-

## Amusements Gain Slightly in Dull Market Week as Other Issues Stall

Extreme weakness in metals and Camera Firms Scrap smelting stocks, coupled up with deflationary reports in the street, suread into the general list vester day (Tuesday) forcing stock prices down 1 to 3 points. Numerous issues hit new lows for the year, and volume picked up on the decline. The Washington report that curtailment of NRA cod was envisage, by the Senate finance committee supported belief of some that the New Deal

was passing.

Amusements suffered with other issues. Consolidated Film common dipped to a new low for the year at 5% and Pathe common also touched fresh low territory at 62% cents a share. Radio common and RKO duplicated the year's lows. Warner Brothers bonds dry\_ked 2% points to close on the bottom at 56%, new low level for 1935.

In the face of a wearily diffting general market, the Amusement (Continued on page 62)

## Test Films as Radio Trailers For Previews

Philadelphia, March 5. A series of tests to take sound from film is being conducted in the WCAU studies in conjunction with RCA engineers here, to determine the possibility of producing motion picture previews for broadcast-

exchanges, is to begin a best-plo-of-the-week show which will in-clude seenes and music taken di-rectly from the film sound track. WCAU intends running the series on a sustaining basis to get away from the usual pleture reviewers who clutter up the local ether with monologues. exchanges, is to begin a best-pic-

monologues.

A new RCA invention being tested at the studio here is said to require little mechanical operation
and can be dubbed into programs
as easily as a disc. Newsreet film,
used in the experiments, has worked
perfectly, it is reported, and WCAU
is now arranging with local exchanges for preview releases each
week. Exhibitors view the new idea
with enthusiasm.

## Mono's 5 to Go

Hollywood, March 5. Finishing 'Hoosler Schoolmaster' this week, Monogram will have two specials and three features ing to produce on the 1934-35 pro-

gram.
Next to go will be 'The Healer,'
with Reginald Barker directing, and
'Honeymoon, Ltd.,' under direction
of Arthur Lubin. 'Keeper of the
Bees', Gene Stratton Porter story,
is due for production early in April
under direction of Christy Cabanne,
and this one winds up the specials
for the season.

## L. A. TO N. Y.

Jerome Beatty Clemence Dane Mariene Dietrich Ken Hall. Eric Hatch Rochelle Hudson, Nick Ludington Edwin Marin Harold Rodner Morris Small. Morris Small.
Herbert Stothart.
W. G. Van Schmus
P. J. Wolfson.

## N. Y. TO L. A.

Michael Balcon Marc Connelly Wm. M. L. Fiske.

## Over Trick Gadget Los Angeles, March 5.

Patent squabble between Hughes Industries Company, Lidu, and Mitchell Gamenpany, Lidu, and Mitchell Gamenpany, Lidu, and Mitchell Gamenpany, Lidu, and Mitchell Gamenpany, and the so called gate-for-multiple-film device, has gone to Pederal Court here on suit for injunction and accounting by the Hughes interests.

Plaintiff has assignments of the William T. Crespinel patent, while Mitchell Gamens cialms an equally exclusive assignment right from George A. Mitchell on a similar if not identical patent.

Cinceolor, Inc., is co-plaintiff as the exclusive licensee of Hughes Industries. Patent squabble between Hughe

## WB BROOKLYN STUDIO **CLOSING-FOR 8-WEEKS**

Warner Bros. Brooklyn studio closes Friday (8) for its yearly lay-off, this time for eight weeks in-stead of the usual six. Sam Saxe, production head, with Roy Mack, director, sail the next day (Saturday) on a Mediterranean cruise

## WHITNEY SAILS

WHITEE SAILS
John Hay Whitney, head of Pioneer Pictures, sailed Saturday (2) for England for a month's vacation.
Whitney is making the trip primarily to witness the Grand National.

### CUMMINGS TWO YEARS

Hollywood, March 5.
Irving Cummings has been given a two-year directorial contract at

### Yesterday's Prices

Sales.	High,	Low. L	ast.onge
3,100 Col. Pl 900 Con. Fl 800 East. F 1,000 Fox A. 14,100 Gon, E	ct. 441/2	43%	13% -
900 Con, F	lm. 5%	•516	514 -
800 East. I	120%	110 1	19 -1
1.000 Fox A.	10	91/2	19% -
14.100 Gon. E	1 23	221/6	22% - 1
10,500 Par. ct	ts. 31/2	314	3% -
4.600 RCA		4%	1% -
1,000 RKO	1%	1%	1% - 1
4,300 W. B	31/6	3	3 - 1
1.00	CURB	1.45	
1,000 Tech 200 Trans-I	15%	15%	15% !
200 Trans-I	2%	2%	2% - 3

## PUBLIX WILL REOPEN MINNESOTA JULY 1

Minneapolis, March 5.
It's costing Publix \$105,000 a year to keep the big Minnesota theatre here closed. Lease calls for a \$60,000 a year rental and percentage sere closed. Lease Cails. for a \$80,000 a year rental and percentage of gross over a certain amount, with stipulation that clessee also must pay \$45,000 a year seres an amounts of acts year. Permission has been granted, however, to operate a full 2 months every other year instead of six months each year. Under this arangemen house must reopen again July 1. Rub has been that the circuit found it cheaper-to-have-house-closed than keep it in operation. It's the biggest and about the only pain in the neck from which this northwest circuit is suffering.

## 'Playthings' Can't Play

Cleveland, March 5.

Too much harmful hot stuff in dlalog, said Ohio censors in explaining why Playthings of Desire, released here by Selected Pictures Co. of Cleveland, is being banned.

Film was produced in Florida by Kennedy Productions.

## Pathe Reorg Plan Is Approved; Hock DuPont 49% to Redeem Bonds

In DuPont Film Manufacturing Corp., for \$2,000,000, which will be used to redeem the \$2,000,000 7% debentures outstanding in April this year. The \$2,000,000 borrowed from the Bankers Trust Co., will bear 4% interest, payable in installments over a period of three years beginning May, 1938. At that time \$500,000 will be due, \$500,000 the following year, and \$1,000,000 in

This was revealed by Stuart Webb, Pathe president, at the speciai stockholders' meeting held Monday (4) when stockholders voted in favor of the company's reorganization plan.

Meeting was held under Sec. 52

organization plan.

Meeting was held under Sec. 52
of the New York State Corporation
Law, which permits a requirement
of two-thirds of the shares present
at a meeting to approve the proceedings, rather than the more
rigid requirement of two-thirds of
all the company shares as the company's own by-laws provide.

Reorg plan failed to gain stockholders' approval at. the meeting
last September, and the company
appealed to the courts for relief to
be permitted to prosecute the proceedings under Sec. 52. The result
was not in doubt this time and even
President Web, on a question from
one of the stockholders, stated before the volting took place that he
figured the plan would win and that
found opposed.

Altogether. 340,772 shares were
counted as present by proxy or
holders in person. This amount included 215,760 shares of common,
118,047 shares of Class 'A' preferred
and 5,976 shares of 5% preferred.
Opposition to the plan was mild.
One stockholder gave voice to his
apprehension for the reason that
the company was reorganized oncebefore in 1927.

In answers to questions from the

floor Webb reiterated his oft quoted statement that Pathe did not con-template going into production. He also stated that a substantial recovulso stated that a substantial recov-ory is to be expected of the amount due Fathe from EKC. This fig-ures around \$2,500,000 balance of the original \$5,000,000 price paid by RKO for Fathe. However, such recovery must await RKO's reor-ganization, Web stated.

There was some slight discussion over the stock option granted Webb, under, the plan, and there was one vote of 400 shares of Class 'A' preterred which was cast 'conditionally' and presumably in opposition to the Webb stock op-tion.

Profit for the \$9 weeks ended

tion.

Frofit for the 29 weeks ended Sept. 29, 1934, before interest charges but after deducting all expenses, taxes and amortization and depreciation of properties, was \$188,787. This compares with \$508,881 for the same period during 1933. This. 33 fagure, according to the company's announcement, includes the artist attraction of \$241,000 re. This. 33 figure, according to the company's announcement, includes the extra dividend of \$441,000 received from DuPont Film Manufacturing Corp. There also was received from the DuPont company during the first nine months of both during the first nine months of both 1934 and 1938, regular dividends of \$147,000. Pathe's printed treatise further states that the DuPont Film earnings have continued at a rate considerably in excess of regular dividend requirements.

## New Company

The new company is authorized to sue collateral-secured notes convertible into new common stock up to \$4,000,000 in order to provide funds for future expansion. Initial steps to bring about tha new financing were taken the latter part of last week when the existing issue of 7% sinking fund debentures, maturing May 1, 1937, were called for redemption on May 1 this year. This issue totals \$1,937,500, and will be redeemed at the call price of \$103 plus accrued interest. These liens were quoted at \$103% at Monday's close. Security holders of the old: comvertible into new common stock up to \$4,000,000 in order to provide funds 1927. Security holders of the old com-vers to questions from the (Continued on page 62)

## **Inside Stuff—Pictures**

Trade reaction to the Joe Schenck stories on the picture industry, moving to Florida is that it's a bi-annual event. Every time the California legislature goes into session, and talk comes up of taxing the plature industry heavily, the studies start thinking out loud on how attractions.

ture industry heavily, the studios start tunning out load on non-tive is Florida.

Last time the subject came up was during the race for governor be-tween Sinciair and Merriam the past fail. Trade doesn't think either the heavy tax or the Florida angle will go through.

Open war among Baltimore biliposters seems averted. So-called local code of ethics, purported to be upheld by the local union of poster slappers, calls for no billing of a theatre's attraction within the block where a rival house is situated.

Morris Mechanic, operator of the New, sent his biliposters to a building which he owns across the street from Low's Century. Spot was recently gutted by fire and entire front is boarded up. Then someone pasted newspapers all over Mechanic's three-sheets. Mechanic planted a watcher, resheeted the property and took space offering a reward for evidence. Nothing happened.

Though the union figures to hold the situash in hand, should hostillites hover, precautions have been taken to keep any sort of fight from starting.

Proposed producing triumvirate of Mary Pickford, Charles Chaplin and Sam Goldavn, it is expiained by Dennis O'Brien, attorney whipping the new organization into shape, will augment, not reduce, the producing aclitities of the United Artists group. Existing Pickford-Rairbanks production until tikewise unaffected.

Ownership of the UA releasing company remains in the control of Fairbanks, Miss Pickford, Chaplin, Joseph M. Schenck and other stockholders. Fairbanks and Miss Pickford continue as owners of the site on which the studio stands. Original UA members (Fairbanks, Pickford and Chaplin) will resume their production activities for distribution by UA with additional product to come from the new group of three if present plans are consummated. plans are consummated.

It is expected a new Fox Metropolitan reorganization pian will be in circulation as soon as Milton Welsman finishes making changes in the original draft of the plan. That the same Fox Theatres plan whereby Joe-Schenck-would-head-the-reorganized-company through-purchase-by-United Artists, but Skouras and Randforce would operate.

All Told, It takes around \$800,000 cash, plus \$300,000 value put on Fox Theatres stock holdings in Fox Met by Welsman. Plan also must have the approval of the Basil O'Connor office, counsel to the receiver of Fox Theatres, and Federal Judge Manton.

The downtown notcholders' committee also must be considered. Ultimately the decision rests with Federal Judge Mack.

Squawk of the Screen Actors' Guild over the film code authority's action in approving a list of 1,004 extras is a matter for the Los Angeles acregistration.committee on extras to thresh out, in the opinion of prominent members of the C. A. in New York. Their contention is that action was taken only after the whole question was concisely presented by the L. A. committee, and that this body, being on the ground floor, should know more about the problem than the Code Authority sitting-in-the east.

One point, the proviso that 502 additional names can be added during 1956, evidently was overlooked by the Guild in the opinion of C. A. representatives.

Paramount is mulling over what is to be done with "The Devil Is a Woman," Josef Von Sternberg's final picture on his contract. At the preview two weeks ago picture was unsatisfactory to the stud. O. With a \$700,000 investment, studio is trying to get the director to make several radical changes but protected by a contract that gives him complete say over the picture until it is released. Von Sternberg refused to budge. First cutting of the picture had it in 15 resis. At that time picture was deemed all right. Studio wants Von Sternberg to put some of the stuff eliminated in the final cut back into the picture, being set against making additional scenes.

Indie circuit houses featuring westerns in a majority of their programs recently have been contronted by an unusual problem. One indie playing a first run horse melier discovered that his double feature competish was showing another western produced by the same company with the same star.

When the exhib complained to the N. Y. exchange he was informed that the rival theatres picture was so old that another exchange now

NCWC News Service sent out to member-papers (Catholic) a story, front paged by some, on an article which Dr. Edward S. Schwegier, dioc cesan director of the Legion of Decency, concerning Bing Crosby's reported objection to appear in the film version of 'Salior Beware'. Dr. Schwegier stated that Crosby's stand 'should win immediate commendation from all over the country.' He urged readers to send letters of commendation to Crosby.

Crosby's name was carried in headlines.

Fifth Avenue theatre, N. Y., grind house operated by Reo Amusement Co., had a profusion of Soviet films March 1-2. Idea arranged on a tieup with Film and Photo League, local Communist group, to coincide with the current Film Festival taking place in Moscow celebrating the 18th anniversary of Soviet films.

Group refited house for the two days to run 10 full length pletures. Each got a single showing.

Notice of a hearing has been sent to Par crediters for March 11 before Referee John E. Joyce, New York, to consider Par trustees' application that the 6% bonds (totaling \$11,918,000) and the \$½% bonds (amounting to \$13,259,000) be allowed, plus interest of \$98 on the 6% debs and \$108 on the other issue, for every \$1,000 worth of the bonds. No opposition is expected.

New York dailies gave Attorney Morris Ernst a play on the counsellor's idea that actors and writers should be on the new Paramount board. Ernst, believed to have several prominent actors and writers among his clients, is a member of the Vanderlip committee in the Paramount recognization picture and has expressed his dissatisfaction with the proposed new board setup at Par.

Metro's story department is in the midst of a search for a Jeannette McDonald yarn. And even after that's found the search must go on. Player's pact with the studio, which expires May 1, and calls for two more pictures. Covenant is said to contain a penalty clause which protects the arress against studio delay.

Delay in getting auditor reports from RKO subsidiaries is holding up ne official annual report of receivers for RKO. Last week it was estimated that the official statement probably would

not be ready until around April 1. Estelle Schrott has been named editor of Gaumont-British's house. organ in America. Will also continue handling fan mag publicity.

tely election of

## CODE CHANGES LIKELY

## Film Titles, but No C. A. Squawk STEAMS UP NRA

Broadway is still displaying neat black eye for the picture business. It's the way certain theatres have been juggling the original titles of features. The idea is purely that of attracting patrons to

old pictures with new titles. It's been going on some time.

Feature picture, released by mem-ber companies of the MMPDA, have titles registered at the Hays office. Even some of these have been re-titled by certain exhibs

been re-tiled by certain exhibs alone Broadway- and on 42nd street. The Hays attitude on these is that it is a matter that must be acted on by the distributors But thus far the distributors have been inclined to leave the matter for the film Code Authority to decide. The C.A. has received no complaints, but the manner in which the practice is spreading each succeeding week has aroused the rice of competing houses, and these exhibs may protest.

Recently one active.

Recently one exhib changed the Recently one exhib changed the tilia of a feature entirely so as to benefit from the popularity of another pic. Those who paid to see the sure-fire thriller were amazed at the picture actually thrown on the screen.

Another twist is that of playing up the cast names on the marquee and giving scant recognition of the features being played.

## Publix Wins 3 and Loses 1 Decision On Special 'Nights'

Minneapolis, March 5.

Publix circuit has gained three more decisions here from the local grievance board against Bank Night, Jack Bor, and Lottery Gift Night, making five victories to

date.

Complaints alleging unfair competition, in violation of the industry code, were against the Arcade, Mounds and Roxy theatres of St. Paul. The board ordered all three houses to cease and desist holding the objectionable 'nights'.

At the same time Public suffered.

houses to cease and desist holding the objectionable 'nights'. At the same time Publix suffered a defeat in its effort to have 'Bank Night' ruled out of 'Ben Friedman's new de luxe Edina theatre, suburban house, the board upholding the repondent's contention that the Edina and complaining Publix theatres are too far apart to constitute competitive situations. Hearing of Fublix bank night omplaints against three other Twin City independent neighborhood theatres was postponed for two weeks. The three independent houses against which ceases and desist orders were issued, immediately gave notice of appeal to the Code Authority, as did 'Publix in, the Friedman case. All other local board decisions adverse to 'Bank' Night' already have been appealed.

## Knee Deep in Films, Exhib Pleads for Out

Los Angeles, March 5.

Distributors for the first time ionally are involved in a picture overloading complaint before the grievance board. Squawk was filed by Morris Barsky against Warners. United Artists, Fox. TRKO, Metro and Columbia, and claims that in taking over the York, he was flooded with contracts for pictures for which he cannot find running time. Côde specifies only 17% of the pictures contracted for may be cancelled, which has local film boys thinking that Barsky will get nowhere. Los Angeles, March 5.

William's 'Claws

Hollywood, March 5. Warners has bought 'Case of Velvet Claws' as a Warren William

### McLEOD RESIGNS

Quits as GSTOA Head—Indis Body Lines Up Against Code

New Orleans, March 5. Succes or to Harry S. McLeod president of Gulf States Theatre Owners Assn., who resigned the past week, will not be chosen right away. Understood no on proposed

at all so far.

Coincident with McLeod's resignation, organization decided it would swing in line against the code. Plan it suggested was to appoint an exhibitor from each of the 31 code territories as a super committee. This group would ther swoop down on Divisional Adminis-trator Rosenblatt for action.

## Screeno Salvo Swamps Chi Bd. With Complaints

Chicago, March 5. Local film bunch upset over the sudden spread of Screens, mammoth lotto game, into circuit house despite that its against the exhibition code. Local code board is up to its ears in complaints

to its ears in complaints.

The board has been postponing meetings on these cases due to the number of absentees. Meanwhile, the town is wide open with Balaban & Katz Essaness and other circuit houses, besides a flock of indie spots, running Screeno and other

games.

According to a code bulletin mailed to all theatres, the ruling okays giveaways only when every person receives a gift. It prohibits stunts which allow gifts only to certain fortunate people.

## **COAST EXHIBS TO TEST** CODE SLAP IN COURT

Los Angeles, March 5. Feidstein & Dietrich, Oxnard, Cal and O. W. Lewis, San Gabriel, will carry the bank night code violation against them to the federal courts.
Action must be taken this week or
the grievance board will issue a
cease and desist order against the

Appeal from the decision of the local board has been denied by Administrator Sol Rosenblatt.

### WILL GO TO COURTS

Minn. Atty. Saye, Appealing Al Adverse Rulings of C. A.

Minneapolis, March 5.

S. P. Halpern, local film attorney who has represented nearly all independent exhibitor respondents in cases before the local grievance and cases before the local grievance and who has a number of appeals to the code authority pending, has an-nounced he is prepared to appeal to the U. S. courts from any and all code authority decisions against his stients.

cionis. Alipera contenis against his clients. Halpera contenis that neither Congress nor the President has any pendient call the congress of the President has any pendient call the content to the content of the content to the content of the content of their business and cannot detegate such power to the President. In taking this stand, Halpern has the backing of Northwest Allied States, independent exhib organization.

Rosenblatt Reported Soften ing on Opposition to Revision—New Orleans Speech Called Tipoff— Sen. Nye Makes Six Anti-Code Charges

## IN NEAR FUTURE

Washington, March 5. Prospects for revision of the film code are brighter today than at any code are brighter today than at any previous time since the pact went into operation 15 months ago. A combination of forces—principally criticism from within the industry and Congressional suspicion—makes it likely that the agreement will undergo major operations in the immediate future.

mediate future.
Industry groups apparently can entertain high hopes for a series of changes which will satisfy some of their numerous complaints, largely changes which will satisfy some of their numerous complaints, largely on account of the changed attitude at the NRA, which is attributed to Congressional investigation steps. Senate probe of monopoly, domination, oppression and discrimination charges gets under way this week. Strengthening the belief that a new New Deal for the film industry is in the offing was evidence of a changed attitude on the part of Divisional Administrator Sol A. Resemblatt as revealed. In his speech last week at New Orleans MPTOA convention. Rowy's admission that 'certain changes are needed was cited as proof of an about-face on the part of the code author, who has been resolutely opposed to a major revision up to the present time.

The possibility of Congressional investigation was believed in some quarters to have played a prominent part in Roy's change of sentiment. The film code boss is slated for a company of the code of t part in Rosy's change of sentiment. The film code boss is alated for a grilling on a Senatorial witness stand at the hands of his principal Congressional critic, Senator Nye of North Dakota. Preparations for a top-to-bottom raking of the film pact were mide late last week bon after an understanding had been reached by which the whole Senate Fliance Committee will make penetrating examination of a series of complaints against the NRA and numerous code authorities.

With Rosenblatt still nominally in charge of all film code matters, neither Deputy Administrator, William P. Farnsworth nor-lesser 'NRA attaches cared to comment on revisions suggestions coming out of New Orleans, but asserted that the possibility of overhauling the pact certainly is not foreclosed by the Government.

### The Situation

The Situation
The technical situation as far as amending the film code is concerned may be described as follows:
Any individual or group within the industry is at liberty to propose changes of any kind at any time. Suggestions may be submitted through the code authority or sent direct to the NRA, but if the latter course is followed the proposals will be referred to the Code Authority as a matter of routine. If codists fail to act on suggestions submitted directly to them, recommended medifications later can be sont by sponsors direct to the Government. Final decision about a hearing to discuss sors direct to the Government. Final decision about a hearing to discuss the changes rests with the NRA, which may be influenced by sentiment of the code authority and other representatives and substantial elements within the industry. Government will consult with various boards, particularly with the legal division, before deciding to give proposals curther consideration of the consideration of the consideration of the Darrow Board's charges against the film code and Rosenblatt in the Senate investigation was assured last week when (Continued on page 53).

(Continued on page 53)

## Milwaukee Strike Snag at C. A.: F-WC Asks Rehearing on L. A.

C. A. Waits

Spirit of irresolution which has become increasingly evident in the Film Code Authority the last 10 days has put almost a complete stoppage to vital issues up for consideration. The reason ties in with what's going on in Washtheam of the NRA has been slapped around by the higher courts recently.

recently.

Present policy of the C.A. seems to be marking time to see what transpires in Wash-

## EXPECT BUDGET **APPROVAL** THIS WK.

Washington, March 5. Approval of the 1935 film code au thority budget and assessment plan for the first half of the current year, anticipated before the end of this week by NRA officials. Recommenlation for approval was sent to Hiram Brown, budget officer, and the Recovery Board yesterday (Monday) by Deputy Administrator

(Monday) by Deputy Administrator William P. Farnsworth.
With changes approved by the C.A. finance committee, Farnsworth hoped to be able to give the goahead sign on 1934 bills to producers and distributors by Thursday-(f). Rediape delay and absence officials in the official code of the committee of the code of the co

blocked signing of the official order earlier, but assurance was given that this would be washed up within the next 48 hours.

Schedules and expenditure figures remain intact as originally submitted, but two modifications have been made in conditions accompanying approval. First stipulates that while distributors are to be billed for the share due from producers they are not to be responsible for failure of producers to ante up; second cools hope that forth-coming assessment notices for first half of this year would be sliced because of a surplus piled up last year.

## Producer-Distribe

Producar-Distribs
In the producer-distributor situation, the order will specify that distribs are to pay a proportion of their assessment equal to the share of the gross they take from their accounts, and that the remainder is to be allocated by individual distribs among the producers whose product they handle. While distribs will in practice serve as collection

e tribs among the producers whose product they handle. While distribs a will in practice serve as collection agents they cannot be held liable for the whole amount if the producers hang back. In such a situation sodists could call for definite gross figures from recalcitrant producers and calculate the amount of each individual's bill. It year, in the second with the second could be second to the end of the first half-year, government, and collists across. Just the end of the first half-year, government, and coldists across. In the soon to go out, the code authority will earry, as a surplus on the account, of the producer-distributor and exhibitor divisions, the excess piled up last year. If the code is not continued beyond June 18, a cash refund will be made, with each individual in each division getting a cut according to the ratio his orizinal contribution bore to the total collecter with as dysion. Otherwise therewell and the second half of 1935.

Expected speedy action on subsequent zoning and clearance schodules, such as New Haven, Kansas City and Milwaukee, after the apparent satisfactory-solution of the Los Angeles problem, struck a snag at the Film Code Authority meeting in New York last week.

C. A. abruptly voted down the New Haven clearance and zoning sked as presented, and sent it back to the local board for revision. Comswed as presented, and sent it back to the local board for revision. Committee on clearance and zoning will confer with the New Haven board. Further delay looms in placing the Los Angeles zoning and clearance schedule in effect because Fox West Coast. has asked for a reheaving on certain portions of the zondors of the control of the c

### Approve Extras' List

Approva Extras' List
Approval was voted on the list of 1,004 extras as presented by the Reregistration Committee of the Standing Committee for Extrasand provision was made to permitthe addition of 502 names to the 
active list during 1935. However, 
the CA. did not accept that committee's recommendation that the 
list be increased 10% each succeeding year, holding that the jurisdiction of the committee did not extend 
past the present year. Eddle Cantor, member of the Code Authorityappeared in behalf of the extras. 
By the terms of the resolutions, 
only those on this extra list, of 
those added in the 60% quot with 
those added in the 60% quot with 
those and of the component 
through any casting agency of atmosphere people or 'crowds not 
classified,' registered or not registered as 'extra players' is not prohibited.

John C. Film, executive secretary 
of the C.A. was given authority to 
rowers him to decide whether or

of the C.A., was given authority to rule on assessment cases. This empowers him to decide whether or not to accept payments for assessments past due for 1934. Proviso also is made that those paying after this past Feb. 15 shall not be qualified to file complaints before any local clearance and zoning boards or local grievance board for 30 days after such payment has been accepted by Finn.

Acceptance of 1934 assessments also is confined to 30 days from Fab. 28.

Horwitz case, affecting theatre

also is confined to 30 days from Fab. 28.
Horwitz case, affecting theatre operations in the territory between Houston and Dallas, is also scheduled to come before the Code Authority this Thursday. Action was again deferred at last week's confab because of the press of businan, a Houston exhibitor, against four of the principal picture operating companies in that area over the matter of clearance.

### 2d Bard Complaint

2d Dard Complaint
Los Angeles, March 5.
Loy Bard, Pasadena, who last
week signed a compliance order to
stop practice of admitting children
to Saturday matiness for industsion
price of an old ribber tire, has had
another complaint slapped on him.
Latest charge is by George Flanes,
Pasadena, who cialms that Bard's
city wide distribution of questionmires, accompanied by a free duent. unires, accompanied by a free ducat. is an intent to cut-rate adm prices and therefore a code viola-

## 'Sequoia' Knocks Swanky Wilshire Blvd., L. A., for \$5,800; Par Stays Tops, \$18,500; Velvet' Just So-So

VARIETY

Los Angeles, March 5. (Best Exploitation: Four Star) (Best Exploitation, Four Star)
Big grosser locally, in comparison
with previous figures at the house,
is Sequoia at the Four Star, where
a \$2,000 take for a week is big
money. Animal picture will grab
\$5,800 easily, with class customers
lining Wilshire boulevard to putchase seats. Though house, herecontinuous performances are being
given now to accommodate thecrowds. House opened at 1. p.m.
Sunday and was sold out at 2. Ple
heid its own even on blue Monday.
Paramount, with Rhumba' conheid its own even on blue Monday.
Paramount, with Rhumba' con\$15,500, help bests last week by a
grand. Although starting big last
week, Par, along with other houses.

Paramount, with "Rhumba' continues the top grosser. Looks like \$18,500, which bests last week by a grand. Although starting big last week, Par, along with other houses, did a toboggan.

Loew's Stato is hitting a rather poor stride, with the Gaynor-Bax-ler film, One More Spot Chinese, with the Sayon which is also bad for the house.

At the BWO UN.

playing day-and-aate variety will hit \$8,900, which is also bad for the house.

At the JWO Hillstreet and War-action with the work of Living on Velvet' will fall under last weeks 'Sweet Music,' which didn't do any too good. 'Velvet' can't hit over \$5,000 at the RKO, and won't do much better-in-Hollywood.

Last eight days for The Good Fairy' at the Pantages-garnered \$4,000, which is still prefix the house for 15 days, New film in, 'Night Life of the Gods,' will probably stick only one week, with a \$5,500 gross expected.

Four Star, with Sequola, leaned heavily on a direct-by-mail campaign, circularising Parent Teacher and the control of the con

Estimates for This Week
Chinese (Grauman) (2,028; 30-4055)—One More Spring' (Fox).
House will do a poor \$4,800 with
this Janet Gaynor-Warner Baxter
picture. Last week went to a face
Criterion (Fartmar) (1,600; 3040-55)—Whole Town's Talking'
(Col). Eddle Robinson's draw and
the provious week's plug 500 grossLast week week's plug 500 grossLast week week's plug 500 grossLast week's plug 500 grossLast week's plug 500 gross400—Red Hot Tires' (WB) and
split. Looka like 25%, better business this week than last, which will
earry it near to a \$4,000 grossLast week' Carnival' (Col) and Maybe
It's Love' (WB), split, gave house
Howeld week's plug 500 grossLast week' Carnival' (Col) and Maybe
It's Love' (WB), split, gave house
Holling the Color of the Color of the Color
Holling the Color of the Color
Holling to the Color
Holling to Assambany to the Color
House profit at that figure—
Four Star (Fox) (900; 30-25)—
Sequola' (MG). This is the standout
of the week, with a sure \$5,500 in
the note of the Color
Holling to Should the Week's the India
Hollywood (WB) (2,755; 5-26-55)
Hollywood (WB) (2,755; 5-26-55)
Hollywood (WB) (WB) last week's
Rather disappointing.
Pantage (Pan) (2,700; 25-40)
Nite Life' (U). Looks like only a
week's run for this film, with house
ledger on \$5,500. Last eight days
of 'Good Fairy' (U) Prought in \$4,500. Sweet Music' (WB) last week
Alford (Col). New type of stagehouse profit in the whole.
Paramount (Partmary) (3,505; 3048,000; Bust new 18,15,000 as against
\$117,600 last week on 'Whole Town's
Talking' (Col). New type of stagehouse point in the suches.
PRINC (2,250; 25-35-55-55)—Turing
On Velvet' (WB). Lucky if the box
office can show \$5,000 on this film.
Despite the three stars in the attraction the audiences aren't there'
office and shouse with the week expected to haul in \$13,500 as against
\$117,600 last week on 'Whole Town's
Talking' (Col). New type of stagehouse point in the suches.
PRINC (2,250; 25-3-55-55)—Turing
On Velvet' (WB). Lucky if the box
office can show

the house did \$5,500. More had been expected.
State (Loew-Fox) (2,024; 30-40-55)—One More Spring' (Fox). House is in the dumps this week with the Gaynor-Baxter pie not expected to draw over \$9,500, just barely all right. 'Cilve of India' (II.) gave the box office an \$11,500 purse land the state of the s

NEW HAVEN EXPLOITABLE Houses Push Product With Stunte

New Haven, March 5.

(Best Exploitation: Bijou)
Town's total business looks slightly above last week. Grosses for Feb. in the four deluxer srached approximately \$25,000 weekly, which averaged well with preceding months.

averaged well with preceding months.

On a campaignt which originally started for a booking at Foli's, Billou but on the started for a booking at Foli's, Billou but on the started for a booking at Foli's, Billou but of an armonia of the startes at the startes a

Graw Rids.

Estimates for This Week
Paramount (Publix) (2,348; 3550)—Iron Duke' (GB) and Car 98
(Par). Looks like a nice steady
Free Control of the Control of the Control
Follow Late week (King's Horses'
(Par) and 'Sons of Steel' (Ches).
Coasted along to mediocre \$4,380.
Poll's (Loew) (3,040; 35-50)—One
More Spring (Fox) and Notorious
Gentleman' (U). Bhould an Notorious
Gentleman' (U). Bhould of Shoot Loat week 'After Office Hours'
(MG) and 'Straight From Heart'
(U). Big opening week-end litted
this one to town's topper at \$10,260.

Roger Sharman' (WB) (WB)
The Control of the Control of the Control
While Patient' Slept' (WB). Outlook not too bright, with just a fair
\$4,800 indicated. Last week, 'Sweet
Music' (WB) was just that to the
box office, and \$5,500 brought nice
smilts.

smiles, Bijou (Loew) (1.500; 25-35)—Se-guola' (MG) and 'Winning Ticket' (MG) Nice campaign helping toward an excellent \$4,500 to even last week's gross on Bachelor Girl' (MG) and Behind Evidence (Col)

## LIVING ON VELVET' \$13,000, BUFFALO

Theatre grosses, while under those of the preceding week are holding up well currently. Lafay-ette is building to a fine figure with Arliss double featured.

Arilss double featured.

As for exploitation, this town hasn't seen anything really along exploitation lines for years. Downtown houses seem to feel that extra newspaper or billboard space is ample exploitation, and this is about a constant of the seem of th

Estimates for This Week
Buffalo (Shea) (3,60); 30-40-55)—
Living on Velvet: (WB) and Anatol's Affairs. Doing very nicely
and should better \$13,000, Last
week Sweet Music (WB) and
Thurston. Strong show to fine
start and steady business all week
music. \$1,000 in strong for the
music. \$1,000 in \$

start and steady business all week with the kids going strong for the magic. \$17,500.

\*\*Hipp (Start) (W20): 25-40)—

Hipp (Shear) (W20): 35-40)—

His and the start of the st

1st Runs on Broadway (Subject to Change)

Week of March 8 Capitol—'After Office Hours'

MG). Mayfair—'Shadow of Doubt' Music Hall—'Roberta' (Ra-

ount-Ruggles of Red Paramount—'Ruggles of Gap' (Par) (6). Rivoli—'Folles Bergere'

(3d wk).
Rialto — 'All the King's
Horses' (Par).
Roxy — 'Enchanted April'

Strand—'Living on Velvet'

Week of March 15 Capitol-'Naughty Marletta

(WB) (6).

Gaptor Associated (MG).

Music Hall—Roberta' (Radio) (2d wk).

Paramount—Ruggles of Red Gap (Par) (2d wk).

Rivoll — Wedding Nlght'

Rexy—Woman in Red' (WB), Strand—'Living on Velvet' (WB) (2d wk).

## Stage Shows Back In Cincy; All B.O.'s **Up: Temple \$16,500**

(Best Exploitation: Shubert)

Estimates for This Wask

Estimates for This Week
Palace (RKO) (2,600; 35-42)—
'Little Colonel' (Fox). Shirley Temple the big noise and, with popularity of Annie Fellows Johnston's juve classic, clicking the turnstilles for a merry \$15,500. Last week
Whole Town's Talking (Col), \$7,200,

for a merry \$16,500. Last week Whole Town: Talking 'COI) \$7,200. poor.
Shubert (RKO) (2,200; 35-42)—Maybe It's Love (WB) and the A. B. Marcus Revue Continental.
Flesh and filcker revival by a continental of the control of the contr

Albee for second downtown week, \$3,000, okay. Same figure last week on fifth week of main line tenancy Cincy run in recent years, during which total gross was \$33,800. Family (RKO) (1,009; 15-25)—Home on Range (Par) and Behaton and the second seco

## London Choosy; 'Lancer' \$20,000, Best In Years: 'Prentice' Sock \$40,000, 11 Days; 'Kid Millions' Fair \$19,000

'SWEET MUSIC' \$17,000

Other Side of Breoklyn Bridge Not

Other Side of Brecklyn Bridge Net
Schipper

Brooklyn, March 5.

(Best Exploitation: Paramount)
Week-end awy some magnificent
weather washing sway the sleet and
snow. Paths to box offices were at
least clear, but not helping much the
least clear, but not helping much
the Pablan Paramount, where the
Vallee filcker 'Sweet Music'-le-doing fairly well.

Exploitation on Vallee at the
Paramount comes easy. Water
Paramount comes easy. With
the Explainance of Sweet Music'-le-doling fairly well.

Exploitation of Vallee at the
Paramount comes easy. With
the appearance of Sweet Music'-los
Lee got after the company of the contree got after the company of the company
on the appearance of Sweet Music' los
Lee got after the company of the company
on the pleture. Gals wrote letters,
distributed throwsways and whatnot in order to sell their hero. Valality were already or lose after waves.
Plenty of outdoor advertising also
helped to sell pletures.

Estimates for This Week
Paramount (4,000; 28-35-56-65)—
Sweet Music' (WB). They like Valies in Procklyn: because he played
in the company of the Air' (WB) \$21,000.

Fox (4,000; 25-35-50-65)—Grand
Old Gln' (Radio) and stage show.
Mildish \$11,500. Last week Pevil Dogs of
the Air' (WB) \$21,000.

Fox (4,000; 25-35-50-85)—Scarlet Plumpernel' (UA) and vaude
Midde (WG) \$21,000. SeasCool and Sease (Soo): \$2-35-50-85)

Albee (8,500; 25-35-50-85)—Behold
My Wife' (Par) and 'Death Files
East' (CO), 35,500, mild. Last week
Rovice (WB) \$11,000; 25-35-50, Behold
My Wife' (Par) and 'Death Files
East' (CO), 35,500, mild. Last week
Rovice (WB) \$15,000; 25-35-50, Behold
My Wife' (Par) and 'Death Files
East' (CO), 35,500, mild. Last week
Rovice (WB), 315,000, oke.

## ONE MORE SPRING \$2.500 IN LINCOLN

(Best Exploitations Stuart)
Devil Dogs' is the pacer among
this week's attractions and wild
money run it's averaged for over a
month. About \$3,800 is expected.
Lincoin's having a tough time saivaging enough wandering interest.
Orpheum on the first half is hitting hard with consistent bits and
offering two four-stage-show days
Ready for Love' and stage show.
Harry Rolsman and Jack Randall's
Evening on Broadway' unit. Rep
ports are good. Will ratio figured
that daily building of Robinson's
'Whole Town's Talking (Col) was
justification for the hold to a second

ioculers, and choice years model in various bobies and vindows.

Estimates for This Week
Colonial (LTC) (150; 10-15)—
'Coyote Traile' (Maj), 3 days; 'Car
99; 2 days, but may go four. Money heavy, \$1,300 on stretch. Last week'
Crimson Trail (U), 32 White Crimson Trail (U), 32 White Crimson Trail (U), 32 White Crimson Trail (U), 50 White Crimson Trail (U), 50 White Crimson Trail (U), 50 White Crimson (LTC) (1,600; 10-25)—
'One More Spring' (Fox). Isn't as strong as the usual fare here, and No more than \$2,500 expected, though fair enough Last week, Gilded Lily (Par) went like a house after in the face of bilizardy second don't windup.

Orpheum (LTC) (1,200; 10-15-25)—
'Orpheum (LTC) (1,200; 10-15-25)—
'Ready for Love' (Par) and 'Evening on Broadway unit, 3 days, 'Twendent Vanishes Crans and Says, 'Twendent Vanishes Crans Says, 'Jones Control of the Co

London, Feb. 24.
West-End film business is not so
bis, with the holiday element practically exhausted. Extra good product is stimulating what might have
been a very patchy period, however,
Estimetes

(At \$5 to the £.)

Bengal Lancer (Par) (3d week)
Carlton Started as a smash from
the control goal of packing em in on
Sundays. Doing, steady \$20,000,
which is espacity all the way at
\$2.12 top. Biggrest thing seen
around in some time, and looks like
holding up for 12 weeks. Picture
is down for general release month
of June, which is elever move, as it
is Jubilee month. In all it is figured
sure to. gross around \$750,000
equaling the record established by
Chester (Compiler)

"Cavalcade."
Dictater' (Tospiltz) (3d week).
Tivoli. Epic voted best ever done scenically in England, but slow.
Opened to \$15,000, with 2d week
third-stanza, and-staling-a-fourthy when replaced by "Little Minister' (Radio). 'Evelyn Prentice' (MG) 2d we

Empire. Staying on another four days, with total grosses for 11 days figured to be around \$40,000, which is good in this ace house. Theatre then reverts to Friday change-over with 'Bachelor Girl' (M-G).

with Bachelor Gir' (M-G).

"Farewell' (French), (4th week)
Curzon, Compact house specializing in arty foreign product, with
clientele of its own in the Mayfair
locale. Doing steady and regular
trade at around \$5,000 per week.
This now dwinding to \$4,000, but
will linger to end of month, with
So Endeth a Creat Love' (German)

will linger to end of month, with '80 Endeth a Creat Love' (German) replacing.

'§5 Endeth a Creating and '9 Sell Anything' (WB) (1st week) Regal. Opened fairly and figured to do around 110 over.

End' follows.

'§6 Fargotten Men' (B.I.P.) (9th. week) Rialto. Creating a record for this small beater. Has done as high and still good. Definitely in the money, as there is little overhead.

'Iron Duke' (GB) (2d week) Marble Arch Favillon. Second preselease West-Ender, and good for 'Kid Millione' (UA) (4th week) Pavillon Press panned picture badly, but despite that it is doing fair night trade, with capacity Favillon. Press panned picture badly, but despite that it is doing fair night trade, with capacity Favillon. Press panned picture badly, but despite that it is doing fair night trade, with capacity Favillon. Press panned picture badly, but despite that it is foliage fair night trade, with capacity fair enough. In for another fortilepth, but no successor chosen. Likely to be Cilve' (UA) or Escape Me Never, (B & D) with Bergner.

One Hour Late (Far) and Fazz.
Opened to good week-end trade, but not likely to hold over. Expected to do around 31,6000, with Wings in the Dark' (Par), replacing.

Or of the Comment of the Co

place.

'My Heart is Calling' (GB) (2d
week) New Gallery. Starring Jan
Klepura and Marta Eggevth, but
weak. First week to \$10,000, with
this week likely around \$8,000. Third

every day and took nearly \$3,200 too the run. Varsity (LTC) (1,100; 10-15-23)— Whole Town's Talking' (Col), see-one, but was building every sair, which made the managent strong to the sair of the sair of the sair of the made the managent strong on the stretch and \$1,300 expected for this 7 days.

## Jack Benny Loop Repeat, 42G: 'Paris' Unit Wow \$31,000. Palace: 'Ruggles' Walloping at \$18,000

Chicago, March 5. Plenty of competition around town for the public's amusement coin with at least four powerful attractions splitting the money as many the property of the public of the public of the public of the competition of the sound of the public of the competition of the sound of the public o

### Estimates for This Week

Where.

Estimates for This Week
Apolle (B&K) (1,200; 35-46-55)—
One More Spring' (Fox), Good
figure at \$5,000. Last week Countyweek to \$4,300, good.
Week to \$4,300, good.
Chicago (B&K) (3,340; 35-56-75)—
Rumba' (Par) and Jack Bennygang on stage. Benny personals
accounting-for-the-big on-his-reaccounting-for-the-big on-his-reheld to profitable \$4,010.
Garrick (B&K) (1,000.
Garrick (Barrick (B

week 'Band Plays On' (MG) fair at \$16,800.

Palace (RKO) (2,500; 25-35-55)—
Nurder on Honeymoon' (Radio)
Aurder on Honeymoon' (Radio)
Rival in the unit which pushes the house in the high upper brackets at smashing \$31,000. Excellent ads attracted attention. Will stick two weeks. Last week 'Transient Lady' sature was fine at \$21,000. The stage was fine at \$21,000.

Roosevelt (B&K) (1,500; 25-35-55-55)—Ruggles of Red (Gap' (Par). Got away fast as the public smelled out this one as a good fincter. Comton the stage was fine at \$21,000.

It looks like a neat run. Will tear out in front to wow \$18,000 for in-tital session. Last week 'Sweet Music' (WB) fell away sadly to finish its single week to \$11,500.

State-Lake (Jones) (2,700; 20-20).

abby.

State-Lake (Jones) (2,700; 20-5-35)—"Silver Streak" (Radio) and aude. Maybe \$12,000. Last week Haldorado" (Fox) on the right side at \$10,200.

200, ed Artista (B&K-UA) (1.700 United Artists (B&K-UA) (1,700; 25-35-56) — 'David Copperfield' (MG) (3d week). Holding up re-markably. Will do great \$10,000 for current week. Last week was fine at \$13,700. 'Scarlet Pimpernel' (UA) next.

## 'ROBERTA' SOCK \$16,000 IN K. C.

Kansas City, March 5. (Best Exploitation: Mainstreet)

(Best Exploitation: Mainstreet) It looked like the good old times to the Mainstreet, Saturday when, the clipt shows, the house could ot accommodate all who wanted see Roberta downtown houses iniga are not so encouraging. An essay. Midland's feature, is attivity it a nice play at the mata, ut night business is bad; while at a Newman 'All the Kings Horses' ouldn't pull 'em in and the picture are way today to Ruggles of Red ap,' set up three days for a ten and the set up the set up

gave way today to 'Rusgles of Red Gap,' set up three days for a ten deap,' set up three days for a ten deap,' set up three days for a ten deap to the deap to the

(MG). Held up nicely after a big opening for \$18,000.

Newman (Par) (1,800: 25-40)—
Red Gap (Par). Opened Tuesday (6), three days in advance, on account of flop of King's Horses' (Par), which only held four days.

\$3,000, \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100 | \$100

\$3,000, good.

Tower (Rewot) (2,200: 25)—
'Secret Bride' (WB) and stage show. Only vaude in town and holding up nicely. Probably close to \$7,500. Last week 'Good Fairy' (Ub' and stage show, second week for the picture, \$5,200, good.

tur the Picture, \$6,200, good.

Uptown (Fox) (2.040: 25-40)—
'Onc More Spring' (Fox). A natural film for this big residential; got a nice play over the week-end and will likely return \$6,000, big. Last week. Evergreen' (GB), second week, \$3,500, good.

## 'DR.' AND OLSEN FOR **\$22,500 AT MICHIGAN**

(Best Exploitation: Fox)

Normalcy has returned as indicated by business done the past several weeks.—Michigan, Fox and the navigation of the past several weeks.—Michigan, Fox and the navigation of splendid stage and film fare, especially the stage fare. Michigan and Fox are now presenting big stage names. Town has been too long without knockout stage and Fox are now presenting big stage names. Town has been too long without knockout stage at Fox and Reymold screen the first stage of the stage

nice grosses.

Sam Ruben's amateur frolic, from stage of Fox theatre on Friday night and aired over WJR, take the cake this week. Ruben's smart cligar makers. Cards in all cligar and candy stores in town, plus delivery trucks and spot air announcements, filled the house on initial program. Winner receives in the program of the program of the program of the program of the program.

Estimates for This Week

Estimates for This Week

## Up Pops 'Cimarron'

Toledo, March 5. e four-year-old Cimarrollio) drew well as part of bill at the Pantheon le twin bill at the Pantheon is isst week.

House's regularly a first-run.

Holding Over-'Colonel' Behind Shirley's Former Pace There

Denver, March 5.

(Best Exploitation: Aladdin)
Aladdin is packing them in with
Scarlet Pimpernel, and picture will
remain a second week.
On its second week Ruggies' is
also bringing activity to the town,
business being considerably above
average.

average. Explanation of title, Scarlet Pimpernel, sold that pleture to many who otherwise would have been prejudiced against implication of scarlet or wouldn't have cared. Explanation hit in dailies, two weeks in advance.

Aladdin (Hufman), 1,500; 25-35-50)
—'Scarlet Pimpernel' (UA). Town's leader will stay a second week on indications of big \$6,000. Last week 'Woman in Red' (FN) only fair.

## Ziegfeld Follies (Legit) At \$15,000, Montreal, Is Film Competition

Montreal, March 5.

Montreal, March 5.

Mis Majest's with six nites and two mats of Ziegfelds, Follies at take most of the money in town, take most of the money in town, judging by advance sales which have already sold out half week. This should gross at \$15,000 and may have some result on film grosses.

Two best pix in town are David Copperfield at Capitol and Citye of Indiana, and the control of the control of

Estimates for Thie Week
His Majesty's (CT) (5,60); 41-83

—Ziegfeld Föllies' (Musical). Advance sales show big biz certain
with groes up to \$15,000. Last week
repeat of 'Shepherd of Seven Hills'
Capitol (FP) (2,700: 50)—David
Copperfield' (MG). Did fine weekend biz and should gross at least
\$10,000. Last week Tron Duke' (Regal) held up well and grossed good
\$10,000. Last week Tron Duke' (Regal) held up well and grossed good
\$10,000. Mills (PC) (2,200: 50)—Nilest is

Losw's (FP) (8,200; 50)—'Night Is Young' (MG) and 'Winning Ticket' (MG). Good houses Saturday and

## 'PIMPERNEL' \$6,000, DENV. B'way Quiet with Lent Here; **Bachelor Girl Only \$32,000 but** 'Honeymoon' Standout at \$27,000

Sunday warrant hope of \$8,000 gross. Last week 'County Chairman' (Fox) and 'Lottery Lover' (Fox) fair at \$6,500.

The state of the s

## **DUALS AND VAUDE GET** \$6,000 AT PAR, SEATTLE

Duals plus vaude and stage band policy clicking first two weeks to such an extent that Paramount is putting on the pressure with acc booking of Four Mills prothers week 18th, with intent to keep the cus-tomers coming.

tomers coming.

'Gilded Lily' opened two days carly when 'Copperfield' weakened after ten big days, but looks to hold only one week.

Estimates for This Week

Blue-Mouse (Hamrick) (1,000;-25-40)—'Sweet Music' (WB). Moved from fair-week-at-Music Hall.-Perhaps \$2,200, slow. Last week, 2d of 'Devil Dogs of the Air' (WB).

from-fair-week-at-Music Main-rerhaps, \$2,200, slow. Last week, 2d
of 10evil Dogs of the Air' (WB),
2d of 10evil Dogs of the Air' (WB),
2d of 10evil Dogs of the Air' (WB),
2d of 10evil Dogs of the Air' (WB),
2d of 10evil Dogs of the Air' (WB),
2d of 10evil Dogs of the Air' (WB),
2d of 10evil Dogs of the Air' (WB),
2d of 10evil Dogs of the Air' (WB),
2d of 10evil Dogs of 10evil

good.
Paramount (Evergreen) (3,10s;
25-35)—"Society Doctor" (MG) and
'Under Pressure' (Fox) dual, with
vaude-stage band, Skirting \$6,000
good. Last week "Blography of a
Bachelor Girl" (MG) and Rocky
Mountain Mystery' (Exp.)-dual, with
stage and band; \$7,400, big.

(Best Exploitation: Roxy).

Lott begins today 'Ash Wedness and begins today 'Ash Wedness and you be the search and you be the search and you have a search and you have a smaller play than they strained and you have the search and you have the search and you have y

## For 'Time' Only

Release of the March of Time scries by Pirst Division has necessitated augmenting F. Drs publicity staff in New York. New department, to specialize in handling Time, will be neaded by Raiph Rolan; formerly of Batten, Barton, Durstine & Osborne, ad agency.
Rolan assumes his new duties immediately as v-p in charge of promotion.

## 'Folies Bergere,' Aldine, \$14,000, Big; 'Town's Talking,' \$13,000, Philadelphia

This week's only smash prospect is Folies Bergere at the Aldine. They had to stop selling seats three

They had to stop selling seats three times opening day (Saturday) and management reported almost \$4,000 on the day. Trade at the beginning of the week continued hot and gross should hit between \$14,000 and \$15,000. That ought to mean three words are the selling of the week continued hot and gross should hit between \$14,000 and \$15,000. That ought to mean three \$12,000 pace and stayed three weeks. WB had a good stut for the Stanley, consisting of a tie-up with Postal Telegraph by which 10,000 inserts advertising. The Whole Inserts advertising The Whole wires. Also 30 jump telegrams were displayed in Postal officers were displayed in Postal officers.

were displayed in Postal offices.
Estimates for This Week
Aldine (1,200: 35-40-55)—Tolles
Bergere' (UA): Started very big Saturday. Between \$14,000 and \$15,000
indicated—and that's—sensational
for house. Lasf week, 'Scarlet Pinpernel' (UA), \$6,000 in third and
last week—good.

pernel (UA.) \$6,000 in third and last week—good.
Aradia (600; 125-35-40)—Wings in the Dark (Par). Fair \$2,100 seen. Last week, Llves of a Bengal Lancer (Far). Excellent \$2,800.
Boyd (2,400; 35-40-55)—Vancassa. (MG). Poor notices and noor biz. Won't go over \$7,000, or \$7,500. Last

week. 'After Office Houre' (MG).
Okay \$13,500 in seven daya.
Earle (2,000; 28-36-40) — 'Beet
Man Wins' (Col) and vaude. Liveity show offered by Benny Davis and
ought to help. May hit \$16,000.
Last week, 'I Am a Thief' (WB)
and vaude. So-so \$14,000 was all.
Fox (3,000; 40-55-56) — 'Little
Fox (3,000; 40-55-56) — 'Little
Slomd' (E020)and stage show.
Slomd' (E020)and stage show.
Slomd' (E020)and stage show.
Slomd' (E020)and stage show.
Karlton (1,000; 25-35-40)—'Good
Fairy' (I). Second run, \$3,500
hoped for. Last week, 'Gigolette'
(Radio). Poor \$2,200 for this first
run.

s (Madio). Poor \$2,200 for this first run.

keith's (2,000: 30.40-50)—Devil Dogs of the Air (WB). Second run.

Okay \$3,500 seen. Last week, 'David Copperfield' (Mg) last five days of Locust (1,400: 40.55-85)—'Iron Duke' (BB). Second week promises something less than \$3,000. Last week run of the Mg of the

## Comparative Grosses for February

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

	N	EW YORK	1 / A	
	Feb. 7	Feb. 14	Feb. 21	Feb. 28
CAPITOL (5,400; 85-75-85- 1,16) High:\$110,400 Low: 10,000	Copperfield and March of Time \$55,000 (2d wk) (Stage Show)	Copperfield \$50,000 (3d wk)	Copperfield \$40,000 (4th wk)	Copperfield \$35,000 (5th wk)
PARA- MOUNT (8,561; 85-53-73- 85) High. \$95,000 Low. 10,800	Bengal Lancer \$32,000 (3d wk)	Wings in Dark \$25,000	Gilded Lily \$31,000	Lily \$22,500 (2d wk)
MUSIC HALE (5,045; 40-00-85- 00-1.10) High.\$110,100 Low. 44,000	Iron Duke \$67,500 (Stage Show)	Good Fairy \$75,000	Scarlet Pimpernsi \$92,500	Pimpernel \$70,000 (2d wk)
ROXY (6,200, 25-31-55) High \$173,600 Lov. 5,200	County Chairman \$22,000 (2d wk) (Stage-Show)	Secret Bride \$32,500	Jack Ahoy \$25,000	Behold My Wife \$34,000
RIALTO (2.400; 10-65) High, \$72,000 Low. 5,200	\$5,000 (2d wk) (4 days)	Bengal Lancer \$23,100 (Repeat)	Lancer \$16,100 (2d wk)	Carnival \$11,000
STRAND (2,000; 35-55-65- 80)	Bordertown \$32,000	Bordertown \$21,800 (2d_wk)	Devil Dogs \$41,200	Devil \$24,000 (2d wk)
High. \$81,200 Low 6,500		7		e Parkill

CHICAGO				
Section (	Feb. 7	Feb. 14	Feb. 21	Feb. 28
CHICAGO (3,040; 35-35-75)	Bachelor Girl \$30,800	Gilded Lily and	Lily \$32,300	Wings in Dark
High. \$75,000 Low., 18,500	(Stage Show)	March of Time \$48,300 (John Boles)	(Boles) (2d wk)	\$41,200 ('Vanitles')
PALACE (2,500; 25-35-55) High, \$34,700 Low. 7,000	Enchanted April \$15,800 (Vaude)	Night Life of Gods \$16,100	Good Fairy \$18,400	Edwin Drood \$15,100
UNITED	Clive of India	Clive	Clive	Copperfield
ARTISTS (1,700; 25-55-65) High. \$43,500 Low. 3,300	\$17,200	\$12,800 (2d wk)	\$8,800 (3d wk)	-\$20,200

	Feb. 7	Feb. 14	Feb. 21	Feb. 28
TOWN (1,800; 25-30-40) High. \$38,500 Low. 1,700	Grand Old Girl and Best Man Wins \$3,300	Enchanted April and White Cockatoo \$4,800	Right to Live and Behind Evidence \$3,500	Woman in Red and Lightning Strikes Twice \$3,500
HOLLY- WOOD (2,756; 25-85-85- (55) High, \$37,800 Low, 3,100	Happiness Ahead \$4,000	Romance in Manhattan \$5,200	Devil Dogs \$8,700	Devil \$6,500 (2d wk)
PARA- MOUNT (8,505; 80-40-55) High. \$57,800 Low. 5,600	Bengal Lancer \$28,200 (Stage Show)	Lancer \$21,100 (2d wk) (9 days)	Gilded Lily \$18,200	Wings in Dark \$18,000
STATE (2,024; 30-40-55) High. \$48,000	Forsaking All Others \$14,000	County Chairman \$10,400	Copperfield • \$14,000	Copperfield \$9,700 (2d wk)

BROOKLYN				
-	Feb. 7	Feb. 14	Feb. 21	Feb. 28
FOX (4,000; 25-35-50- 65) High, \$48,600 Low, 8,900	Evergreen \$12,000 (Stage Show)	Behind Evidence \$12,500	Iron Duke \$17,000	Under Pressure \$24,000 (Sally Rand)
ALBEE (8,500; 25-85-50- (85) High. \$45,000 Low. 9,000	Chan in Paris \$12,000 (Vaude)	Romance in Manhattan \$15,000	County Chairman \$14,000	Good Fairy \$14,000
PARA- MOUNT (4,000; 25-35-50-65) High: \$57,800 Low.: 5,600	Bengal Lancer \$18,000 (2d wk)	Bordertown \$19,400	Wings in Dark \$15,000	Gilded Lily \$18,500
METRO- POLITAN (3,000; 25-35-30- 63) High. \$39,000 Low. 12,000		Society Doctor \$17,000 (Ted Lewis)	Winning Ticket \$19,000	Shadow of Doubt \$13,000
STRAND (2,000; 25.35-50) High. \$28,500 Low. 3,000	Helidorado and Enter Madame \$7,000	Strange Wives and One Hour Late	Secret Bride and Home on Range	Baboona and Maybe It's Love \$8,000

	Feb. 7	Feb. 14	Feb. 21	Feb. 28
ROXY- MASTBAUM (4,800: 40-55-05) High: \$76,000	Gilded Lily \$12,000 (2d wk) (4 days)	Wings in Dark \$32,000	Woman in Red \$43,800 (Jack Benny)	Good Fairy \$27,000
Low . 27,000	(Stage Show)	1		98.00
EARLE (2.000; 25-35-40) High. \$33,000 Low. 10,500	Pve Been Around \$15,000 (Vaude)	Red Hot Tires \$15,000	\$15,000	Winning Ticket \$14,500
FOX (3,000: 40-55-65) High: \$41,000 Low: 10,500	Chan in Paris \$13,000 (Stage Show)	Under Pres- ure and March of Time \$15,800	My Heart's Calling \$10,000 (5 days)	One More Spring \$19,500
8TANLEY 8,700, 85-40-55) ligh. \$48,000	Bengal Lancer (2d wk) \$13,000	\$4,000 (3d wk) (1 days)	Rumba \$8,500	Devil Dogs \$14,000 (8 days)

	Feb. 7	Feb. 14	Feb. 21	Feb. 28
KEITH- MEMORIAL (2,900; 85-40-55- 75)	fron Duke \$10,800	Carnival \$38,000 (Joe Penner)	White Lies \$27,800 (Phil Baker)	Murder on Honeymoon \$24,000 ('Casino' de
High. \$43,000 Low. 4,000				Paree)
ORPHEUM	Broadway	Sequoia	Winning	Copperfield
(3,000; 25-40-55) High. \$23,000 Low. 4,000	\$15,000 (Vaude)	\$11,000	Ticket \$7,000	\$18,000 (Repeat)
METRO- POLITAN (4.200; 35-50-65) High. \$69,000 Low. 2,500	Gilded Lily \$22,000 (JimmySavo) (Stage Show)	Wings in Dark \$23,000 (Duncan Sis- D. Apolion)	Rumba \$38,000	Devil Dogs \$26,500 (PollyMoran)

High, \$69,000 Low. 2,500	(Stage Show)	(Duncan Sis- D. Apolion)		(Folisheorall)
		ST. LOUIS	Service (A)	
	Feb. 7	Feb. 14	Feb. 21	Feb. 28
AMBAS- SADOR (8,000; 25-85-85) High: \$48,800 Low: 4,000	Gay Bride \$8,000 (Stage Show)	Straight Is Way \$8,000		A San
FOX (5,000; 25-85-55)	County Chairman \$9,000 (2d Wk)	Chairman \$7,000 (3d wk)		
STATE (8,000; 25-35-55) High. \$31,500 Low. 8,000	Copperfield \$17,000	Copperfield \$12,000 2d wk)		
MISSOURI (8,500; 25-40) High. \$29,500 Low. 4,000	Chan in Paris and Wicked Woman \$5,000 (Stage Show)	Evensong and Straight From Heart \$5,000		
SHUBERT (2,000; 25-85-65)	Bengal Lancer \$15,000	Lancer \$11,000 (2d wk)		

T	Feb. 7	Feb. 14	Feb. 21	Feb. 28
BUFFALO 8,600; 30-40-55) ligh. \$42,000 ow. 9,000	Behold My Wife \$17,000 (Paul Whiteman)	Wings in Dark \$14,000 (8 days)	Rumba \$18,500 (Mitzi Green)	One More Spring \$15,000
	(Stage Show)			1 2 1 1 1
CENTURY (3,400; 25) ligh. \$21,000 .ow. 3,200	First World War and Bachelor Arts \$4,600	Wicked Woman and Lightning Strikes Twice \$5,000	Under Pressure and Home on Range \$6,400	Chan in Paris and Red Hot Tires \$6,200
HIPPO- DROME (2,400; 25-40) ligh. \$22,000 ow: 3,600	Firebird and Romance in Manhattan \$5,200	Copperfield \$13,500	Copperfield \$8,500 (2d wk)	Devil Dogs \$9,000

DETROIT				
	Feb. 7	Feb. 14	Feb. 21	Feb. 28
MICHIGAN (4,100; 25-85-55) High. \$58,100 Low. 6,600	\$22,500 (John Boles) (Stage Show)	Wings in Dark \$18,000	Rumba \$15,000	Devil Dogs \$22,500
FOX (5,100; 25-35-55) High: \$50,000 Low: 4,000	Music in Air \$17,500 (Stage Show)	Iron Duke and March of Time \$20,000 (Baby Rose Marie)	Enchanted April \$13,000 (Benny Meroff)	Carnival \$14,000 (Dionne Parents)
FISHER (2,975; 25-85-40) High. \$29,000 Low. 3,000	It's a Gift and Enter Madame \$3,500	Father Brown and Here's My Heart \$3,100	Bordertown and Secret Bride \$3,200	Bachelor Girl and Bands Plays On \$3,200

F	Feb. 7	Fab. 14	Feb. 21	Feb. 28
PARA- MOUNT (2,482; 30-85-40) High. \$37,500 Low. 5,000	Bordertown and Evergreen \$12,000	Baboona and Red Hot Tires \$9,100	Rumba and Under Prassure \$14,000	Wings in Dark and Lightning Strikes Twic \$11,500
GOLDEN GATE (2,850: 30-35-40) High. \$22,500 Low. 5,400	Enchanted April \$12,800 (Horace Heldt) (Stage Show)	Wednesday's Child \$12,300	Murder on Honeymoon \$18,000	Captain Hurricane \$12,300
WARFIELD (2,648; 85-40-65) High. \$57,400 Low. 8,200	Copperfield \$20,000 (Stage Show)	Gildsd Lily \$20,000	Devil Dogs \$22,500	One More Spring \$20,000

11 To 1 1 1 1 2 1	Feb. 7	Feb. 14	Feb. 21	Feb. 28
PENN (3,300; 25-85-50) High. \$41,000 Low3,750	Copperfield \$20,000 (Stage Show)	\$22,500 ('Casino de Paree')	Clive of India \$16,000	Gilded Lily \$15,000
WARNER (2,000; 25-40) High. \$29,000 Low. 2,000	1'm A Thief and Romance in Manhattan \$3,450	By Your Leave and West of Pecos \$5,000	Carnival and White Cockatoo \$4,500	Red Hot Tires and Expectations \$3,150
STANLEY (3,700; 25-85-50) High. \$48,000 Low. 3,200	Limehouse Blues \$10,500 (Stage Show)	Right To Live \$10,000	Devil Dogs \$18,500	Devil \$10,000 (2d wk)

	PR	OVIDEN	CE	
	Feb. 7	Feb. 14	Feb. 21	Feb. 28
STATE (8,000; 15-25-40) High. \$29,000 Low. 2,500	Copperfield \$7,600	Night Is Young, Behind Evidence and March of Time \$8,000	Clive of India \$7,000	Sequoia and Society Doctor \$8,900
MAJESTIC (2,200; 15-25-40) High. \$17,500 Low 2,500	White Cockatoo and Right To Live \$7,300	Gentlemen Born and Red Hot Tires \$6,500	Chan in Paris and Woman in Red \$6,200	Devil Dogs \$8,300
STRAND (2,200; 15-25-40) High \$18,000 Low. 2,000	Bengal Lancer \$8,500	\$5,000 (2d wk)	Gilded Lily and Best Man Wins \$9,700	Evergreen and Wings Dark \$7,300
ALBEE (2,500; 15-25-40) High \$20,000 Low 1,900	School For Girls \$7,800 (Vaude)	Straight From Heart \$8,900	Rendezvous At Midnight \$7,800	Scarlet Pimpernel \$9,000

## 1 MORE SPRING **FINE \$22,000** IN WASH.

Washington, March (Best Exploitation: Earle) Nobody doing anything to get ex-cited about this week. Weather veering from blizzards to midsum-mer and back again makes it im-

veering from blizzards to midsummer and back again makes it impossible to keep any sort of even keel at the bo.

Only two pies are drawing, and one is a hold-over. Belasoo, new foreign flicker spot, is still light on grosses, but Power's is offering the mainstem its first touch of opposition.

In the state of the state of the state of the mainstem its first touch of opposition.

In the state of the state of the state of the mainstem its first touch of opposition.

In the state of t

Sponsible 100 (198 \$1,900). Last week Sweet Music (WPS) got good Palace (Loow) (2,363; 25-35-60)—Cilye of India (UA). Best new flicker of the week; a good \$17,000. Last week (third) Copperfield (MG) collected big \$10,000 —Devil Met (WB) \$1,583: 25-40)—Devil Met (WB) \$1,583: 25-40 —Devil Met (WB) \$1,583: 25-40 —Devil Met (WB) \$1,583: 25-40 —Chan in Paris (Fox). Above house veek 'Red Hot Tires' (WB) passable \$3,300. Columbia (Loew) (1,263: 25-40)—Chan in Paris (Fox). Above house average with \$5,000. Last week 'Society Doctor (MG) got by with sattle of the week in the same of the week in the same of th

## 'MUSIC' SWEET \$6,000, BUT IND. BIZ IS OFF

Indianapolis, March 5.
(Best exploitation: Apollo)
Warmer weather isn't helping the
downtown houses this week, and,
business is languishing. Especially noticeable in the total amount of downtown business as compared to

a week ago; it is off at least a third.

Part of this is due to the presence
of the tab edition of Carroll's 'Van-

Part of this is due to the presence of the tab edition of Carxoll's VanItles' last week at the indiana, where it opped the gross treamed the week;
It opped the gross treamed this week;
Sweet Music Is making the best showing with \$6,000 in prospect at the Apolio. The Lyrie is moving:
along at a consistent pace with \$7.

Most of the combination bill, or and the

years.
Lyric (Olson) (2,000; 25-30-40)—
While Patient Siept' (WB) and
waude Comedy team of Kibbee and
MacMañon has been well established
in this house and good vaude bills
is helping too. Gross \$7,000, olcay.
Last week Murder on Honeymoon'
(Raillo) and vaude satisfactory at
\$6.250.

\$6,250. Losw's Palace (Loew's) (2,800; 25-40)—Vanessa (MG), Star value is helping this one do a fairly good \$5,280. Last week 'After Office Hours' (MG) would have done bet-ter except for extra competition, but it managed a modesule \$4,809, any-way, oze.

## 'Roberta' Wildfire in Baltimore: Cut Vaude to 35 Mins.; Nudges \$25,000

Burg's biz, on the whole, is swell again this week, and, with the ideal weather looking to hold right through, some fancy grosses are

weather looking to hold right through, some fancy grosses are being run up.

Sock of this week is 'Roberta' at the vauddim Hipp. After the phenomenal opening day (Friday), it was decided to run live shows daily the sone of the sone of

will directly plug the pic.
Estimates for This Week
Century (Loew-UA) (3,00); 1585-85-46-56) — 'Vanessav' (MG)
and Casino de Parce unit on rostrum. Combo bill seiling both ways,
profitable \$22,500. Lasit week 'After
Office Houre' (MG) and stage's-show
topped by Jimmy Durante, sock
224,100.

524-100.

Mippodrome (Rappaport) (2,200;
15-25-35-40-55-69.—Roberta' (Radio) and vaude. Frêd Antaire is siaying 'em; pic in general is talk will be achieved, 25,200. Last week 'Whole Town's Talking' (Col) and vaude, excellent \$16,500. Last week 'Whole Town's Talking' (Col) and vaude, excellent \$16,500. Last week 'Whole Town's Talking' (Col) and Vaude, excellent \$16,500. Last week 'Whole Town's Talking' (Col) and 'Aude, excellent \$16,500. Last week 'Whole Town's Charles (Col) And 'Col) and 'C

Attention of the state of the s

(WB) nurued days, oke.
Valencia (Loew-UA) (1,000; 15-25)—Baboona' (FN). Getting good enough quota of kids and men to more than meet obligations at \$3,400. Last week Winning Ticket'

## **'SWEET MUSIC'** 12G IN NEWARK

Newark, March 5.

Sweet Music at the Branford Property to the at \$12,000. Proceed for the state of the state

bus took it out and every one else took a ride with an owne. Estimates for This Week.

Branford (WD) (2,885; 16:85)...

Branford (WD) and (Feb. 18,885)...

Branford (WD) and I've Been Around (U) (Yand at nearly \$17,000; 40)...

Around (U) (Yand at nearly \$17,000; 40)...

Lives of a Bengal Lancer (Par) and (Straight from the Heart (U). Lancers' had a long, profitable run at the Newark, but ought to have some life left. Maybe over num' (UA) and 'School for (Gird (Mono) not much at \$3,800; ...

Little (Franklin) (29; 30-40)...

Little (Franklin) (29; 30-40)...

Umne di Corragio (Luce). House

expects \$2,000. Last week 'Sluby-Ulanskie' (Blok-Musa) fell down on second week to a bad \$600, but en-gagement profitable and Polish films will always have a place here.

will always have a place here.
Losw's State (2.780; 15-75)—
Shadow of Doubt' (MG) and vaude.
Crowds absent, Maybe \$10,000, poor.
Last week 'Clive of India' (UA) disappointing with nearly \$13,000.
Paramount-Newark (Adams-Par) (2,248; 16-99)—Car 99 (Par) and Scandals of 1935' on stage. Not so bad at \$13,000. Last week 'Rumba' (Par) helped by 'Femme Folilies' on boards good at \$14,000 at \$16,000.

boards good at \$16,000.

Proctor's (RKO) (2,300; 15-55)—
Enchanted April' (Radio) and
Murder on a Honeymoon' (Radio)
Expect nearly \$9,000. Last weel
Scarlet Pimpernel' (UA) and Silve
Streak' (Radio) fine at nearly
\$10,000.

\$10,900. Terminal (Skouraa) (1,900; 15-25-40)—"Mysterious Mr. Wong' (Mono) and 'Heilotradio' (Fox) with 'Babonna' (Fox) and 'Romance in Manhattan' (Radio) split. Opening good and ought to be okay at \$4,000. Last week 'When' a. Man's a Man' (Fox) and 'Charile Chan in Paris' (Fox) with 'Two Heads on a Pillow' (FD) and Ghost Walke' (FD) split. Okay at \$4,000.

## **'COLONEL' TOPPING HUB** 20G: 'DOCTOR' \$15,000

(Best Exploitation: Metropolitan)
Best bet in the hub b. o. film race is 'Little Colonel,' at the Keith Memorial, where the Shirley Temple feature, running single, is bolstering biz nicely as the first straight film

biz nicely as the first straight film attraction to follow the big talent 'jubilee' month. Will hover close to \$20,000 on the week, and plan is to hold it for another frame. 'Whole Town's Talking,' doubled with 'Society Doctor' at the State, looks rugged, too, with indications of \$15,000. At the Met 'Living on Velvet' on the screen and Kitty Car-lisle on the stage will garner about \$22,000.

lisie on the stage will garner about \$22,000.

Otherwise town remains rather decreased to the stage of the st

Estimates for This Week
Keith Memorial (RKO) (2,900; 25-35-40-55)—Little Colonel (Fox). Takes over the straight film policy, to which this house reverts this week, for a promise of \$22,000, Scale reduced from 75c top to former film top of 55c. Last week the silmmest of the four weeks of vaude shows. About \$15,000 on 'Good Fairy' (I) and stage.

About \$15,000 on "Good Fairy" (U) and stage.

Met (M&P) (4,200; 35-50-65)—
Living on Velver' (FN) and stage show, starring Kitty Carelisie and Phil Cook, on the way to a comfort of the start of the st

ing with \$18,000, one. Last ween any good with "After Office Hours' (MG) and Best Man Wins' (Col), doubled, \$1,000, and Best Man Wins' (Col), doubled, \$1,000, and Best Man Wins' (Col), doubled, \$1,000, and \$1,0

TACOMA SANS DAZZLE

Sweet Music, \$2,700; Fair, at Blue

Tacoma, March 5.
Locally this is just another week.
No special effort to collect the duats except through routine ads.
Estimates for This Week

Cats except turougn routine aus.

Estimates for This Week

Blue Mouse (Hamrick) (700; 2535)—"Sweet Music (WB). Anticipated to the 8,700, good. Last

read to the 8,700, good. Last

read to the 8,700, good. Last

read to the 1,700, good.

Row, Good. Good. Last

read to the 1,700, good.

Row, United the 1,700, good.

Row, United

## Ruggles' Zingy \$6,500; Columbus Has Winter Circus Opposition

Weather better but business last week was bad all around. Should pick up this week with flock of good pics showing. Cole Bros.-Ciyde Beatty circus here for a week, char-ity, which may or may not put some dents in b.o. figures.

some dents in b.o. ngures.

Broad went the limit on Ruggies'
with napkins, wifidow tieups, dodgers and whole works. Even put
usher on horse for one-man parade,
dressed as cowboy, with sign on

back.

Estimates for This Week

Broad (Low-UA) (2,500; 30-42)

-Ruggles of Red Gap' (Par).

Should top the crowd with \$5,500.
Last week Under Pressure (Fox),
drew sighs and about \$3,000.

Palace (RKO) (3,075; 30-42)—
'Sweet Music' (WB), Looks good for at least \$6,000, Last week 'Town's Talking' (Col), was fail-

for at least \$4,000. Last week Town's Talking' (Col.) was failure, with only \$4,100.
Ohlo (Loew-UA) (3,078; 80-42)—Devil Dogs of Air (WB). Not bad, headed for \$8,000. Last week Arter Office Hours' did \$5,000. off a bit. Carrival' (Col.) and Notortous Gentleman' (U). Gasping for \$2,500. Last week West of Pecor (Radio) and Talgit to Live' (Radio), barely took \$5,000.

## Rudy Vallee in 'Music,' Gary Leon on Stage, Bring Warfield, S. F., \$22,000

OMAHA'S GOLD RUSH

Shirley Temple Socking at \$11,000; 'Roberta' \$7,250

Omaha, March 5. (Best exploitation: Brandeis) Week will show around \$33,000 five grand over last week, with good pictures the reason, but final rush

Estimates for This Week

set of extra ads nouse is running advertising. March as the month of hits. Estimates for This Week Orpheum (Blank-Tri-State) (2,-987; 25-40)—Little Colone! (Fox) with Rocky Mountain Mystery' (Par). A socko week all due to Shritey Temple. Will at least equal week Blography of a Bachelor Clar! (MG) combined with Secret of the Chateau' (Fox) were a couple of weakies. "Fi.50, under average, Derandels (Singer-RKO) (1800 or 1800 or

(Best Exploitation: Orpheum). The wind blew and the rain fell and the house execs held their heads. A bright weekend helped, however, to retrieve a little of the

Warfield with its big stage show, band and line added to 'Sweet Music' will lead the procession,

Warfield with its big stage show, band and line added to 'Sweet Music' will lead the procession, while the Paramount looks like a hummer for the week with 'Vanesas' twinned with 'Car 99'. Golden Gate takes third money with 'Notorious Gentleman' and of vaude, 'Orpheum comes to bat with better than usual gross on 'Whole Town's Talking.' United Aristis sild opening day week with Doug Fairbanks, and will open 'Folies Bergere' shead of schedule Thursday (7). All film emportums are still All film emportums are still opening the second of schedule Thursday (7). All film emportums are still the second of schedule Thursday (7). All film emportums are still the second of schedule Thursday (7). All film emportums are still the second of schedule Thursday (7). All film emportums are still the second of schedule Thursday (7). All film emportums are still the form the second of schedule Thursday (7). All film emportums are still the form the second of schedule the second of schedule Thursday (7). All film emportums are still the form the second of schedule the schedule

Last week 'Society Doctor' (Radio) with vaude and band swell at 314-90. With vaude and band swell at 314-90. Whole 'Town's Taiking' (Col). Ought to rambie past the \$3,000 mark. Last week (Ad) of Good Fairy' got by all right at about \$8,700 mark. Last week (MGM) and 'Car 99' (Par). Should sock em for beterthan \$15,000 because of the Hayes, Robson, Montgomery trio in lights. Last week very good at \$11,800 on more of the state of the

## George Jessel, \$22,000, Pittsburgh; 'Roberta' Points for Sock \$18,000

(Best Exploitation: Fulten).

(Best Exploitation: Fulten).

(Ithes and standees and managerial smiles. That's the story this week, with one of the best essisting the standard of the state of the state

## **LANCER' SLIPS TO** \$6,250. BIRMINGHAM

Rirmingham Manch 5

teset Exploitation Alabama)
Bengal Lancer's away to in hice
start Friday and Saturday, but is
slipping, and by the end of the week
may be just another picture. 'One
More Spring,' at Ritz, is doing right
well. More rain in prospect this
week from the weather bureau.
Nothing startling in the way of
bailyhoo, but Alabama shades others
by straw with ushers in india hats,
etc.

Estimates for This Week

tops tops tops tops to the control of the control o

## **Hollywood Productions**

## Week of March 4

(Pictures now filming, or about to start, are listed below alphabetically y studios. Symbols are: D—Director, A—Author, C—Cameraman.) RADIO

'Sylvester Bonnard'
(6th week)

George Nichols,

Anatole France

Francis Faragolt

Lucien Andriot

CHAPLIN
(UNITED ARTISTS)
'PRODUCTION No. 5
(18th week)
-Charles Chaplin
-Charles Chaplin
-Rolle Totheroh
Ira Morgan

t: Charlee Chaplin Paulette Goddard Carter DeHaven Henry Bergman Alun Garcia Norman Ainsley Tiny Sanford Dr. Cecil Reynolds

Or. Cecil Reynolds
COLUMBIA
Purty Wire'
(3rd week)
Bire Kenton
Bruce Manning
John Howard Lawson
Ethel Hill
Al Selgier

Al Sogjer

"ean Arthur
Victor Jory
Victor Jory
Clara Blandick
Charles Grapewin
Oscar Apicheli
Geneva Mirheli
Helen Loweil
Matt McHugh
Charles Middeton
Edward LeSaint
Howeil
Act McHugh
Charles Middeton
Lambert Hillyer
Anthony Coldeway
Benjamin Kilne
""

Richard Cromwell
Richard Cromwell
Billie Seward
Wally Ford
Jack LaRue
Gene Morgan
Wesley Barry
Pat O'Miey
Kay Robinson

Kay Robinson
FOX
'Man Eating Tiger'
(4th week)
-Clyde Bruckman
Ben Hecht
Rose Caylor
Howard Young
R. W. Haneman
Patterson McNutt
L. W. OConnell

Actium Miller
Symmas Treey
Symnas Treey
Symn

Harry Jackson

Kaward Everett Horton
Karen Morley
Gran Display
Gran Display
Gran Display
Gran Morley
Gran

Joseph Valentine

Morley
Gran Morley

Joseph Valentine

Joseph Valentine

Will Rogers
Billie Burke
Allson Skipworth
Gail Fatrich
Gail Fatrich
Gail Fatrich
Frank Albertson
Sterling Halloway
Andrew Tombes
Henven's Gate
John Robertson
John Robertson
John Schtz
King Halloway
Le Falzgraf
Le Falzgraf
John Schtz
King Halloway
Le Falzgraf
Le Falzg

John Seltz
Shirley Temple
Joel McCrea
Lyle Talbut
Rosmary Amee
Dorls Nolan
Margaret Armetrong
Rita Owin
Leonard Care
(ist week)
Bruce Humberstone
-liya Korn
Unrasigned
Ri

-Universigned

(bl)

Mona Barrie
Gilbert Roland
Hardle Albright
Herbert Mundin
Nick Foran

Safe in Juli
(1st week)

-William Selter
-Sidney Skolsky
Claude Bluyon
-Unarsigned
et:

-University

James Hunn
METRO

'Vamplies of Progue'
(Tit week)
-Tod Browning
-Guy Endore
Bernard Schubert
-Jimmy Howo
st:

t: Lionel Barrymore Jean Hersholt Elizabeth Allan Henry Stephenson Donald Meek

Bela Lugosi Lella Bennett Franklin Ardell Peggy Geraghty Baron Hesele James Msrcer Doris Lloyd Llonel Atwill Ivan Simpson Carol Borland

Ann Shirloy
O. P. Heggle
Helen Westley
Trent Durkin
Elizebeth Patters
John M. Qualen
Etilenne Girardot
Hilda Vaughn

Hilda Vaughn

'Star of Midnight'
(5th week)
-Stephen Roberts
-Arthur Somors Roct
Howard J. Green
Anthony Vollier
Edward Kaufman
-Roy Hunt
st:

ti.
May Robson
Preston Foster
Florinne McKinney
William Bakewell
James Bush
Leon Waycoff
Clifford Jones
Leon Ames
Samuel Hinds

oamuei Hinds

'Village Tale'
(4th week)
D—John Cromwell
A—Phil Strong
Allan Scott
C—Nick Musuraca
Cast:

-Nick Musuraca et:
Randolph Scott
Ray Johnson
Arthur Hohl
Robert Barrat
Danothy Burgess
Edward Ellis
Ray Mayer
Guinn Williams
Donald Meek
Brenda Fowler
Wade Boteler
'Break of Heart

Wade Boteler

'Break of Hearts'
(3rd week)

-Philip Moeller

-Lester Cohen
Sarah Y. Mason

Victor Heerman

-Robsrt De Grasse

Robsit De Grasse it: Katharine Hepburn Charles Boyer Arnold Korff John Beal Inez Palange Jean Hersholt Helene Millard Susan Fleming

Joe August

Victor McLaglen
- Haether Angel
Freston Foster
Margot Grahame
Wallace Fordan
Joe Sauers
Una O'Connor
Walter James

HONGER

HONGER

HONGER

JOHN HONGER

HO

C—Its Themodale

Cast; Innehale

Anticle Desire

Sir Cheffe Hardwick

Billie Burke

Sir Cheffe Hardwick

Billie Burke

William Favereham

William Stackan

London

United ARTISTS

(20TH CENTURY)

COTH WELLIAM

LOUIN WELLIAM

A—Jack London

William Wellman

A—Jack London

Leonard Praskins

C—Charles Ronher

Leonard Praskins

Leon

-Charlos Rosher

Control Gable

Corretts Young

Jack Oakle

Katherine DeMille

Katherine DeMille

Katherine DeMille

LeRoy Mason

Frank Conroy

Charles Sixvana

Sid Grauman

Sid Grauman

Sid Grauman

Fider Willer

Hernan Bing

Les Miserables'

(Tib week)

-Michard Hopleslawki
Victor Hugo

W. P. Lipsneonb

Grege Toland

Fredric March

Gregg Toland:
Fredric March
Charles Laukhton
Rochelle Hudson
Murliyn Knowlden
Keith Kenneth
John Tozar
Frances Drake
Ferdinand Gottsch
Jssle Rach
Sisle Rach
Florenco Elitridge
Florenco Roberts
Virginia Howell
John Gilson

onn Glison Desmond Roberts Edward Cooper

susan Fleming

'The Informer'
(2nd week)

D—John Ford

A—Liane O'Flaherty
Dudley Nichols

C—Joe Auguet

Cast:

Typee'
(4th weck)

D-Richard Thorpe
A-Herman Melville
John Farrow
C-Clyde DeVinna
Cast:

Cast:

Mala
Lotus Long
'Order, Please'
(2nd week)
D—Jack Conway
A—Bdw. Chas, Carpe
Frank Davis
C—Oliver Marsh
Cast: C—Roy Hunt

Output

Ou

—Oliver Marsh
ast:
Conrad Nagle
Steffi Duna
Nat Pendioton
Harvey Stephene
Lollis Bennet
Lollis Bennet
Luna Merkel
Judith Vosselli
China Seas'
(2nd week)
—Tay Garnett
—Croebic Garatin
Jules Furthman
—Ray June
tet:

Wallace Beery
Clarke Gable
Jean Harlow
Digges
Lewis Stone
Charlee Butterworth

HAL ROACH

'Varabond Lady'

(6th week)

Sam Taylor

Frank Butler

Jack MacKenzle

C—Jack MacKenzle
Cast Chart Young
Exclays Venable
Berton Churchill
Reginald Denny
Forrester Harvey
Frank Craven
Arthur Hoyt
Bether Muir
FARAM Nade
(Tth week)
D—Sidney Lanfield
A—Damon Runyon
Fala Gerad Smit
C—Millon Krasner
Cast;

C-Millon Krasner
Cast: Irola Ellic
Cast: Cast Research
Cast Research
Cast Research
Cast Research
Larry Crabbe
Hais Hamilton
Warren Hymer
George Barbler
Leonard Carey
Agent
Goorge E. Stone
Gouy Usher
France Stone
D-Lewis Milestone
A-Dwight Taylor
Franz Schulzen
C-Ted Textlaif
Cast;

-Ted Tetziari
Siany Ellip
Tullio Carminati
Ida Lupino
Lynne Overman
Hugh Breid
Akim Tamirofi
Joseph North
Joseph North
Joseph North
Joseph North
Joseph North
Joseph North
Jack Review
Jack Revi

Mitchell Lete— The Mark - Markell Lete— Therefore Sparkull ast

ast
Hiller Mack
Joe Morrison
Ray Milland
Rod Malion
Gertrude Michael
Gertr

Waldemar Young
Waldemar Young
Chel
Henry Wilcoxin
Jorean Henry Wilcoxin
Jorean Stelling
Pedro de Cordoba
Joseph Schilderaut
Pedro de Cordoba
Joseph Schilderaut
Pedro de Cordoba
Joseph Schilderaut
Pedro de Cordoba
Occar Rhuoph
C. Henry Gordon
C. Anbrey Smith
Lumeden Hare
Montague Love
William Parnum
Herbert
Schile Kantel
Akaherite DeWillia
Joseph Swicker
Walder

Can't Gire
Can't Ary Eduad
Charile Tuggles
Lelin Hyams
Lelin Hyams
Ruthelma Steven
Ruthelma Steven
Ruthelma Steven
Ruthelma Steven
Mairon McGrego
Tills weeky
D-Franh. Tuttle
A-Dashiell Hammett
Kathe Groba
C-Unassigned
Cast

Gcorge Raft . Edward Arnold Ray Milland

'TALKING' N. S. H.

Portland, Ore.; 'Velvet' \$4,600, Fair

Portland, Ore, March 5.
(Best Exploitation: Paramount)
All bouses dogs sluggishly, with
exploitation between the property of t

This week the Par used two color ads to sell the Robinson film, and it helped.

Beathers for Thin Week Bratish (Parker) (2,000; 25-40) — Living on Velvet' (FN). Hitting for \$4,600, fair. Last week Edwin Drood' (U) and 'Woman in Red' (FN), combo, poor \$3,500, fair. Last week After Office Hours' (MG) better than expected, okay \$6,300. Parameunt (Evergreen) (2,000; 25-40)—Town's Talking (Col) and vaude. Slumping to \$6,700. Land stride for \$4,000. The Stride for \$4,000. Orpheum (Hamrick) (2,000; 25-40)—Town's Talking (Col) and vaude. Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last week Ewest Music Foorly received, and not over \$4,600, week. Last Received, and n

## SPRING LEADS **DULL WEEK** IN MPLS.

(Best Exploitation: Lyric)

(Best Exploitation Lyric) Solic.
Topido Jine-up lacks a single society of the property of the

## Girl Show Buoys Fay's Business; Providence Okay; 'Vanessa' \$12,500

the Century through to a modest profit.
Lyric copped exploitation honors for the week with a very striking front for Rocky Mountain Mystery, which is coaxing in some real shekels.

Estimates for This Week

Century (Publix) (1,600; 25-35-40)—'One More Spring (Fox), Best liked picture in town and getting patronage. Thould wind up with satisfactory \$4,000. Last week, 'Bachelor Girl' (MG), \$5,500. Fairly good.

Bachelor Cirl' (MG), \$5,500. Fairly good.
Orpheum (Singer) (2,380; 25-35-40)—Living on Velvet' (FN) and vaude. Not so forte. Will be lucky to po \$7,500. Which will represent top. money for town, but isn't anythem to the state of the state

World War (Fox), Yanked after three days of second week, \$300; poor, look of the property of t

Best Exploitation: Alba)
Another week of joy for providence showmen. Entertainment billis are just right, and so far the weather has been most kind. Regardless of what happens the rest garnering half decent grosses on the strength of opening pace, which kept up swell over the week-end.
Once again the emphasis seems with weak film. She Had to Choose', is not worrying much because stage revue, Platium Blondes', has what the boys here wants, girls and plating of private ambulance outside the theatre to provide the boys here wants, girls and plating the boys here wants, girls and plating of private ambulance outside the theatre toy fireak tie-up to draw the curious. Biggest bet was placing of private ambulance outside the theatre toy Blackstone's magic on 'spook night'.
Estimates for This Week)
Fay's (2,000; 15-25-40)—She Had to Choose' (Majestic) and Platinum Blondes' on stage. Revue talk of the town; the boys here certainly like their girl shows. Business at this plating the shows are shown to stage show gross, should be close to \$3,000; spendid Last week 'Arter Office.' Ticket' (MG) at least \$1,550 excellent. Last week 'Arter Office.' Ticket' (MG) built up strong until the finish, winding up with \$13,300 in the till; best in m

## HOOT'S 2D READY

Hollywood, March 5. Hollywood, March 6.
Second in the series of Hoot Gibson's comedy-drama westerns, for
First Division, is set to charge out
of the chute tomorrow (Wednesday)
at Mascot Studio.
It's an untitled original by Rollo
Lloyd. Ray McCarey directs.

Radio's Smith Back Cresson E. Smith, Radio's western

Cresson E. Smith, Radio's western and southern sales manager, returned to New York Saturday (2) after a Coast visit and stopon's at various exchange points.

He took in San Francisco, Portland, Seattle, Sait Lake City and Denver.

## STORY BUYS

STORY BUYS

Hollywood, March 5,
Columbia has taken an original,
The Butler, by W. A. Johnston and
Johnny Hines, for Walter Connolly.

Some of the second of the second of the second of the second of Hill, play by Lennox Robinson,
acquired by Metro in a deal with
on the stager and who will direct
Wings', air yarn, to Columbia.

'A Thousand A Minute, Satevepost yarn by Everett Freeman,
Universal has taken screen rights
to Murder on 42nd Street, an original by Robert Harris and Aben
Kandel.

Universal has taken screen rights
to Murder to Columbia.

Mary McCarthy has sold 'Theodora Goes Wild' and her services
as adapter to Columbia.

Mary McCarthy has sold 'Theodora Goes Wild' and her services
as adapter to Columbia.

Mary McCarthy has sold 'Theodora Goes Wild' and her services
as adapter to Columbia.

Screen rights to Wilson Collison's
'Dark Dame grabbed by Metro.

Paramount has bought picture
lights to Greene Molnar's Tastry
Maker's Wife.

'Cardinal Blobelle (5th week)
-Roland V. Lee
-Nunnally Johnson Cameron Rogere
-Pev. Marley

C\_Pev, Marley
Cast: org. A'llas
Edward A'roold
Mauren (O'sullva
Person (O'sullva
Rembel
R

C—John Mescall
Castoris Kavloff
Golin Cilve
Valerie Hobson
Eine Lanchester
Ernest Thesiger
O. P. Heggie
Reginal Barlow
Lucien Privai
Tempe Pipott
Werewolf of Lon
—Studen Harris
John Collena
College Robinson
Corge Robinson
Cast;

Cast:
Help Manager Cast:
Help Manager Cast:
Help Manager Mathews
Warner Oland
Lester Mathews
Clark Williams
Clark Williams
Clare Verders
Helen Crataville
Caffic Tilbury
Lawrence Graat
Call of the Savager
(4th week)
D-Louis Friedlander
— Ellia O'Neill'
Castilliam Bickner
Castilliam Bickner
Castilliam Bickner

winam Sickner of the control of the

Cast:

Edmund Love
Bether Ralston
Victor Varconl
Verna Hille
Matt McHugh
Wade Boteler
Dick Billiott
Sam Film
Jameson Thomas
Matthewalt
Jameson Thomas
Matthewalt
Jameson Thomas
Additional Common Thomas
Matthewalt
Jameson Thomas
Matthewalt
Jameson Thomas
A-H; M. Harris
C-Tad McCord
Cast;

t: Noel Francis Peggy Campbell Marlon Shilling Buck Jones

WARNERS

WARNERS
Midsnmmer Night's
Dream'
(1th week)
—Max Reinhardt
Willim Disterie
—William Shakespeare
Charles Kenyon
Mary McCall,
—Hal Mohr
Byron Haskin

Oil for Lamps of Chin
(5th week)
D-Mervyn LeRoy,
A-Alice Tisdalo Hobar
Laird Doyle
C-Tony Gaudio
Cest

C—Tony Gaudic
Cast: C'Brien
Joseph Hutchinson
John Eldredge
Jean Muir
Lylo Talbot
Arthur Byron
Arthur Byron
Willie Free
Robert McWade
Donald Crlep
"Dinky"
D—D. Ross Lederman
A-John Fante

Frank Fenton Samuel Glison Brown Harry Sauber Arthur Edeson

C—Arthur Edeson
Cast:
Jackle Cooper
Mary Astor
Johnny Butler
Edith Fellows
Bidney Miller
Henry O'Neill
Jean Hainey
Richard Grundl
Case of Curious Bri
D—Michel Grundl
Lame Gru

-Dave Abel
Wistern - William
Warrer - William
Warrer - William
Warrer - William
Donald
Wood - William
Donald
Barri - Ween
Barri - Ween
Charles Richman
James Donlin
James Donlin
Allen Jenkine
Thomas Jackson
Olin Howland
Thomas Jackson
Olin Howland
Thomas Jackson
Olin Howland
William
Wil

— unassigned

Zat:

James Cagney

Ann Dvorak

Jack Holt

(lat week)

D—Ray Enright

A—Ring Lardner

Bert Kalmar

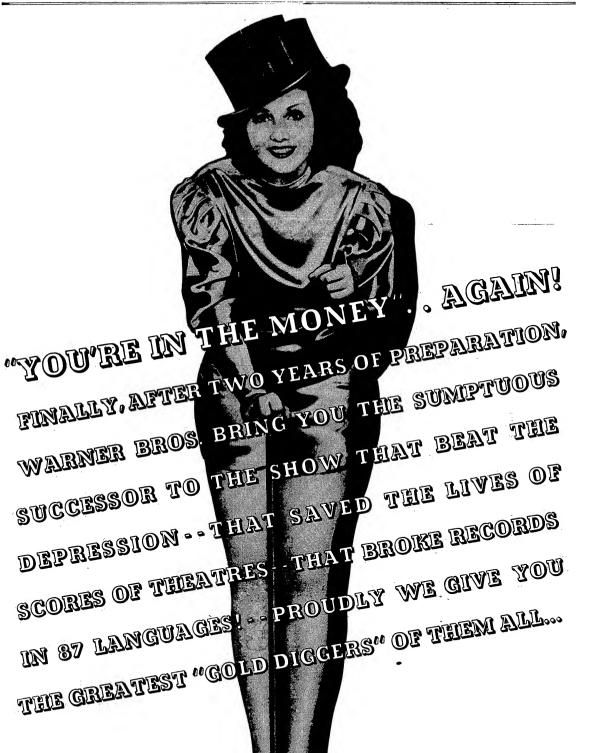
Harry Ruby

C—Unassigned

Cast

-Unassigned
Survey State State

t:
Tom Mix
Joan Dale
Goorge Cheecbro
Jack Rockwell
Eddle Hearn
Ernie Adame
Wally Wales
Eddle Cobb
Tom London
Charles King



## Already a Sensation at Saenger 23% OVER "GOLD

New Orleans Stayed Up All Night to Cheer the Incredible Berk the Pre-release Engagements Specially Selected by Warners to

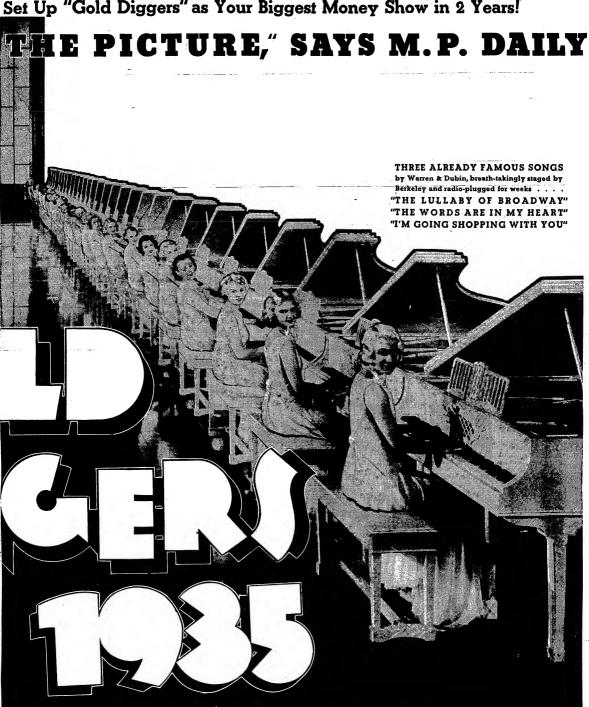
"AUDIENCE REACTION ALL FOR

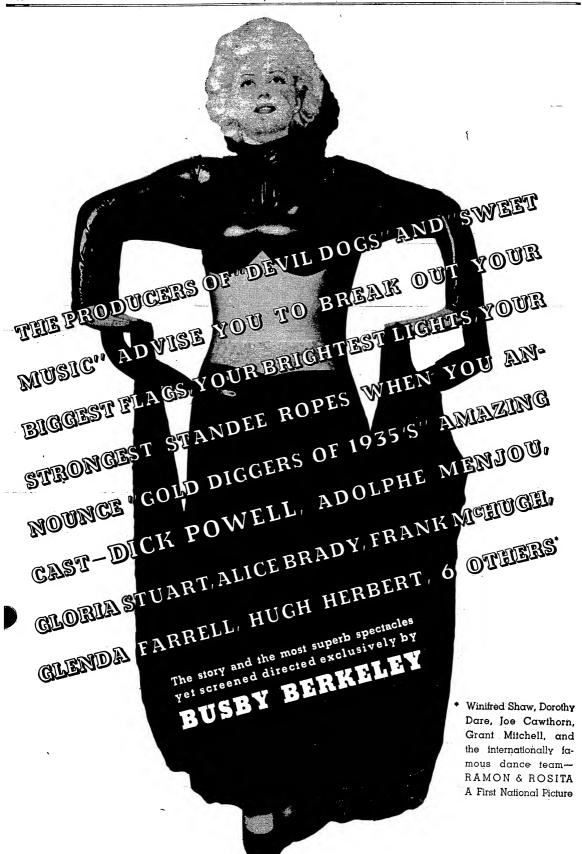


## 's Mardi Gras World Premiere!

## DIGGERS OF 1933"!

eley Spectacles—the 100's of Girls—the 12 Great Stars in First of Set Up "Gold Diggers" as Your Biggest Money Show in 2 Years!





## MUSIC HALL, N. Y.

MUSIC HALL, N. Y.

Looks like the Glee Club learned the wrong song this week. Or got seasoned to be seen the work of the control of the contr

ment that breaks the the scenes. The work of the scenes of the scenes of the scenes of the scenes with a thread that doesn't bind, but does limit in other words, seems with a thread that doesn't bind, but does limit in other words, but does not be seen so that a series which despite a variety of titles and subjects, is essentially, the same show every week. "Four Salsons," or "Pro's Senses," or "From Frail', the same story.

That the basis idea cramps the production department is proven by the instances almost any week when some incongrous scene is weakens the whole structure. That battlefield and 'Capatan't My Soul' thing is an example.

While there may be ground, to While there may be ground, to While there may be ground to the structure of the structure of the structure. That battlefield and 'Capatan't My Soul' thing is an example.

While there may be ground, to while there may be ground to my sould consistently is grown what every other shown man in America values of the size, there seems no reason why the stage shows should consistently is grown and the seems of the size, there seems no reason why the stage shows should consistently increased the size, there seems no reason why the stage shows should consistently increased the same story, and the seems of the size, there seems no reason why the stage shows should consistently increased the same story, and the seems of the size, there seems no reason why the stage shows should consistently increased the same story of the seems nor reason why the stage shows should consistently increased the same story of the seems nor reason while the background is altered every few minutes with a new option effect. Anne Rossele, and the seems of the same story of the seems of the same story of the seems of the same story of the same story of the same story of the seems of the same story of the same story of the same stor

### EMBASSY, N. Y.

Not too good a lineup here this week. Plenty of diversion, but not enough light stuff. In between news magazine shots, but nothing and the property of the pro

the U. S. as uncovered by Universal, and a big still in the backwoods of Georgia.

Pathe gives 'Green Pastures' legit show, a break by interviewing Richard B, Harrison, 'de lawd, and be the beautiful straight of the straight should be s

### ROXY, N. Y.

Plenty of show at the Roxy this week and most of it good. It's one of those occasions when strange elements just happen to mix well and total up into the mysterious sum of entertainment. Willie Mauss starts off the pro-

sum of entertainment.

Willie Mauss starts off the proceedings with his trick cycle act. It's a good flash and is dressed up by the house, Mauss being brought by the house, Mauss being brought of the process of the start of the process of the start of the loop track.

Ward Paulison, who won last week's amateur contest on the Fred Allen radio hour, is brought in at the boys have polled and stage presence. They have more than that it's astonishing these days to see enough to strike out and try to do things a bit differently. And corridering that the boys are hoofers it's even more so. No mayhem, just plain and fancy dancing with the strike of the strike of the strike of the strike of the strike out and try to do things a bit differently. And corridering that the boys are hoofers it's even more so. No mayhem, just plain and fancy dancing with must plain and fancy dancing with the show, another outstanding dance act, John and Edna Torrence. They're brother and sister. Starts playing a Vollin, and well, while the inte forms to right and left. Then into the dance. He and his sister do ballroom work but different. Ms not gilding, sleeky, or timorbus. It's full of pep and vitality and, what is spite his production, manages to look and act at all times completely male. This team belongs in a class production.

spite his pirouetting, manages to look and act at all times completely male. This team belongs in a class production. The service of the show. There is not a service of the show. They're from radio and okay enough for a radio harmony trio. Add a few comedy touches to their yodeling, not very 'runny, but good enough to serve the purpose of the finale, a fast and sufficiently nevel routher involving large rubber balls. Freddy Mack is in the pit this week, doing the announcing of acts and waving the stick at the same time. That's where he belongs. Mack of the stick at the same time. That's where he belongs. Mack ments to get away with it nestly. He's clever and good looking enough for a band leader. He's not an emcee. On the stage the past few weeks he couldn't quite get away with his chore, and neither could under the new arrangement both work out better.

'Murder on a Honeymoon' (Radio) is the fifm and the Roxy went on a shorts spree Friday, night, giving the customers a two-recker, addition. The customers here like long shows.

Pathie coming in second with eight each. Universal is represented six times and Hearst only landed four bit states and Hearst only landed four bit states and Hearst only landed four bit states and the property of the liberty. Penhaps too much editorial by Pathe on Down With Liberty. Penhaps too much editorial to really belong, but it was the only item in the show that got a state only item in the show that got a state only item in the show that got a state only item in the show that got a state of the property of the pro

## **REX, PARIS**

Ace Jacques Haik house, run by Gaumont receivers, has distinct American flavor again this fortnight in the three vaude acts which round Leadoff spot goes to Hibbert Bird and Ready, hoofers, billed as American eccentrics. Dance number combines comedy and soft-shee by the man, with good toe-tap dancing by the girl.

the girl.

Certain amount of patter accompanies the act, and team turns it into French. Audience doesn't care how bad the French is—accent and funny grammar only emphasized fact that they are getting exotic spectacle. This is good policy for all American acts here, which have time a little patter in their routine.

tine.

Man gets best hand for burlesque femme impersonation in which he apes take monoped, with graceful artificial woman's leg, rising, held in his hand under his skirt. Girl follows with clever toe Russe stepping, going up and down tinsel stairway.

pins, going up and down tinsel stairway.

Another dance act combining comedy closes the vaude part of the program. Viola and Martin Roses.

Team is two men and a woman, who open in swank evening dress and start what looks like baliroom numbers of the start what looks like baliroom numbers after a few steps turns act into a burlesque adagio. Girl gets chucked around in standard cockeyed positions. Close similarity to French adagio burlesquers which are hit of-current. Folics Bergere show as part of political take-off, Ballet Bourbon.

as part of political take-off, Ballet Bourbon.
Local public appreciates how hard this is to do, and also likes the humor angle of it. Team finishes with senuine swing, showing what-they-can really do in adagio.
Thirird number is unisual acrobatic act, getting best hand of all, billed be English. Working with three tables and a set of chairs, one ator the other, the act consists of various modifications of going up and down them on hands. Three men and a woman—the femme chiefly for decoration—two of the men working acrobats and the third comic.

comic.

Picture is 'Gold in the Street,' starring Albert Prejean and Daniels Darrieux.

Stern.

## United Artists, L. A.

United Artists, L. A.

Fith and Los Angeles, Feb. 27.

Fith and Rubins week of Frances Development of the Los Van as the topper, with Jed Dooley and Co., Stanley and Kaplan, Frances Dexter, Rika and Rubin and Bill Wan works in the blackouts, does his regular singing act. Latter is still aces for entertainment. He does his usual Irish, Italian and Dutch dialect numbers Jed Dooley, does his regular rope twisting and hoofing turn. Too long, the act should be spith. As it is, it's an entertaining offering.

Rika and Rubine, land solidly. Frances Dexter is okay with an acro dance number. Stanley and Harris are too small-time for this house, falling to impress with their hokey gags and dancing.

Orth plans to troupe the five shows, perhaps make a \$1 musical out of last week's bill headed by stage shows helped little. House did around \$3,500 with straight pletures, the same with the stage filled. Less than 400 people at the mat Thursday. Screen was dualing with Tor (Metro), with Fox Movitone clips completing the screen fare.

Call TOU.

## CAPITOL, N. Y.

CAPITOL, N. Y.

Bob Hope backbones a smoothly running and rather pleasing show at the Capitol this week. He emcess the acts briefly but humorously and establishes the idea of contentment in the minds of his audience. He such a content of the minds of his audience He siderably, with Dolores Reed now given a chance to do one song at the mike before he horns in during his own act. It's only fair to permit her to show what she can exagging on the second number becomes a help. Hope is using girl stogges in the boxes instead of men, and that makes for greater smartness too. About the only landmark the mike closer than is needful, but it's only chin high most of the time and he is not hidden.

Services onen with the Danny Dare girls in brief bodices of pure limits only chin high most of the time and he is not hidden.

Services onen with the Danny Dare girls in brief bodices of pure limits of the times because Hope is not there. They drop from apparent exhaustion just as Hope bobs on to announce the first act. Apparently gag on the level until the blowoff.

Gordon, Reed and King start the

show off with a strong shove. Good tapping and enough comedy to get the audience in the right mood that the strong shows the

### PALACE, N. Y.

Leslie Howard in "The Scarlet Pimpernel' (UA) is the b.o. mag-net this week, though the stage department's 70-minute interlude measures up well beside this film for entertainment.

First glance is just standard vaude array, but closer perusal shows that there is some novelty for the customers. Especially in Buster Shaver's act in which his two midget friends, Olive and Goorge return with added Hollywood glory on their half-plut shoulders.—They were the two tiny performers in The Mighty Barnum and the hand received here brought and the hand received here brought home the fact that they can more than carry a full-sized act along. Grace DuFaye's acrobate dances open. In addition to the dancer's body control numbers which are liberal and quite good, there is a male hocter who dances aloft on a baby grand plano. Novelty here is that he accents the various routines that he accent the various routines with the control of the control o

of femme steppers also included in the foot work. Eddle White on for faint warbling and regulation between the control of the

### PARAMOUNT, L. A.

Los Angeles, Feb. 27.
Capacity downstairs at Thursday's opening mat, with the house crediting both the stage show and the feature, 'Rumba' (Par), for the draw. Stage show falls considerably short of last week's effort both in talent and flash. Latter has been

in talent and flash. Latter has been the big selling point.

Patricla Bowman does but one number and that none too spectacular. He she dying butterfly. Eight of the she will be she will

done by hoofers, but never by warblers.

Par news clips and Fleisher color cartoon complete the bili. Call.

## ROOSEVELT, N. Y.

17

(EAST SIDE)

(EAST SIDE)

Vaudeville is back on the East
Side, where it's been rather scarces
since the dear old Delancey St.
since the dear old Delancey St.
talker machine. The comcloach is
under sponsorship of the Aegan
Corporation, of which the operator is
E. M. Glucksman.
Glucksman knows his yaudeville
and the state of the Aegan
Corporation, of which the operator is
E. M. Glucksman.
Glucksman knows his yaudeville
of the state of the state

## LOEW'S STATE, N. Y.

LOEW'S STATE, N. Y.

That this show is one of the best the State has had in many months is but one of its virtues. The second is that it's an honest-to-goodness variety bill a rarily, these seepects the most important, is the act being done by Jimmy Savo.

Superlatives now for one who's been a headliner for many years when Savo and the bud to be act year the same of the same

# MAD. O. BANGE.

JOY-CRAZED EXHIBITORS AND CRITICS SIZZLE TELEGRAPH WIRES AND BURN UP PHONES IN THE GRANDEST ORGY OF ACCLAIM EVER ACCORDED A PICTURE

BALTIMORE.. MARCH 1.. "Roberta' opening today necessitated extra police handle crowds establishing new high box-office record in history theatre. Critics unanimous in praise. Have never seen such an enthusiastic response before. Thanks for this gold mine."—izzy Rappaport, Hippodrome Theatre

MARCH 2.. "Heli broke loose here tonight. Police and house staff unable to control crowds. Shattered previous opening day record. Two thousand people turned away. Audience comment and reaction sensational. I look for three weeks maybe four here."—izzy Rappaport, Hippodrome Theatre

MARCH 3.. "Roberta' first three days twenty per cent ahead previous house record. Hardly thought this possible, even with extra police to handle crowds. Packed to capacity 10:45 this morning fifteen minutes before first show started. Not even standing room available at any time since opening Friday. Audience reaction most enthusiastic I have ever seen."

-izzy Rappaport, Hippodrome Theatre

RICHMOND, VA. . . "Marvelous work of Dunne, Astaire and Rogers in 'Roberta' the talk of the town. Reviewers ran out of adjectives. Looks like new all time record with holdover assured."—Walter Coulter, Byrd Theatre

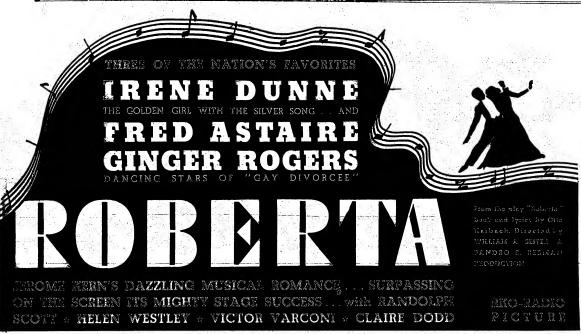
PITTSBURGH, PA... MARCH 2... "Roberta' opened Stanley, Pittsburgh, Friday, one thousand dollars better than 'Gay Divorcee' opening at higher admission prices and best opening straight picture or stage policy this theatre past year with single exception.".. MARCH 4.. "Roberta' got sensational gross Stanley Saturday."—Wire report from RKO District Manager

Pittsburgh Post-Gazette . "If Mr. Kern's 'Roberta' was a good stage buy at three dollars, then the screen version is a bargain at twice that much."

Pittsburgh Press.. "Roberta' is the one picture which must not be missed. It's THE TOP! Of the popular operettas, it is unmatched."

Pittsburgh Sun-Telegraph..."Take off your hat and make a sweeping bow to the RKO Studio, which has yet to fall in the making of musical talkies. The bow is not for that reason, but because RKO has done it again in 'Roberta'."

OPENING RADIO CITY MUSIC HALL THIS THURS



DES MOINES, IA... "Roberta' opened Orpheum biggest Friday history theatre.

Papers raving over show and audience reaction marvelous!"

— Wire report from RKO Branch Manager

KANSAS CITY.. MARCH 2.. "'Roberta' Mainstreet Theatre opening Friday played to twenty-five hundred more people than 'Gay Divorcee'. Theatre changed schedule opening at nine this morning instead of usual eleven and had a line waiting at that time and will have eight shows today.".. (Wire of MARCH 4)... "'Roberta' Saturday and Sunday played to 11,423 paid admissions.. Number of

people show to Saturday breaks all time house records."

-Wire report from RKO Branch Manager

OMAHA.."'Roberta' Brandeis Theatre, Omaha, Friday opening largest in history of that theatre for that day of week. Saturday largest gross in history of theatre. Enthusiasm tremendous. Everyone talking 'Roberta'. Crowds have been lined at theatre fighting to get in . . Greater gross on 'Roberta' than any important picture ours at Norfolk and Columbus."—Wire report from RKO Branch Manager

TOLEDO . . "Thank you for the best picture of the year. 'Roberta' doing capacity business appeals to everyone. Will hold for indefinite run."

-John F. Kumler, Pantheon Theatre

DALLAS . . "'Roberta' Majestic Theatre, Dallas, Saturday and Sunday did best business of any picture for one and one-half years, beating highest gross of 'Little Women', and 'Gay Divorcee'."—Wire report from RKO Branch Manager

MEMPHIS... Memphis Commercial Appeal.. "The team of Astaire and Rogers has done it again and better, this time as a threesome with the addition of Irene Dunne. In "Roberta" Mr. Astaire and the Misses Dunne and Rogers have easily the best tune talkie yet to emerge from the RKO Studios."

NEW ORLEANS... New Orleans Tribune... "Roberta' is another smashing movie...

The Wednesday night premiere crowd was one of the biggest that ever tried to get into the Orpheum Theatre. The waiting ticket buyers were lined up almost around the block, and police reserves had to be called to handle the surging crowds."

FORT WORTH, TEX... "'Roberta' Saturday and Sunday gross beat highest grosses of 'Little Women' and 'Gay Divorcee.""—Wire report from RKO Branch Manager

DAY . . . AND OTHER KEY SPOTS THIS WEEK!

## Whole Town's Talking

Columbia production and release. Stars Edward G. Robinson. Directed by John Ford. Adapted by Robert Riskin and Jo Swerling from story, by W. R. Burnett, Cameranan, Joseph August. At Radio City Susic Rail week, Feb. 28. Running time, 15 miss. nes. },....Edward G. Robinson Jean Arthur Holil "Bill"
Boyle
Beatly
Spancer
Hoyl
'3. G, Curpent
Buggs Martin
Seaver Byron Meck Ed Brogger Ettenne Girardot James Dordan J. Farrell MacDonald John Wray Effle Ellsler

Swell entertal ment. Most fans will probably be too busy laughing, or leaning forward in excellement, or leaning forward in excellement, or leaning forward in excellement, and a coal of lacquee; and made to gilsten as if new and novel.

Robert Riskin and Jo Swelling Brown and the state of the excellent and the state of such as the office worm thrust into danger by coincidence and emerging with fans, fortune and the gift. Bank that is a state of the excellent and the first state of the excellent and th

## Biography of a Bachelor

Matro-Goldwyn Maver production and release. Start Ann Harding Robert Montgonday. Destinos. Boward Brosest HorizoEdward H. Orifittis Triving Tailberg, producer. From the stage play "Biography."
Loos: camera, James Wong How. At the
Capitol, N. Y., week March J. 1935. RunMartin March March J. 1955. RunMartin March nins.
Ann Harding
Robert Montgomery
Edward Everett Horton
Luna Merkel
Churles Richman
Greta Meyer

As a play Biography handed laurels to Ina Claire and brought plenty of coin to the Theatre Guild. In screen version The Biography of a Bachelor Gill' pins a rose on Ann Harding and does not do so bally by Robert Montgomery, either. Its work of the constant of the constants will not be so good for the box office.

will not be so good for the box office.

Wherever they appreciate good freetion and excellent acting it detection and excellent acting it is a second of the second of the

traveled (ar on her wits, the young editor who hates capitalists because he was holding his father's hand when his parent was shot down in a lafor war, and the rising policity of the state of the stat

settly where the season and the settle settl

reads his lines perfectly and his charm in Miss Harding on metaMiss Merkel as the flance is hardly happy. She is supposed to be just what she is: pert, crude and determined, but she lacks, the little touches which might have helped her to sympathyd as the musiclan, and Greta Meyer as the music hortibute, but they are given little chance in roles attenuated from the stage version.

Biography of a Bachelor Girl stands at present as about the best stands at present as about the best stands at present as about the best and still within the limits of the new law.

### While the Patient Slept

While the Patient Slept
First National resolution and release.
Starring Aline MacMahon and Guy Kibbee.
Starring Aline MacMahon and Guy Kibbee.
Starring Aline MacMahon and Guy Kibbee.
Lee. Bay Emphil. Adapted from
Lee. Bugene Solow, Brown Holmes.
Cameranan, Arthur Edeson. At Rilatio.
Lee. Bugene Solow, Brown Holmes.
Cameranan, Arthur Edeson. At Rilatio.
Lee. Lee. Cameranan.
Lyie Taibot.
March Faderis.
Lyie Taibot.
March Faderis.
Lyie Taibot.
Adolphic Federis.
Robert Barrat
Edikaco Federis.
Robert Barrat
Edikaco Federis.
Holmed.
Lyie Taibot.
Lyie Taib .....Brandon Hurst .....Eddie Shubert .....Walter Walker

While the Patient Siept is No. two in First National's so-called Clue Club Mysteries. It contains more or less standard whodunit ele-ments, and is acted by such Warner

more or less standard whodunit stements, and is acted by such Warnerstock company people as Allne MacMahon, Guy Bobbes, Allen Jenkins, Brandon Hurst, etc. Scense probable that I. will please. Wherever. mysteries are liked Adapted from the standard of the

### Murder on a Honeymoon

Rdib production, and release. Peatures Edna May Oliver and James Glesson. Directed by Lloyd Corrigian. Produced by Kenneth Macgowan. From novel, Puzzle of the Pepper Tree; by Stuart Palmers series; play, 58ton. L. Miller and Robert series play, 58ton. L. Miller and Robert offers, bernom Walker, At Roby, N. V. week March 1, 36. Running time, 73 wite. sereen play. Seton i. Miller and Robert Benchley; camera. Nick Musuraca; camera. Nick Musuraca; camera. Nick Musuraca; camera. Nick Musuraca; camera. Nick and Nick Chandler. Chick Chandler. George. Meeter. George. Aleeker. Chick Chandier
George-Meeker
Drothy Zilknee
Spencer Chriters
DeWilt Jennings
Leo Carroll
Arthur Hoyt
Matt McHugh
Sleep 'n Eat
Morgan Wallace
Brooks Benedict
Rollo Lioyd Kelsey
Kay Deving:
Kay Deving:
Marving Deving:
Child Britt
Capital Beglie.
Joseph B. Tate:
Dr. O'Rourke:
Pilot Madden.
Porter:
Arthur J. Muck.
Forrest.
Hotel Clerk.

## Miniature Reviews

"Whole Town's Talking" (Col). Wow comedy-melo-drama with Edward G. Robin-

son. graphy of a Bachelor Girl' (Metro). Smart entertainment for top houses. Possibly too smart for the other end. Ann Harding, Robert Montgomery and Ed. Everett Horton.

comery and Ed. Everett Horton.

While the Patient Blopt'
(FN), Nurse Keste murder
mystery, Routine stuff, but
keys fot fame of this brand of
every for the stuff, but
Murdar, on Honeymoon'
(Radio). Better than average
whodunit.

"Rad Het Tires" (WB).
Moetly stock footage of auto
races. But it's action and
should be able to dual it nicely,
Fair name cast. Fair name cast.
'Lost City' (Principal). Fan-

"Lost City" (Principal). Fan-tastic story hurt in production, but okay for flash grinds and nabes if it is played up. "Grand Old Girl" (Radio). Family picture, best for the smaller towns, with May Robson. Lost in the Stratesphere"

'Lost in the Stratesphere' (Mono). Can't rate as a solo-performer. Air stuff incidental robust of the stuff in transcontinental passenger plane. Several good comedy performances help a little.

Great team I. Mean Fool. Lowe-includes, but their type of play. Apt to disappoint for that reason. "Firsting With Danger," (Mono). Mass of trite gags and situations made moderately-entertaining by the expert tomfoolery of Robert Armstrong and Edgar Kennedy, "Elinor Norton" (Fox). Lightweight problem drama. No castfor b.o., and results look mild.

being better than average. What is interesting is that all the film companies have seemingly gotten around to the realization and desire for establishing definite sleath characters for follow up films. Fox has been doing it with the Charley Charles with the Philo Vance and Nurse with the Philo Vance and Nurse of the Radio schoolma'am Hildegarde Withers series, and just as interesting.

interesting.

Glean May Oliver and James Gleason team, as they did in the past two films or this series and equally effectively. Plot, is just a once over lightly proposition, but jammed with laughs and with the one important element—a surprise finish.

Hildegrade, the cryptic New York schoolmarm, goes visiting to Catalina this time and bumps into three murders. Oscar Piper, the dumb dick boy friend from New York, rushes out in timellings, in the next tourth of the series, they'll find the murderer in England, A lot of nice bit work in support, outstanding-being-Spencer Charter, thur Hoyt and Rollo Lloyd, Kauf.

## **RED HOT TIRES**

Warner Bros. resolution and release.
Features Lyle Tallon, Mary Astor. Receive Karns, Prankle Darro. Directed by Ross Lederman. Story and sersen play. Tristram Tupper; camers, Warners, Prankle Darro. Directed by Ross Lederman. Story and sersen play. Tristram Tupper; camers, Warners, prankle Carro. Story and Story a

around Lyie Tailot and Mary Astor, who serve merely as speaking inter-ludes between racing scenes. Roscoe Karns and Frankle Darro play a couple of old faithfuls to the hero and manage to inject an occasional

important to the plot and they bring an added factor to the play's success. Success and the success are success. Success and the success are success. Success and the success are success. Success are success. Success are success are success. Success are success are success are success. Success are success are success. Success are success. Success are success. Success are succe

American auto arenas under an assumed name.
Back in the States comes the big race and Miss Astor's father, a racing car builder in in need of .a. a state of

### **TEMPTATION** (BRITISH MADE)

London, Feb. 15.
Milo-Film Production, released through
Milo-Film Production, released through
Meichlor Lengvel Directed by Max SearMax SearSome, Anthony Hankey, Lucy Baumont,
Running time 70 mins, Previewed Prince
Edward theath

There seems no reason why this should not be a good picture, but it somehow just escapes.
On the outskirts of Budapest a gentleman farmer is living happily with Antonia, a former musical comedy star, and story opens with his showering gifts on her to cele-brate their fifth wedding anni-versary. Former theatrical friends invade the estate and try to persuade her to return to a good part in a new musical.

Husband interrupts a dance rehearsal of the role, although she has no intention of returning to stage. He is furious and orders her friends to leave, then goes out ignoring the fact he has promised to take his wife into town to see the premiere of a new show She goes alone and the see that the see that the the see that the see th He is furious and orders her friends

the part, teams are the part, teams are the number of his ill temper and awaits her return. His jealous fears are dispersed through the niece introducing her lover and all ends happily.

The natural settings are attractive, and there are many humorous touches that make the story enterdaining. Characters, however the touches that make the story entertaining. Characters, however, do
not fit into their background. Stewart Rome looks and acts exactly like
a charming English gentlemannever once conveying the impression
that he is an Hungarian farmer.
Peggy Simpson could never be mistaken, for anymose Day is more at
ease in her role of ex-actress, and
the youthful lover of Anthony Hankey displays a pleasing personality.
Adequate second feature.

## LOST CITY

Principal production and release. Di-rected by Barry Review Serve by 20 ma Adaptation. Joina Carroll: sereen play. Perley Poors Sheeban, Eddle, Grammar. Camera, Roland Price, Ed. Linden. Cast Wm. 1907d. Kane Richmend, Geo. Huyen, Pricher, Eddle Featherson, Gine Carrodo. At Globs, M. Y., opening Peb. 20, 38. Russing Huns, W mins, W mins, W mins, W mins,

Fracture of the second of the control of the second of the

## **Short Subjects**

ANSON WEEKS Orchestra With Bob Crosby and Toby Wing 'Rhythm on the Roof' Musical Revuette 10 Mins.

Rhythm on the Roof Musical Revuette 10 Mine. Musical Revuette 10 Mine. Beacon, N. Frammunt This short further strengthens the belief of radio listeners that Bob Crosby, brother of Bing, has a voice suited for the air waves and pictures. It's his singing that goes a long ways towards making this condition of the strength of the strength of the single resulting the strength of the single comparison with the warbling of Bing Crosby, and it is this angle that gives what plot there is to the picture. Of solute with Amon Weeks and the strength of the single strength of the single si

of the Better known relative.

THREE CHEERS FOR LOVE
With Sylvia Froos
18 Mins.
Tiveli, N.Y.
Educational
Shows Sylvia Froos, this young
veteran, as a capable comedience,
She always has sung a nice tune.
Her work here may set her for
features. In fact, she's the one
bright spot of this show, which
tries so hard to be furny.

The state of this show, which
tries so hard to be furny.

The shown of the beauty of the show, which
and the matron, who wants to
marry off her older daughter to a
rich man while forcing her younger
child, Miss Froos, to dress in kiddle
clothes. Youngster cops the wealthy
male. Show tempo is a further
hadder from Miss Froos, support
players are not aided particularly
by the trite lines. Miss Froos sings
Three Cheers for Love and Walting on the Corner, and an easy
winner with each.

'DONE IN OIL' With Thelma Todd and Patsy Kelly Hal Roach Comedy Hal Rose... 18 Mine. Ziegfeld, N. Y. MGM

Draggy comedy that is partially saved by the efforts of Patay Kelly. Time-worn plot with few new Merchant and the property of the property of

## GRAND OLD GIRL

Andreas Orall SHRLE

Ander production and release. Features

tay Robeon, Mary Carline, Fred Maccher

ty Andrease. There are the second and th Fred MacMurray

Alan Hale

Ettenne Girardot

William Burress

Hale Hamilton

Edward Van Sloan

Fred Kohler, Jr.

Onest Con 

Grand Old Girl' is a homespun, likable little family picture in which May Robson plays a highly are represented by the second of the second of

Ettenne Girardot, who plays her assistant at the school, are also well-done. Assistant at the school, are also well-done. As a superior of the school principal (Miss Robson) to protect her students against a local drugstore operator who maintains a back room for drinking and gambling. At times—it is a little unreasonable to consider the school of the school principal should have such trouble trying to close it up. Both a south of the school principal should have such trouble trying to close it up. Both a both considerable of the school principal should have such trouble trying to close it up. Both a both considerable of the school principal opens a soft drink parior, installs an orchestra, etc. A free for all occurs in the place and it boards up, the teacher at the same time The scholastic heroine has openly defied the town's big shot, whose daughter is the cause of most of her trouble, but after she has lost—her job the President had been one of her pupils.

Mary Carlisle plays the reckless, upplish town helress with fair readriver for whom she falls. Cher.

## Lost in the Stratosphere

	Monogram production. Independent re-
	lease. Features William Cagney, Edward
	Nugent, June Collyer, Directed by Mel-
	ville Brown. Producer, W. T. Lackey;
	story. Tristram Tupper; screen play, Al-
	bert DeMond; film editor, Carl Pierson;
	camera, Ira Morgan, At Arena, N. Y.,
,	as half double bill, Feb. 26, '35. Running
	time, 65 mlns,
ě	Lieut. Cooper
	Wood
	EvelynJune Collyer
	Sophie Long Andre
	Col. Brooks Edmund Breese
	Col. Worthington Frank McGlynn, Sr.
	Hilda Garon
	O'Toole Matt McHugh

O'Tools.

Matt McHath
First feature to be based on
stratosphere balloons and not promising. Cast is unimposing on name
strength, dialog is ordinary, and action unconvincing. There is onelegitimate funny moment.

The property of the property of the content of the property of the content of the property of the property of the conposition of the property and denpretty sudden-so-far-as-the-stratostuff goes.

only one pretty sudden-so-far as the stuff goes.
William Cagney, featured here, does well-enough with other cast members doing what they can with routine assignments. Photography is simple with flying footage or shear.

## DANDY DICK

## **DEATH FLIES EAST**

Columbia production and release. Features, Conrad Nagol, Florence Rice, Raymond Walburn, Irene Franklin, Directed adaptation, Albert Desmond and Free Niblo, Jr., camera, Al Stefer, Al Level New York, N. Y., one day, March 2, 33, as half double bill. Running time, 65

	John Robinson Gordon Conrad Nagel	ı
	Evelyn Vall	ľ
	Evans Raymond Walburn	ı
	Helen Glibert	ı
H	Baker	ŀ
	BurroughsOscar Apfel	ı
	Satu	ı
	Dr. LandersPurnell Pratt	ı
	Mrs. Madison Irene Franklin	ı
J	Libr Moffat	t
	PastollAdrian Rosley	1
	O'Brien Fred Kelsey	١
	Wotkyns	ľ
		ı

Sendia.

Sen

## LE BONHEUR

## ('Happiness') (FRENCH MADE)

Pathe-Natan production and release Starring Charles Boyer and Gaby Morley foaturing Michel Simon. Based on play by Henry Bernstein; directed by Marce l'Herbler. At Marignan, Parls.

## Flirting with Danger

prom production and release. Stars:
Armstrong and features William,
and Edgar Kennedy. Directed by
Moore, Story, George Bertholon;
tion, Albert B. DeMond; additional
Norman S. Hall; camers, Archie
At the Arena, New York, one day,
I, 1955, as half double bill. Runima, 69 miss. March 1, 1935, as half d ning time, 69 mins. Bob Owens. E Lucky Davis. Jimmte Pierson. Mary Leclie. mins. Robert Armstrong
William Cagney
Edgar Kennedy
Marion Burns
Maria Alba
William von Brincken
Ernest Hilliard
Gino Carrado

Nabes should find this one easy to take. It's hadly overpadded and the plot runs to systeme thinness, tendency to the tendency of the tendency

with Marion Burms.

Picture soes frequently dull during the early stretch but moves vigorously out of the rut when the locale is shifted to South America whence the threesome had been transferred by the explosive contrained the same of the sequence that has thom, while gimed up, tossing a revolution. The natives are celebrating their independence day and the trio go, bersek when they mistake the dring of freeneckers as a political outbreak. Offen

## **BELLA DONNA**

BELLA DONNA

(ENGLISH MADE)

Magner Problembam preduction and Olympolic Pieces and Color and Col

This old Robert Hichean novel is just a bit too old for modern screen purposes. Story is creaky and old fashloned, in spite of an attempt to move it up to modern days. Nazimova played it as a legit and Mary Ellis plays it here. It a cristically interesting but hasn't much more mean anything at the box office, at least on this side of the ocean. It's a complicated story of a

mean anything at the box office, at least on this side of the ocean.

It's a complicated story of a womain poisoner and has been astrong the side of t

kay.

As previously noted in Hagen pic As previously noted in Hagen putures there's a commendable attempt to keep production values and artistle integrity to the fore, but perhaps too much straining that way and not enough on story development. Camera work fine.

\*\*Rouf.\*\*

## Great Hotel Murder

Fox production and release. Features Fox production and release. Features Fox Production of the Produc week of Feb. 27, 38. Running time, 70
mins Backwood. Edmund Lowe
Roge McCabs Victor McLaglen
Ellinor Blake. Rosemiry Amra
Olive Temple. Mary Carlisie
Mr. Harvey Henry O'Neill
Dr. Temple. C. Henry Gordon
Harry Prentice. William Januey
Anthony Wijson. Charjes C. Wijson
Teets' Moore. John Vray

## **ELINOR NORTON**

ELINUM NOR OF The Production and release Features Claire Trevor. Hugh Williams. Henrietta Crosman. Norman Foster, Gilbert Moland Guerra, Soi M. Wurtzel; based on novel. The State Vesus Ellino Norton; by Mary The State Vesus Ellino Norton; by Mary Schneiderman. At Stanley. N. Y. or double bill; one day, March 5. Running Ellinor. Norton. Claire Trevor Rene Alba. March 10. Gilbert Roland Tony Norton. Hugh Williams Bill Carroll. Norman Foster Army, Officer. Theodore-von-Elling Betty Cora. Sue Collins Betty

Credita say this ricture is based on a Mary Roberts Rinehart novel, The State Versus Elinor Norton; which involved murder. As pro-duced, there is nothing nearer murder than a threat, an attempted suicide providing the happy ending suicide providing the happy ending. Elinor Norton is pretty weak en-tertainment.

tertainment.

A triangle comprising Claire
Trevor. Bilbert Roland and Hugh
Williams, figures in a plot dealing
with a jealous husband and the wife
who's fallen for the blandishments
of a South American who's fallen for the blandishments of a South American coffee king. There is no effort on the part of the story to decimate the serious-ness of the coffee mugg's intentions, with the love affair justified by the (Continued on page 27)

## Fox Loses

(Continued from page 5)

wheel, the flexible connection of the flywheel, and the optical silt, al-though nowhere in the patent is any such combination claimed. Consequently, the Supreme Court averred, the patent thus upheld is one which was neither claimed nor granted.

Referring to refusal of the Patent Referring to refusal of the Patent Officer to grant protoction for Edicard surface and the surface are surface as the surface are surface as the surface are numerous patents which show similar use of this type of speed-governor in apparatus for reproducing pix, and that one in particular (Holst U. S. Patent on a projector) shows in detail apparatus embodying every element of the ferman claim except that the machine was used for reproducing action instead of sound from photographic film.

The Tri-Erron 1933 disclaimer

graphic film.

The Tri-Ergon 1933 disclassimer was an attempt to secure a new patent operating retroactively in a manner not permitted by patent laws and without subjecting new claims to revision or restriction by the ordinary patent office procedure, the court held in nixing this part of the Fox defense. Declaring 'such transformation of a patent is plainly not within the scope of the disclaimer statute,' Court said that 'with the invalid disclaimer must fall the original claims gas they stood fall the original claims gas they stood with the invalid disclaimer must fall the original claims as they stood before the disclaimer, and added that to permit the abandoned claim to be revived, with the presumption of validity because the patentee had made an improper use of the dis-claimer, would be an inadmissible abuse of the patent law to the det-riment of the public.

## On Double Printing

On Double Printing.

Discussing in detail problems of film production in deciding the double printing controversy, the camination of the prior art can leave no additional that the method, as thus described and clearly restricted by on Ticater and Keeper of the Bees.'

night exteriors, are sufficiently different to rate mention, but it all doesn't add up to what the average doesn't add up to what the average in some spots on the average in some spots on the strength of the names, but where it lingers long enough to get word of mouth it was the strength of the strength of the susual indiscriminate effort to spot everyone. Yarn centers around the discovery of a dead man in a hotel room, and the first surprise man is not the registered occupant of the room. He explains the dead man had asked an exchange of rooms. Lowe, who has a reputation as an author of windomits, barges that he is able to handle the matter by himself. He falls hard for a wrong tip and works into the hands of the enemy, but Lowe is always eventually to diean up the mystery Meantime there are some amusing clashes, but politely done and far from the familiar. Sez you't type.

The women in the cast are practice was the strength of the strength of the continuous commented. Standard photographic records, Justice Stone commented. Standard photographic fictionaries, published there and abroad between 1934 and the story long the property of the dead with the story along with him. Ohic.

ELINOR NORTON

dustry. In 1998 the American Mu-toscope & Blograph Company made and released in the United-States a motion picture. The Music Master. This picture was prepared by separately photo-graphing two scenes. From the soparately developed, negatives a positive was printed, showing the two pictures on the same strip of film, from which the motion pic-ture was reproduced.

ture was reproduced.

To the argument that acceptance of the sound picture proved that advances were contributed by the To the argument that acceptance of the sound picture proved that advances - were contributed by the double print process, the court replied that delay in making sound lims was held up more by a lack of other equipment than by the need for this print technic. Noted that skillidily devised mechanisms were strongly as the same of the same than the skillidily devised mechanisms were and reproducing sould by the film method, a problem distinct from any method of uniting the sound and picture records upon a single film. Fox efforts to block the defense by arguing that Western Electric is estopped, because in 1934 one of its engineers applied for a similar patent, was tossed out by the court. Itemarking that the Western Electric claims were rejected by the Patent Office as conflicting with cariller grants, court said, however incomission; thus early attempt to petitioner's present contention of its invalidity for want of invention, this Court has long recomized that such

invalidity for want of invention, this invalidity for want of invention, this Court has long recognized that such inconsistency affords no basis for an estoppel nor precludes the court from relieving the alloged infringer and the public from the asserted monopoly when there is no invention.

tion.

The court's stand apparently closes every avenue for Fox to claim royalites through his acquisition of the German patent rights, particularly since the Infringement proceedings were reviewed only after the final thoual on on occasion had refused to consider the appeals of Erpi and R.C.A. Phototone.

Tri-Brgon is at liberty to request a reconsideration, but it is virtually certain that the court will refuse to go into the case again.

### TITLE SUIT

Emmett Dalton Brings Action Against Columbia

Los Angeles, March 5. Los Angeles, March 5.
Emmett Dalton, who wrote his account, of that old-time outfit's explotts into the book, Beyond the
Law, has brought Federal court
complaint against Columbla Pietures. He charges infringement
through studio's use of the same
title on a picture.
Asking an accounting and injunction, Dalton demands \$50,000 damages, asserting that he intended remaking. Beyond the Law, oncefilmed as, a silent, as a talker, but
that Columbia's alleged unwarranted use of the title, counled with the

char columbia's alleged unwarrant-ed use of the title, coupled with the nature and exploitation of the pic-ture, has taken the value from his story.

### 'SHE'S' 2 DIRECTORS

Hollywood, Murch 5.
Irving Pichel and Dennis Holden have been signed by Radio to digreet 'She', which starts next Monday (11).











CHARLES BOYER





HELEN

## CLAUDETTE

The Star of Stars! Winner of the Motion Picture Academy of Arts and Science Award for the Best Performance of 1934!





A WALTER WANGER PRODUCTION

Directed



# WORLDS

Screen with a Star for Every Role!

by Gregory La Cava · A Paramount Release

## COCHRAN'S PLANS FOR 6 NEW SHOWS ARE OFF UNLESS BRIT. EOUITY YIELDS

C. B. Cochran insists he will abandon his entire production setup because of difficultles with British Equity. Has plans all set for six major productions, but says it's impossible to proceed under the current set-up until a compromise is reached.

is reached.

Trouble started some weeks back while both Cochran and Gilbert Miller, the two most important British legit producers, were in the United States. Equity picked that United States. Equity picked that particular time as appropriate to start a closed shop campaign, picking first on, the forthcoming Drury Lane production. Theatre won the closed shop issue, it being agreed that the theatre be allowed to engage, non-Equity actors provided they furnished 'acceptable reasons' for not joining. Excuse generally was that the actors in question were opposed to trade unionism on principle.

Since returning to England,
Cochean has retured to join, claiming the right to negotiate with actors independently. He is especially
annoved with Equity because it approached his "Streamline" company
without consulting him.
Cochean points out that he always
champloned the cause or chorus and
bit players and pays them over the
minimum. He therefore says he in-

minimum. He therefore says he in-sists on his right to talk things over with all performers he wants and negotiate direct with them at all times, especially in the case. times, especially in the case actors getting \$100 a week

## 'FORGOTTEN MEN' GETS SQUAWKS IN LONDON

London, Feb. 24.

'Forgotten Men,' American, complication of newsreel war shots is being handled by Arthur Dent, head of Wardour Films, over here. Picture is doing very good business on its West-End pre-release at the Rialto, with future bookings healthy, but is giving Dent plenty of headness.

healthy, but is giving Dent plenty of headaches.

Trouble started with the Imperial War Museum, a Government department, looking after war film records. Officials claim to recognize some blatant lifts and squawked plenty. They are only one of many who claim infringement, however, and the property of t

## **BUCHANAN TO STAR AND** PRESENT 'CIRCUS IN AIR'

London, March 5.

Jack Buchanan will present Erik Charell's next legit production. 
"Circus in the Air," at the Alhaman Sir, Oswald Stoll, who produced moet of Charell's London shows in the past, will be associated with Buchanan in the presentation of this one.

Besides producing, Buchanan will handle the star assignment. 
He.salls, from London, temorrow, (Wednesday) to hunt for novelties for show in U. S. London, March 5

### **Annual Venice Contest**

Rome, Feb. 21.
Changing of the International
Film Contest held at Venice from a blennial affair to an annual event was decided on by a meeting of the committee in charge, held here. Forthcoming show will be held dur-

Forthcoming show will be held during August.
Committee formed to vote on regulations governing this, the third, exhibition and to plan the program includes the president, Count Volyi; Hon. Bononi, Comm. Freed, Marchese Paulucci de Cabboli, Prof. Dettori, Comm. De Feo and the Hon. Maraini.

## Hagen's Trio

London, Feb. 24.

Julius Hagen has three screen stories lined up for immediate production at the Twickenham Studios within the next few weeks.
First of these, Johnson's Stores has already gone into production.
Remaining due are "The Iron Woman," adapted from Frederick Jackson's play, and "Inside the Room," based on the state play by Woman, adapted from Freedick Jackson's play, and Inside the Room, based on the stage play by Marten Cumberland, which was shown recently on the London

## 3 MORE PIC HOUSES ON CHAMPS-ELYSEES

Three new showcases are planed for construction in the Champs Elysees, which is already Jammed with film houses.

One 300-seater is being built in a court behind the Peursot auto agency at No. 63. Another is to be named Normandy.

Third will be built by the newspaper Jour, which has a big building in the upper part of the avenue.

## NEW BRIT, NEWSREEL **CO.: TWENTY HOUSES**

New company with tentative title of News-Reel Theatres, Ltd., will shortly be floated as a public company, with capital '\$425,000, and with stock already underwritten by

with stock already underwritten by city capitalists.

Managing director of the company will be Jack Davis, head of Cinema Signs, Ltd., who promoted the Monseigneur Newsred Theatre, on the site of the reconstructed Monseigneur restaurant.

About 20 newsreelers will be built, with spots already selected in the Strand, Oxford street, Kensington, and several nositions outside

and several positions outside don, besides towns like Glas-, Leeds, Manchester, Sheffield

gow, Leeds, Manchester, Shemeid and Liverpool. Theatres will be very modernly constructed, very spacious and will seat around 400 each.

## UA-PATHE AGAIN

Pathe Takes 2 UA Pix; Chatter Sees Bigger Deal Coming

Paris, Feb. 24. United Artists locally firting with

Pathe-Natan again.
Pathe has taken two UA films for its circuit, 'Kid Millions,' which it will dub, and 'Controleur des Wagon Lits, German-made French talker which UA brought in so as to collect some of the money owed to it

Most of UA's dubbing for its own

Most of UA's dubbing for its own distribution, moreover, is now done-in Pathe studio. Charles David, Pathe studio chief, gave a lobster dinner last week for Lacy Kastner, UA Continental saleschief, and Curtis Melnitz, his chief castefath.

assistant.

Boys around town see in all this a revival of the old project for Pathe to take over UA distribution for

## Raw Film Cut May Help German Biz In American Mart

Washington March 5. Washington, March 5.
Intensified German-U. S. competition in the domestic raw film market was believed likely here following negotiation of an American-Belgian trade agreement which chops—tariff, duties on unexposed negatives.

Although confusion exists over

negatives.

Although confusion exists over the legal situation, indications were that the 50% silice in existing schedules will benefit the German chemical trust as well as Belgian producers' altipping to the U.S. market. Privilege may be revived from Masi however the source of the state of

## Comedie Française Breaks Out Again; Berthe Bovy Off Board

Comedie Francaise has been raising ructions again.

Every once in a while boys and

Every once in a while boys and girls of this state-controlled but co-operatively managed theatre get into a fight among themselves or with their politician bosses. All France gets excited over these teapot tempests, just to show it's interested in its theatre. Current blowup occurred when Minister of Public Education Mailarme, czar of, the state theatres, removed Mme. Berthe Bovy from the Board of Directors. Insiders say it was because Mme. Bory was opposed to a young actures whom the Government wanted to have named as a partner in the Comedie, Mailarme told Mme. Bovy that he had nothing against her personally, but wanted to form a new directing board. Only he didn't make any other changes in the board. This started hot newspaper atticles all over the country, and the actors and actresses of the comedy burned so violently that the scenery almost caught fire.

Marle Ventura, who was on tour in Bucharest, heard about it and

almost caught fire.

Marie Venture, who was on tour of in Bucharest, heard about it and it was a superstantial of the superstantial of

licked, is reported to be planning dire action. Incident has brought out a flock

of yarns about the Comedie. Appears that while a film showing the workings of the theatre was being made in the building itself, with the company assisting, one of the femme big shots suddenly stopped acting.

'Monsieur,' she said to the di-rector, 'we will not continue to make this film as long as your as-sistant remains in his shirt sleeves.'

sistant remains in his shirt sleeves. The assistant put on his coat, and the dignity of the Comedie Francaise was awed.

Certain number of newspapermen have, by tradition, a right to walk past the ticket taker of the comedy and grab themselves seats when-wer then the Comedia and the co ever they like. One day a gent who likes to see classic shows noticed ilkes to see classic shows noticed them walking by, each one giving his name: 'Monsier Mas, Monsieur Sarcey, Monsieur Antoine,' and he joined the procession, saying, as he passed the ticket taker; 'Monsieur Henri.'

He saw the show that w

He saw the show that way for years, and when they fincilly caught him they couldn't prosecute him for traud, because his name really is Henri.

Now seems Certain that the Comedie Francaise will not close for renovation of the hall this year, but will do so in 1938. Idea of an American tour—both in U. S. and S.A.—while the theatre is being fixed up, is still being discussed, and it is hoped that details will be settled before next year.

## Play on Wilde

Current sensation of Paris is a play 'Trial of Oscar Wilde' by Maurice Rostand, which opened last night at Ocuvre. Play defends point of view for which Wilde went to

Master stroke of casting put Harry Baur, one of the most he-man appearing actors in local legit, in the part of Oscar Wilde, and Baur gets away with lines that no one else could have put across. First night crowd was largely mem-bers of the fraternity and went wild

## OLYMPIC GETS 50% OF TWICK'H'M FILM FOR U.S.

Loudon, March 5

London, March 5
Julius Hagen, head of Twickenham Films, has completed a deal
with Julius Kandel of Olympic Pictures, New York, whereby the latter will handle 50% of Hagen's
product for American distribution.
Deal 1s for the next 12 months only,
plus options and was handled via
House, Grossman and Vorhaus, New
York attorneys.

Understood Hagen's product for
the next year will consist of 32 pictures, of which Radio, Universal
and Gaumont-British between them
take 50% for English distribution
plus options-for-the-U-S.

Hagen and Kandel had a dispute
recently resulting from American

recently resulting from American distribution of Wandering Jew and 'Bella Donna' which Kandel han-dled, but this has been amicably

## **SAVOY,' HUNGARIAN PIC,** SET FOR BRIT. REMAKE

Budapest, Feb. 22.

Contract for English film version of 'Ball at the Savoy,' shooting of which begins early in March, beasts of figures higher than any yet paid for artists or scenario rights in this country.

German version, made in Buda-

German version, made in Budapest, was produced by City Film Co. here. English talker rights, music and such parts of the German film as can be used in the English version, have been bought for \$50,000 by British producers, New City Pictures of London. It's a new firm. Gitta Alpar, starred in this, her first important picture, can ceiled her contract with Universal by mutual agreement and has agreed to star in the English Sagreed to star in the English Sayvoy version, at a salary of about \$20,000, top ever paid a Hungarlan acreen actress.

## GERMAN PIC EXPEDITION

Berlin, Feb. 22. Germany's most pretentions edu-cational film venture will be at-tempted when an expedition strikes out to scale Nanga Parbat, in India whose peaks have cost score of

Last venture ended in tragedy,

Last venture ended in tragedy, three members losing their lives. Because of native superstition it is hard to secure packers for the treacherous trek, Germans came within 600 meters of the peak when the snowstorm overwhelmed the

the snowstorm overwhelmed the party killing three. New venture calls for re-estab-lishing rest houses at easy stages, from which films can be secured in

## Bankruptcy Follows Garrick Lease Suit

London, Feb. 24.

Major Charles Bayl Heey, who some time ago took a lease of the Garrick theatre, was such by A. E. Abrahams, owner, and a judgment given against him, Major's defense was that he signed the lease while hopelessly intoxicated and that he lost 1380,000 in a few months through reenting and producing at the Garrick and Victoria Palace. Following the judgment came the amouncement the major had filed a petition in bankruptcy, with creditors, including his wife, the Victoria Palace, Lid., Westminster Bank and the corporation controlling the Garrick.

## BRIT.MANAGERS. **ACTORS FORM** COUNCIL

London, Feb. 24.

A formal meeting has been held between British Equity and West End Theatrical Managers Association at the Ministry of Labor, at which the London Theatre Councli was formed. New organization actors with the Ministry of Labor, assuming the benevolent attitude of arbitrator.

New council—will comprise 20 members equally divided between actors and managers, and the inde-pendent chairman will be selected by the Minister of Labor. Before se-lecting a chairman, however, the Labor Minister will consult both sides to see if they can agree upon

someone.

It is hoped the new council will obviate the necessity of anything resembling strikes or controversies between players and those who engage them.

## RADIO STAGE SHOW BAD FLOP IN LOND.

London, Feb. 24. 'Radio People,' show which is sup-

posedly a combination of Radio Stars in Person,' is proving an early eason-flasco.

Prompted by Clayton Hutton, at the Prince Edward theatre, by ar-rangement with the management, it has proved anything but what was conveyed in the billing. Prac-tically no names, and despite a once-weekly broadcast, has been playing to pretzels.

playing to pretzels.
Management of theatre very analous to get rid of the show (in for
four-weeks), as, even with no attraction, the house makes some
money on film trade-shows, for
which the charges are \$250 for atternoons and \$400 for evenings.

## BRITISH CENSOR BANS **NEW WAKEFIELD PLAY**

London, Feb. 24. Gilbert Wakefield's latest play, Savage Lady, has been banned by the censor.

Story concerns an wedish lady aviator wi Swedish lady aviator who goes to Paris with the wife of an M. P. Gli-bert is now rewriting the play, modifying and cutting out passages which may have irritated the Lord Chamberlain.

## EXTRAS IN GERMANY

\$6 a Day and 80c More for Wearing a Top Hat

Berlin, Feb. 22.

New scales for extras in the Berlln area, announced by the Labor Trustee for Brandenburg, provide a minimum of \$6 dally."

a minimum of \$6 daily.

Wages are for ordinary streetclothes, additional being paid for
better wardrobes. Hours are regulated, after which overtime must
be paid. Same is true for exterior
shots or extra duties.

Extras who are required to wear
silk toppers get 86c additional and
carrying an empty suitcase or tenmis racquet rates \$1.20 bonus.

## Jobless Spanish Actors Plan Co-Op Road Musical

Group of jobless-performers, are organizing a cooperative musical show to make a tour of the provinces.

provinces.
Outfit includes America Otero and
Amalia Blazquez, dancers; Natividad Pinero, comic dancer; Maria
Pastor, imitations; Antonio Gaton,
Esteban Guijarro, Piacido Domingo
and Antonio Rodenas, warbiers;
Julio Nadal, Tomas Gonzalez,
Martiot Tierra, comics; Raff, dance
director; Luis Navarro, director;
Golcoeches, manager.

## AUSTRO-NAZI ARYAN DEAL

## Score 6-0 as Third Parisian Duel Over Pic Biz Looms and Disappears

Paris, Feb. 24.

Paris, Feb. 24.
This is a heavy duelling season for French film business. Three challenges have been issued and accepted so far this season, for contexts to the death with sword or pistol.

tests to the death with aword or pistol.

Only nobody's been hurt, yet. In fact, there hasn't been any fighting, Latest 'affair of honor' was be-tween Julien Duvlvier, director, and Bertrand de Jouvenel, newspaper-man, it started when de Jouvenel went to the studio where Duvlvier is megging 'Golgotha,' film on the Prassion of Jesus Christ, with a photographer, to get a story. Reporter and photog spent about a hour messing around the lot, and Duvlvier, who has been getting more publicity for his film than any other local made has rated this year, rubbed his hands in anticipa-tion of the swell space he was going to grath.

on the swen space are was going to stab.

Only it turned out sour.

De Jouvenel-wrote-a-piece for Vu, an illustrated magazine, and kidded the shirt off the picture. It was illustrated with photos that made the scenes look ridduolus.

One of the photographs was tilled: The Apostie John Scratches His Foot. Photos had caught some of the actors, in New Testament costumes, at odd moments between shots. Article was called 'An Hour with Judas.'

Duvivier hit fie ceiling and wrote

Duvivier hit the ceiling and wrote a letter to the newspaper accusing de Jouvenei of bad faith and abuse

de Jouvenet of bad faith and abuse of hospitality.

He asserted that the photos had been retouched, and that the cut-lines were foliotic. Also he professed against de Jouvenet paseing judgment on a flim which is not yet finished and of which he saw nothing but a couple of isolated access believed to be the same of the professed of the professed

vener's opinion. So he sent his sec-onds to Duvivier, challenging him to a duel. As the insuited party, he picked the weapons: rapiers, and both fighters to be stripped to the

both fighters to be stripped to the waist.

De Jouvenel knows something about swords, but Duvider, a little fellow, knows more about cameras. Everetheless, the director kept a stiff upper lip and appointed a couple-of-seconds of this own-to-meet-dej-Jouvenels. Harry Baur and Charles Vildrac, well-known, Parls actors, represented him.

Baur was handleapped in the

represented him disapped. In the argument was not set that he had argument was made and the him disapped. In the argument was a set that he had argument was a set that he had so ha

'the stupid tradition which required persons to caress each other with the points of swords.''

Nevertheless, if, in spite of the ridiculousness of the duel, he was forced to hold a steel bigs in his hand, he would regret that he will have no megabhone or camera there to get a picture out of a scene that would certainly be funder than most comic films.'

That was too much for the sec-

That was too much for the sec-onds and they decided to call the ducl off.

Previous duels, both in film blz also failed to develop into real ac-

### Deport Vaudevillian

London, Feb. 22.

Max Laube, who described him-self as a commission agent, aged 57, was sentenced to two months hard labor, during which time he will be deported. He is a former variety performer who did bird imitations for many years. In the proceedings, Laube was de-scribed by Scotland Yard as a stock salesman and a former associate of Jacob Factor.

## Rotating Luxury

Paris, Feb. 24.

'Saisons de Paris, outifit whose object is to pep up the luxury-bis-by encouraging people to go out and to dress fancy, has started a series of dinners, going in rotation to each of a group of high class local restaurants.

Tuesdays they go to the Ritz, Wednesday spot is Maxim's, Thursday they patronize the Lido and Saturday they go to

## HUNG., SPANISH **CENSORS ON** RAMPAGE

Budapest, Feb. 22.

Censors have been plenty busy with the latest imports. Vetced one German film 'Anew, the Moscow Spy' and a number of American plent including 'I Cover the Watername's food on the Constant of Caravat' (Fox). When the Constant and Caravat' (Fox). The Constant of Caravat' (Fox). The Constant of Caravat' (Fox). Prohibition of 'Caravan' met with the public approval of the Hungarian scenariest, Melchior Langvel, Says his story was adapted past recognition and the Hungarian background in which it is set serves to make the country-ridiculous, which wasn't his intention.

Madrid, Feb. 22 Douglas Fairbanks 'The Loves or Don Juan' (UA) has been banned in Spain. No private or public show-ings may be given. Censor didn't explain reason for

## FEAR WALKOUT IN MEX. CINES

Mexico City, March 5.
Federal Labor Board is attempting to avert a threatened walkout of the national Federation of Cinema Employees, which would darken all the picture houses in Mexico.
Federation has called a meeting for Friday (8) at which it is proposed to back up its members in Monterrey, on the border. Monterrey exhibs, it is charged here, have, formed an organization which is disadvantiageous to chema statches and they have gone, out. on. atrike locally, asking the entire country to back them up.

Labor Board is doing everything it can to get things straightened out before the Friday meet, fearing a

## Gus Schaefer In for German Confab with Par

German Confab with Par
Gus Schaefer, Paramount's distribution, man in Central Europe,
Is due in New York today (Wednesday) for home office confabs.
Paramount is still operating in
Germany, although Schaefer now
works out of Paris. Possibility of
quitting Germany, or figuring out
some manner of getting coin out of
there, will be taken up during
Schaeffer's visit with John W.
Hicks, Jr., head of Paris forelgn depariment.
Another Parite due in for ho.
talks is Frank Fariey, Par company's Paris editor, He leaves
Paris tomorrow (Thursday).

## JEWS NOW OUT IN BOTH SPOTS

Pact Calls for 10-to-1 Film Ratio in Germany's Favor Austria Can't Include Performers and Directors of Non-Aryan Descent

### **EXPECT NEW EXODUS**

Berlin, March 5.

Berlin, March 5.
Austria and Germany have closed a special mutual film agreement to facilitate interchange of pictures between the two countries without regard to existing contingent laws. Actually, however, the agreement is much more important because it soes quite openiy and completely into the Aryan question and 1s.an. agreement on that, too.

Basically it is a special 10-1 arrangement between the two countries calling for Austria to allow Germany free entry of 120 pictures; while Germany will allow 12 Austrian pix in without bether. But the agreement goes on from there to state that Austrian actors will be permitted to work in German films without encountering difficulties required they conform to existing regulations of the control of the co

So far as is known, this is the first instance of political clauses being interpolated into commercial agreements, especially in film busi-

ness.

Agreement, in detail, carries a clause that if Austria cannot find 10 exportable films within the year, (Continued on page 53)

## Burger Takes Over for Metro in Capetown

Capetown, March 5. Capetown, March 5.

Sam Burger, apecial representative of Arthur Loew and in Metro's foreign service, has arrived here to take temporary harge of the local M-G-M office.

Company's affairs here somewhat upset due to the recent suicide of Carl Sonth, who was in charge. No

appointment yet to replace Sonin, and probably won't be until Burger can make a complete survey and report back to Locw.

## Disney Cops Third Prize at Moscow Film Festival; King Vidor Gets Honor Scroll and Beery-Villa' Are Praised

## How to Sell 'Em

Paris, Feb. 25.
Without shooting a scene,
Felix Gandera has sold his next
film for Egypt, Syria, Palestine, Greece, Turkey, Italy,
Spain, Portugal and Switzerland.

Reason: The title is "Mys-teries of Paris'.

## LANE TO DO **MORE FOR**

London, March 5. As a result of having made on picture for Columbia \$5,000 under the budgeted price, and a full weel ahead of schedule, Lupino Lane has been signatured to do three more.

Deen signatured to do three more.

Lane has formed a film company with \$250,000 capital and rented Wharton Hall situdios, now tenanted by Alexander Korda. Columbia is not interested in the company, but has 50% interest in each picture, with the right-to-okay-stories and artists.

Pictures will be made with Eng-lish release only in mind and are figured to cost around \$50,000 each.

## Gould Quits UA to Join Col's Foreign Dept

Waiter Gould, formerly in charge of South America for United Artists, has left that company to become assistant to J. H. Seldelman, head of Columbia's foreign department. Gould is aiready installed in New York.

Seldelman salls today (Wednesday) from the Coast for Sydney where he will look into possibilities of Columbia in Australia.

or Coumbla in Australia.
United Artless doesn't intend replacing Gould for the present. It
will attempt to handle South Amerlea out of New York with all the
regional managers ordered to report

Awarda at the first Moscow, March 5.

Awarda at the first Moscow Clinema Festival, with almost all the
world film producers taking part,
included a third prize to Watt Disney, whose cartoons were found by
the jury to be 'displaying a high
model of mastership, highly picturesque and exceptionally fine from
a color and music application standpoint."
Scrolls of honor were awarded.

turesque and exceptionally his irrom a color and music application standpoint.

Scrolls of honor were awarded to King Vidor for the high quality of his direction art as portrayed in Our Daily Bread'. (UA). Similarly, Airred Green, Eugene Solow and Robert Ledgeson were honored for their interesting attempt to depict their interesting attempt to depict of Alastically, contemporary life of Alastically, life (MG), limit content of Viva Villa (MG),

senten with considerable formal-masterabile.

Other honor scrolls were awarded to the honor scrolls were awarded to the honor scrolls were awarded to the honor scrolls were to the honor of the honor o

A. Dovienko, Russ directors.

Seventy-three films were submitted for the contest but-only 23 of
that number, plus three shorts,
were considered artistic enough to
be screened. That number included
eight Russian Hims.

Festival lasted 10 days and is
Festival lasted 10 days and is
mediated clocally as having been
quite descriptions of the screen description of the
were 87 foreign defendably presenting 21 countries.

## Swedish Production Up; 20 Films For Current Season: Good Grosses

Stockholm, Feb. 22. During the present season about 20 productions will be made in Swe Blggest producing company is Svensk Filmindustri, which also operates the leading chain of local theatres. It is producing at least slx pictures this sesson.

Most successful picture made by Svensk in the past season was 'Bachelor Daddy', based on an old Bachelor Daddy, based on an old English play. A screen version of the English play. A screen version of this play had previously been made in England and Germany, and Svensk bought the rights and romande it here. Picture is doing well beer and should be a big success in Demmark and Norway as well. This in Demmark and Norway as well. This is rather unusual for a Swedeh picture; they are, as a rule, hits in Sweden, but only average in the other Scandinavian countries.

Second bigsest producer in Sweden in Europa Film, specializing on as a smewhat lower type of pictures, and a rule, hits in Stender of the Sweden in Sweden, but only average in the other Scandinavian countries.

Second bigsest producer in Sweden in Europa Film, specializing on a somewhat lower type of pictures, all special control of the second bigsest producer in Sweden in Europa Film, specializing on a somewhat lower type of pictures, all special control of the second bigsest producer in Sweden in Europa Film, specializing on a somewhat lower type of pictures, all special control of the second bigsest producer in Sweden in Europa Film, specializing on the second bigsest producer in Sweden in Europa Film, special control of the second bigsest producer in Sweden in Europa Film, special control of the second bigsest producer in Sweden in Europa Film, special control of the second bigsest producer in Sweden in Europa Film, special control of the second bigsest producer in Sweden in Europa Film, special control of the second bigsest producer in Sweden in Europa Film, special control of the second bigsest producer in Sweden in Europa Film, special control of the second bigsest producer in Sweden in Europa Film, special control of the second bigsest producer in Sweden in Europa Film, special control of the second bigsest producer in Sweden in Europa Film, special control of the second bigsest producer in Sweden in Europa Film in the second bigsest producer in the home-market. American producer in Sweden in the second bigsest producer in Sweden in Europa

average public. Europa makes about four pletures a year. Third production company is Wivefilm, with three pletures made so far this season, all big successes at the local b.o.'v. Other producers are Nordisk Tourdim. Svensk Tatilim and a rew

more independents.

Last season several American dis-Last season several American dis-tributors handled Swedish pictures. This season however, only one American company has Swedish pictures on its release schedule, ma-jority, of, the home-made-films being-handled through the producers' own exchances.

## PAR'S 'RUMBA' IS A PAIN TO CUBA

Havana, March 3.

National Tourist Commission has protested Parcmount's Rumbar, claiming it is uncompilimentary to Cuba. State Department has taken a hand in the protest and the American Consulate has been called in. Gulliermo Belt, Havana's Mayor, and a member of the Cabinet, proposed that until all prints and negatives of Rumba ure destroyed all over the world, no Paramount pictures be permitted to be shown here.

here.

This is the picture for which studio was reported having staged the dance numbers twice. Toned down version was for the U.S. other routines being for export.

### NEW LONDON MUSIKER. London, Feb. 24.

M. B. Productions, Etch., a specially formed corporation, is en-gaging a cast for a new play with music titled. The Laughing Cavaller, sugested by the Franz Hals painting of that name. Books and Ivrics are by Stafford Byrne: mikic by Wainwright Mor-



\*\* Because . . . That new-idea of 15 years ago is recognized today
by every type of showman . . . from Class-A Circuits to the smallest 3-hundred-seater . . . as the cheapest and best exploitation
ever devised \* \* Because . . . In the heat of the drive . . . when you
need ideas most . . . you can count on the National Screen Trailer
as the key-stone of your selling-campaign \* \* Because . . . That same
"new-idea" organization which blazed new trails to theatre exploitation 15 years ago is now bigger . . . stronger . . . greater than ever
. . . the Little Giant of this big industry . . . with eight great branches
hooking service together from coast-to-coast . . . with more than 700
employees thinking only of TRAILERS \* \* With special equipment
. . . specialized brains . . . an organization built from top to bottom
for TRAILER SERVICE \* \* And today . . . on our 15th Anniversary

MIN NATIONAL SCREEN SERVICE IIII

... the roll-call of theatres using

### **EXPLOITATION** By Epes W. Sargent -:-

### Opening Up

Opening Up

Omaha.

The campaign laid out by the pri-States Theatres advertising office for the opening of the Omaha theatre was, on the word of President A. H. Blank, as successful as of the campaign was made effective through the daillee, but practically every media was expered. The total publicity reaped from the two local inches, something like four times the amount of space used in paid advertising.

Credit for work behind the ampaign soes twenthers Schlater, and the state of the campaign state of the campaign strength of the campaign

trolled by Fubia, with stage units in the boom days of 1927.

Attraction for the opening week of the Omaha was 'Davil Dogs of the Air, which added a national campaign of some 4,000 lines to that worked out locally.

### Making Friends

Making Priends

Most managers are so intent on seiling their shows that they fall to sell their houses. And yet the theatre is more important as a factor in civic affairs than any single attraction that can be booked in. It's aware. They largely sell the sell the sell the sell that the sell the sell that the

handlerchler some help a departing patron's strugger help a departing patron's strugger in a word, cuttivate the affection of the patrons for the house to the point that when film offerings are reasonably even, your house will be selected because, consciously or otherwise, the amusement seeker thinks more favorably of your

### Just a Reminder

Just a Reminder
This is just to remind you of
Edgar Hart's annual stunt, which
still holds good around Easter time.
It's the caged rooster on top of the
box office which is crowing about
Rooster is given sufficient room
to move about in and a card states
We can crow about our Easter program. Always gets attention and
gram. Always gets attention and
Hot board of the state of the state of the state
Hot tool to years, in almost as
many spots, with invariably good
-results.

results.

Trick is to cagé a hen nearby where the rooster can see her but she is invisible to the passers by. That's what makes him crow and keep on crowing. Not good for theatres with the box office too close to the auditorium, but a wow anywhere cisc.

## Centralized

Centralized

M. & P. theatres, Boston, is relaying to its managers a scheme locally tried out in Boston with the suggestion that it be used to follow the present radio amateur nights.

Boston store has dropped the general hearings for special nights executed hearings for special nights schools present their own program. The pupils handle the entire matter subject to the okay of the station. Looks like a good idea as long as the supply of high schools holds out.

## Lobby Ideas

### Getting Started

Getting Started

Edward Selette, who was brought from Utica to Albany to get the Regent started for his circuit, sends along his openers. Topper is a card signed "The Girl in the Box Office." Given with each ticket sale the first days and containing the platform of operation. Idea is not new, but it's still userul. To get sweeten the uses a card with two blanks which are to be filled in by pasting upportions; of the newspaper ads. That gives one free ducat, with few Pasting to the company of the newspaper ads. The properties of the newspaper additional selections of the newspaper additional selections of the newspaper and properties of the newspaper and evenings a nickel more. Stress is laid upon the fact that the Regent is more additional selection and contentially not a wilcost.

Tricky Extra

## Tricky Extra

Tricky Extra

Dick Prichard, of the Bay, Green
Bay, Wis, got out an extra printed
on only one side of the sheet. Foldow
Tonight. Bay theatre manager
shot. Under the turn the line continued in smaller type 'the works
to bring you this combination of
bargain and entertainment opportunity'. Rest told that the house
that the bargain and entertainment opportunity'. Rest told that the house
and two-bits later, the Saturday
and Sunday prices remaining 25c
and 40c.
Prichard had 15,000 run off and
shouted by 100 boys on the street
at the same time. The number of
pressed. Nothing about the sheet
to give the boys an excuse for
charging, so that danger was eliminated.

## Talked by Messenger

Asisca by Messenger Lincoin. Tying in with the local telephone exchange and Postal telephone exchange and Postal telephone to the property of the property of

## Two from London

Two from London
United Artists reports the endowment of a bed by the Scottish Cinematographic Benevolent Asr'n in a children's hospital. Bed will be designated as the Mickey Mouse bed and will carry a placque to that effect. Figured it will tickle the first that the control of Mickey. Another stunt is the participation of a Mickey film in a television demonstration, using the Baird system. Other film subjects also used, but the cartioon was the feature, and so carried in all the newspaper reports.

### Hook-Up with W-B

Hook-Up with W-B
Ray Brown, district manager for
W-C in a number of Ohio towns,
has worked a hook-up with the
Linco oit and gas stations in his
spots, Findiary, Lima, Chillicothe,
Fortsmouth and Sidney.
In each town the oil people supply
5,000 throwaways, half of which are
put out by the theatre and the rohooking 'Sweet Mussic' and Linco
gas, with the picture getting rather
the best of it. 'Company uses the
same type layout for a 36-inoh ad
in the local paper the day before the
opening.

opening.
All the theatre has to do is hand out its share of the throwaways.

## Duck Bit Him

Duck Bit Him

The Live Baby lottery idea was
not such a hot one to Harry Wade,
exhibitor of Talladega. He advertised
'a real live baby, no chicken, duck,
cat, or pig, or positively no animal
of any description, but a seal live
had to have a ticket from 'one of
several local stores and a theatre
ticket. Federal Judge W. I. Brubb
assessed a fine of \$100 on Wade for
using the mails in connection with
truther of the control of the control
Incidentally, the 'baby' was a
baby duck.

### Lobby Plane

Lobby Plane
Youngstown, O.
Manager Dave Robbins, of the
Warner theatre, Youngstown, arranged for the display of a real
airblane, in the lobby of his theatre,
as an advance announcent plus for
Dogs of the Air. The plane, which
carried a banner announcing the attraction, created loads of word-ofmouth comment among patrons and
up an attractive lobby frame, containing stills from the production.

## Local Application

Local Application

For Winning Tick (MG), which ran last week at Locw's Valencia, with local chain of A&P grocery stores, placing stacks of paper tickets on the counters which were picked up by customers. Tickets contained a cut of the three leading players in pic cast, plus following copy: This may be your Winning Ticket 120 A&P patrons will retrieve the property of the patrons of the property of the patrons of the property of the patrons of the patro

### Building Up Temple

Calgary, Calgary,
Harry Black, manager of the
Capitol, contracted with a baker,
who made up special Shirley
Temple cakes and had them distributed with handbills to customers plugging Bright Eyes. He also
planted blowups of Shirley among
Temple dolls in the toy departments
of the local stores. Had drug store
counters feature Temple sundaes
and plotures of Shirley were distributed with the store of the contract of t

Des Moines.

Don Allen, manager of the Des Moines, got the inside that in the Feb. 23 issue of Libesty David Copperfield. would be awarded—four with the Liberty newshoys here to distribute 4,000 18 x 12 heraids on their routes prior to the day of opening of the picture at the Des Moines, which read: Flash! 4 Stars! Liberty Magazine will award 'David Copperfield' Four Stars in the Feb. 23 issue!

### **BEHIND** the KEYS

Steubenville, O. Fire which swept a downtown business block Thursday (28), badly damaged the rear of the Grand the atre here. No one was injured and about 800 patrons waiked out of the playhouse in an orderly meanner.

Pine Bluff, Ark.
Announced that Maico Theatres,
will soon construct a theatre
where the soon construction is a soon construction of the soon const

Indians, Pa.

Monessen Amusement Company
has purchased through Orphans
Court, the Indiana and Ritz theatres
properties of this city for \$220,000.

Oklahoma City.

Standard Theatres, Inc., celebrated the birthday of Joseph
Cooper, Jr., son of the head of the
organization Saturday morning,
page 150 per 1

ree. 28 with the annual rree snowing for children.

Portland, Ore.

With the resignation of Bob
White as president of Allied of
Oregon, M. A. Mattacheck was
named successor. William Cutts
Bhit Cartin sow managing the
Taylor Street theatre. He also manages the Lincoin, Blue Bird and
Star Hawthorne theatres, all second-run house.

Ed. Rivers, formerly publicity
manager of the property of the contransport of the property of the configuration of the contract of the contract.

His headquarters will be in Seattle.

Warner Brothers announces the following transfers: David Sugrave Haven, to Colonia, Hartford, Taken, the control of the Capital Haven, to Colonia, Hartford, Taken, New Haven, to the State, Manchester; George Bronson, Colonial, Hartford, to the Philadelphia field; George Hower to the Capital, Springfield, from the State, Manchester, and John Hesse from the chester, and John Hesse from the chester, and John Kesser, Hardod Meyerson from Boston to Loew's theatre, Hartford.

John Keaney has been named assistant manager of the Strand, Hartford. Hartford.

Cincinnati.
With RKO taking over the Shubert here, Ike Libson shifted several
of his staff around. Transfers effective March 1.
Cliff Boyd, of the Albee, now
managing the Shubert. Harold
Eckert, assistant manager. Henry
Shurs, of the Pelace, to manage

the Albee; Joseph Alexander goes from the Capitol to the Palace. Luther Seibert, of the Capitol, be-comes assistant manager of the

Luther Selbert, of the Capitol, becomes assistant manager of the
Palacow manager of the Capitol is
C. W. Valentine, formerly assistant at the Palace. Norman
Linz, of the Grand, now assistant
manager at the Capitol. Arthur
Piccola, chief of service at the Palace, to assistant manager at the
Grand.

George Plank, once with Publix and lately associated with Warner theatres, has returned to Paramount in Ohio, taking charge of two Marietta houses. They're in the division Barham in charge. Group includes two in Middletown, one of which has been closed for sometime, but will be reopened shortly.

Los Angeles. Bryan Foy has sold the Valley lew Hampshire, to Robert Grover.

Eiko, Nev.

Hunter theatre has been acquired
by the Huish Theatre Enterprises.
New holding is first outside Utah
where C. E. Huish operates a chain
of six.

Dave Cantor, former manager of Warner Bros. theatre, Aberdeen, will open the old Bijou as the 'New Bijou' in Aberdeen March 6; he also opens a house in Hoquaim, on his own. Fix and road show policies in mind.

Mason City, Ia.
Charles D. Armentrout nam
manager of the local Strand.

Purchase of Liberty-theatre, Rosenberg, Texas, from Milcs Podlipny is announced by Mart Cole.

Castle Shannon, Pa.
Pearle theatre, operated for the
past year by N. A. Notopoulos and
J. A. Gribble circuit, has-been
transferred to Charles Stover, formerly with Warner Bros.

Lancaster, Pa.

Ivan Utter, former assistant mgr.
Hamilton theatre (Warner Bros.),
to manage new house being built in
Littiz, Pa. His vacancy to be filled
by Woodrow Barton.

Des Moines.

Lester F. Martin, former sceretary-treasurer and lately business
manager of Allied Theatre Owners
of Iowa and Nebraska, has resigned
to enter private business. All activities of the Allied are being directed by Leo F. Wolcott, president.

### Shoulder Contest

Shoulder Contest

Small city house is adapting the photographic bady contest cotting photographic bady contest cutting photographic bady contest cutting photographic with the shoulders bared. These may be from amateur shots or made with the shoulders bared. These may be from amateur shots or made hooked to the deaf for the orders he will receive from his sitters. Only stipulation is that the photog shall be clear enough to Best to Spicial Spi

## Plenty on the Ball

Plenty on the Ball

Loew's Rochester put plenty on the campaign for 'The Whole Town's Talking.' Used a magic trick, with a speake of the property of the prope

### Here's a Tip

Springfield, O. Even the blind attend movies

here.
Phil Chakeres, president of Chakeres-Warner, Inc., operators of seven theatres in Springfield and vicinity, sends lists of current pleture showings to blind persons in this vicinity regularly, indicating on list the pictures they would entound action over sight. He also encloses passes, which act as balt for many ticket purchases which follow.

for many ticket purchases which follow. For from Bertha Harnish, se-retary of the Welfare Association of the Billind of Clark County, to Chakeres, reads: Many of the billind set great enjoyment out of the billing set great enjoyment out of the second of the billing set great to them, breaking the monotony of their long days. They also appreciate the many courtesies and the consideration shown to them by theatre employees.

## **ELINOR NORTON**

(Continued from page 21) unreasonably jealous actions of the

unreasonably jealous actions of the husband.

Playing strong on the jealousy angles and making the husband an entirely unsympethetic character, with respect to its ending, even if the story on which film is based included—murder.

Picture is off slowly and throughout its pace is kept down by dctail and lack of dramatic highlights. We have a support of the story of th

cast offers nothing to bolster and in Claire Trevor, Gilbert Roland, Hugh Williams, Norman Foster and Henrietta Crosman there is little box office weight. A kid actives in carly sequences, Cora Sue-Collins, is very unnatural.

Columbia Mops 2 THE NEW YORK TIMES MISS COLBERT WINS Thurs., Feb. 28, 1935 NEW YORK POST. "It Happened One Night" Carries Many 1934 SCREEN PRIZI to Movie Prizes 'Happened' 5-Way Champ; for Best Perform Gable, Colbert and Capra, Year With Clark Gable. NEW YORK EVENING JOU Caesar, Riskin, Shirley Win CAPRA, DIRECTOR, CHOSEN COLBERT-GABLE THEY threw a party for Harry Cohn.

R. happened last night at the Bilt-more Bowl because it Happened One Night was produced by Cohn's Columbia Studios and the standout pleture of 1934 field the standout pleture of 1934 in the pened carried four other Columbia Studios and selection of the Columbia Studios and the Columbi FIVE FILM AWARDS GIVEN TO ONE MOVIE WIN TOP PRIZE of Pictures—Irvin S. Cobb Names Selections at Dinner. By SIDNEY SKOLSKY.

Hellywood, Feb. 28 (Thursday)—For the first time in
even years of existence, the Academy of Mellon Pic-THE NEW YORK SUN. MISS COLBERT WINS n making proud acknowledgment of the 1934 FILM AWARD Annual Awards of the Academy of Motion Picture suit Clark Gable Shares Honors HAPPENED ONE NIGHT! for Best Performance. Arts and Sciences, Columbia announces its INS FIVE OF AWARDS Fifteenth Anniversary. It is peculiarly fitting that the organization which had its humble beginning in 1920 with Academy Award the advent of the "Hall Room Boys" should in successive stages mark its way upward through "Submarine", "Flight", "Platinum Blonde", "Dirigible", "Lady For A Day", "It Happened BROOKLYN DAILY-EAGLE One Night", "One Night Of Love", "Broadway Film's Best in 1934 Bill", and "The Whole Town's Talking", to the BROOKLYN TIMES UNION highest honors within the gift of a distinguished Gable and Miss Colbert Academy and simultaneously establish itself in Win Motion Picture Awards "It Happened One The picture '11 Night" Carries Many "Might," a cleverly simply told story of the world-wide confidence of exhibitors. to Movie Prizes Their Joint Performance in "It Happened On We acknowledge with thanks the good wishes Night" Is Widely Acclaimed. Hollywood, Feb. 28.—The motion picture industry today acclaimed Claudette Colbert and Clark Gable for winning the Academy of Motion Picture Arts and Sciences awards for the best picture performances of 1984.

This awards were based on a cloud performance in 'II Happone' on the picture performance of 1984.

This awards were based on a cloud performance in 'II Happone' on the picture of the pict and congratulations of our friends. Columbia All-Time Film Awards Champion Happened Cops 5 Academy Awards For 1934 Firsts, Studio DAILY Grosses 8-Claudette Colbert and Gable As It Happened Last Night for KR Win 1934 Screen Acting Award Columbia at Academy Show THE KINDS REPORTER Columbia Grabs Seven Acad. Awards—Capra For Direction A NEW FRANK CAPRA production And Riskin For Adaptation nlumbia cleaned up on the 1934 Academy awards last night, ing a total of seven, five for "It Happened One Night" and for "One Night of Love" e best performance by an actor, the best by an actress, and a direction all wes

'It Happened One Night" Walks Off With 5 Awards

## CALENDAR OF CURRENT RELEASES

Harold Auten Office: 1540 B'way, N. Y. G.

Autumn Crocus (British). Charming film from Anthony play with femme appeal. Dir. Basil Dean. 70 mlns. Rel. Oct. 15. Rev. Nov. 6. Blaus von Himmel, Dos. Gerl. Musical romancs. Martha Eggert. Dir. Victor Jarson. 70 mlns. Rel. Sept. 1.

Victor Jarson. 70 mins. Rel. Sept. 1.

End of the World ('Fin du Monde' (Fr). Scientific dream based on Flammarion
novel. Dir. Abel Ganco. 65 mins. Rel. April 15.

Es war Einma Ein Walzer: (German). Musical romance with Lehar music.
Martha Eggerth. Dir. Victor Janeen. 80 mins. Rel. Oct. 1.

Aoyaites (British). Drama from the Galeworthy play. Dir. Basil Dean. 70
mins. Rel. Oct. 15. Rev. Oct. 30.

Chesterfield Omess: 1840 Broadway,

Curtain Falls, The. Old actress impersonates aunt of a wealthy family of make old age secure. Proves a good genius. Henricita Crosman. Dir. Dias. Lamont. 97 mins. Ref. Oct. 1.

Fugith Read. A dustrian-Italian border story. Eric von Stroheim. Wers Dir. Stroheim. Dir. Frank Strayer. 69 mins. Ref. Juyl-1. Rev. Nov. 20.

st Walke, The. A mystery comedy. Cast, John Miljan, June Collyer, Dir Frank Strayer, 67 mins. Rel. Dec. 1

Frank Strayer. 67 mins. Rel. Dec. 1.

One in a Millien. Department store background for a love story. Chas. Starfett, Dorothy Wilson. Dir. Frank Strayer. 62 mins. Rel. Sept. 15.

For the Millien. Department of the Strayer. 62 mins. Rel. Sept. 15.

For the Millien. Department of the Strayer. 62 mins. Rel. Sept. 15.

Shot in the Dark. A college mystery. Charles Starrett, Robert Warwick. Marion Shilling. Dir. Charles Lamont. Rel. Feb. 15.

Sons of Steel. A new deal drama of fathers and sons. Charles Starrett, Won. Dec. 15.

Sons of Steel. A new deal drama of fathers and sons. Charles Starrett, Won. Dec. 15.

Bakewell, Fony Ann Joung, Dir, Charles Lamont, 93 mms, det. Acc. amphony of Living, A drams of sacrifice against a background of symphonic music. Al Shean, Evelyn Brent, Charles Judets. Dir, Frank Strayer, 68 mins. Ref. Jan. 10.

168 mins. Ref. Monar's fight against the world alone. Vivian Tobin, Resett Hopton, Dickle Moore. Dir. Charles Lamont. 69 mins. Ref. Nov. 1.

Brudio: Gower at Sunset, Hollywood, Cal. Columbia Offices, 729 Seventh Avo. Against the Law, Gangster mixup with an ambulance crew, John Mack Hrown, Sally Blane, Arthur Hohl. Dir. Lambert Hillyer. 61 mins. Rel. Oct. 25. Rev. Dec. 18.

nd the Evidence. Newspaper man smokes out a master mind. Norman Foster, Donald Cook, Shelia Mannors. Dir. Lambert Hillyer. 70 mins Rel. Jan. 20. Rev. Feb. 5.

Man Wins, The, Edmund Lowe, Jack Holt in a familiar outline. Flor ence Rice as the girl. Dir. Earle Kenton. 75 mins, Rel. Jan. 5. Rev Jan. 8.

oway Bill. Race track story based on one of Mark Hellinger's yarns Myrna Loy, Warner Baxter. Dir. Frank Capra, 90 mins. Rel. Dec S. Rev. Dec, 4. to Arms. Willard Mack, Shella Mannors, Esther Raiston. Dir. Mack, Rel. Jan. 12.

Capital Hatta the Sea, re. Richtone nautical comedy of a mixed passenger lates the Sea, re. Richtone nautical comedy of a mixed passenger Dir. Lewis Milestone. 80 mins. Rel. Oct. 2 Rev. Dech. John Gilbert Dir. Lewis Milestone. 80 mins. Rel. Oct. 2 Rev. Dech. do the Lacralysis story of a man's search for a mother for his child. Lacralysis Story Saily Ellers, Jimmy Durante. Dir. Waiter Lang. 77 mins. Rel. Feb. 10. Rev. Feb. 20.

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. 11.

in Danger. Tempertor Trent story of a lost emerald. Ralph Bellamy Shirley Grey. Dir. D. Ross Lederman. 61 mins. Rel. Aug. 29. Rev Nov. 6.

1'II Fix it. Political fixer discovers he can't fix love. Jack Holt, Mona Barrie Winnie Lightner. Dir. Roy W. Nelli. 69 mins. Rel. Oct. 13. Rev Nov. 20 usy. Jesious 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, May Robson, Roger Pryor. Dir. David Burton. 77 mins Rei, Oct. 15. Rev. Nov. 25.

Law Beyond the Range. Tim McCoy Western. Billie Seward. Dir. Ford Beebe. Rel. Feb. 15.

Beebe. Rel. Feb. 10.

I e Willing. Investment victim kidnap banker's wife. She falls in love with her captor. Lesile Howard, Binnie Barnes. Dir. Gilbert Miller. 65 mins. Rel. July 30. Rev. Aug. 14.

of the Night. Romance of a detective. Bruce Cabot, Judith Allen. Dir. Henry Freulich. 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. Nelli. 67 mlns. Rel. Dec. 15. Rev. Jan. 22. Name the Woman. Politica and a girl reporter. Arline Judge, Richard Crom well. Dir. Al Rogell. 63 mins. Rel. Aug. 1. Rev. Dec. 4. Lev Lev Tonight. Tullio Carminati, Lilian Harvey, Tala Birel. Dir. Victor Schirtzinger.

One Night of Love. Romance of an opera star. Grace Moore, Tulin Car maniti, Lyle Talbot. Dir. Victor Schnitzinger. 84 mins. Rel. Sept. Rev. Sept. 11.

Kid, The. McCoy western. Shella Mannors. Dir. David Selmar mins. Rel. Nov. 8

Square Shoeter. Tim McCoy, Jacqueline Wells in a Western. Dir. David Selman. 57 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. 6.

Westerner, The. Tim McCoy, Marion Shilling. Dir. David Selman. 57 mins Rei. Dec. 10.

Whits Lies. Rich society giri falls for the blg, brave cop. Walter Conolly, Fay Wray, Victor Jory. Dir. Leo Bulgakov. 63 mins. Rel. Nov. 27. Rev. Jan. 1.

Whole Town's Talking, The. Robinson in a duni role as a killer and a pacifis who resembles him. Edw. G. Robinson, Jean Arthur. Dir. John Ford. Rel Feb. 18.

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

Beast of Borneo. Melodrama and animals. John Preston, Mary Stuart mins. Rel. July 15. mins Rel. July 15.

Blue Light. (Austrian and Italian.) Mountain romance among Italian Dolo-mites. Directed and starring Leni Riefenstahl. Rel. Sept. 15.

Bride of Samoa. South Sea featurette. Dir. Phil. Brown. 30 mins. Rel. March I.

Crainquebilié (Fr), Drama from Anatole France yarn. Dir Jasqude de Baron celli. 80 mins. Rel Dec. 1. ceill. 30 mins. Rei Dec; I.
Girl in the Case. Comedy in the Continental manner. Jimmy Savo. Eddis
Girl in the Case. Comedy in the Continental manner. Jimmy Savo. Eddis
Hollow Case. Comedy Case. Comedia Case. Ca

micnai Wyzynski. 70 mins. Rel. Nov. 1 mas. Dan. musse. Dir. Agonis des Kujigai (Fr). Pre-Napoisonic drama. Dir. Roger Richeb. 17 mins. Rel. Dec. 1. Nome (British). An old Edgar Wallace yarn re-Wang (British). An old Edgar Wallace yarn re-Wang (British). Hish yarn. Dir. Desmond Hurst. 70 mins. Rel. Oct. 12. Rev. Oct. 22. Rev. Dir. Rel. Oct. 12. Rev. Oct. 23. Rev. Dir. Rel. Oct. 12. Rev. Oct. 25. Rev. Oct. 25. Rev. Dir. Rel. Oct. 12. Rev. Oct. 25. Rev. Dir. Rel. Oct. 12. Rev. Oct. 25. Rev. Dir. Rel. Oct. 12. Rev. Dir. Rev. Dir. Rel. Oct. 12. Rev. Dir. Rev. D Romanes in Budapest (Hung). Franciska Gaal. Musical. 70 mlns. Rel. April 15. Rev. May 15.

Tale Heart (British). Edgar Allan Poe thriller. Dir. Desmond Hurst 50 mins. Rel. June 15. Rev. June 19.

First Division Offices: R.K.O. Bldg., Naw York, N. Y. Releases Also Allied, Cnesterfield and Monogram

Curtain FaMs. One-time famous actress uses her talents in an entirely novel role; and stages one final glorious comeback. Henrietta Crosman, Dorothy Lee, Wm. Bakewell. Dir. Charles Lamont. 68 mins. Dorotty Lee, wm, Baseweit, Dr. Chaires Damon, vs Linder of the Limberlest. The famous Gene Stratton Porter classic, Marian Marsh, Ralph, Morgan, Louise Dresser, Eddle Nugent. Dir. Christy Cabanne, 83 mins; Rel. Nov. 8.

Girl of My Dreams. College life and college romance. Mary Carliale, E Nugent, Creighton Chaney, Arthur Lake, Stering Holloway, Gigi Part Dir. Ray McCarey. Rel. Nov. 17. Happy Landing. Story of the U. S. air border patrol. Ray Walker, Jacque-line Wella, 63 mins, Rel, Sept. 1. These tabulations are compiled from information supplied by the various production companies checked up as soon as possible afte release. Listing is given when reare retained for six months. Man agare who receive service subse quent to that period should pr rve a copy of the calendar for

The running time as given her The running time as given here is presumably that of the projection come howings and can only approximate the actual release length in those states or communities where local or state center-hig may result in deletions. Running time in the reviewe as given in "Variety" carry the actual time clocked in the tharman of the communities with the control of the communities of t

While every effort is made to hele this list accurate, the informatio supplied may not always be correct even though official. To obtain th fullest degree of accurac

## Studio Placements

Alice Brady, 'Let 'Em Have It Reliance.
Sam Wood, directing Let 'Em
Have It,' Reliance.
Sid Saylor, 'Star of Midnight,'

John Sheehan, 'The Farrell Case,

WB.
Winifred Nimo, Iris Moore, 'Becky
Sharp,' Ploneer,
directing 'Jim Winifred Nimo, Iris Moore, 'Becky Sharp,' Pioneer, Lambert Hillyer, directing 'Jim Burke's Boy,' Col. Gene Towne, Graham Baker

e's Boy, Col. ne Towne, Graham Baker on play, Every Night at Elght,

screen play, Every Wanger. William Harrigan, Edward Paw, ley, Addison Richards, Russell Hop. ton, 'The Farrell Case,' WB. William Gargan, 'Alibi Ike,' WB. Freddle Bartholomew, 'Anna Ka

Freddie Bartholomew, Anna Aa-enina, Metro. Franchot Tone, Maureen O'Sulli-an, Far Off Hills, Metro. Phillip Cooper, Gaucho Lover,

ox. Shirley Grey, untitled feature hesterfield. Lloyd Nolan, The Farrell Case,

Lloyd Noian Are WB.
Charles Logue, adapting Woman in White, Mono.
Florence Fair, Henry Armetta, Clay Clement, Joseph Crehan, WR.

Florence Fair, Henry Armetta, Clay Clement, Joseph Creban, Dinky, WB.
Roscoe Karns, Henry O'Nelli, William Frawley, Ailth Ike, WB.
Roscoe Karns, Henry O'Nelli, William Frawley, Ailth Ike, WB.
George Addonant, William Rodon, Cornelliam Rodon, Christy Cabanne, directing The Healer, Mono.
Christy Cabanne, directing 'One Frightnend Night,' Mascot, Louise Fazenda, Broadway Gondoller,' WE, Rodoller, WB, Rodon, Broadway Gondoller, WB, Rodon, Broadway Gondoller, WB, Rodon, R

Reflance.

Olive H. P. Garrett, screen play,
Bell Afloat, Metro.
Laird Doyle, adapting 'Many the
Girl,' WB.
Lloyd Bacon, directing 'Broadway
Gondoller,' WB.
Robert Middlemass, 'Air Fury,'
Col.

Col.
Grant Garrett, gagging 'Nit
Wits, 'Radio.
Nobie Johnson, 'She,' Radio.
Adrian Rosley, Michael Visaroff,
Lee Kohimar, Alex Schoenberg,
'Break of Hearts,' Radio.
Homer Gordon, screen play, untitled, Puritan, Ralph Remley, 'Jim Burke's Boy,

Ralph Remie, .... Col.

Jeff Moffatt, writing Laurel-Hardy comedy Roach.

Claire MacDowell, Charles Hill Malles, Murder by Television. eo. mmy Flavin, People Will Talk

Par. Montague Shaw, 'Vagabond Lady, Roach.
Robert Gleckler, Glass Key, Par.
Helen Gahagan, She, Radio,
Virginia Reid, Break of Hearts,

Radio.

Betty Grable, Hale Hamilton,
Hazel Forbes, Erik Rhodes, Ettenne
Girardot, Sleep 'n' Eat, Evelyn
Brent, 'Nit Wits,' Radio.

Gilbert Emery, 'Richelleu,' 20th.

Cent.
Ciaire Dodd, Frank Marlow, Pat

Jane Eyre. Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Alleen Pringle. Dir. Christy Cabanne. Rel. Oct. 1. King Kelly. Dance director and his grid dancing roupe evane contracts on way to Parls, and bring prosperity to a mythical Beigravian kingdom via crooning, dance routines, etc. Romantic Computer of Mobertson, Irene Ware. Dir. Leonard Fields. Rel. Nov. 18.

in a Million. Romance of a department store employee and the boss son. Dorothy Wilson, Charles Starrett. Dir. Frank Strayer. Rel. Nov. 15. Nov. 15.

of Lest Oreans. A gun moil's past catches up with her after she has considered to a sea-faring man. Lois Lane. Bill (screen) Boyd, Georgian Constant Gargan.

care and Romance of a discounded playboyor dargan. The state of the sta

Studios: Surbank, Calif. First National Omces: 321 W. 4eth St., Y. Baboona, Jungle flim made by the Martin Johnson's, partly from an airplane 73 mins. Rel. Jan. Rey. Jan. 25

Babbitt. Upton Sinciair's 'Main Street.' Guy Kibbee, Aline McMahon. Dir. Wm. Keighiey. 75 mins. Rel. Dec. 8. Rev. Dec. 18 ritish Agent. Adapted from the novel about international spies. Howard, Kay Francis. Dir. Michael Curtiz. 75 mins. Rel. Ser. Rev. Sept. 26.

Filrtation Walk. West Point story. Ruby Keeler, Dick Powell, Pat O'Brien. Dir. Frank Borzage. 95 mins. Rel. Dec. 1. Rev. Dec. 4.

Dir. Frank Borzage. 35 mins. Rel. Dec. 1. Rev. Dec. 4.
Gentlemen Are Born. Four college boys battle the world. Franchot Tone.
Sam Mult. Ann Dvorak, Margaret Lindsay. Dir. Aifred E. Green.
Happiness Ahead.
Window washier wins success. Dir. Powel, Toosphin.
Hutchinson. Dir. Mervyn LeRoy. 80 ming. Rel. Oct. 22. Rev. Con. 18.
1 Bell Anything. Comedy. In. 4 fake audition room: Fat O'Brinn, Ann Dvorak,
Glare Dodd, Roscoe Karns. Dir. Robt. Florey. 70 mins. Rel. Oct. 20.

Lady, A. Willa Cather's story. Barbara Stanwyck, Frank Morgan, Ricardo Cortez. Dir. Al. E. Green. 61 mins. Rel. Sept. 29, Rev. Oct. 9. Maybe It's Love. Gloria Stuart, Ross Alexander. Dir. W Rei. Jan. 12. Rev. Feb. 12.

Murder in the Clouds. Lyle Talbot. Ann Dvorak. Dir. D. Ross Lederman. 61 mins. Rei. Dec. 15. Rev. Jan. 1. North Shore. Barbara Stanwyck, Gene Raymond. Dir. Robert Florey. Rel. Feb. 18

Red Hot Fires. Lyle Talbot, Mary Astor. Dir. D. Ross Lederman, Rel. Feb. 2. Sir Day Bike Rider. Thrills and spilis in a bike race. Joe E. Brown. Dir. Lloyd Bacon. 69 mins. Rel. Oct. 20. Rev. Nov. 6. Studio: Fox Hills, Hollywood, Cat.

Offices: 444 West 66th St. New York, N. Y. Hollywood, Cal.

Raboona. Jungle film made by Martin Johnsons, partly from an airplane. 73

mins. Rel. Jan. Rev. Jan. 29.

Baby lake a Bow. The Fox child star comes through again. Shirley Temple. Bachelor of Arts. From John Erskine's recent novel. Tom Brown Henry Waithall, Anita Louise. Dir. Louis King. 74 mins. Rel. Nov. 23. Bright Eyes. The story of two little girls. Shiring, Temple, Age. Age. Cap. Lames Dunn, Judith Allen. Dir. David Butler. 33 mins. Rel. Dec. 28. Rev. Dec. 28.

Caravan. Romantic story based on 'Gypsy Melody.' Chas. Boyer, Loretta Young, Jean Parker, Louise Fazenda Dir. Erik Charell. 102 mlns. Rel. Sept. 28. Rev. Oct. 2.

Sept. 28 Rev. Oct. 2.

Charlle Chas in London. Another detective yarn. Warner Oland, Drue Ley-Charlle Chas in London. Another detective yarn. Warner Oland, Drue Ley-Charlle Chan in Paris. The Oriental detective moves into new territory. Warner Oland, Mary Brian. Dir. Lewis Seller. 70 mins. Rel. Feb. 1.

Rev. Jan. 29.

County Chairman, The Will Rogers, Evelyn Venable, Kent Taylor. Dir.

John Blystone, 73 mins. Rel. Jan. 11, Rev. Jan. 22.

Cewboy Millonaire. George O'Brien western. Dir. Edw. F. Cline. Rel.

April 12.

Dude Ranger, The. Geo, O'Brien, Irene Hervey. Dir. Eddie Cline. 64 mine.

Rel. Sept. 21.
East River. Story revolving around an underwater tunnel. Edmund Love.
Victor McLaglen, Marjorie Rambeau. Dir. Raoul Waleh. Rel. Jan. 25.
Elinor Norton Claire Trevor, Hugh Williams. Dir. Hamilton MacFadden
72 mins. Rel. Nov. 2.
First World War, The. Hitherto unreleased film from the archivee of several
governments. Lawrence Stallings, editor. 78 mins. Rel. Nov. 22. Rev.
Nov. 13.

Gambling. From the George M. Cohan play. Geo. M. Cohan. Wynns Gibson. Dir. Rowland V. Lee. 50 mins. Rel. Nov. 2. Rev. Dec. 11. George White's Scandaid. Second edition of the musical. Alice Faye, Jas. Dunn. Ned Sparks, Geo. White, Lyda Robertl. Dir. Geo. White. Rel. March 15.

March 15.

Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 21 mins. Rel.

July 27. Rev. Aug. 7.

Haaven's Gate. A Shirley Tempis story. Joel McCres, Rosemary Ames. Dir.

John Robertson. Rel. May 3.

Hell in the Heavens. Alr story. Warner Baxter, Conchita Montenegro. Dir John Blystone. 80 mins. Rel. Nov. 9. Helidorado. Adventure in a ghost town. Richard Arlen, Madge Evans, Raiph Beliamy, Henry Walthall, Dir, Jas, Cruze, 74 mins. Rel. Dec. 21. Rev. Jan. 8.

Deliamy, Menny radional Jan. 8.

Jan. 8.

It's a Small World. Spencer Tracy, Wendy Barrie. Dir. Irving Cummings. Rel. April 26. Judge Priest. Based on the Irvin Cobb stories of down south. H. B. Walthall, Tom Brown, Anita Louise. Dir, John Ford., 78 mins. Rel. Oct. 5. Rev. Oct. 18. Oct. 18. Life Bagins at 40. Based on the Pitkin book. Will Rogers, Rochelle Hudson. Dir. Geo. Marshall. 78 mins. Rel. March 22.

Dif. Geo. Marshall. 79 mins. Rel. March 22. Little Colonel. Shritey temple. Lionel Barrymors, Evelyn Venable. Dir. David Butler. Rel. Feb. 15. Lottsry Lover. Naval cadest form love syndicate. Pat Paterson, Lew Ayres. Dir. Wm. Thiele. 82 mins. Rel. Jan. 6. Rev. Feb. 20. Lovetimes. Musical romantic story. Pat Paterson, Nils Asher, Herbert Mundin, Harry Green. Dir. Jas. Tlaling. 72 mins. Rel. Sept. 21. Rev. Nov. 6.

rie Gallanta. Done from the novel of the same nams. Spencer Tracy, Ketti Gallian, Helen Morgan. Dir. Henry King. 88 mins. Rel. Oct. 26. Rev. Nov. 27. Music in the Air. Gloria Swanson, John Boles. Dir. Joe May. \$1 mins. Rel. Dec. 7.

Mystery Woman. Heroine saves her husband by procuring 'the papers.' Mons Barrie, Gilbert Roland. Dir. Eugene Forde. 69 mins. Rel. Jan. 18. Rev. Jan. 22.

365 Nights in Hollywood. James E. Dunn, Alice Faye, Mitchell & Durant. Dir. Geo: Marshall. 74 mins. Rel. Oct. 12. Rev. Nov. 13. wenty-four Hours a Day. Claire Trevor, Gilbert Roland. Dir. Hamilton Mac-Fadden. Rel. Nov. 23.

r. Pressure. Royanace with the sand hogs under the river. Edmind Lowe, Victor McLagien, Florence Rice, Dir. Roaul Walsh. 70 mins. Rel. Feb. Rev. Feb. 5.

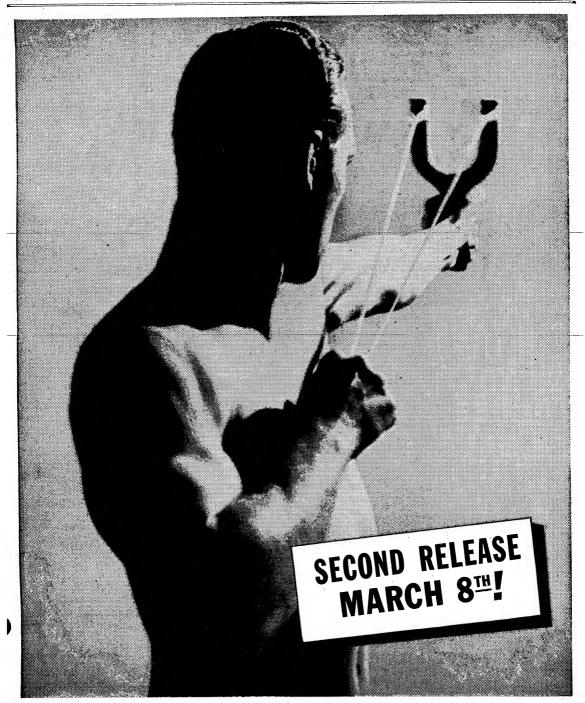
When a Man's a Man. From the Harold Bell Wright story. George O'Brien. Dir. Edw. F. Cline. 68 mins. Rel. Feb. 15. Rev. Feb. 27. White Parade, The. Loretta Young, John Boles. Dir. Irving Cummings. 30 mins. Rel. Nov. 16. Rev. Nov. 13.

Gaumont-British Office: 1600 Broadway.

Chui Chio, Chew. Arabian sake he musical term. Anna May. Arabian sake he musical term. Anna May. Arabian sake Kortner. Dr. Walter Foods. 50 mills. Hell Sept. 15. Rev. Norm. 55 Evensons. Musical dramatization from the Beverley Nichols novel. Evelsm. Laye. Fitz Kortner, Carl Esmond, Alice. Delysia, Conchita Supervia. Dir. Victor Saville. Rel. Nov. 16. Rev. Nov. 20.

Fvergreen. Musical adoptation from Cochmun's stage production. Jessie

(Continued on page 34)



WILL IT BE a bull's eye? Of that the producers of THE MARCH OF TIME cannot be sure. No one can.

But of this much MARCH OF TIME's editors can be sure—are sure: the new release of THE MARCH OF TIME is better than the first.

They have done much to tighten up this month's new MARCH OF TIME. They have made it crisper, faster, cleaner. The rushes more than fulfill promise of that.

It is MARCH OF TIME's determination to make each new release a

more complete, a more skillful "News-magazine of the Screen."

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For the second release of THE MARCH OF TIME (starting March 8)—a national advertising campaign even stronger than last month's! Advertisements in TIME and FORTUNE to a combined audience of more than 2,548,000—advertisements in 109 local newspapers to an additional 17,747,284—spot radio advertising in 58 cities to 20,842,444—and a dramatic 24-sheet campaign in 37 cities to an audience estimated at 25,095,129 daily! All of this advertising will bring customers to theatres showing the new release of THE MARCH OF TIME:

Released by FIRST DIVISION-Harry H. Thomas, Pres., Radio City, N. Y.

## THE MARCH OF TIME

(Continued from page 29)

Matthews, Sonnie Hai, Beity Baifour, Barry Mackay, Dir, Victor Saville. Rei, Jan. 3. Rev, Jan. 15,

Iron Duke, The. Drams hased on Duke of Wellington at Battle of Waterloo,
George Arliss, Elialine Terrie, Gladys Cooper, A. B. Matthews, Allan
Aynesworth. Dir. Victor Saville. Rei, Jan. Rev, Jan. 15,

Jack Asby, Comedy with song and dance, Jack Hulbert, Nanor O'Neil, AlCarlot, Dir. Water Forde, Rei, Dec. 3. Rev, Feb. 12,

Little Friend, Water Saving, Rei, Dec. 2. Rev, Feb. 12,

Little Friend, Rev, Oct. 25,

Man of Ara, Irish story with Oct. 18, Rev, Oct. 25,

Man of Aran. Irish story with preponderantly beautiful photography. Dir. Robert Flaherty, 70 mins. Rel. Oct. 15. Rev. Oct. 23.

Power (Jew Suss.) Dramatization of Stern Feuchtwanger novel. Conrad Veldt, Benita Hume. Dir. Lothar Mendes. 106 mins. Rel. Oct. 1. Rev. Oct. 3.

Frincess Charming. Musical comedy in a mythical kingdom. Evelyn Laye Yvonne Arnaul, George Grossmith, Max Miller. Dir. Maurics Elvey Rei. Jan.

Unfinished Symphony. Musical romance based on Schubert's life. Marths Eggerth. Dir. Willy Forst. 83 mins. Rel. Jan. 1. Rev. Jan. 15.

Liberty Office 1776 Broadway,
Florine McKinney, Lawrence Gray, Dir. William Nigh, Orf Rambeau,
Florine McKinney, Lawrence Gray, Dir. William Nigh, Orf Rambeau,
No Ransom. From Diamon Runyon's The Big Mitten, Lella Hyams, Phillipe
Holmes. Dir. Fred Newmeyer. 70 mins. Rel. Oct. 26. Rev. Feb. 12.

Holmes. Dir. Fred Newmeyer. 70 mins. Rel. Oct. 26. Rev. Feb. 1.2. Once to Every Bachelor. Honeyroon with a hired bride. Marlan Nixon, Neil Hamilton, Allean Pringte Dir. Wim, Nigh. 72 mins. Rel. Dec. 14. School for Girls. Reform school drams. Sidney Fox, Paul Kelly. Lole Wilson, Anne Shitley. Dir. Wim, Nigh. 73 mins. Rel. Mar. 22. Rev. Feb. 20. Sweepstake Annie. Society crooks frame sweeps winner. Tom Brown, Marlon Nixon, Wera Bingels. Dir. Wim, Nigh. 174 mins. Rel. Feb. Rev. Feb. 20. Take the Stand Muviker of a columnic Take I. Rev. Thebar. Nixon, Wera Emgels. Dir. Wim, Digh. 11- militer Determinent Take the Stand, Murder of a columnist. Jack La Rue, Thelma Todd, Gail Fatrick. Dir. Phil Rosen. 78 mins. Rel. Sept. 7. Rev. Sept. 11. Two Heads on a Pilitow. Matrizonial warfare. Neil Hamilton, Mirlam Jordan. Dir. Win. Nigh. 78 m/ns. Rel. Oct. 2. Rev. Oct. 9.

When Strangers Meet. Mixup i. a bungalow colony. Rich. Cromwell, Arlin-Judge. Dir. Wm. C. Cabarn. 73 mins. Rel. July 20, Rev. Nov. 20. Judge. Dir. Wim. C. Cabar n. 73 mins. Rei. July 20. Rev. Nov. 20.
Without Children. Modern drain sof divorce. Marguerite Churchill, Enuc
Cabot, Evelyn Brent, Reginal I Denny. Dir. William Nigh. 81 mins. Rei
not set.

Majestic Omess: RKO Bidg., Radio City.
New York City
Mutiny Ahead. Stark drama! Adventure! Romance! On the high seas. Nell
Hamilton and Kathleen Burke. Dir. Tommy Atkins. Hamilton and Katineen Burke. Dir. tominy Atkins. It Alarm, The Newspaper story with a reporter winning the city boss' daughter. Bruce Cabot, Judith Allen, H. B. Warner, Dir. Spencer Bennett. 63 mins. Rel. Ser.: 22, Jan. 15.

Perfect Ciue, The. David Manners, Steets Gallagher, Dorothy Libairo, Dir. Robt. Vignola. 64 mins. Dynamic detective mystery thriller.

BGAFFEL Letter, The. Hawthorne's framatic classic. First sound filming. Collegen Moore and Hardle Albright. Dir. Robert Vignola. 70 mins. Rel. Sept. Rev. Sept. 28.

Sept. Rev. Sept. 20.

Had to Chose. Texas girl goes to Hollywood and back again. Not a studio story. Sally Blanc, Lurry Crabbe. Dir. Ralph Cedar. 62 mins. Rel. Oct. 1. Rev. Sept. 25.

Offices, 1776 Broadway, Mascot

Mascot Offices, 1776 Broadway, Deblind the Green Lights. Facual story from the book of the same name, by Green's Folke Offices, 1776 Broadway, Dender Rolle Green's Person Forman Foster, Judith Allen, Sidney Elackmer, Rel. Fed. Elliemes, Norman Foster, Judith Allen, Sidney Crimson Romance. Two lads, ore American and one German, find that friendship can lick even war. Ben Lyon, Sari Maritza, James Bush, Hardie Alberjath, William Bakewell, Erich von Strohelm. Dir. David In Old Santa Fe. Slory of a dude ranch kinek-kenoke aleisman who falls in lowe with the ranch owner's daughter. He is accused of murder-but all difficulties are slarified with startling suddenness. Ken Maynard, Evalyn Kandp, H. 3. Warner, Kenneth Thomson, George Hayes. Dir. David Marines Are Coming, The. As Lickut. Wild Bill 'Taylor, U.S.M.C. the screen's Irreslatible bad boy, finds himself torn between love for two women until, facing disgrance, he plunges into a war 'somewhere's south of Mexico' and from them on things rush pell-mell toward a gigantic of Mexico' and from them on things rush pell-mell toward a gigantic David Howard. 70 mins. Rel. Dec. 4. Rev. Feb. 1864.

oung and Beautiful. Story of a press agent who builds his sweetheart to stardom and nearly loses her. William Haines, Judith Allen, Joseph Cawhorn, Wamius Baby Stars. Dir. Joseph Santley. 63 mins. Rel. Sept. 1.

Sept. 1.

Studios: Culver City.

Babes in Toyland Child story, with the Victor Herbert music. Laurel and Nov. 30. Rev. Dec. 118.

Both Bardy, and the Henry, with the Victor Herbert music. Laurel and Nov. 30. Rev. Dec. 118.

Both Child Studies and Studies and Studies and Plays On, The. Football story. Robt. Young, Betty Furness. Dir. Russell Mack. 37 mins. Rel. Dec. 21. Rev. Dec. 25.

Barretts of Wimpole Street. Based on the play by Rudolf Besler. Norma Shearer, Fredric March, Charles Laughton. Dir. Sidney Franklin, Rel. Sept. 21. Rev. Oct. 21

Blography of a Bachelor Girl. Based on S. N. Berhrman's successful play, "Blography" Ann Harding, Robert Montgomery. Dir. E. H. Griffith. Rel. Oct. 28.

David Copper Dickens story with an almost perfect cast. W. C. Fields, Lione Barrymore, Edna May Ollyver, Herbert Mundin. Dir. Geo. Cukor. Death on the Djamond. Munder in the big eagues. Based on the novel by Cortland Fitzsimmons. Robert Young, Ted Heaty, Madge Evans. Dir. Edward Sedgwid: 6 9 mins. Rel. Sept. 14. Rev. Sept. 2:.

Evelyn Prontiee. District attorney's wite saves a girl wrongily accused of mins. Rel. Nov. 8. Rev. Nov. 13. Forsking All Others. From the stage play. Jon. Crawford, Clark Gable, Robt. Montgomery. Dir. W. S. Van Dyke. 82 mins. Rel. Dec. 28. Rev. Nov. 13. Rev. Nov. 13. Forsking All Others. From the stage play. Jon. Crawford, Clark Gable, Rev. Jan. 1.

Kev. Jan. 1.

Gay Bride, The. From Francis Coe's 'Repeal.' Carole Lombard, Chester Morris. Dir. Jack Conway. 82 mlns. Rel. Dec. 28. Rev. Dec. 18.

Have a Heart. Jean Parker as a crippled little doll-maker. Spencer Tracy Dir. David Butler. Rel. Sept. 7. Rev. Oct. 28.

Merry Widow. Based on the world-famous operatta by Franz Lehar, Maurice Chevaller, Jeanette MacDonald. Dir. Ernst Lubitsch. Rel. not set. Rev. Oct. 16.

Night is Young, The. Royal love for a commoner theme. Ramon Novarro. Evelyn Laye. Dir. Dudley Murphy. 80 mins, Rel. Jan. 11. Rev. Jan. 15.

Outcast Lady. Based on a novel by Michael Arien. Constance Bennett. Herbert Marshall. Dir. I vert Z. Leonard. Rel. Sept. 28. Rev. Nov. 6. Painted Vell. Based on the novel by Somerset Maugham. Herbert Marshall. Dir. Richard Boleslavsky. 84 mlns. Rev. Dec. 11.

Sequola. Friendship between a deer and a puma with a human romance background. Jean Parker, Russell Hardle. Dir, Chester Franklin. 79 mins. Rel. Feb. 1. Rev. Feb. 27.
Shadow of Doubt Murder mystery. Ricardo Cortez, Virginia Bruce, Constanz Collier, Dir. Geo. B. Seltz. 71 mins. Rel. Feb. 15. Rev. Feb. 27. iety Doctor. Hospital story. Chester Morris, Virginia Bruce. Robt. Tay lor. Dir. Geo. B. Seitz. 63 mins. Rel. Jan. 25. Rev. Feb. 5.

Straight is the Way Released convict story. Franchot Tone. May Robson. Karen Morley. Dir. Paul Sloan. 60 mins. Rel. Aug. 10. Rev. Sept. 3. Student Tour, Musical comedy about collegians on a European tour. Charles Butterworth, Jimmy Durante, Maxine Doyle. Dir. Charles Riesner. Rel. Oct. 12. Rev. Oct. 16.

Every Woman Knows. Based on the play by Sir James M. Barrle Helen Hayes, Brian Aherne. Dir. Gregory La Cava. Rel. Oct. 19. Rev Oct. 30.

Voman. A story of a faithful mother. Mady Christians, Jean Parker, s. Bickford, Dir. Chas. Brabin. 71 mins. Rel. Dec. 7. Rev.

Dec. 18.

Winning Ticket, The. Story of a sweeps ticket that was lost and found. Leo

Carrillo, Louise Fazenda, Ted Healy. Dir. Chas. F. Ricener. 64 mins.
Rel. Feb. 3. Rev. Feb. 12.

Studio: 9336 W. Washington Blvd., Monogram Omcc: R. K. O Building, Rockefeller Center, N.Y.C. Dawn Rider, The. John Wayne. A Lone Star Western.

Glri of the Limberiost, A. Gene Stratton-Porter story. Marian Marsh, Raiph

CALENDAR OF CURRENT RELEASES

Morger, Louise Dressee. Dir. Christy Cabanna. 20 min. Dir. Rev. Dornal. Golder for promance with track team eventa. Mary Carliste, Carliste of the Constituted from page 299

Morger, Louise Dressee. Dir. Christy Cabanna. 20 min. Dir. Rey Dressee. Dir. Christy Cabanna. 30 min. Dir. Rey McCarly. Red. Nov. 12.

Pilirting with Danger. These buddes play with dynamite and love. Robert Armstrong. William Cagney, Edgar Kennedy, Marion Burns, Maria Alba. Red. Doo. L. 10 mins. Angel, Doo. L. 10 mins. Maria Alba. Regis.

Heal, Dea, I. 70 mins.

Great God Gold, Sidney Blackmer, Martha Sieeper, Gioria Shea, Regis Toomoy, John J. Murray, Edward Maxwell. Expose of the receivership necket almost waveling young romance. Rol. April 16.

Healer, The. From move by Robert Herrick. Dir. Reginald Barker.

Jane Eyrs. The Bronte story, Virginia Bruce, Colin Citva. Dir. Christy Cubanne, 63 mins. Rel. Aug. 15. Rev. Feb. 20.

King Keily of U. S. A. Guy Robertson, Irene Ware. 66 mins. Rel. Sept. 18.

Rev. Dea. 38.

Lawless Frontier (Lone Star). John Wayne, Shella Terry, Dir, R. N. Bradbury, 64 minz, Rel, Nov. 22, Rev, Jan. 22,
Lost in the Stratesphere, Romance of two members of air patrol amid scientific experiments. June Collyer, William Cagney, Eddie Nugent, 64 minz. Nov. 18.

mins. Nov. 18.

Million Bollar Baly. Bond parents try to pain over their little boy as another mins. Nov. 18.

Million Bollar Baly. Bond parents try to pain over their little boy as another parents of the parents of

Nut Farm, The. Movie-struck family takes husband's all to crash Hollyw with hilserious results. Wallace Ford. 55 mins. Rel. Mar. 25. Rainbow Valley. (Lone Star). John Wayne, Lucille Brown.

Reckless Romeos. Comedy adventures of two hard-boiled eggs who afraid of nothing but each other. Robert Armstrong, William Cag Head. Boy and girl work out their social salvation in a lunch wagon Bruce Cabot, Grace Bradeley, Dir, Meiville Brown. 77 mins. Rel Noy. I. Rey. Noy. 20.

Now.-1. Rev. Nov. 29.

Sing.Sing Nights. Three men accused of murdering the same man tell circumstances which are checked by ile detector, proving two are innocent. Hardle Albright, Boots Mailory, Jameson Thomas, Conway Tearle, Fortigand Gottechalk, (Note: Tearle stars), 60 mins. Rel. Dec. 15.

Texas Terror., John Wayne, A Lorie Star Western.

Trall Beyond, In the. John Wayne, Verna Hillle. 56 mins. Rel. Oct. 22.

A Lone Star Western. Trail Beyond, In the. John Wayne, Verna Hillle. 56 mlns. Rel. Oct. 22.
Women Must Drass. Intlacte ways of fashion salon people almost causing young romance of daughter to end in disaster. Minna Gombell, Gavir Gordon, Suzanne Kaaren, Robert Light and Monogram contest winners 76% mlns. Rel. Jan. 2.

Offices: 1501 Broadway, Studios: 5851 Marathon St., Paramount All the King's Horses. Zenda type story with a picture star replacing a king of a mythical kingdom. Cari Brisson, Mary Ellis. Dir. Frank Tuttle Rel. Feb. 15.

Rei. Feb. 18.

Behold My Wife. Sylvia Bidney as an Indian girl. Sylvia Sidney, Gene Raymond. Dir. Dave Leisen. 79 mins. Rel. Dec. 7. Rev. Feb. 20.

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

Caprice Espagnol. Romance of a Spanish dancer. Mariene Dietrich, Caesar Romero, Lionel Atwill. Dir. Josef Von Sternberg. Rel. Mar. 15. somero, Lionel Atwill. Dir. Josef Von Sternberg. Rel. Mar. 15.

99. Based on the exploits of the Michigan state radio police. Fred MacMurray, Sir Guy Standing, Ann Sheridan, Dir. Chas. Barton. 60 mins.
Rel. Mar. 1. Rev. Feb. 27.

Cleopatra. Egyptian spectacle with modern dialog. Claudette Colbert, War-ren William, Henry Wilcoxson. Dir. Cecil De Mille. 102 mins. Rei Sat. Oct. 5. Rev. Aug. 21.

College Rhythm. Musical type story. Joe Penner, Lanny Ross, Jack Oakle Lyda Roberti, Dir. Norman Taurog, 75 mins. Rei. Nov. 23. Rev. Nov. 27 Crime Without Passion. Lawyer trapped by a needless fake allbi. Claude Rains, Margo. Dir. Ben Hecht. Chas. MacArthur. 70 mins. Rel. Aug 24. Rev. Sept. 3.

Madame. From the stage play of a temperamental star. Elissa Landl Cary Grant. Dir. Elliott Nugent. 81 mins. Rel. Jan. 4. Rev. Jan. 15 Cary Grant. Dir. Eillott Nugent. 81 mins. Rei. Jan. 4. Rev. Jan. 10 Father Brown, Detective. New type of mystery story, Paul Lukas, Gertrude Michael, Dir. Edw. Sedgwick. Rel. Dec.

Michael. Dir. Edw. Sedgwick. Rel. Dec.
Glided Llly, The. Modest business girl is catapulted to fame through a misunderstood ormance with a nobleman. Claudette Colbert, Fred MacMurray. Dir. Wesley Rugsfes. 88 mins. Rel. Jan. 28. Rev. Feb. 12.
Here is My Heart. Musical. Bing Crosby, Kitty Carlisle. Dir. Frank Tuttle.
In mins. Property of the Color of t

Limehouse Blues. Story of the London Chinatown. Geo. Raft, Jean Parker Anna May Wong. Dir. Alex Hall. 63 mins. Rel. Nov. 9. Rev. Dec. 18. Lives of a Bengal Lancer. Adventure in an Indian regiment. Gary Cooper Cavanagh, Henrietts Crossman. Dir. Raiph Murphy. 58 mins. Rel Murphy. Rel. Dec. 14.

loom. Country boy and city girl finally make a match. Carniva ghts. Joe Morrison, Dixle Lee, Burns and Allen. Dir. Elliot nt. Rel. Mar. 15.

Moragon Book Morrason, Dire Lee, Burns and Allen. Dir. Elliott Moradone Flata. From the Gus Hill farce. Waiter C. Kelly, Andy Clyde, Jane Darwell. Dir. Ralph Murphy, Rei. Mar. 22.

Mississippl. Showboat story by Booth Tarkington. Bing Crosby, W. C. Fields, Joan Bennett, Queenie Smith. Dir. Edw. A. Sutherland. Rei. Mar. 3.

Menace: Three people who live in fear of death. Gertrude Michael, Paul Cock. 25.

Wenner: Morrason Dir. Ralph Murphy, 85 mins. Rei. Cock. 25.

Mrs. Wigs of the Cabbage Patch. Talk version of the old favorite. Pauline Lord, ZaSu Pitts, W. C. Fields. Dir. Norman Taurog. 78 mins. Rei. Oct. 19. Rev. Oct. 30.

One Hour Late. Joe Morrison, Helen Twelvetrees, Conrad Nagel. Dir. Raipi Murphy. Rel. Dec. 14. dent Vanishes, The. From current sensational novel of same title. Arthur Byron, Janet Beecher, Paul Kelly, Dir. Wm. A. Wellman. 30 mins. Rel. Jan. 11. Rev. Dec. 11.

of Happiness, The. From the stage play about bundling. Joan ennett, Francis Lederer. Dir. Alex Hall. 80 mins. Rel. Nov. 16. Rev.

Nov. 10.

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.

Rocky Mountain Mystery. Western mystery story by Zane Grey. Randolph Scott, Chic Sale, Kathleen Burke, Mrs. Lesile Carter. Dir. Chas. Barton.

Rei, Feb. I. Ruggies of Red Gap. Harry Leon Wilson's story of a butler won in a bridge game. Chas. Laughton, Mary Bolaud, Chas. Ruggies. Dir. Leo Mc-Carev. Rei. Feb. 22.

Society girl and New York boy meet in Havana. Geo. Raft, Carole mbard, Margo. Dir. Marion Gering. 71 mins. Rel. Feb. 8. Rev.

Scarlet Empress, Ths. Story of Catherine of Russia. Mariene Dietrich, John Lodge Die Jus von Sternberg, 104 mins. Rei, Spot. 7. Rev. Spot. 18 Lodge. Dir. Jos. von Sternberg. 104 mins. Ret. Sept. 7. Rev. Sept. 18. She Loves Me Not. Stage play. Girl in college dormlinty masquerades as a boy. Miriam Hopkins, Bing Crosby. Dir. Billot Nugent. 85 mins. Ret. Aug. 10. Rev. Sept. 11. Stolen Harmony. Adventures with Ben Bernle's band. Geo. Raft, Ben Bernle, Grace Bradley, Dir. Alfred Werker. Rel. Mar. 29. Wagon Wheels. Western for a Zena Gray story, Randolph Scott, Gall Patrich. Dir. Chas. Barton. 65 mins. Ret. Sept. 27. Rev. Oct. 3.

DIT. CHRS. DETCH. DO BIHIRS. ITEL SEPI. 21. REV. Oct. 9. Wings in the Dark. Air thriller with a rescue by a blinded avlator, Myrna Loy, Cary Grant. Dir. Jas. Flood. Rel. Feb. 1, Rev. Feb. 5. You Belong to Me. State story with Helen Mack. Lee Tracy. Dir. A. L. Worker. 67 mins. Rel. Aug. 24. Rev. Sept. 18.

Office: 1270 Sixth Ave., New York, N. Y Principal Chandu on the Magic Island. Mystery—sequel to Return of Chandu. Bela Lugosi, Clara Kimbali Young, Dean Benton, Phyllis Ludwig. Seven reels Return of Chandu, The. Mystery story. Bela Lugosi, Clara Kimball Young Dean Benton, Phyllis Ludwig. Seven-reel feature, followed by eight two-reel serial episodes. Rel. Oct.

Itudios: Hollywood, Calif. Office: R.K.O. Bidg., Radio City, N.Y.C R.K.O. Radio Age of innocence. A romance of the 1880's. A man and woman sacrifice their love on the altar of duty. Irene Dunn, John Boles, Helen Westley.

## REJECT SUNDAY **PICTURE MONEY**

Charlotte, N. C., March L. Sunday films are back in North arolina after several weeks of

eeping.
Elizabeth City plunged into the Sunday picture group when two theatres there offered three shows each. W. T. Cuipepper and Holland each. W. T. Culpepper and Holland Webster, managers of the two houses, announced that none of the proceeds would go to chartly, the usual manner of starting Sunday showings in this state.

At Beautort, Mrs. Charles Toison, head of the local relief organization, declined to accent proceeds from

head of the local relief organization, decilined to accept proceeds from charlty Sunday films. At nearby Morehead City, officials refused to let undernourished children have milk 'because it was purchased with charlty money taken in on Sunday at picture theatres.'

Mrs. Tolson said that to accept money obtained from Sunday shows, for distribution among needy cases of relief, amounted to the sacrifice of a principle. The first check forwarded her by a theatre was re-

of a principle. The first ch warded her by a theatre

turned.

At Charlotte, Sam Goldfein announced himself candidate for election to the city council, running on
a platform that calls for a wide
open Sunday.

Spartanburg, S. C., March 5. Interest of exhibs and reformers in South Carolina, minus a single Sabbath-Day-film so far, is reverish as Canton, large nearby North Carolina industrial town, prepares to bailot, early in May pictures and basebail. Local dope is that basebail fans will unite with Sunday show advocates, and victory is being predicted.

Asheville and Charlotte, N. C. cities, have voted Sunday shows airready. Many South Carolinians regularly motor to that state Sunday for shows, football and basebail. Sabbath Day film so far, is feverish

## Brown's 8 Fresh Airers

Hollywood, March 5.

Johnny Mack Brown will be starred in a series of eight outdoors by Supreme Pictures. Almed at the state right market, films will be based on stories by Peter.B. Kyne,

## **New Contracts**

Hollywood, March 5. Gordon Jones given seven-year optional contract by Reliance. Debuts in 'Let 'Em Have It.'

Radio's option on Fred Guiol, writer, taken up for another six

months.

Geneva Mitchell and Arthur Rankin optioned by Columbia for haif year.

Dudley Digges handed termer by Medical and part in China Seas.

We have an part in China Seas.

K. McGuinness and Herman Manklewicz, writers.

Jerry Hutchinson, former studio stenog, handed writing ticket at Radio, Leads off with continuity on Hibersy for Love.

Clifford Reid, producer, set for nother stretch at Radio. Robert Young starts his fourth ear at Metro on new termer.

William Huriburt given a year's contract at Fox after drawing his stipend as a writer on a week-to-week basis.

Wyrley Birch, from legit, joins Columbia contractees.

Samuel Goldwyn has avid Niven, English player.

Sid Silvers draws a double assignment of writing and acting on his new Metro Contract. First two-way stint is 'Broadway Melody of 1935.'

Samuel Hoffenstein's new writercontract at Paramount is for one year, with double time via option route,

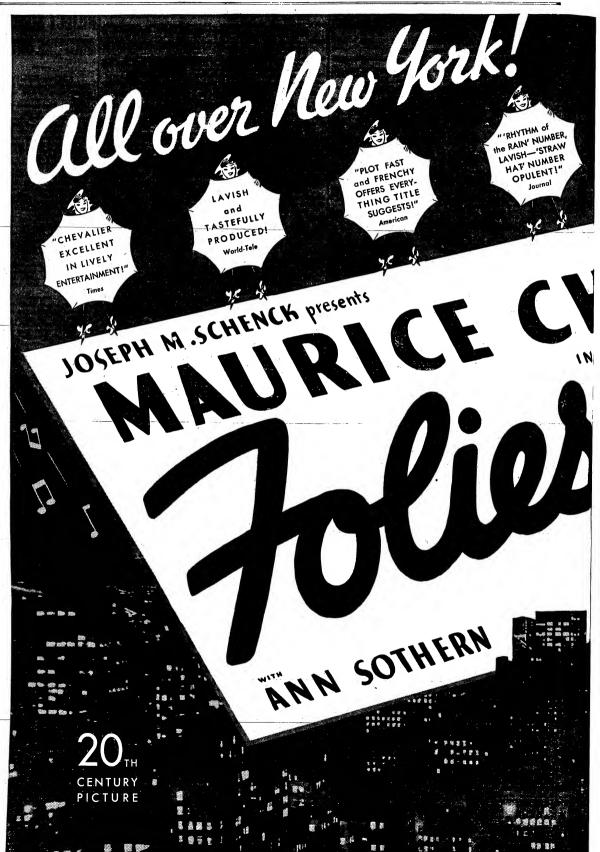
Universal took up its second six-month hitch on Clarke Williams. Edward Marin set for another six months on his directing pact at Mctro. Edna Mas Oliver moves over to Mctro on a termer and a role in 'No More Ladics'.

### Title Changes

Hollywood, March 6.

'Man - Eating Tiger' retagged
'Spring Tonic' at Fox. Same studio
has substituted 'Man Proposes' for
'safe in Jail.'
What was 'Soare'.

What was 'Social Pirates' is now 'Crashing into Society' at Warners.





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22

RTISTS

## Goldwyn's Sextet for U.A., Most in 10 Yrs.; And Will Do a Follies

Sam Goldwyn will make six pic tures for the season of '34-'35. This is the largest number planned by him during the past 10 years.

Among the pictures proposed by Goldwyn will be a 'Goldwyn Follies,' which he expects to become a topi-cal annual revue, Harold Arlen is

cal annual revue. Harold Arien is set to do the score for it.

Another of the sextet will be a film written by Rachel Crothers for Mirlam Hopkins. Miss Crothers is doing the scripting on a royalty basis, with production intended to start about Aug. 1.
Only one Anna Sten film is carded for the season, but with no title yet. Sidney Franklin will direct Dark Angel' and Howard Hawks will do the honors on "Barbary Coast,' which, too, will employ Mirlam Hopkins.

which, too, will employ Miriam Hop-kins.

The new Eddie Cantor picture is figured to get working about June 15.

## Studio Placements

(Continued from page 29) Moriarity, Herbert Evans, 'The Glass Key,' Par, Catherine Doucet, 'Hooray for Love,' Radio.

June Collyer, Huntley Gordon, George Meeker, Henry Mowbray, Bela Lugosi, Murder by Television, Cameo.

John Farrow, screen play, un-titled Tarzan picture, Metro. Leo Brineki, adaptation, 'Anna Karenina,' Metro.

Karenina, Metro.
Florabelle Muir, screen play,
Shining Adventure, Fox.
Ray Bolger, Ted Lewis musical,

Metro.

Barry Barringer, adapting Timber War, Ambassador.

Mitton Herbert Gropper, screen play, Women-Are Like That, U. Gaylord Pendleton, The Informer, Radio.

Radio. Kelly, 'Star of Midnight,' Radio.

Constance Collier, Far Off Hills,

Metro.

Lew Foster, screen treatment.

The Milky Way, Pa.:

Helen Broderick, 'Top Hat,

Radio.
Florence Rice, 'Jim Burke's Boy, Col. Joseph Spurin-Callela, B.I.D.J.,

Metro, Spurin-Callela, B.I.D.I.,
Lew Berg, 'Call- of the Savage,'
U, 'Murder By Television,' Cameo.
Harold Minjir, 'Recheads On Parade, Fox.
Holen Freeman, George-Cooper,
Doubting Thomas,' Fox.
Kathleen Burke, 'Jim Burke's Boy,'
October Burke, 'Jim Burke's Boy,'
Chank Sully, 'Albi-

Frank Sully, 'Alibi Ike,' WB. Alden Chase, 'Cowboy Millionaire

Lesser.
Charles Kenyon, screen play, 'Can
This Be True,' WB.
Erin O'Brien-Moore, Heaven's

Erin O'Brien-Moore, 'Heaven's Gate, Fox. Henry Hathaway, directing 'An-napolis Farewell,' Par. John Caredine, 'Bride of Franken-

Ray McCarey, Internal Bowl's End, Mascot.
Rollo Lloyd, writing Hoot Gibson yarn, Mascot.
Gene Raymond, Paul Gregory,
Hooray for Love, Radio.
Robert Barrat, 'Farrell Case,'

WB Henry O'Neill, 'Oil for Lamps of

China, 'WE.
Henry Kolker, 'Case of Curioue
Bride,' WB.
Bette Davis, Colin Clive, John Eldredge, Ruth Donnelly, Phillip Reed,
'Men On Her Mind,' WB.
Fuzzy Knight, William Gould,
Stanley Bistone, Nina Quatero, C.
Stanley Bistone, Nina Quatero, C.
Bobby, 'Kohay, 'Vagabond, Lady',
Ecoch, 'Kohay, 'Vagabond, Lady',
Ecoch, 'Bondy, 'Vagabond, Lady',
Ecoch, 'Rohay, 'Vagabond, Lady', 'Rohay, 'Rohay,

Roach.
Colin Clive, Bette Davis, 'Outcast,
WB.
Otto Kruger, 'Age of Indiscretion, Me

Richard Hemingway, Matty Fain, et 'Em Have It.' Reliance. John T. Murray, 'Star of Mid-

Lat. Tim. Have It. Reliance.

John T. Murray, Star of Midnight; Radio.

Betty Grable, Nit Wits; Radio.

Betty Grable, Nic Wits; Radio.

Betty Grable, Nic Wits; Radio.

Betty Grable, Nic Wits; Radio.

Betty Sharp, Ploneer.

Hale Hamilton, Landers Stevens, William Leighton, Joseph Girard,

Let'Em Have It; Reliance.

Ralph Forbes, 'Age of Indiscretion's Michael Manual Radio Processing Cury Kibbee, Jan Blondell, Judy

Cury Kibbee, Jan Blondell, Judy

tion, Metro, Cuy Kibbee, Joan Blondell, Judy Canova, 'Crashing Into Society,'

Canova, 'Crashing ..... WB. Jack Kirkland, Jesse Lasky, Jr., screen play, 'Little Miss Nulsance,' Walker, screen play, Little Miss Nuisance, Metro. Samuel Hines, Walter Walker Mary Jo Mathews, 'Age of Indiscre-tion, Metro.

of Green Gables. The of Anne, an orphan, a Tom Brown, Helen V Nichols Jr. 80 mins. he story involves the adoption, life and development at Avonlea on Prince Edward Ieland, Anne Shirley, Westley, O. P. Heggle, Sara Haden, Dir. George Rei. Nov. 23. Rev. Dec. 25.

Nichols Jr. 80 mins. Rel. Nov. 23. Rev. Dec. 25.
our Leave. An American couple just entering into middle life take a
chort vacation away from each other, only to return secretly, relieved
that it is all over Frank Morgan, Genevieve Tobin, Neil Hamilton,
Marian Nixon, Genn Anders, Gene Lockhart. Dir. Lloyd Corrigan, 22
mins. Rel. Nov. 9. Rev. Jan. 1.

Captain Huericane. A ctory of Cape Cod and its people. James Barton, Helen Westley, Helen-Mack. Dir. John Robertson. Ref. Mar. 1.

Captain Hurricane. A cory of Cape Cod and its peeple. James Barton, Helen Westley, Helen-Mack. Dir. John Robetton. Rei. Mar. 1: Dangerous Corner. A year after he commits suicide a dead man is exceeded a constant of the con

ally present in everybody. Eddie Quillan, Betty Furness, Grant Mitchell Edgar Kennedy. Dir. Glenn Tryon. 62 mins. Rel. Oct. 26. Rev. Jan. 22.

The Greatest Camble, A Staher, In prison for inurely access to the state of the sta

Murder on a Honeymoon. The further adventures of the old maid, amateur detective, school teacher, Miss Hildegard Withers, and Inspector of Police Oscar Piper. The time the murder takes place on an airplane Edna May Oliver, James Gleason, Lola Lane, Dorothy Libaire. Dir. Lloyd Corligan. Rel, Feb. 22.

Morning. Adventure in a primitive section of Fapua, New Quinea. Steffi Duna, Regis Toomey, Raymond Hatton. Dir. Wallace Fox. 66 mins. Rel. Duc. 14.

ast Girl in the World. Wealthy girl seeks non-mercenary aultor, Mirlam Hopkins, Joel McCrea, Fay Wray, Dir, Wm. A. Seiter, 80 mins. Rel. Sept. 21. Rev. Sept. 23.

Sept. 21. Rev. Sept. 21.

Ince in Manistan. A young Czecho-Slovakian chters the United States (his 'promised land') illegally and finds happiness and the chance, for a successful tuture. Francis Leders, 'Ginger Rogera, Arthur Hohl, Jimmy Buttler, J. Farrell MacDonald. Dir. Stephen Roberts. 77 mine. Rel. Jan. 11. Rev. Jan. 22.

Rel. Jan. II. Rev. Jan. 23.

S. Streak, The. A fast-action melodrama in which the famous etream-lined train of the Burlington Railroad plays the star part. Saily Blanc, Charles Starett, Harde Abrieth, William Farnum. Dir. Thomas Atkins. T mins. Rel. Dec. 21. Rev. Jan. 22.

Kane Merjer, Frankler Thomas. Dir. John Robertson. 68 mins. Rel. Oct. 26. Rev. Dec. 18.

t of the Pecca. The locale is the Pecco county in New Mexico. A young girt, diagulated as a boy, regenerates an outuw and wins happiness; and the percentage of the pecca of th

## United Artists Officee: 729 Seventh Ave., New York, N. Y.

Affairs of Callini, The The love life of Benvenuto, Callini, Fredrey March, N. Y.
Constance Bennett, Frank Morgan, Fay Wray, Dir. Gregory La Cava.
Rel. Aug. 24. Rev. Sept. 11.
Cilve and March Carlon, Cilve, who founded a new British domision—
Glive and March Carlon, Cilve, Who founded a new British domision—
Bioleiawakii. 32 nilms. Rel. 134 25 and 5, Francia Lister. Dir. Richard
Bioleiawakii. 32 nilms. Rel. 134 25 and 134 25

V. Lee, Rel. Sept. 7. Rev. Oct.

Folies Bargere. From the stage farce, 'The Red Cat.' Maurice Chevailer, Ann Sothern, Merie Oberon. Dir. Roy Del Ruth. 83 mina. Rel. Mar. 8. Rev. Feb. 27.

Kid Milliens: Musical epectacle in the U. S. and Egypt. Eddle Cantor. Ett. Merman. Dir. Roy Del Ruth. 90 mins. Rel. Dec. 28. Rev. Nov. 13. Gentleman, The. Shrewd and elderly millienaire elseverly folle the plant of his son to chisel his money away. George Arliss, Edna Man Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. Rei. Sept. 21.

Sept. 21.

Mighty Barnum, The. Fictional etory of P. T. Barnum. Wallace Beery,
Adolphe Monlou, Virginia Bruce. Dir. Waltar Lang. 87 mins. Rel.
Dec. 25. Rev. Dec. 25.

Sur Delly Bread. Disinherited folks from all walks of life begin all over on
an abandoned farm. Karen Moriey. Tom Keene, and Barbara Pepper.
Produced and directed by King Vidor. Rel. Sept. 28.

Rev. Oct. 25.

Rev. Oct. 25.

Rev. Oct. 25.

Rev. Oct. 26.

Rev. Oct. 26.

Rev. Oct. 27.

Rev. Oct. 26.

Rev. Oct. 27.

Rev.

Produced and directed by Ams. 1990. The third of the name and reputation, he's no greater lover than the next fallow. Douglae Fairbanks, Meric Oberon, Benita Hume.—Dir. Alex Kords. 92 mins. Rel. Nov. 30. Rev. Oct. 19 and Dec. 18.

Nov. 30. Key. Oct. 19 and Dec. 18.

Unaway Queen. A merry meelstrom of revolution and romance. Anne Neegle and Fernand Graavey. Dir. Herbert Wilcox. Rel Dec. 21.

Saffet Pimperent, The. From a novel by the Bareness Oress, Romantic Grams, but modern handling: Leslie Howard, Merle Oberon. Dir. Alex. Rodd. 8 mins. Rel. Feb. 12. Rev. Peb. 12.

Korda. 35 mins. Rel. Feb. 15. Rev. Yeb. 12.

Tanasatlantic Merry-Go-Round, Mystery rides the waves. Music in one room, murder in the next. A gambler, an helress, a comedian and a detective accused of a crime that rooked the whole ocean. Jack Benny, Bernard Common Common Studies of the Studi

We Live Again. A vivid new vereion of Toistoy's immortal 'Resurrection.

Anna Sten. Frederic March, Jane Baxter, C. Aubrey Smith. Dir. Roubei
Mamoulian. 85 mine. Rel. Nov. 16. Rey, Nov. 8. Studio: Universal City, Calif.

Universal Offices: 30 Rockefeller Center, Cheating Chesters. From Max Marcin's stage play, Fay Wray, Cesar Remero Minna Gombell. Dir. Rich. Thorpe. 57 mins. Rel. Nov. 5, Rev

Gift of Gab. Comedy-drama-muelcal. Edmund Lowe, G. Stuart and big radio and ecreen cast. Dir. Karl Freund. 70 mins. Rel. Sept. 3. Rev Cet. Z.

Good Fairy, The. From Ferend Molnar's etage play. Margaret Sullavan
Herbert Marchall, Frank Morgan. Dir. Wm. Wyler. 98 mina. Rel. Feb.
18. Rev., Feb. 5. Great Expectations. Drama. Henry Huli, Jane Wyatt. Dir. Stuart Walker Rel. Oct. 22. Human Side, The. Drama. Adolphe Menjou, Doris Kenyon. Dir. Eddle Bus-zell. 60 mins. Rel. Aug. 27. Rev. Sept. 18.

CALENDAR OF CURRENT RELEASES

It Happened In N. Y. Comedy-drama. Lyle Talbot, Gertrude Michael, Heather Angel. Dir. Alan Cresland. Rel. Mar. 11,

I've Been Argoind. Comedy drama. Chester Merrie, Rochelle Hudsen, Isabelle Intellection of Life. The Calina. Rel. Dec. 31.

(Continued from page \$1).

(Continued from page

Mystery of Edwin Drood, The. From the Dickens story. Claude Raines, Douglase Montgomery, Heather Angel. Dir. Stuart Walker. Rel. Feb. 4. Douglass Montgomery, Heather Angel. Dir. Stuart Waiser. Ref. Feb. 2. Night Life of the Geds. From Thorne Smith's fantacio tale. Alan Mowbray, Florine McKinney. Dir. Lowell Sherman. 74 mina. Ref. Mar. 4. Rev. Feb. 27.

Noterious Gentleman, A. Myetery-murder. Charles Bickford, Helen Vinson, Dir. Ed. Laemmie. 75 mins, Rel. Jan. 21, Rev. Feb. 20.

Dir. Ed. Laemmie, 75 mins. Rel. Jan. 21. Rev. Feb. 20.

One Exciting Adventure. Comedy-drams. Binnie Barnes, Neif Hamilton. Dir.

Bil. Frank. 10 mins. Rel. Oct. 15. Rev. Jan. 1.

Princess O'Harra. Damon Runyon comedy. Chester Morris, Jean Parker. Dir.

Rendezvous at Midnight. Murder-mystery. Ralph Bellamy, Valeris Hobson.

Dir. Christy Cabanna. Rel. Feb. 11.

Rocky, Rhodss. Weetern. Buck Jones. Dir. Al Raboch. 60 mins. Rel. Sept.

24. Rev. Jan. 1,

Rev. Jan. 1.
 Romance in the Rain. Comedy-drama of a slum cinderella. Roger Pryor, Vietor Moore and Heather Angel. Dir. Stuart Walker. Aug. 13. 75 mina. Rev. Sept. 11.
 Secret of the Chatsau. Mystery etory. Claire Dodd, Clark Williams. Dir. Rich. Thorpe. 65 mins. Reb. Dec. 2. Rev. Feb. 5.
 Strange Wives. Connedy drama. Roger Pryor, June Clayworth. Dir. Rich. Thorpe. 15 mins. Reb. Dec. 10. Rev. Yeb, 5.
 Straight from the Heart. Baby Jane, Mary Astor, Roger Pryor. Dir. Kurt Neuman. Rel. Jan. 14.

There's Always Tomorrew. Drama. Frank Morgan, Lois Wilson. Dir. Ed. Sioman. 86 mins. Rel. Sept. 17. Rev. Nov. 13.

Sioman, 56 mins, Rei, Sopt, 17. Rev. Nov. 13.

Tennisnt Lady, Politics, românce and myestery. Henry Hull, Gene Raymond,
Tennisnt Lady, Politics, românce and myestery. Henry Hull, Gene Raymond,
Tennish Lady, Politics, Politics, 18.

Mêter Lady, Politics, Po

Studies. Burbank. Callf. Warner Brothers Officest 321 W. 44th St., New York, N. Y. Big Hearted Herbert. From the stage farce. Old-fashloned father takes a licking from his modern family. Guy Kibbee, Aline McMahon, Patricia Ellis Dir. Wm. Keighley. 60 mins. Rel. Oct. 5. Rev. Nov. 20.

Bordertown, Life of an ambitious and magnetic foreign youth in his battle.

Of thimself into American conditions. Paul Muni, Bette Davis. Dir.
Archie Mayo. 30 mins. Rel. Jan. S. Rev. Jan. 28.

Case of the Curioue Brids. Warren William, Phillip Reed, Margaret Lindsay.

Dir. Michael Curitz. Rel. Mar. 30.

Case of the Howling Dog, Tha. Introducing a new film sleuth. Warren Wil-liam, Mary Astor. Dir. Alan Crosland. 75 mins. Rel. Sept. 22. Rev. Oct. 23.

Mother and daughter in a battle for love. Jean Muir, Geo. Brent, se Teasdale. Dir. Archie Mayo. 68 mins. Rel. Sept. 8. Rey,

Sept. 18.

Davil Dogs of the Air. Roilicking comedy drama romance of the aviation corps of the U. S. Marines. James Cagney, Pat O'Brien. Dir. Lloyd Bacon. 85 mins. Rei. Feb. 9. Rev. Feb. 12.

Firsbird. Murder mystery in Austria. Vorreè Tesàdale, Ricardo Cortez. Dir. Vim. Disterie. 75 mins. Rei. Nov. 3. Rev. 780v. 20.

Gold Digger of 1535. Dick Fowell, Adolphe Menjou, Gloria Stuart, Alice Backy of 12. Suday Begishoy, Nick Mar. 16.

Brady. Dir. Busoy Berkeley, Act. Sair-Lo.
Kanasa City Princess. Two mid-west manicuriets on a jamboree. Joan Biondell, Glenda Farrell, Hugh Herbert, Dir. Wm. Keighley. 64 mins. Rel. Oct. 13. Rev. Nov. 6
Kling of the Ritz. Wm. Gargan, Patricia Ellie, Dir. Wm. H. McGann. Rel.
Mar. 20.

Am a Thief. Mystery and murder in a diamond theft. Mary Actor. Ricardo Cortez. Dir. Robert Florey. Rel. Nov. 24. Rev. Jan. 8. ving on Velvet. Love of a beautiful eoclety siri for a half mad and totally irresponsible aviator. Kay Francis, Warren William, George Brent. Dir. Frank Borzage. Rel. Mar. 2.

Madame Du Barry. Drama of the lady who made history eit up and take notice, with comedy twists. Dolores Del Rio, Reginald Owen, Oagoo Perkins, Verree Teasdale, Victor Jory, Dorothy Tree, Heien Lowell. Dit William Dieterie, Rel. Oct. 13. Rev. Oct. 30.

Red Hot Tires. Dynamic drama of auto race tracks. Lyle Talbot, Mary Astor, Dir. D. Ross Lederman. 61 mine. Rel. Feb. 2. Astor. Dir. D. Rois Löderman. 51 mine. Rel. 250. 28
Right to Live. The: Romance in which two brothers love the same woman
and one ends his life so that his wife can find happiness with the other.
Josephine-Hutchinson, George Brent, Colin Cilve. 68-mins. Dir. Wm.
Keighley, Rel. Jan. 25. Rev. Feb. 20.

Keighiey, Rei, Jan. 26. Rev, Feb. 20.

Seret Bride, The. Thrilling drama of political intrigue which results in two
battling murders and a suicide. Barbars. Stanwyok, Warren William.
Dir. Wm. Disterie. 68 mins. Rel. Dec. 22. Rev. Feb. 5.

St. Louis Kid, The. James Cagney, Patricla Ellie. Dir. Ray Enright. 68
mine. Rel. Oct. 10. Rev. Nov. 6.

Sweet Adelina. From the stage operatta. Itone Dunne. Dir. Merwyn LeRoy.

87 mine. Rel. Dec. 29. Rev. Jan. 6.

Swest Music. Back-etage story. Rudy Valles, Ann Dvorak. Dir. Alfred B. Green. 89 mins. Rel. Feb. 23. Rev. Feb. 4. Ann Dvorak. Dir. Alfred B. Green. 89 mins. Rel. Feb. 23. Rev. Feb. 4. Ann Dvorak. Dir. Alfred B. Crosland. 71 mins. Eccletion and Green. General Constant Const

Woman in Red. Young wife faces scandal to save a man from conviction of murder. Barbara Stanwyck, Gene Raymond, Genevieve Tobin. Dir. Robt. Florey. Rel. Feb. 16.

## Miscellaneous Releases

Are We Civilized? (Raspin). Propaganda for peace. Dir. Edwin Carewe. 76 mins. Rel. June. Rev. June 19.

mins. Rel. June. Rev. June 19.

Battle, The. (Garganoff). French-made story of a Jap naval officer who sacrifices his wife for hie country. Charlee Boyer, Merie Oberon. Dir. Nicholar Parkae. 85 mins. Rel. Nov. 20. Rev. Nov. 27.

Blus Battle, Gibe Jahr. John Wayns Weetern. Dir. R. N. Bradbury. 65

Gross Streste (Invincible). Story of a down and out eurgeon who performs a exilled operation. Frank Craven, Saily Blane. Dir. Wm. Nigh. Rev. July 10.

Dancing Men. Gigolo story. Reginald Denny, Judith Allen. Dir. Ai Ray. 64 Designs in Death (Topical Film). Arraignment of munition makers. Mostly news clips. 63 mins. Rev. Dec. 18.

newe clips. 85 mins. Rev. Dec. 18.

fighting Trooper, The. Canadian police story. Kermit Maynard, Barbara. Worth.—Bit.-Ray. Taylor, 65 mins. Rev. Jan. 8.

Hel Tiki (Markey). Samoan sature etcry. 75 mins. Rev. Peb. 5.

Hollywood Mystery (Regal). Story of a temperamental director and a racket of the control of the control

'I Can't Escape (Syndicate). Ex-convict goes straight. Onslow Stevens, Lila Lee. Dir. Otto Brower, 59 mins. Rev. Sept. 3.

Inside Information. (Stage and Screen.) Detective reporter and a dog Rex. Lesse Marion Schilling. Dir. Robt. E. Hill. 38 mins: Rev. Jan. 8. Man from Hell, The. (Marcy). Western. Bob Russell. Dir. Lew Collins. 69 mins. Rev. Oct. 2.

Marying Widows (Tower), Young widow gets her wish.

Minna Gombell, John Mack Brown, Dir. Sam Newfield, 67 mins. Rev.
Northber, Ernetter (Ambassador), New annie of an old Curwood story. Kernitt
Maynard, Eleanor Hunt. Dir. Sam Newfield, 56 mins. Rev.

Maynard, Eleanor Hunt. Dir. Sam Newneid. 55 mine. Kev. Reb. 41.
Ticket to Crime (Beacon). Comedy detective story. Ralph Graves. Lois
Wilson. Dir. Lewis D. Collins. 65 mins. Rev. Dec. 25.
War is a Racket (Eureka). Pasts up of newsreel clips with some new material. Rev. Dec. 11. Young and Beautiful (Mascot). Studio story with the Wampa's baby ctars.

Rev. Sept. 25.

Rev. Sept. 25.

## Foreign Language Films

(Note: Because of the slow movement of foreign films, this list covers one year of releases.)

year of roleases)

(Most of these available with English titles.)

Absi mit der Mundarmonika (Ger) (Ufa), Comedy of young love. Dir.
Erich Waschneck. 59 mins. Rel. Sept. 1.
Addes Ande Beauc Sept. 1 (Ufa), Greek romance. Brightte Heim. Dir.
May 1. Beaucher and Johannes Meyer. 59 mins. Rel. April 15. Rev.
May 1.

Aque enel Suelo, el (Sp) (Coi). Evil of gossip. Dir. Eusebio Ardavin. 80 mins. Rel. Feb. 1. Anatole Litvak, 36 mins. Rel. Jan. 1.

Cheiutzim Hebrew) (Acme). First talker made in Palestine, Dir. Alexander Ford 10 mins. Rel. March 15.

Chapayev (Rush) (Amelino). Historical drama. Dir. Sergei and Georgi Vossiliver, Comins. Rel. Jan. 1.—Rev. Jan. 30.

Chasses de de Rel. Jan. 1.—Rev. Jan. 30.

Chasses de Artinia (F. (Par.). Musical comedy. Suzy Vernon. 10.

Chause (Act (Sp.) (Cinexport)). Romantic tragedy. Dir. Gabriel Sorca. 60.

China Rel. Dec. 1. mins. Rel. Dec. 1.

Cludad éc Zarton, La (Sp) (Fox). Drama of marital relations. Antonio Moreno, Catalina Barcena, Dir. Louis King. 70 mins. Rel. Feb. 16.

Corazones en Derreta (Spensish), Tragle drama made in Mexico. Dir. Ruben
C. Novarro. 70 mins. Rel. Oct. 1.

Crown to Thorns (Kinemariade) (Ger) (Dubbed Eng.). Biblical drama. Dir.

Robert Wiene. 70 mins. Rel. March 15. Robert Wiene. 70 mins. Rej. March 15.

Cuesta Abajo (Sp): (Par.). Romantic drama. Carlos Gardei, Mons Maris.

Dir. Louis Gamler. 70 mins. Rei. Aug. 15.

Czar Wants to Siesp. The (Russ) (Amkino). Satire on court life of Paul 1.

Dir. Altexander Pelinaimer. 70 mins. Rei. Dec. 1.

Dancing, El (Sp) (Roffberg). Comedy drama laid in a cabaret. Dir. Maglia Barth. 60 mins. Rei. Jan. 15.

Deserter (Russian) (Carrison). More class struggie. Dir. V. I. Pudovkin. 80 mins. Rel. Oct. 1.

Des Mae Und Des (Spanish) (Fox). Comedy romance. Rosita Moreno. Dir.

Juhn Reinhardt. 60 mins. Rel. Oct. 15.

Des Mujeres y un Den Juan (Sp). Romantic comedy. Dir. Jose Buchs. 20

mins. Rel. June 1. mins. Rel. June 1.

Di, Oder Weine (German) (General): Operetta Gitta Aipar, Dir. Karl

Ein-Mondelle-Nies-Doutschland (Ger) (Ufa). Drama of patriotism. Dir.

Faul Wegener. 80 mins. Rel. Nov. 1.

Ein Toller Einfell (Ger) (Ufa), Farce comedy, Willy Fritach, Dorothea
Wiecke. Dir. Kurt Gerron. 70 mins. Rel. May 1 Wiecke, Dir Kurt Gerron, 70 mins, Rei, may 10.

Eines Prinzen Junge Liebe (Ger.) (Ufa). Romantic comedy. Willy Fritach
Dir. Artur Robinson 80 mins Rei, March 15. Einmai-Eine, Grosse-Dame, Sein, Germin, (Ufa). Comedy, with music, Kaethe von Nagy. Dir, Gerhard Lamprecht, 70 mins. Rel. Oct. 15.

En Gieg, Gutt. (Norwegian). (Scandinavian). From Bjornson's novel. Dir. John Brunius. 30 mins. Rel. Nov. 15. En Nott (Sw) (Scandinavian). War and love, Dir. Gustaf Molander, 80 mins, Rel. Jan. 16. Ensmigos (Sp) (Inter-Continent). War drama. Dir. Chano Urueta 70 mins ndalo, El (Sp) (Inter-Continent). Dramatic romance. Dir. Chano Urueta 70 mins. Rei. Sept. 15. 76 mins. Rel. Sept. 15.
Feldhermbusgel, Der (Ger) (Bavarian), Military comedy. Betty-Bird. Dir.
Flickerna Fran Gamia Sein. (Scandinavian), Comedy with music. Dir. 8.
Flickerna Fran Gamia Sein. (Scandinavian), Comedy with music. Dir. 8.
Fluschtlings (German)-(Ufa): German retuges yarn in the Far East. Hams.
Albers, Kathe von Nagy. Dir. Gusta Yocky. 80 mins. Rel. Oct. 1. Albers, Kathe von Nagy. Dir. Gustav Focky. 80 mins. Rel. Oct. 1.
Freundin Eines Grosser Mannes, Die (Gr) (Ufa. Theatrical comedy. Kasthe
Freundin Eines Grosser Mannes, Die (Gr) (Ufa. Theatrical comedy. Leo Elezak.
Dir. Hans Steinhoff. Of mins. Rel. Nov. 1. mic comedy. Leo Elezak.
Dir. Hans Steinhoff. Of mins. Rel. Nov. 1. mins.
Fronteras del Amor (Sp) (Fox). Musical romance. Jose Mojica, Rosita
Moreno. Dir Frank Strayer. 80 mins. Rel. Dec. 1.
Fueres Woronzeit. (Ges.) (Ufa). Romantic dramm. Brigitté Heim. Dir. Arthur
Robinson. 60 mins. Zeel. Nov. 15. Robinson. 60 mins. Rel. Nov. 15.

Gehetzte Menschen (Ger) (Flimcholes). Drama of father love. Dir. Fredrich Feber. 70 mins. Rel. June 1.

Geld Regiert die Weit (Ger). Demestio comedy. Gustav Froehilch, Camilla Horn. Dir. Max Neuded. 70 mins. Rel. May 1.

Grief in Dir. Max Neuded. 70 mins. Rel. May 1.

Grief in Horn Geld (Ger). Demestio comedy. Droches Wieck and Horn Horn (Ger). Droches Wieck and Rel. March 1.

Gluesckszylinder, Der (Ger). Capital). Reading house romance. Felix Bressart, Charlotte Anders. Dir. Rudolf Bernauer, 75 mins. Rel. March 1.

Graefin Maria; (Ger). Operatis. Dorothes Wieck. Dir. Richard Cawal. 80.

Graed (Ger). Operatis. Droches Wieck. Dir. Richard Cawal. 80.

Graed (Ger). Operatis. Droches Wieck. Dir. Richard Cawal. 80.

Graed (Ger). Operatis. Romanite drama. Carabita Montanana. mins. Rel. Jan. 15.
Grenderee del Amer (Sp) (Fex), Romantie drama. Conchita Montenegro.
Raul Roulien. Dir. John Richinardt. 79 mins. Rel. Sept. 1.
Greil Zilhides grosse les Ger). Lottery ticket makes for comedy.. Lucie
Heldeschuimeleter Uwe Karsten (Ger) (Ura). Nan back to the farm propaganda. Dir. Carl Hein Swolf. 79 mins. Rel. April 16.
Helmat am Rhein (Ger). Romantic drama. Lucie Englisch. Dir. Carl Boelse.
60 mins. Rel. Dec. 1. Mechzeit am Wolfgangsee (Ger). Romantic comedy: Dir. Hans Behrendt 70 mins. Rel. Nov. 15. in Helderkrug (Ger). (Germania). Romantio farce. Dir. Carl Boese. 70 mins Rei. Jan. 1. Rel. Jan. 1.

Sage und die Millionen (Ger) (Ufa). Romantic crook drama. Brigitte Helm.

55 mins. Dir. Erich Engel. Rel. April 15.

Sa the Land of the Soviets (Rus) (Amkino). Newsreel compilation of past year. 65 mins. Rel. July 1. year. 65 mins. Rei. July I.

In Wien Ham Ich Einmal Ein Maedel Gelicht (Ger). Germania). Military
musical Dir. Eric Schoenfelder. 70 mins. Rei. May 15.

12a Neni (Hung). Produced, written by and starring Sarl Fedek. 80 mins.

Rei. June 1.

46 Ac Oreg a Haznal (Hung). (Danubla). Farce with music. Szoke Szakall,
Ernst Verebes. Dir. Fritz Schluz. 60 mins. Rei. Feb. 1.

43uars Y Maximilian (Sp) (Col). Mexican royalty's fall. Dir. Miguel Torres.

80 mins. Rei. May 1. wo mins. Kei. May 1.

Kelesewalzer (Ger). (General). Musical with Johann Strauss tunes. Martha Eggerth. Dir. Friedrich Zeinick. 80 mins. Rel. Jan. 1.

Kaite Mammell, Die (Ger). Comedy romance. Dir. Carl Boese. 70 mins. Rel. Jan. 1. Aan. 1.

Rara Slakten (Swedish) (Scandinaylan); Romantio musical. Dir. Gustaf MoLiebe in Uniterm (Ed.) (Germania). Military romance. Harry Liedkt. Dir.
Georg Jacoby, Rel. Oct. 11.

Liebe Muse Verstanden Sein (Ger) (Ufa). Comedy drama with music, Dir.
Hans Steinhoff. Rel. March 15. Leckvogel (Ger) (Ufa). Mystery romance. Dir. Hans Steinhoff. 60 mins. Rei. Jan. 1. Madams Bovary (Fr) (Tapernoux), Faithful transcription of Flaubert epic.
Dir. Jean Renoir. 100 mins. Rel. Nov. 15. Rev. Nov. 27.
Maryjka (Pol), Rural romance. Dir. Jan Nowins-Frzybylski. 60 mins. Rel.
Dec. 1. Mass Struggle (Sp) (Kinematrade). Russian revolt. Dir. I. Kavaleridze. mins. Rel. Sept. 15. ministration of the control of the c mine. Rel. June 1. Rev. June 5.

Muttep Der Kompagnie, Die (Ger) (Bavarla), Military farce. Weiss-Ferdl.

Betty Bird. 70 mins. Dir. Franz Seltz. Rel. March 1.

Mutter und Kind. (Ger) (General), Mother-Love drama. Henny Forter. Dir.

By Wife the Miss (Hung). Inter-marital farcs. Dir. Steven Szekely. 80 mins.

Sept. 1. Sept. I.

Meda Moe Que Una Mujer (Sp) (Fox). Version of Pursued. Dir. Harry
Lachman. 60 mins. Rel. Nov. 15. Oded the Wanderer (Palestine) (Hebrew). Life in Palestine. Dir. C. Halahmi. ob mins. Rel. May 15.

Ore y Piata (Sp.) (Inter-Continent). Romantic tragedy. Dir. Ramon Peon.

oo mins. Rel. July 15. Pareds Reservictow (Polish) (Capital), Military musical. Dir. Michael Was-Pyneti. W mins. Rel. May 1.

### One Up

Los Angeles, March 5.
Universal is one up on Columbia along Film Row.
Early one morning a Columbia exploiter stenciled the

lumbia exploiter stendled the sidewalks fronting the ex-changes with 'The Whole Town's Talking.' U merely added, 'About The Good Fairy.'

## Ohio Exhib Officers

Columbus, O., March 5.
New officers of the Independent
Theatre Owners of Ohio, elected in
a three-day convention in this city,

Martin G. Smith, president; Sam

Martin G. Smith, preadent; Sam on Elmer, Shard, vice-preadents; M. B. Horowitz, treas-urer; P. J. Wood, secretars, John Kalard, John Pekras, Robert Monthes, M. R. Neth, Max Stearn, John A. S. Hamilton, R. B. Mysell, John A. S. Hamilton, R. B. Mysell, L. F. Eloc, Nat Charnas and Henry Bleberson.

### Lewis' Distrib Co.

Martin J. Lewis, former publicity head of the Europa theatre châin, heas-formed-a-distributing company of his own, Metropolis Pictures. Will specialize in American handling of foreign language talkers, except Germain-machined in Maternelle, and the properties of t

## Legislation

Charging that exhibitors fight block booking because they want to buy film retail at wholesale prices, and that no monopoly such as enbuy, him retail at wholesale prices, and that no monopoly such as envisioned seven years ago when the Brockhart bill was offered has occurred in that time, despite ories, distributors are prepared to that the Celler bill in Washington this week. Charles Pettijohn, of the Hays office, will go to the Capital. Pettijohn will maintain that the measure is merely a copy of the Brockhart bill which was defeated when the issues were argued. Celler is a Congressman from New York. He introduced his bill early in the present session, and there have been some meetings on it. Bill includes a 'price differentiation' clause which the distributors choose to call a grovision for price-faxing.

to call a provision for price-fixing.

Sacramento: March 5.

Sacramento, March I.
Legislators have assembled here
and among other things will see
what gold there is in them thar pioture hills. Every legislator exems to
have a bill designed: to raise tax
money, and all bills seem to make
pictures target number one.

In the senate 47 bills affecting the
industry were introduced at the
opening session in January. These
bills will be acted on during the
session, which opens, today (Tuesday). In the lower house there are
140 measures that would take a bite
at the industry.

Columbus, March 5 C. C. Pettijohn, general counsel for the Motion Picture Producers and Distributors of America, arrived

here last Wednesday (27) to investigate recent disturbing film legislative action, and met with a discouraging reception.

A blow was Governor Davey's speech at the Independent Theatre Owners of Ohlo convention banquet, in which he promised a legislative investigation on the picture industry in Ohlo.

Second item to cloud Pettijohn's, trip was action of the Ohio house committee which recommended pas-sage of the Carey bill. This in-cludes a rider increasing censor fees from \$1 to \$3 per reel.

Pettijohn appointed a lobbyist, W. J. Goggin, registered lobbyist for the Ohio Chiropractors' Association, and made contact with Tom Bateman, former Republican clerk senate in Ohio.

Goggin has signified his intention Goggin has signified his intention of registering as lobbyist for the Hays organization, but because of unfamiliarity with show biz is staying more or less in background, When approached for information Goggin and Bateman played verbal tennis.

Pettijohn ieft here for New York Wednesday night.

Wednesday night.

Although the Waldvogel bill has
progressed through the state
Senate, distributor organizations
are hopeful of blocking the measure in the House. If the legislation is finally approved, it goes to
the governor for signature.

San Francisco, March 5.
Assemblyman W. B. Hornblower,
boss of Frisco's delegation of
solons, told political editor of
Frisco Daily News, in signed interview, that bloc of 40 to 45 votes in
State Legislature was against the
proposed 10% state tax on all thea-

proposed 10% state tax on all thea-tre admissions over 20c.

There are 41 votes in majority, and Hornblower says he has assur-ance of more than this. Hornblower says bloc is also against all pro-posed nulsance taxes, of, which there are more than a dozen.

Harrisbuig March 5.

The drive in the Pennysivana isgrisature to the inclusion and the separation and the separation and the separation are separation and the separation around in a separation around in the separation around in Pennysivania. The stituation is fated so critical in some quarters that letters have gone out to certain managers informing them that they will be out of jobs if the measure passes. They have been told that their theatres will be forced to close should the bill become a law.

The feeling among exhibs is that they will have to foot the bill in-

come a law.

The feeling among exhibs is that
they will have to foot the bill in
case this becomes law, though
there is the usual bally to the effect
that the public is the one which
will have to pay.
Stern opposition to this measure
among those in the industry arises
from the fact that such taxation
would in many instances eliminate
the small profit being made in numerous operations. Exhibs feel
they will have to increase their
gross, 10% to break even under proviolus of the measure. They conviolus of the measure. They conprofit now, and that in many other
spots the profit drops even lower.

Charlotte, N. C., March 5. Charlotte, N. C., March 5.
Charlotte, distribution point for all film producers and distributors serving the two Carolinas, is threatened with a loss of all exchanges under a contemplated state franchise tax of. 1,250 a. year. Film salesmen threaten to move 20 miles south and set up shop in South. Carolina. Franchise tax is in a measure now before the North Carolina general assembly.
At the present time Fox is building a new film depot here.

Spartanburg, S. C., March 5. South Carolina assemblymen killed Rep. Ouzie' bill to provide a board of censors for all filckers shown in this state.

Bill killed by decisive vote thereby ending, for two years at least, all chance at often attempted screen censorship in this state. Spartanburg, S. C. March 5

Entire picture business in Georgia would be brought under the juris-diction of the state public service commission under the terms of a bill introduced in the state senate. Bill also would provide a code of ethics for the industry which would oliminate unfair trade practices.

General Foreign Sales, 729 7th Ave.
Germania, 22-33 19th St., Astoria, L.
J. H. Höftner, 729 Seventh Ave.
Inter-Continent, 50 E. 42nd St.
Kinemartade, 723 Seventh Ave.
Froter Trading, 42 E. 58th,
Scandinavian Films, 220 W. 42d.
John Tapernoux, 126 West 56th St.
Tuta, 729 Seventh Ave.

Petersburg Nights (Russ) (Amkine) Raged on two Destolevsky stories. Dir. P. M. Donotlevsky: Direction of the Operation of the Operation of the Operat Keethe von Nagy, Willy Fritzsh. Dir. Gerhard Lamppecht. 60 mins, Ret. Jan. 15.
Problem of Fatigue (Russ) (Amkino). Scientific stoudy. Dir. I. P. Pavlov. 60 mins. Ret. Aug. 15.

Prokurator (Polish) (Capital), Tense court drama. Dir. M. Waszynski. 80 mins. Rel. May 15.

mins Rel. May 15
Rakecel Induc (Hung) (Danuble), Musical romance, with Paul Abraham,
music. Dir. Steven Seekey, 80 mins. Rel. Nov. 18.
Rlachule (Sp.) (Hofberg). First Argentine-made pic. Musical romance. Dir.
L. J. Moglia Barth. 80 mins. Spitine-made pic. Musical romance. Dir.
Roman Einer Nacht (Ger.) (Eavaria). Romantic mystery. Liane Haid. Dir.
Cual Boese. 40-mins. Rel. June. 15

Rounance Tropical (Spanish). First picture made in Porte Rico. Rounance froncisal (Spanish). First picture made in Porte Rico. Romanic drama. 70 mins. Rel. Oct. 18.

8. A. Mann Brand (Ger) (Gavarian). Nazl prepaganda. Dir. Frantz Seitz. Strimini. Der (German). (Klemantrade). Comedy. Curt Bois. Dir. Erich Schlens Hubertus (Ger). (Ufa). Romanice in the Alps. Dir. Hans Deppe. 70 mins. Rel. Feb. 1.

Senera Cescada (Sp) (Fex). Marital drama. Catalina Barcena, Antonio Moreno. Dir. James Tinling. 70 mins. Rel. Feb. 1.

Sebret Lee Oles (Mex.) (Latino). Historical romance. Eir. Ramon Peon. 76

Serment. Lee (Fr.) (Prices). Heavy drame of Love. Dir. Abel (Secs. Sonish).

mins, Rei, March 15.

Serment, Le (Fr.) (Frotex). Heavy drama of love. Dir. Abel Gance. 80 mina Rei, March 1. Rev. March 20.

Sombra de Pancho Villa (Sp) (Col). Life of the Mexican bandit chief. Dir. M. C. Torres. 70 mins. Rei, March 1.

Soviet Closeupe (Russ) (Amkino). Newsreel compilation. 60 mins. Rei. July 15.

July 15.

Sevieta Greet New Turkey, (Russ) (Amkino). Newsreel compilation. 60 mins. Rel. Sept. 1.

Spiel Mit Dem Feuer (Ger) (Ufa). Domestic relations comedy. Dir. Raiph Arthur Roberts. 70 mins. Rel. Nov. 15.

Spy, The (Polish) (Capital). Drama. 80 mins. Rel. March 1.

Strosetrupp, 1617 (Ger) (Bavarian). War film. Dir. Hans Zieberlein. 89 mins. Rel. Rel. Peb. 1.

Stern von Valencia, Der (Get) (Ufa). White slave traffic in Europe. Liane Haid. Dir. Aifred Zeisler. Rel. April 15. Tange on Broadway (Sp.) (Par). Musical comedy. Carlos Gardel. Dir. Louis Gasmier. 60 mins. Rel. Dec. 18. Tannenburg (Ger). (European). Military drama. Hans Stuwe. Dir. Heinz Faul. 85 mins. Rel. March 15.

Paul. 85 mins. Rel. March 15.

Tante Guest Kommandiert (Ger). Romantio comedy. Hansi Niese, Max Adalbert. Dir. Carl Eeins Wolz. 70 mins. Rel. May 1.

These State of the Commandiert of

mins. Rel. Oct. 1. Rev. Oct. 2.
Tochter Der Regiments, Die (Ger) (General). Military musical. Anny OndraDir. Karl Lamac. 70 mins. Rel. April 1.
Trenck (Ger) (General). Military drama. Dorothea Wieck, Dir. Hans Paul
William (Ger). Military drama. Dorothea Wieck, Dir. Hans Paul
William (Dir. Military drama. Dorothea Wieck, Dir. Hans Paul
Treatherers (Series). Military drama. Rel. April 1.
Treatherers (Series). Military drama. Rel. Nov. 1. Anita Campillo, Mona Maris.
Dir. Moe Sachim. 80 mins. Rel. Nov. 1.
Trea Barretines, Los (Sp) (Hoffberg). Argentine comedy. 70 mins. Rel.
Jan. 1.

Und Wer Kueset Mich? (Ger) (General). Back-stage romantic comedy. Dir. E. W. Emo. 70 mins. Rei, Jan. 15. E. W. Emo. 70 mlns. Rel. Jan. 15.
Une Etoile, Discarait. (Fp.) (Par). Murder. of. a film. star. Suzy. Vernon., Corstant Remy. Dir. Robert Villers. 60 mlns. Rel. Feb. 1.
Uners Fahne Flattert Uns Voran (Ger). (Ufa). Hitler propaganda. Helnrich. Georg. Dir. Hans Steinhoff. 80 mlns. Rel. July 1. Rev. July 17.

Unsiers Fainne Flattert Uns Veran (Ger) (Ufa). Hitter propaganda. Heinrich Georg. Dir. Hans Steinhoft. 80 mins. Rel. July I. Rev. July J. Rev. July Varkanita. Braut. (Ger). (Kinamatrias). Smetana's operetta Gluted. Jamila. Wikter und Vikteria (Ger). (Ufa). Theatterial operetta. Renate Mueller. Dir. Reinhold Schuenzel. 70 mins. Rel. Jan. 16. Visom Gar Kokevagen (Swedjsh). (Scandinavian). Musical. Rel. April 15. Violetra, La (Sp). Raquel Meller. Based on an old silent, with parts reshot. 60 mins. Rel. Jan. 15.

Waitz Time in Vienna (Ger) (Ufa). Musical based on Johan Strauss' life Renate Muelicr, Willy Fritsch, Dir. Ludwig Borger, 80 mins. Rel. Nov. 1. Rev. Nov. 20.

Nov. 1: Rev. Nov. 20.

Wenn Herzen Sich Finden (Ger). (Germania). Romantic comody. Charlotte Ander. Dr. E. Pinden (Ger). (Germania). Romantic comody. Charlotte Ander. Dr. E. E. Barrison (Ger). Franziska Gaal. Musical comedy. Dir. Carl Boese. 75 Rel. May 15. Pranziska Gaal. Musical comedy. Dir. Youth of Russia (Yilddish) (Sov-Am). Religious conflict. Dir. Henry Lynn. 10 mins. Rol. Nov. 1.

Key to Address Acme, 56 East 14 St. Acme, 56 East 14 St.
Amkino, 723 Seventh Ave.
Bavaria Film, 489 Fifth Ave.
Capital Film, 680 Ninth Ave.
Danubia, 729 Seventh Ave.
European Film, 156 West 55th
Filmschole, 569 Madison Ave.
Garrison Filme, 729 Seventh Ave.



## THAT LITTLE BIT OF BAD

in "Naughty Marietta" that made her throw convention overboard, made us forget all the rules, too. when we produced it—with the result that it is as gay and disaming as anything you've ever seen!

arming as anything you've ever seen!

Of course, with Victor Herbert's melodies to begin with, you couldn't very well miss, but W. S. Van Dyke (who directed Trader Horn, Thin Man) has put some unexpected twists and turns in it that make it a sheer delight. It is different. A new kind of musical. A singing romance full of excitement and glorious melody. Metro-Goldwyn-Mayer proudly presents...

Jeanette MacDONALD

and the new singing sensation

Nelson EDDY

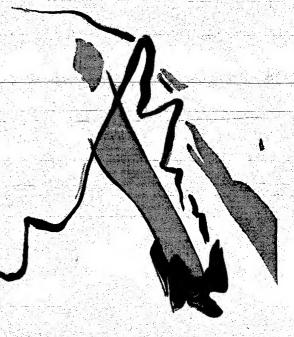
## NAUGHTY

## MARIETTA

with FRANK MORGAN

Douglas Dumbrille

W. S. VAN DYKE Production
Book and Lyrics by Rida Johnson Young
Produced by HUNT STROMBERG
A METRO-GOLDWYN-MAYER Picture



### House Reviews

### STATE, N. Y.

(Continued from page 17)

Hebe, Italian and Irish dialect bits. She also had to curtain-speech Fri-day evening. Another novelty, but wholly dif-

Beorg, themegeneral series are series as a series as s

### ORIENTAL, CHI

ORIENTAL, CHI

They've decided not to put up any fight for business here; this was the control of the control o

mand that figures as pretty sound logic, because both of the rival houses started off to capacity business on. Etdady.

"The start of the capacity business on. Etdady.

"Result is that capacity and pretty much of a cheater on entertainment. Only five acts in the line-up, which was a cheater on money and pretty much of a cheater on entertainment. Only five acts in the line-up, which was a considered to the start of the

The Drum-Major-Domo

JACK POWELL

Joyling a Second Week at t

CAPITOL, NEW YORK This Week (March 1)

Also Making a Picture for Warner Bros.

MGM STUDIOS CULVER CITY, CALIF.

onal Representative MARK J. LEDDY 50 Broadway, New York

once in a costume which is inexcusable in a vaude house and later
in a costume which befts a toe
dance and which sold the number.
That net outfit wouldn't be pertiled to be the second of the second
is particularly out of place for a
toe routine. Other single in the
revue is a male long-legged hoofer
with a smooth and easy style that
gets across the footlights enter
as ballroom number first, and then
an adagic routine, complete the act.
Stan, Rollo and Dixon are three
comics of the knock-about type;
with the complete complete the act.
Stan, Rollo and Dixon are three
comics of the knock-about type;
with the complete complete the act.
The play fast and garner laughs or
most of their items. They do a
series of pretty clever comody
imitations and They di well here
to close the vaude half. Barr and
Estes were in the presentation
half of the show with their eccentric
dancing and comedy mugging. Were
over without any difficulty in front
Picture is Borderbown (WB),
Business fair at the second show
Friday.

and.

is 'Bordertown' (WB)
fair at the second show
Gold. Business Friday.

### FOX, BROOKLYN

One of the Four Diplomats is the current m.c. That won't last long probably. Two of the line girls probably. Two of the line girls double-as-plano-movers. That's between the singing numbers of the 
Diplomats, who otherwise are a 
smooth singing and entertaining 
outfit. Lad also tries to lead the 
stage band and doesn't do that too 
well, either.

"Grand-Old-Girl" (Badio) is the

sage pand and doesn't do that too well, either, "Grand-Old-Girl" (Radio): is the feature, running 70 minutes and so that the same part of the stage and is not bad at 80 minutes, but could be improved by cutting. Opens with a line number that is fast enough for closing except that chorus appears uncertain of her own measure. The m.c. falls to identify her, but maybe she's Rosalind Kirkland, as of the theater's style of the same part of the the same part of the s

ming kirkland, as of the theatre's signboards,
When the m.c. announces the Carlos, Lita and Mia adagio trio, he makes it sound like something else,

he makes it sound like something else,
A. tap trio, Pete, Peaches and Duke, are light-shaded colored lads, despite their names. They wear purple Etons atop gray trousers are proposed to the state of t

in that kind of an embrace, close to the pit.

Joe and Jane McKenna split their routine: and. do. their -burlesque routine: and. do. their -burlesque Carlos, Lita and Mia also perform against a girly background. Line appears to be doing an improvised routine, and m.s.h. The McKennas get laughs. They earn them. here's Charles Allen, winner of the theatre's recent amateur contest. He uses a mile to make his voice sound even more loud than it already the second of the control of the c

### Metropolitan, Boston

Metropolitan, Boston
Boston, March I.

Keynote of this week's stage offering at the Met is the pa. of Kitty
Carilale, from pictures. Miss Carlisle is spotted at end of the bill
and on show caught it was evident
ed up the audience to just the right
degree for her appearance.
Miss Carilale's personal appearance, is typical, but in the selection of musical numbers she manition of musical numbers she manition of musical numbers of the the conmumbers, of-as-many-types, she-offered Love in Bloom' as the openfered Love in Bloom' as t

Boston, March 1.

# except for one unfortunate instance, in her introduction. Too bad some one had not tipped her off, but she used, almost verbatim, the lines of Polly Moran in satirizing a personal appearance of a film queen (that old wheeze about the cold camera and the warm, live audience). Miss Moran played here two excellent routines this week; the first a soft country of the control of the c

Philadelphia, March 2.

Philadelphia, March 2.
Clientele of this east Market street vaude-pic house, which is one of the most difficult. In Philly to gauge, seemed to like this week's bill immensely and, although biz Friday and Saturday was not executional, a pick-up was indicated and favorable word-of-mouth should and favorable word-of-mouth should help it achieve a neat week's gross Picture is 'The Best Man Wins

ceptional, a pick-up was inmicated and favorable word-of-mouth should and favorable word-of-mouth should picture is "The Best Man Wins" (Coi).

Stage show is a pleasant outstander after some nather dismais instander after some nather dismais unit, 'Star Dust Revue,' and is dissuinguished by youth and vitaility, with applause freely distributed. Evelyn Farney and Jimmy Byrnes, offering a song and dance number, on their personalities as on their material. Next come the Winstead Trio, billed as Red, Hot and Blue-combining histrumental and vocal her and the star of the same of th

in many weeks. Betty Friedman, ballet mistress, deserves a bow on this one. The state of the sta

on which he climbs up on the three seat positions while riding it as a unicycle control of the c

### ALVIN, PITT.

Doing a little cheating on the Stage this week, figurage incheated in the Stage this week, figurage in change in the stage this week, figurage in change in the cover of the stage this week, figurage in the filled with control all over it plenty keen. Attendance wasn't any too good, with only—a three-quarters down with only—a three-quarters down the stage strength wouldn't have hurt. Show itself only fair and top billing poes to Aunt Jemmia, although the good to Aunt Jemmia, although ment at a downtown nice club. Big Tess-still delivers, carrying a sock as of yore. No mc. this week, with a stepping out in 'one' before each turn and announcing it in a little piece of verse.

Opening has line in a slow garden routine, in which Montes and Marish for only moderate result. Followed by Flying Three, locals who won the Alvin's Sunday night amateur contest and got a week's engagement at roller skates got over only through amateur build-up. A spill, bearing out their non-pro etanding, was of endiess help to the hypothesis help t week. Also promises composers he'll try to help them get a pub-

### Earle, Philadelphia

coe Ates are the subjects and Jayson's technique is workmanlike and
easy. Bebe Sherman, following, got
as voolferous a: reception as anybody. In a style generally remainsman sings "Some of These Days;
Dinah' and "The Object of My Affections." Jimmy Shes and Guy
Raymond, eccentric dance team,
justify their larger type in the bill
justify their larger type in the bill
justify their larger type in the bill
post of the control of the stronger
plenty. Rollo Pickert, also given
special billing, dances in the manner.
of Will Mahoney and ends with a
dance on stills that's also ckay.
This brings it up to Davis him
and and by me of the stronger
plenty. Rollo Pickert, also given
special billings it up to Davis him
and and by me of the stronger
This brings it up to Davis him
and and by me of the stronger
This brings it up to bay in the set
set a his audience with him. He also
offers one new one, Tours Truly is
Truly Yours, which impresses, and
introduces a young blonde lad, mentioned only as Rex, who sings "fish
Eyes Are Smilling."
All in all, a good unit, Waters.

yes Are Smiling.'
All in all, a good unit. Waters.

### PENN, PITT.

Pittsburgh, March 1. A bangup five-act bill that the presence of George Jessel as a sort of m.c.-at-large makes even-more so. Straight vaude has usually been poison in this big de luxer, but Jessel gives the whole thing a neigh-

borly intimacy.
It's the first time for Jessel here

in a movie house, previous visits having been confined to legit and that one-night barnstorming tout hat one-night barnstorming tout hat one-night barnstorming tout hat one-night barnstorming tout of his mitt for a solid clean-up. Jessel's own next-to-closing specialty is sown next-to-closing specialty is sown next-to-closing specialty is sown next-to-closing specialty is a few gags and a meedotes, a couple of songs and the phone bit in which he talks to his mother in the Bronx. But everything packs a wallop and the way that bird dresses up a hold. Disguises it so well that the tag line is reached before you're aware that it's a chestnut, but by that time it doesn't matter practice, as well on the tag line is reached before you're aware that it's a chestnut, but by that time it doesn't matter practice, as to so, a bespectacled, middle-aged kibitzer introduced as his uncle-He's supposed to help his nephew is a tooge, a bespectacled, middle-aged kibitzer introduced as his uncle-He's supposed to help his nephew is a supposed to help his nephew is a formal man and hom-and-hawing, active will be a formal man and hem-and-hawing, active that he will be a formal more and hem-and-hawing, active the heads of the head of head

Lineup for 'Guns'
Hollywood, March 5.
Fred McMurray and Sylvia Sidney will be co-starred in Paramount's 'Guns.'

86th ST. THE RIGHT TO LIVE" and "A NOTORIOUS GENTLEMAN"

Wed. to Fri., March 6 to 8

TRAND

GEO. BRENT, WABREN WILLIAM in "LIVING ON VELVET" Warner Bros.' Newest Hit! Wed. Last Day RUDY VALLEE. "Sweet Music." with Ann Dyors

CAPITOL E

HARDING MONTGOMERY "BIOGRAPHY OF A BACHELOR GIRL" Stage-BOB HOPE, JACK POWEL 45th STREET

81st ST. TO LIVE" and "FUGITIVE" LADY"

### New York Theatres

### PARAMOUNT TIMES

George Raft - Carole Lombard "RUMBA"

RUGGLES OF RED GAP

### RIVOLI

Maurice CHEVALIER

FOLIES BERGERE

RADIO CITY ROCKEFELLER MUSIC HALL EDWARD G. ROBINSON

m 'The

In 'The

In 'The

WHOLE TOWN'S TALKING'

at 11:55, 2:25, 5:08, 7:51, 10:21

ON STAGE: "Highlights." In five scenes, staged by Leonidon ... "O'spheus." by Symphony Ornhestra, Dir. Emo Rapec.

ANY DAY "MURDER ON 25c to 2 A HONEYMOON" Plus Blg. Stage Show 35c to 7 ANY SEAT 7th Ave ROXY Show Value

AYFAIR Broadway at 47th "Red Hot Tires" Lyle Talbot
Mary Astor DEVIL DOGS of the AIL. with James Cagney, Pat O'Brien Starts Friday RONALD COLMAN CLIVE OF INDIA:

ASTOR Bway 45th - At Popular Prices - Midnight Show N. Y. Premiere-Fox Picture

'The GREAT HOTEL MURDER' Edmund Lowe and Victor-McLaglen



GROSVENOR HOUSE, LONDON

### Comparative Grosses for February

(Continued from page 10)

### WASHINGTON

( F 1 / F 1) 1 1	Feb. 7	Feb. 14	Feb. 21	Feb. 28
EARLE (2,424; 25-35-40- 60) High: \$27,000 Low: 6,000	Secret Bride \$20,000 (Rubinoff) (Vaude)	Right To Live \$14,000	Devil Doge \$19,000	Carnival \$20,000 (Jack Benny)
FOX (3,484; 25-35-60) High: \$41,500 Low: 11,000	Night le Young \$18,000 (Phil Baker) (Vaude	Wings in Dark \$23,000	Rumbe \$20,000 —(Geo-Givot)	After Office Hours — \$28,000
KEITH'S (1,830; 25-85-60) High, \$21,000 Low, 3,000	Girl of Limberlost \$7,500	Grand Old Girl \$4,000 (5 days)	Murder On Honeymoon \$3,000 (5 days)	Good Fairy \$10,000 (9 days)
PALACE (2,363; 23-35-60) High. \$32,000 Low. 6,000	Bengal Lencer \$24,000	\$15,000 (2d wk)	Copperfield \$23,000	Copperfield \$18,000 (2d wk)
COLUMBIA (1,203; 25-40) High. \$19,000 Low. 1,100	County Chairmen \$5,000 (Repeat)	Enter Mademe \$4,000	Helidorado \$3,500	Bengal Lencer \$6,500 (Repeat)

### DENVER

Coming of Allinson I	Feb. 7	Feb. 14	1 Feb. 21	Feb. 28
DENHAM (1,500; 25-35-50) High: \$16,000 Low: 2,000	Bengal Lenter \$8,000	Lancer \$4,000 (2d wk)	Gilded Llly 6,000	Wings in Dark \$5,500
DENVER	Bernum	Copperfield	Clive of India	
(2,500; 25-35-50) High. \$27,700 Low. 3,000	<b>\$</b> 5,000	\$11,000	\$7,500	Spring \$4,500
ORPHEUM (2,000; 23-53-50) High, \$20,000 Low, 3,000	Bordertown \$5,000	Baboona \$3,000 (New Low)	Devil Dogs \$7,000	Sequoia \$4,000
PARA: MOUNT (2,000; 25-40) High, \$22,000 Low. 1,200	County Cheirman and Band Plays On \$1,600 (Repeat- split)	Jealousy, White Liee and Night Is Young \$1,500	1st World War and Copperfield \$2,750	Copperfield, Red Hot Tires and Meybe It's Love \$1,750

### CINCINNATI

100	Feb. 7	Feb. 14	Feb. 21	Feb. 28
ALBEE (8,300; 35-42) High, \$33,500 Low 5,800	Copperfield \$15,500	Wings in Dark \$12,000	Clive of India \$11,000	Good Fairy \$10,000
PALACE (2,600; 35-42) High. \$28,100 Low. 4,500	Gilded Llly \$10;500	Baboone \$9,500	Rumba \$9,500	One More Spring \$11,500
LYRIG (1,400; 35-42) High. \$28,900 Low. 2,900	Bengal Lencer \$5,000 (Repeat)	Copperfield \$10,000 (8 days)	Playe On \$5,000	Chan in Paris \$5,000 (6 days)
KEITH'S (1,500; 85-42)— High. \$22,100 Low. 3,000	White Cockatoo - \$3,000	Carnival \$5,500	Woman in Red \$5,500	Devil Dogs \$9,000

### **NEW HAVEN**

15 of 12 of 1	Feb. 7	Feb. 14	Feb. 21	Feb. 28
PARA- MOUNT (2,348; 35-50) High, \$21,000 Low, 2,600	Bengal Lancer \$8,700	Wings in Dark \$9,200	Gilded Lily and Home on Range \$8,900	Rumba and Sing Sing Nights \$6,500
POLI'S (8,040; 35-50) High. \$20,000 Low. 4,200	Copperfield \$11,400	Secret of Chateau and Little Minister \$7,800	Clive of India and Best Man Wins \$7,500	County Chairman and Mystery Woman \$7,000
SHERMAN (2,200; 35-50) High: \$16,000 Low: 1,500	Right to Live and Red Hot Tires \$4,000	Woman in Red \$9,000 (Will Osborne)	Gigolette and Rocky Mt. Mystery \$3,000 (6 days)	Devil Dogs and Women Must Dress \$6,500

### SEATTLE

100000000000000000000000000000000000000	Feb. 7	Feb. 14	Feb. 21	Feb. 28
FIFTH AVE. (2,400; 25-40) High. \$26,000 Low. 2,500	\$5,400 (2d wk) 5 days)	Bengal Lancer \$12,100 (9 days)	County Chairman \$6,400	Copperfield \$10,200
PARA- MOUNT (8.100; 25-35) High. \$21,000 Low. 1,600	Behold My Wife \$8,100 (Vaude)	Wicked Woman \$3,700 (6 days)	Wings In Derk \$5,800	Baboona and Chan in Paris \$8,100
LIBERTY (1,900; 10-15-25) High. \$12,600 Low 1,700	l'il Fix It and Girl In Danger \$4,100	Broadway Bill \$12,200	Bill \$9,300 (2d wk)	BIII \$6,800 (3d wk)
MUSIC BOX (050; 25-40) High, \$17,000	Right to Live \$2,000	Daily Bread \$2,300	Clive of Indie \$3,100 (Repeat)	Clive \$2,800 (2d wk)

KANSAS CITY					
- 110	Feb. 7	Feb. 14	Feb. 21	Feb. 28	
MIDLAND (4,000; 15-25-40) High. \$35,000 Low. 5,100	Copperfield \$13,400	Copperfield \$7,200 (2d wk)	Clive of India \$9,800	Sequoie \$6,800	
MAIN- STREET (\$,200; 25-35-40) High. \$35,000 Low. 3,300	Meybe It'e Love \$13,500 (Olsen & Johnson) (Stage Show)	Gentlemen Born \$14,000	Society Doctor \$5,000	Scarlet Pimpernel \$5,000	
NEWMAN (1,800; 25-40) High. \$33,000 Low. 4,000	Gilded Lily \$9,600	Wings in Dark \$9,500	Rumba \$9,000	Sweet Music \$8,000	
UPTOWN (2,040; 25-40) High. \$9,000	County Cheirman \$7,100	Chairman \$4,000 (2d wk)	Chairman \$3,400 (3d wk)	Evergreen \$5,700	

### '10 Nights' Triumphs

Birmingham, March 5,
"Ten Nights is a Barroom",
(film) was revived again last
work at the Besemer here, and
was used by prohibitionists as
a climar to their campaign to
retain Alabama's dry laws.
State voted dry.

### Cops Toss Lecture, Woman, Books but OK Picture on Nudism

ston-Salem, N. C., March S. Police slapped a bit of censorship on the Hollywood theatre here, Refused to allow house to continue film performances on 'The Expose of Nudism' until management deleted lecture, appearance of a thinieted lecture; appearance of a thin-ly clad woman billed as Miss America, and the sale of literature on sex.

Theatre agreed, newspapers put it on page one and house was packed.

packed.
Usual show of type with two days
for women only and like number
for men. Police said the film was
okay, but the lecture and woman
were out.

were out.

First time any censorship has been done here by police. Labor unions and ministers were back of the move.

Decision made final an interiocu-tory order issued by Judge Griffin last July for dissolution of partner-ship between the Nassers and N. E. Zelbak in the ownership of the three

### Ackerman to Build Five Theatres in S. F. Nabes

sen reancisco, March 5.
Irving Ackerman returns to Coast
exhibition, in association with a
local group and will break ground
May 1 on three of five nabe 1,000seaters.

### **MINNEAPOLIS**

10 450 450	Feb. 7	Feb. 14	Feb. 21	Feb. 28
8TATE (2,400; 25-85-40) High. \$28,000 Low. 2,500	Bengel Lancer \$7,000	Bordertown \$5,000 (6 days)	County Cheirman \$7,800	Kld Millions \$7,000
ORPHEUM (2,890; 25-85-40) High. \$25,000 Low. 2,000	Enchanted April \$7,500 (Vaude)	Grand Old Girl \$13,000 (Weaver Bros.)	Babbitt \$12,000 (Olsen Johnson)	Good Feiry \$8,500
LYRIC (1,800; 20-25) High. \$17,000 Low. 1,200	Gey Bride \$2,100	Helidorado \$2,300	Secret Bride \$2,000	White Cockatoo \$1,800

### **BIRMINGHAM**

ALABAMA (2,800; 30-35-40) High. \$29,000 Low. 3,500	Here's My Heart \$7,500	Exciting Adventure and Winge In Derk	Gilded Llly \$5,600	County Chairman \$7,700
	100 mg	\$8,000 ('Amos 'n'. Andy')	72.48	
8TRAND (800; 25) High, \$5,100 Low, 800	West of Pecos \$2,200	Under Pressure \$1,600	St. Louis Kid \$1,900	Peck'e Boy and Lottery Lover \$1,600
EMPIRE (1,100; 25) High. \$12,000	Dragon Murder \$2,400	Evergreen \$2,000	Bebbitt \$2,500	Carnives \$2,200

#### PORTLAND, ORE.

And the second	Leb.	F 60. 14	Feb. 21	Feb. 28
BROAD- WAY (2,000; 25-40) High. \$21,000 Low 2,500	Wicked Woman and Band Playe On \$4,000	Society Dector and Murder in Clouds \$3,700	Copperfield \$5,600 (Repeat)	Copperfield \$4,200 (2d wk)
UNITED ARTISTS (1,000; 25-40) High, \$13,200 Low, 1,200	Copperfield \$7,600	Clive of India \$5,000	Clive \$3,000 (2d wk) (5 days)	Sequoie \$5,400
PARA- MOUNT (3,000; 25-40) High. \$16,000 Low. 3,000	Bengel Lancer \$9,000 (Vaude)	Wings in Dark \$5,800	Gilded Lily \$7,200	Broadway Bill \$8,400

IACOMA					
(1887) The state of	Feb. 7	Feb. 14	Feb. 21	Feb. 28	
MUSIC BOX (1,400; 15-25-85) High. \$10,500 Low., 1,100	Here'e My Heart, Man Reclaimed Head and Lightning Strikes Twice \$3,400 (Vaude-Split)	Sweet Adeline, Live Agein and Red Hot Tires \$2,600	Menace, West of Pecos and Behold My Wife \$3,100	Romance In Manhatten, President Vanishes and Maybe It's Love \$3,700	
ROXY	County	Outcast Lady	Broodway	Bill	
(1,300; 25-35) High: \$7,000 Low: 2,000	Chairmen \$5,800	and Every Women Knowe \$3,300	Bill \$7,100 (8 days)	\$5,300 (2d wk)	
" S SA 5 / W. Y.	er eight out their	(Split)		en proportion and the	

MONTREAL				
32 20 1. 1. 1.	Feb. 7	Feb. 14	Feb. 21	Feb. 28
PALACE (2,700; 50) High. \$18,000 Low 4,500	Forsaking All Others \$13,000 (10 days)	Dark		
CAPITOL (2,700; 50) High. \$30,000 Low. 5,000	Monica and Sweet Adeline \$8,000	Bengal Lancer \$18,000	\$10,000 (2d wk)	Bachelor Girl and Maybe It's Love \$9,000
LOEW'S (8,200; 50) High. \$18,000 Low. 3,000	Secret Bride \$10,000 (Vaude)	Romance in Manhettan \$10,000	Band Plays On \$12,000	Wings In Dark and One Hour Late \$8,000
PRINCESS (1,000; 50) High. \$25,000 Low., 3,500	Greater Glory and Lady By Choice \$6,000	Helidorado and Transetlantic \$6,000	Broadway Bill and Among Missing	Bill and Missing \$7,000

## Pittsburgh Price Cutting War Ends. Fulton Going 40c; Low Scales No Help

### NASSER BROS. WIN

Court Gives Them 8 Houses For merly Partnered by N. E. Zelbak

San Francisco, March 5.
Control and ownership of the New
Fillmore, New Mission and American theatree is vested in Nasser
Brothers, by a decision handed down
by Superior Judge Griffin. Nasser's
will rush remodeling of the New
Fillmore.

San Francisco, March 5.

Houses will be in the S. F. bay

Pittsburgh, March 5. Pittsburgh, March 5.

First break in film price war here comes Thursday 47) when Fulton, operated by Mort Shea, returns to the old 15-26-40 scale after more than a month at a 250 top. Picture will be "Little Colonel," which was originally pencilled—in—a—fortnight ago but later yanked when Fox refused to cervice house at existing scale.

soals.
Fulton has had a curious experisice with reduced admissions,
Grosses dropped 55% and with no
plok-up in attendance, management
figuring it was fast losing class
patronage it has built up in last
couple of years.

### De Luxere Mey Follow

De Luxere Mey Follow
In meantime, it's understood that
deluxers may follow auit shortly
since low scales haven't been a
panacea for bo. ills. Warners is
trying to prevail on Low's to tip,
tariff to 50c for combo bills and
straight pictures, but so far no
agreement has been reached. This
week Stanley has only Roberta' at
40c, while Penn is giving 'em' AfterOffice Houre' and George Jessel and
Lita Grey Chapith on the stage at
the same price.

the same price.

Alvin's move in establishing an 'early bird' matinee price of 150 lasted only a week, and Harris site. Is back at regular 25-40 scale.

### BALTO. HAS BECOME **GIVEAWAY CONSCIOUS**

Baltimore, March

Baltimore, March 5.
Giveaways have been spreading suddenly among local nabe houses and some operators are expressing alarm. When the Code Authority originally set up the clause that giveaways could be outlawed in any area that voted 75% against the practice, local nabe schibs never polled. At that time but a pair of isolated spots held gift inghts weekly. Thought among the operative would never pinch around here.

Out of less than 50 nabes located, in the city and immediate suburbs, about 15 houses had adopted the practice late last week. About six have designated two nights weekly, for gifts, another precedent.

No hostilities as yet betw 1 those who give and those who don't, but some heated reeling its smouldering. Among those who don't, but some heated reeling its smouldering, among those who don't, but some heated reeling its smouldering. Among those who don't, but some heated reeling its smouldering, among those who don't, out some heated reeling its smouldering. Among those who don't, but some heated reeling its smouldering, among those who don't, but some heated reeling its smouldering. Among those who don't, but some heated reeling its smouldering, among those who don't, but some heated reeling its smouldering, among those who dones are running lotteries. No bank nights yet.

### Canadian Femme Exhib Quits After 20 Years

St. John, N. B., March S.
A. pioneer femme film exhibitor, perhaps the first, has passed from the field with the retirement of Mrs. Emma Davidson, proprietress of the Imperial, Moncton, N. B. Mrs. Davidson started as an exhibitor 30 years ago.

House, 900-seater, has been reopened by J. E. Butler.

### Youngclaus Moves

Lincoln, March 5.

William N. Youngclaus, exhib,
will have his circuit offices at Grand
laland, Neb., where he has the Empress theatre. Intends to build up
his atring within a radius of 50
miles of this central Nebraska town.
First other acquisition is the
State, Central City, Neb., which Joe
Lucas will manage

### MAJOR WB BOOKER

Hollywood, March 5.

E. Port Major, who resigned several months ago as Fox-West Coast film booker, takes over the booking reins for Warners Pacific division theatres.

Jack Storey resigned the spot last week.

### TALLY'S LEGAL FEES

Los Angeles, March 5.
T. L. Tally, operator of the Criterion theatre, is being sued for \$5,586 assertedly due as legal fees. Charge is in connection with Tally's protests against washup of Fox West Coast bankruptcy.

# FIFTEEN BIGGEST **SPENDE**

### Chain Income from Time Sales

	**, ***	NBC		
January February	1935 \$2,894,767 2,592,655	1934 \$2,387,127 2,197,297	1933 \$1,869,885 1,742,784	1932 \$2,635,447 2,571,609
Total	\$5,487,422	\$4,585,424	\$3,612,669	\$5,207,056
	5-01.8	CBS		AND LINE
January	1935 \$1,768,949 1,638,421	1934 \$1,405,948 1,387,828	1933 \$941,465 884,977	1932 \$1,348,842 1,319,414
Total	\$3,407,370	\$2,793,871	\$1,826,442	\$2,668,256

# Feb., '35. Up Over Last Year for Both Nets: NBC. \$2,592,655; CBS. \$1,638,421

Incomes from time sales for NBC and Columbia last month showed an ease-off in either case on the webs upward-stride. Compared to February, 1934, NBC's tally for last month represented a boost of 13.4%, while a like parall NBC to 13 array, 1945, old 20.6% better than it did in January, 34, and the difference between the two months for Columbia constituted an upward nudge of 22%.

22%. NBC's gross for last month was \$2,952,655, exclusive of the Facific link's take, which it is estimated will figure between \$80,000 and \$70,000. In beruary, 34, it accounted 7 \$2,197,297; in February, 33, it garnered \$1,742,784 and for the same

garmered \$1,742,784 and for the same month the year before, \$2,571,699. Columbia turnover of broadcast facilities last month brought it \$1,638,421, as compared to \$1,837, 823 for February, '34, \$884,977 for February, '33, and \$1,319,414 for February, '32.

### Copy-Reading Error Causes CBS to Issue Rate Card Number 21

Immediately after it had issued another rate card to supplement the one, showing the new rate setup, which went out in January, Columbia discovered last week an error in the former (rate card No. 20) and ordered the series destroyed. A third rate card (No. 21) is now on the press and will be distributed among the advertising trade later in the week.

Mistake that set the printer to work again had to do with the tabulation of the network's stations and towns. Instead of 97 stations in 97 cities, the card should have 95 station in 95 cities.

### **Construction Permit Time** Extended to Six Months

Washington, March 5. Effective period of construction permits was raised to six months by Federal Communication Commission

Federal Communication Commission last week, following-complaints of red-tape delay in obtaining extension of three-month certificates.

Outstanding nermits will be given automatic extension until six months from issuing date. Longer term may be obtained when special circumstances require, but, on the other hand, applications for license may be submitted in shorter time if work is finished before six months are up.,

### KGCA, Decorah, Spreads

Decorah, L., March 6.
Station KGCA, Decorah, is upping its daytime signal strength to 250 watts and will open remote control studios in Waukon and Crescov.
Outlet also will seek to build better programs. Charles W. Greenly will remain as manager of the local outlet. Staffs for the other studies not as yet named.

### Brooks Connally Upped

Brooks Connaily Upped
San Antonio, March 5.
Brooks Connaily, chief announcer, has been made program director for KTSA. Connaily came to KTSA from KTAT, Fort Worth.
Walter Beck, lately of KRLD, Dallas, his joined the KTSA staff as announcer. Jim Crocker, lately with WFAA, Dallas, becomes production manager for KTSA.

## ANOTHER CBS DIVIDEND **VOTED**

Columbia Broadcasting System, Inc., last week declared a dividend of 40 cents on its Class A and Class B stocks. It is payable March 29 to all stock on record on March 13. to all stock on record on March 13. Before the declaration of a 50 percent stock dividend about three months ago, Columbia paid 50 cents per share quarterly on both classes of stocks. However, to stockholders who received the 50 percent stock distribution, the March—dividend amounts to a virtual declaration of 80 cents a share, since each shareholder sharing in the atock dividend now has twice as much stock.

### MRS. CURTIS BOK ON WFIL, PHILADELPHIA

Philadelphia, March J.
WFIL last weel: signed Mrs. Curtis Bok, wife of the former philanthropist and donor of the Philadelphia Bok Award, to a weekly series of talks. Debut next Sunday (10).
Show besides Mrs. Bok's philosophizing, will include orneistra and organ with eight voices, and runs sustaining.

organ with eight voices, and runssustaining.

Show is definite catch here, and
marks the entrance of WFIL into
local ether showmanship. Program
will be handled in the ultra manner,
1,000 engraved invites being malled
to an exclusive audience list of
opera and music patrons, etc. Idea
is a build for a future visual show
after Mrs. Bok gets the feel of the
mike.

### KLEENEX GOES CBS DESPITE NBC TEST

Chicago March 5. Kleenex show, 'Story of Mary'
Martin', which has been testing on the birthday of his son, Jos. Jr.
WMAQ, the local NBC station, will get network on the Columbia web on April 1 on a five times weekly basis.

NBC falled to satisfy certain requirements of the advertiser in special coverage. Agency is Lord & into use. Sheets are using it for all laboration will be continued in the columbia with the columbia w Chicago, sairch of Mary Mariin', which has been testing on WMAQ, the local NBC station, will get network on the Columbia web on April 1 on a five times weekly

# 1934 LISTINGS SHOW CHANGES

Blackett - Sample - Hummert Tops in Both Network and Spot Broadcasting on Amount of Coin Spent

NOSES OUT J. W. T.

Latest rating of the advertising agencies on the basis of network time expenditure presents a decided upset over the situation that prevailed at the end of 1933. J. Watter Thompson, which for two seasons led the list, has been nosed out by Blackett-Sample-Hummert, Inc.

by Blackett-Sample-Hummert, Inc.
Latter agency now holds the dual
position of being the top supporter
of broadcasting in both the spot and
national web fields.

Outstanding-comer-upper on thelist is Benton & Bowles, which
within a year has jumped from
eighth—to fourth place. Other
agencies that have made marked
progress in radio's favor as far as

### **Leading Budgets**

Blacke	tt-Sample	\$4,104,412
J. W.	Thompson	4,101,685
Lord &	Thomas	2,930,851
Bentor	& Bowles.	2,392,374
Erwin-	Wasey	2,145,732
	Ayer,	
	& Rubicam	
	&O	
Ruthra	uff-Ryan	1,409,984
	Goble	
Newell	Emmett	1.140,460
McCan	n-Erickson-	1,052,392
Campb	eli-Ewald	970.952
	& Mitchell	
	n Esty	

the nets are concerned are Ruthrauff & Ryan and Stack-Goble. Another strongly on the upgrade is Young & Rubleam.

--Among -those-that-were-formerly-numbered among the first 10 are Lennen & Mitchell, Campbell-Ewald and McCann Erickson. Lord & Thomas, a leader for years when it came to either time or talent expenditures, now fills the trey spot.

& Thomas, a leader for years when it came to either time or tailent expenditures, now fills the trey, spot, with the cut in Pepsodent and Lucky Strike expenditures for radio providing the main reason for the drop.

Blackett -Sample - Hummert not only dominates the web domain in gross billings but supervises almost twice as many programs as does J. Walter Thompson. B-S-H is represented on Columbia by 14 shows and on NBC by eight, while the Thompson count is eight on NBC and four on CBS. Thompson, however, rates as the ace spender for talent in the business, and also as having the largest number of Strand of 6-5 station hookups. Other pilots of big entertainment parrolls are Young & Rubleam and Benton & Bowles.

### Press Lures 9.000 Mob. Radio Only Got 3.000: Lincoln Papers Crow

Newspapers have a proud boast in the competition here with radio as an advertising medium. Last year the theatres turned to radio to put on the annual birthday party which is Joe Cooper's (he's the Lincoln Theatre Corp. head) stunt to honor

# **Top Spending Agencies for '34**

CBS NETWORK Blackett-Sample-Hummert

Blackett-Sample-Hummert
Erwin, WaseFrwin, WaseYoung & Rubleam
Newell Emmett Co.
Batten, Barton, Durstine & Osborn
N. W. Ayer & Son
William Esty Co.
J. Walter Thompson
Frances Hooper
Prances Hooper
Lemmen & Mitchell
Ruthrauff & Ryan
Hutchins Adv. Co.

Hutchins Adv. Co. W. Hellwig

NBC NETWORK

J. Walter Thompson
Lord & Thomas
Benton & Bowles
Blackett-Sample-Hummert
McCann-Erickson
Ruthrauft & Ryan
N. W. Ayer & Son
Erwin, Wasey & Co.
Stack Goble Adv. Agency
Roche, Williams & Cunnygham
Campbell-Bwald Co.
Young & Rubleam

NBC NETWORK

Young & Rubicam Cecil, Warwick & Cecil

# ABC Shrinks Into Regional; Storer Returns to Detroit: 10 Stations Continue Chain

### Dan Tuthill's Title

Dan Tuthill has been appointed assistant managing director of NBC's Artists' Service, under George, Engels. Tuthill formerly was sales manager of the bureau. Tuthill is a former trade paper re-porter, and came to WEAF from the American Telephone and Tele-

### **COAST BASE FOR NBC STILL** IN AIR

M. H. Aylesworth left here for New York, leaving the location for the proposed new NBC headquarters here still in the air.

Network chief, however, back with him details of several deals whereby the chain can acquire property within the Hollywood district, any of which might be put over, following further confabbing with chain execs in the east.

Aylesworth is hoping that arrangements can be made whereby NBC doesn't have to build outright, but can get owner of the site se-lected to do the financing with the network committed to a long leasing

arrangement.

Site of the original Lasky studio at Sunset and Vine was in the cards for awhile, but was discarded on the belief the asking price would be too high. Another possibility is for NBC to take over a part of the Warner Sunset Boulevard studio, which is now dark, but for utilization of one stage by KFWB, the Warner air station.

### Proxying the Great

George B. Storer's network venture is back where it started, a regional link confined to the Atlantic seaboard. With the breakup of the American Broadcasting Co. as a cross-country proposition Tuesday midnight (5) came the retirement of Storer in the capacity of ABS general manager. Though retaining the title of prez of, ABC, Storer is returning to Detroit to take over the active management of his tubermaking factory.

ABC as a resional will consist of

the active management of his tubermaking factory.

ABC as a regional will consist of WNEW, New York: WTNI, Trenton: WDEL, Wilmington: WCBM, Ballimore: WOL, Washington: WPRO, Providence, and WMEXS and WHDH, Boston. Most of these stations were aligned with Ed. Wynn's whilom Amalgamated Broadcasting System and constituted the group that Storer's American Broadcasting System and constituted the group that Storer's American Broadcasting System and constituted the group that Storer's American Broadcasting System fed with sustaining programs before the latter project was oxiended westward to Iowa. Trograms for the ABC seaboard link will originate from WNEW, with WIP and WOL serving a management of the control of the season of the control of the season of the regional. He will act in the dual capacity of general manager and sales manager. In a statement he issued to the mress vesterday. Theselay Storers

general manager and sales manager. In a statement he issued to the press yesterday (Tuesday) Storer declared that the illness of the gen. mgr. of the Detroit tube works made it necessary for him (Storer) to return to that city and take charge of the business.

## **BROKERS TELL STATIONS NOT** TO SIGN

Chicago, March 5. Brokerage boys are playing poli-tics in the NBC station relations sit-uation but not in writing, Brokers who have been leading placers of

Los Angeles, March 5, Impersonations of famous people, with David Broekman's band supplying the musical background, will be aired weekly by Strasska tonth-paste over the Columbia-Don Lee Coast network.

First 15-minute period set for March 22. Extension of network will depend upon results.

### Lillie Picked Up

KNX has made a deal with GMB of Halinium whereby the GMB of Halinium whereby the 13 weeks on the Borden show, a state will rebreakest some of the SXX programs.

Island station will have the such Second 13 week stretch in two.

# **COMMISH HEARINGS ON PAULIST BID** START IN APRIL OR MAY IN WASH.

Central Zone Gets It In the Neck Stations Holler on New Pact

Anticipate Sweeping Radio Shakeup-Everybody Taking Sides in WLWL Time Issue-Would Revamp Wavelength Status of Nine Stations

Washington, March 5,
Agitation over what may be the
most sweeping radio shakeup since
the general realiocation in 1928, is
mounting to a head in anticipation
of Federal Communications Commission hearings on the multi-station shift plan cooked up by the
Paulist Fathers in a last-resort attempt to obtain added time for
WILWIL.

With political and religious con-

tempt to occain access the seventh of the continue to will be continued to the continue to con

Big shot politicians, from Post-aster General James A. Farley Big shot politicians, from Post-master General James A. Farley down to Tammany members of Congress, are being drawn into the controversy as advocates and op-ponents of the shakeup plan mobil-ize undercover support in attempts ponents of the shakeup plan monities undercover support in attempts to set the stage. Huey Long, Vice-President Garner, Senators and Representatives are being appealed to for backing from one faction or another. Whatever the Commish decides will have cour repercussions and possibly serious routiful consequences.

repercussions and possibly serious political consequences.

Principal objective of the real-location plot is to give full time to WLWL, which now operates on a limited-time schedule which in effect amounts to only two days a week. Kicks have come from WWL, New Orleans: WFAA, Dallas, and WJJD, Chicaciopally-world station is reported aligned with the opposition. Protests make hearings automatic.

Affecting stations in every zone

Affecting stations in every zone nd involving five channels, plan

proposes:
propos use present power and operate un-limited hours.

8. WoV, New York, continue on
1130 but share time with

4. WNYC, now using \$10, which
be vacated for WWL and WLWL

operations.

5. WCCO, Minneapolis, move from 810 to 800, continuing present time and power. 5. WCCO, Minneapolis, move 810

800, continuing present time and

to 809, CORLINGING PRESERVATION OF THE STATE OF THE STATE

1,130 clear channel, permit simulta-neous operation by WNYC.

#### Ernst Out, Connor In

Beverly Hills, March 5. rd Connor is the new man Richard Co ager of KMPC here.

He succeds Hugh Ernst, Jr., who resigned last week.

### 'Comrade' Thibault

Woman listener advised Lehn & Fink last week that she had decided not to buy Hinds Honey and Almond Cream any

decided not to buy Hinds Honey and Almond Cream any more because she didn't like the 'Communist atmosphere' of the product's Sunday night. One of the singers on your program, she wrote, is always addressed or referred to as a super that communists and other kinds of radicals use the word commands in addressing other kinds of radicals use the word comrade in addressing one another. I don't see why you have to sympathiz with such people by doing the same

thing en your program.'
Woman, it developed, was suffering from a case of con-fusion. Warbler she referred to is Conrad Thibault.

### **MAY SHUTTER** CHI BUREAU

Columbia is giving thought to shutting down its Chicago artists bureau and band booking department and operating in the midwest sector along different lines. Web figures that its booking interests could function as effectively by putting a man on the road and assigning him to a call on the Chicago territory about every two weeks. Move would eliminate the entire overhead of the Chicago booking office.

No change will be made until Raiph Wonders, manager of the CBS Artists Bureau, has made a visit to Chicago. He is expected to leave for that point within the next week.

Band booking department in Chicago is in charge of Nell Conklin and Paul Low.

works out in this way. According to the NBC time allourent the stations in the eastern time zone have the following hours to themselves to sell on local accounts: 6-10 a.m., mon to 3 pm. 6-7 pm.; 7:30-8 pm., and 11-midnight. This makes a fine selection of time for local selling in the eastern zone.

Left Overs But when moved into the big central zone the time break is not so fortunate. Keeps the central stations to 9 a.m.; gives them 11 a.m. to 2 pm. and from 5-5 in the afternoon instead of the eastern stations 6-7; then there's 6:30 to 7 central time while they do a zor of half-break in getting 10-11 pm. for themselves. But this half-break at the sell of th

### Philip Morris Looking

Philip Notorias auditioning new shows with intentions of changing the style of its Tuesday night NBC shows starting next month. Pro-gram retains Leo Reisman's orches-tra and Phil Ducy as a foundation, but will be embellished with addi-tional talent. Audishes are going on at the Blow agency, New York. New agency has been organized in Cht to handle local spot business both in radio and newspapers. Known as the Tower Advertising Service, Ind.

Nate Caldwell in as radio chief. Caldwell was formerly with Ruthrauff & Ryan here.

# '970' Case Uncovers Plenty Politics as A.F.L., Hearst Maneuver for Channel

More wavelength politics have been exposed to trade observers by the 970 case. This is reported to have placed the American Federa-tion of Labor in a difficult position. President William Green of the A. F. of L. has the matter under ad-visement.

CALDWELL WITH SPOT

AGENCY IN CHICAGO

Chicago, March 5.

visement.

Story reported behind the 970 matter concerns first an agreement in 1932 permitting WCFL, Chicago, the labor station, to use the 970 clear channel controlled by NBC and previously assigned solely to KJR, Seattle, and, second, a resolution passed at the San Fracisco convented to the 970 channel be ground to the 970 channel be ground to labor and WCFL raised to 50,000 wats unlimited time. watts unlimited time

labor and WCFL raised to 50,000 watts unlimited time.

Hearst, inc., Steps. in.
Newest reported maneuver for the coveted channel mentions Hearst Radio, Inc., as seeking to share with a. Texas publisher new station assignments on 970. Hearst has a yen for a transmitter in Albany, N. Y. WCFL is to be permitted to remain on the channel under this arrangement, but the presence of new stations on the band would almost automatically close the door to labor's ambition to have WCFL go to 50,000 watts.

Still another reported figuring in the politics is NBC's desire to provide Hearst with a Chicago outlet to replace KYW. An NBC proposition to lease WCFL from the Chicago Federation of Labor and

guarantee against loss plus a stipu-lated amount of time daily for labor propaganda, was discussed, withdrawn almost immed immediately withdrawn almost immediately when a clause giving NBC the right to asign its lease to a third party interpreted to mean Hearst, brough

Interpreted to mean Hearst, brought a quick protest.
Hearst interests want a radio station in Chicago and want it badly. Practically every station in town is understood to have received a cash offer. Even NEC's main outlet, WENR, got a bid. But money has prevented any sale or takeover deal from reaching consummation and Hearst is still without Chicago outlet. outlet.

Chicago, March 5.
Relations are already cracking between Hearst and NBC here, despite the tie-up of the morning Herald-Examiner with WENR-since its own KXW moved to Philadelphia. Latest break is the scram of the Sunday comics program off WENR, leaving the Herald-Examiner without a radio plug for its funny pages on Sunday. Herald-Examiner made some demands for time favoirs and NBC retailated by forcling the comic program off the air by putting some pecuniary obstacles in its path.

Likely that the another station, either stations of as sustaining. Among stations available are WBBM, WCFL and WAAP.

### **New York Radio Parade**

By Nellie Revell

Richard Himber ork with Joey Nash as vocalist have been airing for Studebaker for the past 10 months on both networks. According to Nash, some four months back Himber requested him to change his name since it was that of a car produced by a competitor of the sponsor. Nash refused claiming name was his trademark. Also saked why the moguis waited till he had been broadcasting for six months.

Six weeks after the request to change his name, Pierre Roche off, Roche, Williams & Cunnyngham Agency which handles the account and a brother-in-law of Paul Hoffman, emir of Studebaker, asked Nash to enter a competitive audition. Nash and three other singers were to be given a number instead of names, and sing one song each at a broadcast with the public making the choice. Nash refused and asked for his release which was not forthcoming. Following this the mention of Nash's name on the program was cut from five times to one.

Agency, said they had no contract relations with Nash and referred to the effect that Studebaker dealers through country have been beefing to home office about having a Nash on Stude show, which caused sponsor to look for another voice. Also that he doesn't want to release Joey whom makes money for Himber and under present contract Himber can spot him elsewhere.

Cleveland Chase Expands

Cleveland B. Chase Co., consolidating its various subsidiaries opening new offices. Going in for off-the-air and studio recordings on Fidelitone with this outlet opening a new studio in Astoria for the off-the-air pickups. Also in this suite will be the Silds Sound affiliate which is sound film aimed at merchandising depts. Staff has been increased.

That's How Pullman Care Are Named

Bill Hawkins set for Outdoor Girl show on CBS. Sponsor dinna like his name so changed to Dick Norton and sent to CBS to arrange for publicity. CBS dinna like Norton and changed to Stanley Stanton. Hawling the CBS of the standard of the CBS to manager to sponsor to CBS to fanily set on Norton. Meanwhile CBS had released yarn as Hawkins, then changed to Stanton and finally corrected to Norton.

We Boys' in Directory Field?

A year and half cack Agnes Moorhead was working for Redfield, Coupe. Agency in this 'Eve in Paris' show. A representative of a radio directory sold the agency a bill of goods and for a sum of dough promised pix and yarn in mag. She was sent to photographer and had pix taken, but nothing ever happened. Recently a reputed agent of another directory contacted Agnes about same sort of proposition and mentioned pix held by photographer. She asked agent what had happened to coin collected for last mag and watched him take a powder.

Kidding on the Square

Teddy Bergman, on with Jack Pear] last Wed, eve. Teddy was adlibbing freely and finally broke Jack up and made him lose his place in
script. This happened a couple of times until Pearl decided to do a bit
of his own ad-libbing. Slapping Bergman on shoulder Pearl said, 'Him,
tomorrow you're fired.' And he was!

Times Ars Tough

Close to 12,000 of the dear honest public wrote in on penny postcards, to say they were among the 5,800 people who wrote to sponsors of The Gumps' on CBS enclosing dime and asking for free gift as per offer. As mentioned some weeks back, a sack of mail containing 5,800 letters and dimes was put into the sponsor's office safe at close of day before a tabulation of names and addresses had been made.

Night the safe was robbed, sponsor explained predicament on air and said, 'We trust those who sent in their dimes will let us know, we'll send the gift, making good on the loss without further cost to them.'

CBS Visitors Am Cook, owner of WFBL in Syracuse; Mortimer Watters, commercial manager of WHEC in Rochester; Tom Gooch, owner of KRLD in Dallas; Scott Howe Bowen, owner of WHEX in Utics; and Frank Jenkins, radio ed of Boston Herald-Traveler.

Frank Jenkins, radio ed of Boston Heraid-Traveier.

Shell Oil has signed for one hour on NBC starting April 8. Spot now used by Gibson Family and once reserved for Lucky Strike. Show not set as yet. Coast Shell Jambores will fold to let this opus take place. Waiter Craig is new supervisor of Life-Saver show and takes over the Kate Smith show with a new routine on way... Florence Marks of CBS press for past five years resigned job last week to keep home fires burning even brighter for Francis Bosley Crowther who is hubby, playwight, drama critic and columnist of NY Times... Freddy Martin to Florida by plane after Vicks show Sunday... Vallee atso few to Florida after his show and won't return till time for dress reheareal on Thursday... Dick Ealiou once all America haft at Michigan and later arranger for the Koy Campbell Singers organizing his own ork again... Williard Robison. Gromback Brow on NEC, will be musical director of a new Jean Gromback show. All the substitute of the Case Long Crow how has settled his squabble Enoch Light ork at Roser on NEC, will be more an extending the control of the Case Long Crow was year older on Sunday.. Only two original members of the Lilac Time troupe in the Lux opus were Jane Cowl and Michelette Burani... Leon Navara wants female singer for St. Moritz ork ... Jack Berger marked 20 years as ork leader and 11 on air and seven at Hotel Astor... Marge Sullivan, secretary to Dick Anderson foto director of NBC and Frank Engster, General Electric engineer, are engaged ... Dorothy Crane of Detroit and Revnic Cumnins ork is a bit of a society deb.

Stand By

New CBS show is '5th Ave. Window Shopper', Rose Laird is sponsor. Plugs beauty products of Rose Laird. Opus will start March 19 on 10 station net at 10:05 to 15 in ayem following the news flash. NY shops will get plugs... Wayne King is supposed to be set to follow Henry King at the Waidorf in May... Press agent for Vincent Lopez advises that he is returning to NY on March 18 For a series of MEC auditions'. This about one of the top name bands on air.. Pick and Pat renewed by Dilis Tobacco for 13 weeks effective March. 15... Frank Novsk out of action for past 16 days with the grippe is better again... Harry Stockwell, the baritone on Whiteman show, is readying for a bit of concert work through the east... Abe Lyman buying into the Paials Royale. Will open in opposish to Paradise and Hollywood, etc... John C. Schramm is new WOR announcer. Ex-NBC production and nustical research dopts and once chief announcer at WBNX... Roger Bower of WOR is this dad... Hal Tilliotson booked Street Singer into 28 dates in 28 towns in Pa....John Charles Thomas leaves the Vince show on the 6th and takes the frau and yacht Masquernder to Florida Keys for a bit of fishing. Returns in April to larger show... Tony Walkeman ABC sports announcer doubling on Sundays as reader of comics for kiddies... Bill Bacher left Saturday to stage the Hollywood Hotel on Coast... Jacob Tarshish is ex-rabib... Essor estures to air with Guy Lombardo on July 1...Helen Hover is back from her Havana journey...Kentucky Winners to sponsor Boston Baseball, broadcasts... Baby Rose Marle for Tastyeast.

# URGE 100-WATTERS ASSN.

### **Prize Example**

Unquestionably one of the worst examples of a commercial plug yet to hit the air was included in the Fleischmann-Vallee program last week (28). It was so far out of line to leave the question as to how many listeners this may cost the program in ruture. It also consummated a direct affront to the theory that any radio program is a guest in the home.

Incident was a short and very frank discourse on constitution, and between a man and woman.

nd between a man and woman.

Plug had the male announcer detailing to the young lady the
angers of constipation and the possible resultant harm from
loient catharties. Then the girl, foiling the announcer, led him
p to the ace plug message by asking what yeast would do for her.

That being the case, the next step in such commercial plugs

nay be:

Announcer—'Alice, if you're constipated, use yeast.'
Alice—'Aw, I'll bet you tell that to all the girls.'
Is radio going nuts?

# **CBS Drops Station Brokerage:** Radio Sales, Inc., Confined to Own Group: Atlass Squawked

Columbia has decided to stop booking spot business for its affiliated stations, Radio Sales, Inc. which was organized last year to solicit spot account for CBS allies as well as stations owned and operated by the network, is slated to have its functions confined to the latter course. Change in policy comes as a result of a plaint put in by Leslie Atlass, gen. mgr. for CBS in the midwest, that the commissions derived from three stations he supervises served as the bulk of support for Radio Sales, Inc. This threesome is WBBM, Chicago; WCCO, Minneapolis, and KMOX, St.

Louis.

-View taken by Atlass was that the 35% deducted from his stations' spot billings was too much and that it wasn't fair to let these outlets go on providing the chief financial sustenance for Radio Sales. Atlass also felt that his stations would be better off, if it had national sales reps who catered to the thresome excluelvely. Concurring with him in this stand were the commercial au-

who catered to the threesome exclusively. Concurring with him in this stand were the commercial authorities for WSSV. Washington, another CBS owned and operated outlet. Under the new arrangement Radio Selections only service WBT. Charlotte, N. C., and WPG, Atlantic City, both also CZS operated.

Don Lee Group

Of the 22 outlets represented in the Radio Sales roster 15 were CBS allied stations. Even before Columbia expanded its spot selling facilities under the Radio Sales incorporation the web took care of the eastern sales interests of the Don Lee network. His the others, the Don Lee stations are due to be cut addrift from Radio Sales. Bob Stephenson will remain in charge of the latter organization.

Stephenson will remain in charge of the latter organization. Columbia went into the business of representing its alles in the spot field shortly after NBC had taken similar steps. Understanding is that the CBS proposition has ac-counted for a neat profit practically from its inception.

### Clyde Wood at WJAY

Clyde Wood, formerly of WGAR is joining WJAY as sales manager and also doubling on air. With Mrs Earl Rohlf, known professionally as Mary Jane, he is beginning a sixa-week commercial under name of

a-week commercial under name of Uncle Clyde, Candy Cod Corp. is sponsoring it for 13 weeks on a nightly fitteen minute spot.
Paul Crutchfiel also has been brought from Milwaukee by WJAY to sing on another new commercial, longest signed by station this season. Dwarfies Breekfast Foods is sponsoring 300 half-hours at six-a-week over a year. Contract a-week over a year. Contract amounts to \$15,000.

### **DENTISTS MAY ADVERTISE**

N. Y. Court Gives Right But Utah

Albany, March 5.

Court of Appeals has decided that dentists may advertise and use any means possible to do so. Court overruled the State Board of Re-

overruled the State Board of Regents ban on use of radio, films, posters, circulars, newspapers and stereopticon alides.
Original action was brought by Fred P. Brown and three other New York-dentists, who had been large advertisers, using the radio and other mediums.

Sait Lake City, March 5.
Both stations, KDYL and KSL,
in Sait Lake City will lose the entire advertising accounts of the
various Dental organizations of the
city if the present bill in the state
legislature is not vetoed by the
Governor.

Governor.

Both hous Both houses have passed the measure which will eliminate ad-vertising from the molar pullers.

## American Oil Passes Un NBC For Spot Biz

Baltimore, March 5.

American Oil Company probably not going network despite fact that for months NBC has been trying to weld a suitable show for outfit, and has piped several programs from N. Y. down to Amoco's h.o. here in

What the oil firm is doing is a What the oil firm is doing is a campaign of spot announcements that debuts next Monday (11) on some 28 indie stations from New England to Florida. Campaign will last fortnight and if deemed successful, more broadcasters will be

added.

Locally, WFBR has been given the account and, to date, has been awarded the largest number of spots given to any one station, 18 to be spread over the 14 days. In New England the Yankee Network's eight broadcasters will handle for the region.

Joseph Katz agency of Balto and N. Y. is placing.

Joseph Katz agency of Balto and N. Y. is placing.

Lamping to London

Frank Lamping sent over from London to take charge of Imperial Broadcasting offices here, has re-turned after about six weeks on this side.

L. F. Plugge, managing director now in California, is expected back shortly to be located here.

Tentative Canvass Opinion with Final Details for Signature N.A.B. Convention Is Suggested

#### CENTRAL SALES

Dubuque, Ia., March S.
Out of the southland, Lynchburg,
Va., to be exact, comes the latest
plan for the 100-wait stations to
step into the advertising limits of the state of

Briefly Allen plan is to form a

actions.

Briefly Allen plan is to form a corporation to be known as 'The 100-Watters, Inc.,' with principal places of business in New York City. Each station, some 100 ell-gible, will be sold three shares of stock, 3100 par value, to insure operation expenses for the first year in aradvertising key city and to be paid, \$100 par value, to insure operation expenses for the first year in aradvertising key city and to be paid, \$100 cash and \$17 as mone of the main provisions is payment of salary and commission to a big shot in the field for sales and organization purposes. One of the phases of the plan is to require equipment of all stations to be first class. Too many stations, Messrs Allen state, have allowed equipment to lapse and in general have let down on other phases of operation. He points out that there is plenty more business the total non-network of business they total non-network of business to fell in the pulment of the strength of similar business by other stations.

of similiar business by other stations.

In the matter of rates they unge
organization for the protection and
stabilization of the 100-watt business throughout the country. It is
pointed out that in some cases a
charge of \$60 per hour is made in
a town of 20,000, while in some instances. 45,000 population centers
pay only a rate of \$20 per hour.

Time sales plan includes stabilization of rates, for the entire
group, or through sectional selection of stations. The association is
to collect and distribute on a
monthly basis, less 15 percent for
expenses when going, with a profit
distribution at the end of the year.

Sign in Colorado

Sign In Colorado

Bign in Colorado

Those putting forth the idea see culmination of the plan during the spring months with final organization-to-be-perfected at the annual N.A.B. convention at Colorado Springs in Jusaded now with time to that the present is an opportune moment to glean spot announcements from the larger agencies through an organization, stabilized along scientific lines and which has something to sell through a real sales and service organization. Messrs. Allen point out stations of 260 to 1,000 watts did \$12,123,301 in business and the 100-watters only \$3,982,886 during 1934.

#### Rambeau's S. F. Office

Chicago, March 6.
William Rambeau Company, exclusive station rep outfit, opening a
coast office and setting up Douglas
A. Nowell as key man in San Fran-

cisco.
Office will serve Rambeau list of
Mutual web, Michigan web, WOR,
WXYZ and WOOD.

# ALLENS, OF WLVA, NBC Acquires Civic Concert Corp.: Harshbarger to Coast: See 200-City Recital Tour

### Piano-Playing Stenogs

Charlotte, N. C., March 5.
Marie Davenport continues
as WBT organist but drops her
job as secretary to manager
Bill Schudt. Too much of a

strain.

Helen Suttle became Schudt's secretary. She's also a planist and will probably broadcast.

# Can't Sue KMED For Sidestep

Portland, Ore., March 5. Portland, Ore., March 5.
Demurrers to the \$33,500 damages
action filed by Mrs. Henrietta Martin, Medford, me. population and the second of radio station KMED, Medford, for Mrs. Virgin's refusal to
allow Mrs. Martin to broadcast in
December were sustained in federalcourt, February 5th, by Federal
Judge McNary,
Judge McNary ruled facts alleged
by Mrs. Martin, president of the
Good-Government Congress, Inc.,
did not constitute a causable action.
Allowing the demurrer automatically dismisses the action, but
Judge McNary gave Mrs. Martin ten
days. In which to file an amended
complaint.

complaint.

Mrs. Martin's complaint against
Mrs. Virgin alleged the operator of
the radio station reduced to allow
her to broadcast a New Year's
speech to members of congress,
thereby damaging her \$35,500 plus
\$4,000 attorney's fees. Judge
McNary held thag the refusal of a
radio station to allow any individual to broadcast did not constitute a
violation of the common carrier ual to broaceast did not constitute a violation of the common carrier clause of the interstate commerce laws, as a radio station is specifically exempt from the common carrier provision.

### \$6.500 TAB OPERA **OUT: AMATEURS IN**

Chase & Sanborn coffee is folding its tab opera series March 17
after a 16-week try and is replacing
it with an amateur show m.c.'d by
Major Edward Bowes. Java packer's Sunday night event will be
similar to the one that Bowes has
been airing over WHN, New York,
since last August.
Cost of the opera broadcasta aver-

seen airing over Wiln, New York, since last August.
Cost of the opera broadcasts averaged \$5,500. Bower amateur stunt has for the past three months been offered—around the—agenoles—for-\$5,500. Opera program has shown a steady decline on the Crossley ratings, with the popularity drop becoming most pronounced after Eddle Cantor stepped into the \$ to \$3.30 spot on CBS for Pebeco. Early in February the J. Walter Thompson agency figured that C. & S. would be amenable to continuing the opera idea, for a second 13 weeks.

#### Radio Education Groups To Meet in Columbus

Annual Institute for Education by Radio combined with yearly assembly of National Advisory Council on Radio in Education will be held at this country. Columbus, O., on May 8, 7, and 8. All phases of radio education are to be discussed at the joint session.

W. W. Charters, Levering Tyson and G. F. Zook in charge.

National Broadcasting Co. has acquired 100% control of the Civio Concert Corp., of Chicago. CCC is regarded in the music field as having the largest organized audience in the world. It has established concert guilds in around 85 cities and towns throughout the United States.

Sue KMED

Sue KMED

Sue KMED

To much of a Suttle became Schudrs, She's also a planies of the NEC Artist's Service, under direction of George Engels. O. O. Bottoff will be general-amanger in charge of, the reversed operations of the CCC. Dema Harshbarger, formerly president of the CCC, artives in New York Monday (11) to Join the NEC Artists' Service. She will be around April 1. NEC is said to ultimately envision a future concert route of around 200 cities and towns in the U. S., in consequence of the NEC-CCC amalgamenton. Conclusion of the deal has revealed that NEC itself had been planning on establishing a concert.

mation. Concussion of the deal has revealed that NBC itself had been planning on establishing a concert stage route of its own, outside of the CCC areas, to cover approxiately 100 U. S. towns. These plans now. come. within the CCC scope of activity. However, tulniment of these plans is not expected entirely until around the close of 1334.

Oct. May Season

Concert stage season runs generally from October to May, but with plans which are stated to be under way NBC hopes to see a more extended season arising.

It is stated to be NBC's policy in mapping its concert stage route not

mapping its concert stage route not to compete in towns which already have established concert managers.

have established concert managers. Only the larger metropolitan cities are so excluded. It-is estimated that the CCC generally runs around 320 concerts yearly.

It is figured that each city on the CCC route will average around four concerts yearly. Routs is to be utilized for band and orchestra, shown as a semiloyed the number of artists employed on a single concert can run anywhere from a single solution of the concert can run anywhere from a single solution to 10 or 15 artists.

# **5 L. A. STATIONS FACING TROUBLE**

Washington, March 5.

Washington, March 5.

Five stations in the Los Angeles metropolitan area are on the spot as the aftermath of deluge of complaints about nature of programs. They face thorough quizz at the hands of the Federal Communications Commission with possible loss of franchises.

Acting unexpectedly, Commish has ordered a hearing on license renewal application of KMPR, Beverly Hills, and directed four others to the state of the complaints of the state of

8-Su-WJZ (Institutional) Reginald Stewart Nathan Milstein 'Campbell-Ewald

GOODRICH

GROVE LAB

Bromine-Quinine WABC Pat Kennedy Art Kassel Or \*Stack-Gobie

\*Stack-Gobie
GULF
7:30-Su-WARO
Chas Winninger
Plekens Sis
Frank Parker
Revellers 4
Frank Tours Orc
\*Cecil. W. & C.

S. GUMPERT

Voice of Romance Rose-Martin

HEALTH PROD.
6-Su-WABC
(Feor-A-Mint)
Amateur Night'
Ray Perkins, M.C.
Arnold Johnson Or
\*Wm. Esty

HECKER II-O

6:15-Daily Fx. Se Su-WABC H-Bar-O Rangers Bobby Benkon Neill O'Malley Fitrence Hadop

Neill O'Mailey
Fitrence Hamp
Billy Halop
Eddle Wragge
John Battlo
Detmar Poppen
Lorraine Panicow
Joe Wilton
John Shea
Peter Dixon
\*Erwin-Wasey

Placett.
Pla

HUDSON MOTOR

HUMPHREY'S (Mcdicine)

(Mcdleine)
10:30 n. m.-S-M-W
F-WEAF
Petor de Rose
May Singhi Breen
Bob Emery
IRONIZED YEAST
7:16-Tu-Th-SaWEAF

Whispering Jack Smith Ruthrauff-R

Smith
Ruthrauff-R
JERGEN
9:30-Su-WJZ
Walter Winchols
J. Walt. Thomp

JOHNSON & SI (Floor Wax) 5:30-Su-WEAF

Kate Smith
3 Ambassadors
William Adams
Jack Miller Oro
Brooke-Smith

# COMMERCIALS

This Department lists sponsored programs on the NBC, CBS, and Mutual neworks arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where one advertises 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).

10-F-WEAF 10-F-WEAF
First Nighter'
June Meredith
Don Ameche
Carlton Brickert
Cliff Soubler
B Sagerquiet Oro
"Aubrey Wallace
CAMPBELL
(Soup).

CARISBAD

4:30-Su-WJZ 7:15-Tu-WJZ

ACME PAINT 6:30-Su-WABC

6;30-9u-WABC.
Smiling McConneil
PHenri, H. & McD.
A. & P.
9-31-WEAF
Harry Horlick
Frank Parker
Porte & Feart
AMERICAN
HOME PRODUCTS

9:30-F-WABC
Hollywood Hots
Dick Powsii
Louelia Parsons
Ted Flo-Rito OroFrances Langford
Muzzy, Marcellino
Joy Hodgee
Robert Montgomery
Ruth Gordon
\*F. W. Armstrong
CARLETON
EN HOVEY

F. John Mad HOME PRODUC (Anacin) 7:30-M-Tn-W-WEAF 'Easy Aces' Goodman Ace Jane Ace 'Blackett-S-H

AM. RAIMATOR
7:39-Su-WEAF
Segurd Nilssen
Hardesty Johnson
Graham McNamee
Blaker (Fr. John's Med.) 7:15-Th-WJZ AMERICAN BOLLING MILLS Alexander Thiode Eva Gingras' Chor. Dwight Meade John W. Queen

6:30-Su-WEAF
Frank Simon Orc
Bennett Chapple
•Gardner-G \*Gardner-Q
AMERICAN
TOBACCO
8:30-Th-WJZ
(Half & Half)
\*Red Trail'
\*N. W. Ayer

Morton Downey Guy Bates Post Ray Sinatri Oro \*Klescwetter AMMOUR

D:30-F-WJZ
Phil: Baker
Gabrielle De Lay
Harry McNaughto
Estelle Jayne
Leon Belasco Oro
\*Lord & Thomes
B. f. RABBITT
1:30-Su-WEAF CARNATI MILI 10-M-WEAR
Lullaby Lady
M L Eastman
"Erwin, Wasey
CITIES SERVICE
8-F-WEAF Lucille Manners Rosario Bourdon O

Mary Sinali Bertrand Hirsch Quartet \*Lord & Thumas HEECHNUT 7:30-M-W-F-WJZ COCA COLA 10:30-F-WEAF Frank Bleck Orc.
James Meiton
Chorus
"D'Arcy
COLGATE-PALM
10-Tu-WEAF

7:30-M-W-F-WJZ
Red Davis'
Burgess Merodith
Jack Rosielgh'
Marion Darney
Elizabeth Ragge
Johnny Kane
Eunice Howard
Jean Southern
McCann-E

Jury Macy Wilmer Walter

Wilmer Walter-Paul Stewart Adelaide Klein Rita Valo Hanley Stafford Chester Stratton Sylvia Lowy Tony Hughes Alice Reinhardt Milton Herman Walter Soderling \*Ruthraum-R

trice Lille aller 4 ren Huli

Jane Eillson

Young & Rubles

A. S. BOYLE

(Floor Wax)

2-Su-WABC

Irving Kaufman

BREITENBACH (Pepto-Mangan) 2-Su-WJZ

Anthony Frome Alwyn Bach McCann-Erickson

licen Douglas
win Delmore
Inerva Plous
mes Melton
ennie Hayton
Senton & Bow
CAMPANA
6:30-Su-WJZ

(Palinelive Soap)
'Rogue Song'
Gladys Swarthout
John Barelay
Al Goodman Or. Oder Southern

McCann-E

BETTER SPEE

INSTITUTE

11:45-Su-WJZ

Your English

Auspitz & Lee 9:30-M-WEAR (ColgateToothpaste Otto Harbach Martha Meare Al-Goodman Orc BISODOL 8:30-W-WABO

10:15 a.m.-M to
Inc.-WEAF
(Super Suds)
Clara, Lu 'n' Em
\*Benton-B "Blacket
"BLUE COAL
116-M-W-WEAF
Feegy's Doctor
Recalline Green
\$30-M-W-WABC
The Shadow
Frank Readick
Allyn Josein
Wighth Shadow
Frank Rendick
Allyn Josein
Betty Worth
Jean Colbert
Faul Huter
Santos Ortego
Juty Macy

COOK'S TOURS 5:30-Su-WJZ

Signatural States of the state

Gypey Cooper Mary Rumrill Ann De Marco Lliyan Perron

Lilyan Perron
12:15-Belly Ex. 8s-WABC
The Gumps
Wilmer Walter
Agnas Moorehead
Lester Jay.
George Graham
Edith Spencer
\*E. W Hellwig
(Face FOOTM
10:36-W-WEAF
Ray Noble Orc
\*Blow WEAF

CBAZY WATER

(Crystals) 8:30-M-WJZ Carefree Carnival

Carefree Carnival
Pipret v WHEAT
CREA-du-WABC
Au-WABC
Alexander Woolloot
R. Armbruster Or
J. W Thompson
CANSTAL CORE,
T.393-4-WBC
Gladys Baxter
Hichard Norton
Gry Carefree
Gry Carefree
Gry Carefree
Gry Carefree
Gry Carefree
Grownalt
B-M-T-W-ThWABC
Buck Rogers

\*McCann-Erickson
BRILLO
12:30-Su-WABC
Tito Guizar
Samuei Amorosi
Joseph Gibson
Lucien Schmidt
Sylvestor Gillis
\*F Presbrey
BRISTOL-MYER:
G-W-WEAF
(2st. Houseles) Buck Rogers
Curtis Arnali
Adele Ronson
William Shellor
Edgar Stehli
Dought Welst
Peggy Allenby
Ruthrauff & R
DELCO
5:48-58-WABC
Art Dickson
Charlie Morgan
\*Goyer Co
EMERSON 9-W-WEAF
(Sai Hepatics)
(linna)
Fred Allsn.
Portiand Hoffs
Jack Smart
Lionel Stander
Elicen Douglas

EMERSON Intimate Revue'
Al Goodman OreJane Froman EX-LAX
9:30-M-WABC
Lud Gluskin
Block & Suily
Gertrude Niesen
\*Katz

FIRESTONE 8:30-M-WEAF Richard Crooks Vocal Ensemble Wm. Daly Orch. \*Sweeny-James

(Tires)
(Ires)
( FITCH 7:45-Su-WEAF Wondell Hall K. W. Ramsey FLETCHER'S CASTORIA 8-Sa-WARD

8-Sa-WARD

8-Sa-WARD

Restrice Lillle

Kilty Lewis

Ruth Carhar

Achro

Aderbert Kingsley

Vicki Chase

Darrell Woodyard

Alfred Seville

Larry Teylor

Henrietta Sch man

Lillian Morton

Leon Roesehrook

O'Young & R

SORD MUTTOR

FORD MOTOR 9-Su-WABC dward Johnson Detroit Symphon 9:30-Th-WABC

FORMAN (Toothpaste) Stories of the Black Chamber

FRIGIDAIRE 10-W-WABC Jack Penri Cliff Hail Leith Stevens Patti Chapin Freddie Rich Orc

GEN. BAKING A:30-Su-WARC

Ernie Stanton Julia Sanderson Frank Crumit Jack Shilkret Orc \*B. B. D. & O. GENERAL CIGA (White Owl) 9:30-W-WABC

Burns & Allen Bobby Dolan Oro GEN. ELECTRIC 12:15-Su-WEAF

What Home Mean to Me' EDNA WALLACE GENERAL FOOI 2:30-F-WEAF 2:10 Dally Ex Sa-Su-WABC Su-WABC
Romance of Hele
Trent
Virgina Clark
Lester Tremayae
Marle Nelson
Alice Hill
Sundra Love
Gene Medilich
Jack Doty
Hazel Dophelde
Blackett

Martha Mears
Jimmy Wilkinson
Al & Lee Reiser
Warren Huil
Frances Lee Barte
'Young & Rubict
9-Th-WEAF

9-Th-WEAF (Maxwell) Frank Mointyre Lanny Ross Lanny Ross Wilson Molesses 'n' Jan'rs Gus Haenschen 8:39-W-WJZ (Log Cabin Syrup, Lanny Ross Harry Ross Harry Ross Beston & B

7-Su-WJZ

7-Su-WJZ
(Jell-O)
Jack Benny
Mary Livingston
Don Bestor Orc
Frank Parker
\*Young & Rubles
GENERAL
HOUSEMOLD
(Grunow Refrig.
10-Sa-WABC

Minn. Symphony Eugene Normandy Anne Campbell • Hays MacFarlen GENERAL MILL 4:45-Dally Ex. Sa Su-WOR 'Life of Mary Southern' Linda Carlon

10:45-W-F-WEAF Betty Crocker Cooking Recipes \*McGord Co. 5:30-Dally Ex. S. Su-WABC Jack Armstrong All American Bo

All American E

4-Daily-WJZ
Betty & Bob
Betty Churchili
Don Ameche
Betty Winkier
Art Jacobson
Carl Bricker
Louis Roen
Blackett GEN: MOTORS 9:30-Tu-WARC

7:45-Th-WJZ Ruth Etting Red Nichol's Ore \*N. W. Ayer

HLEENER
12-M to F Inclusi
-WEAF
'Story of Mary
Marlin'
-Lord & Thomas

KOLYNOS
7:15-Daily Ex
Su-WABO
'Just Plain Bill'
Arthur Hughes Arthur Hughes Ruth Russell James Meighan Curtis Arnall Jos. Latham Blackett-S-H

KRAFT-PHENIX 10-Th-WEAF P Whiteman Orc 10-Th-WEAF
P Whiteman Orc
Lou Holtz
Harry Stockwell
Ack Fulton
Helon Jopson
\*J. Walt. Thomp.

LADY ESTHER 10-Su-M-WABC 8:30-Tu-W-WEAF Wayne King --Stack-Gobie

IAMBERT
PHARMAUAL
(Listerine)
1:40-Sa-WEAF-WJZ
Metropolitan Opera
Traitan-Isolde'
Lawritz Melchlor
Kirston Flagstad
Graddine Farrar
Lambert-Foasley

Lambert-Fessley
LFHN & FINE
Seu-WABG
(Fobeco)
Eddle Cantor
Harry Elnstein
Rubinon
Fed Husins
Fed Husins
Fed Husins
Clip Romance
Clip Romance
Lois Bennett
Conrad Thibault
Lee Fatrick
Don Voorhees
-Bisckman

THOS. LEEMING (Baume Bengue) 8:36-F-WOR Norman Cordon Lucifie Peterson Chorleters 4 Lou Katzman Oro

LIBBY MeNEILL S.M.-W.F. WABS
Adventure Hour Albert Brown Patricla Duniap James Andelin Jesse Push Karl Way

\*J. Walt. Thomps

LIFE SAVERS

8-M-W-WABC
Dlane & Her Life
Saver
Audrey Maeon
Edward Nejl
Vic Arden Orc
Topping & Lloyd
LIGGETT
& NYERS
9-M-WABC

Liliy Pons A Kostelanetz Or 9-W-WABO Liliy Pons A Kostelanetz Ore 9-Sa-WABC Richard Bonelli A Kostelanetz C

LORILLARD (Briggs Tobacce (Muriel Cigars 6:45-Sa-WEAF Sports Review Thornton Fisher \*Lennen & M

LOUIS PHILLIPPI Dally Ex. Sa-Su WABC

WABC
Marie, Little Frenc
Princess'
Ruth Yorke
James Meighan
Paul Stewart
Blackett
GEO. W. LUFT
(Cosmetics)
10-W-WJZ

Hollywood Gossip Jimmy Fidler \*Cecli, W-C LUX 2:30-Su-WJZ

'Hoilday' Claudette Colbert \*J. Walt. Thomps

Sally of Talkies'
Bob White
Basel Loughrane
Henry Saxe
Joan Biane
Marjorie Hannar
\*Lord & Thomas

\*Lord & Thomas MACFADDEN 8:36-F-WABC (True Story) Court of Hum Relations Percy Hemus Arnold Johnson's Ejsis Hitz

Paul Stewart
8:30-Th-WAB
(Liberty)
Edwin C. Hill
Edward Nell
Fulton Oursier
Arnold Johnson
\*Erwin-Wasey

MALTEX 1-Su-WEAF Dale Carnegle Leonard Joy Orc

J. I. PRESCOTT (Oxol) 10:50 a.m. Daily Ex Sa-Su-WABC Jack Fulton Oro. •B. B. D. & O. (Alka-Selter)

(Alka-PRINCESS PAT 9:30-M-WJZ

P'CT'R & G'MBLI 3 Dally Ex. Su-Su-WEAF MODERN FOOD PROCESS CO. 4:15-M-WJZ Charles Soroe Harry Swan Direct

3 Dally Ex. SuSu-WEAF
(Crisco)
The Grisco
The Grisco \*\*Olrect

MOHAWK
CARPET EL. SaCARPET EL. SaLANGE BAWARC
JOHN KAUL
JOHN KAUL
JOHN KAUL
JOHN KAUL
JOHN KAUL
HOPPOT RAWINSON
JANTHON JONES
FIOTENCE MAIONE
HOUSTON RICHARDS
Eddle JATT
\*\*Jlacked-LTF\*\*

\*Blackman
3:16-Dally Except
Sa & Su-WEAF
(Oxydol):
Ma Perkins
Virginia Dayne
Margery Hannon
Kari, Hubel
Will Fornum
Chee, Eggleston
\*Blacker\* MOLLE

MOLLE
7:30-Th-WEAF
Al Bernard
Emil Casper
Theo: Carle
Marlo Cozzl
Milt Rettenberg Ore

Stack-Gobie

MONTGOMEBY

WARD

Stories of The Old
Tostament
Harvey Haye
Hay McFarland
BENA, MOORE
(Painta)
11:30 a. m.-WWARC

Betty Moore
Lew-White
--Direct

JOHN C.

NATIONAL BISCUIT CO

Percy Hemus

10:15-W-WJZ

(Ry Kriep)
Madame Sylvia

\*Gardner\*

RCA RADIOTHON
9-Sa-WJZ
Barry McKinley
\*Lord & Thomas

2:15-Su-WJZ (Dog Food) Don Becker Dog Chats "Henrl, H. & M \*Lord & Thomas
RCA VICTOR
2-W-WJZ
Rey Noble
Gogo de Lys
Al Bowily
John B. Kennedy
\*Lord & Thomas
REAL SILE
REAL SILE og Chats Ienri, H. & McD MUELLER C. 10:15 a. m. Dally Ex. 8a-Su-WABC Bill & Ginger Virginia Baker Lyn Murray • Heilwig

BISOUIT CO.
1:30-Sa-WEAF
Reil Murray Ord
Kavier Cugat (Pro
Benny Goodman Or
Phil Duey
Frank Luther
Carmen Castilla
Connie Gates
Helen Warez
McCann-Erick RED STAR YEAST Ti-Tu-Th-S-WEAF Edna Odell
Phil Porterfield
Irma Glen
Earl Lawrence McCann-Erick ATIONAL MODE

REISER CO. (Shampoo, etc.) 11:15 a. m. Su-WEAF Jack & Loretta Clomens \*Donaliue-Coe

arolyn Fashlor 3:30-Tu-WABC ashlon Show \*Donaliue-Coe REMINGTON RAND 9-F-WABO A. Pryor, Jr., Dir. March of Time Howard Barlow Ore \*B. B. D. & O. R. J. REYNOLDS (Camel Cigarets) Grey

NORSEC
(Toothpaste)
11:45-M-W-F
WABC
W Butterworth
Milton Rettenber
Lou Raderman
Lucien Schmidt.
\*Stack-Gobie

R. J. REYNOLDS (Camel Cigarets) 16-Tu-WARC Cass-Th-WARC Waiter O'Keere Annette Henshaw Alice Frost Jack O'Keefe Louie Sorin Kay Renwick Kayuk Sargent Pee Wee Hunt NORTHWESTERN

RITCHIE CO.

NGRTHWESTERN
YEAS
W.W.F-WJZ
Willia Lee and
Jan Garbor
Jan Garbor
Jan Garbor
Jan Garbor
Jan Garbor
Horothy Page
Bob White
Bob White
Hays MoFarland
FACIFIC BOBAX
S-Th-WJZ
That Vally Days
Joseph Bell
Edwin W. Whitney
Lonesome Cowboy
Joseph Corbic Wild
Lonesome Cowboy
McC.Erick
FACKARD RITCHIE CO.
8-Tu-WJZ
Eno Crime Clues
8-W-WJZ
Penthouse Party
Feg La Centra
Mark Hellinger
Gladye Glad
Sam Ahearn
Emil Coleman Oro
N. W. Ayer

PACKARD SCHOLL CO. 8:30-Tu-WJZ Lawrence Tibbett Wilfred Pelletler 'Young & R PEPSODENT SCHOLL CO.
(Footpads)
7.38-Tu-Th-Su-We)
The Street Singer
Arthur Tracy
\*Donahue & Coe
SELIBY. SHOE
SE-TW-MBC
Mrs. F. D. Rooseveit
\*Henri, Hurst
SILVEB. DUST

PEPSODENT
7-Daily Ex Sat 8:
WJZ
Amos 'n' Andy
PINAUD
(Hair Tonio)
10:30-M-WABC
B Von Haliberg
\*Caikins & H.
PINEE CO. SILVER DUST 7138-M-W-F- WARG The O'Nsills' Kate McComb Jimmy Tansey Ase McAllster Jack Rubin Jane West \*B., B., D. & O. PINEX CO.

1:30 Su-W-F-WAB
Little Jack Little
\*Russell M. Seeds
PHILCO

PHILO
7:46 Adily er. BaBooks L. A. Bo
Books L. A. Bo
Books L. Bo SHELL 6:30-Sa-WAHO 'Sports Review' Eddle Dooley •J. W. Thompson SINCLAIR 9-M-WJZ

Gene Arnold
Bill Childs
Mao McCloud
Joe Parsons
Cliff Soubjer \*Federal
SMITH BROS.
9-Sa-WEAF
Rose Bampton
Scrappy Lambert
Billy Hillipot
Nat Shilkret Orc
\*Homman. T. &

MET. LIFE CO. FREMIER PARST Robert Strause (142-Dally West)
FOR Philes Parse Philes Parse Philes Phi

SPARKS WITHINGTON 4-Su-W.IZ lly Coburn Orc Van Emburgh dwin Wasey SI'RATT (Dog Foods) 5:45-Su-WJZ

5:45-Su-WJZ A Payeon Term Paris & Poart STAND, BRAN 8-Su-WEAF

B-TH-WEAF
(Fleiselmain)
Rudy Valles and Inc.
(Fleiselmain)
Rudy Valles and Inc.
7.98-98-147
Jos Penner
Stefanni Diamond
Garrier Hilliard
J Wall Thomp.
STERLING FROD.
B-TRAWAGO
DEFINE AUM
Berniec Claire
Gue Stefanni Munn
Vivianne Segal
Bert Hirseh.
Bert Hirseh.
Bert WEAF

Onmain and Annual Control of the Con

\*Blackett
5:45-N-Tu-W-ThWABC
(Calif. Syrup Fige!
Dlek. Tracy
Ned Waver
Lestor Jay
Walter. Kinsolla
Charles: Slattery
Rose Kcane
\*Stack. Goble

STEWART-(Alemite)
10:30-Tu-Th-WABC
Hugh Barrett Dobbs
Lyebeth Hughee
Bob McCoy
Art Thorsen
Horace Heidt King Sistere
Steve Merrill
Jerry Bowne
\*Blackett-Son

STUDEBAKER 9:30-Sa-WABC 8-M-WEAF Richard Himber Joey Nash \*Roche-W-C SUN OIL

SUN OIL
6:45-Dally Excep
Sa-Su-WJZ
Lowell Thomas
\*Roche-Williams
6WIFT
6-Su-WEAF
(Meat Products
Sigmund Romber
Wm. Lyon Phelip
Stuart Churchill
Lelia Fisk
2:30-Su-WEAF
(Vigoro)

2:30-Su-WEAF
(Vigoro)
Marlo Chamies

\*J. Walt Thompsot
TASTYEAST
12-Su-WAZ
Amateur Show
Reggy Childs Oro
\*Stack-Gobie TENNESSEE PRODUCTS

(Loma Plant Food) 12:15-Su-WABC E. L. D. Seymour \*Sam L. Croot

\*Sam L. Croot
TEXAS CO.
9:30-Ta-WEAF
Ed Wynn
Graham McNamee
Eddie Duchin Orc
\*Hanff-Motzger
UNION CENTRAI

\*McC.-Brick.
VICK
7:15-M-W-F-WJZ
Willard Robison Or
Quartet
9-Tu-WJZ
Graca Moore
\*Cecil, W. C.
5-Su-WABO
Freddy Martin Orc
Vora Van
Donald Novis
Warren, Etuli Andy Sannella O
Blackett
WELCH
(Grape Juice)
S-F-WJZ
Irene Rich
WESTCLOX
AVESTCLOX
AVESTCLOX
AVESTCLOX
AVESTCLOX
AVESTCLOX
AVESTCLOX
OF THE PROPERTY OF THE PR

ABC-WNEW Start Own Harlem Amateur Show

ABC network exits from the Apollo 125th Street theatre and moves into the Harlem Opera House down the street, to create its own amateur night for exclusive chain airing on Tuesday night, with WAEW as the sole N. Y. outlet. First took place last night (b) from 11 to 12 pm, with 23 stations in on the hook-up, WMCA continues with its regular Wednesday night riot from the Apollo, however.

All Herlem soronities, churches, schools, citobs, studies, etc., are combed thoroughly every week by the two managements to get young the two managements to get young hopefuls on hand for the boob try-

outs.

Willie Bryant is pn.c. ing the Hair-ism O. H. program, which resembles to M. H. program, which resembles to M. H. program, which resembles the legendary of the control of the lay. There is the legendary Tree of Honorous the legendary Tree of Honorous other similar flourishes. Cab. Cal-loway and the Nicholas Brothers on for guest appearances at the initial broadcast. Fred Coll in charge for ABC, working with Frank Shiffman, the house manager. Ted Webbe an-mouncing before the colored nabols

### Two Hartford Stations Boost Simultaneously

Hartford, March 5 Hartford, March 5.

Both local radio stations, WDRC and WTIC, are lifting rates. WTIC, the 50,000-watter, does not increase its national rate, but its local rate takes a leap upwards from 22 to 35% according to time and length of program. Increases follow:

WDRC WDRC
(6 p.m. to 11 p.m.)
OLD
RATE
1 hour. \$125.00
½ hour. 77.00
½ hour. 40.00
5 minutes. 25.00 NEW RATE \$150.00 00.00 60.00 30.00 WTIC

(6 p.m. to 11 NEW RATE RATE \$145.00. 90.00 57.00. 22.00 15.00 10.00 \$170.00 102.00 68.00 37.00 17.00 12.00

Allen Sisson's Mishap Rochester, March 5.
Allen Sisson of the WHAM staff
suffered painful injury in a radio

Script called for a smashup be-Script called for a smashup between a bakery wagon and hand car. To stimulate the crash, Sisson jumped—on. a packing, box.—It smashed all right, but an exposed nail took a bite out or his foot. He stuffed a handkerchief in his ahoe program as thood and finished tent, before useking medical attention.

WANDER CO.

G. WASHINGTON

B. L. WATKINS
9-Sn-WEAF
Pisrre Lie Kreeun
Raqusi de Carlay
Jerome Mann
Men About Town
Andy Sannella Orc

Dramatic Sorial
Billy Batchelor
Ray Knight
Janet Freeman
Bobby Jordan
Emily Vass
Maurice Eills
Clarence Straight
\*McKee-Albright WANDEB CO. (Ovaitine)
Side-Dully-W3Z
Little Orphan A
Ann Baruck
Ann Baruck
Ed Sprague
Stanley Andrews
Shirley Pell
Slacket
OMAS, WARNER
(Sloan's Linament)
Warden Lawes in
20,000 yrs, Sing
Sing
(Vinca's Cynnas WOODBURY 9-Tu-WABC Bing Crosby Georgie Stoll Ore 7:45-M-W-F-WJZ 'Dangerous Para-"20,000 yrs Sing Sing Sing Wines Sing Wines

dise'
Elsie Hitz
Nick Dawson
\*Lennen & M WRIGLEY PHARMA-CEUTICAL 4:30-Su-WEAF Harry Reser Ray Heathertou Peg La Centra •Jerome B. Gray

WM. WRIGLEY
7-Daily Ex. SaSu-WABC
'Myrt 'n' Marge'
Myrtle Vali Donna Damerel Violet McClare Violet McClare
Ellinor Reilia
Ray McGge
Dorothy Direction
Dorothy Direction
Redge Knorr
Redge Knorr
Redge Knorr
Redge Knorr
Renee Rodler
Ray Appleby
A

Waiter Wicker
Bess Johnson
Irene Wicker
Lucy Gillman
Fred Von Amon
Jean McGregor
"Hutchinson
II a.m.-W-F-WABC
Cooking Close Ups'
Mary Eills Amee
"Hutchinson Tony Wone
Loretta Poynton
Hazel Dophelde
Emery Darcy
Glinna Vanno
Ronnie & Van
Anne Cumpbell
\*Needham
KELLOGG 7-Sa-W-ID-Soconyland Sketches' Chas Webster A. P. Kaye Arthur Allen Parker Fennelly Kate McComb Isabel Winlocke MAYBELLINE (Chevrolet)
Juila Peters
Isham Jones
10-Su-WEAF
(Pontlae)
Jane Froman
Modorn Choir
Frank-Black Or 9:30-Su-WEAF
Penthouse Serenado
Don Mario
Dorothy Hamilton
Chas. Gaylord Orc \*Hutchinson
PLOUGH, INC.
10-W-WEAF

Guy Lombardo
Ricardo Cortez
\*Lake-Spiro-C 3:30-Dally Ex. Su-WJZ Singing Lady freeno Wicker Warren Hull Elmer Feldkamp Terry Shand Male 3 'Young & R.

### **Amateurs Boomeranging?**

The amateur cycle is boomeranging in some quarters so far as radio is concerned. And that doesn't surprise show business. Amateur cycles is pop priced theatres have come and gone at intervals for years. Managers like 'amateur night' for its ability to provide a stage show for the cost of a few prizes. And the less sympathetic part of the population enjoys a chance to jeer at the clumsy entertaining efforts of misguided measures.

'Amateur night' has never had a high place in show business. It was typical of the rowdy houses and neighborhoods. At its best it was a chance for neophytes to get some experience in front of audiences. At its worst it was tinged with cruelty.

Sponsors should think twice before they identify their product with iaughter obtained at the expense of boobs. This refers of course to the bona fide amateur program and not to programs using professional stooges to take the bulk of the panning and purposely of-key. Latter type of horseplay is phoney and will be recognized sooner or later as such. Meanwhile the sponsor that deliberately brings in semi-moronic persons for the sake of the unconscious comedy they provide is trifling with trouble.

No rational sponsor would dream of ridiculing racial, religious or class eccentricities. Yet the eccentricities of individuals are isolated and are perhaps exaggerated reflections of the groups from which the indi-

Whether the current cycle of amateur shows which radio started and which pop variety theatres are now reviving is on the wans or will spread still further, sponsors should have a clear conception of the hazards they are running. Valury's news columns the past several weeks have contained numerous stories of unexpected and dangerous

Stations, of course, are eager to have amateur programs and to cash in locally either through sponsorship or as an excuse for gratis talent in many cases it's just a change of billing for the stations. Their talent has been strictly amateur in status right along. But now frankly

It's axiomatic that good talent commands good wages. And few exceptions to that are observed... Amateura assay about, 005 In dredging up anything worth the trouble. So that 'talent seeking' gloss is generally just an effort to disguise the true nature of the amateur program as an institution. In so far as an occasional talented person does bob up, investigation generally reveals it's some experienced professional trying to get a break through the 'amateur' spotlight.

Vogue for amateurs is easily explained. Radio found an audience for minstrels, a type of entertainment dead and buried in the theatre. Radi now brings 'amateur night', a worn-out promotional stunt of cheap the atres within the ken of millions who possibly never knew such event existed.

Sponsors may feel justified in taking a chance with the amateur thing. But they should comprehend the exact nature of the device. First, it's a dodge for avoiding the salaries of legitimate entertainers. Second, it's a set-up calculated to derive mirth from persons who do not expect to provide mirth that way. And with this information well digested sponsors still willing to go after good will' by such a dublous routs ought to be prepared to pick up their marbles and duck in a hurry if they have to.

Most people do not find it smart to laugh at the pathetic notions of

### **COAST MAJORS UPPING RATES**

Los Angeles, March 5.
KHJ, the CBS outlet here, Issued
a new rate card March 2, with time
prices up from 10 to 20 percent.
This is believed to be forerunner
of a general upping of prices by the
local majors, with KNX, KFWB and
KFI expressed to follow up in with rights

KFL expected to follow suit within

All stations report increased busi An stations report increased business for the first two months of the year over last year, with indications that the quarter will show an average increased gross at the majors of around 20%.

### SARNOFF EXPLAINS **TELEVISION STATUS**

idio Corporation of America in Radio Corporation of America in the annual report mailed to stock-holders last week comes out flatly with the statement that television will not supercede radio broadcasting, claiming that tielvision facilities will be supplemental to radio. Aside from pointing out that RCA is exploring the possibilities as to the practical service range of television, there is little in the report that has not been more or less gen-

that has not been more or less gen-erally known to the trade. General James G. Harbord, chair-man of the board, and David General James G. Harbord, chairman of the board, and David Sarnoff, president, signed the report which claimed that results by Radio Corporation of America in laboratory experiments are equal to or better than those abroad. It also recited that the television problem in Europe.

In Europe.

In this country is vastly greater the line Europe.

In the country is vastly greater than the problem in the U. S.; is impractical in the present state of development, the report implies that the problem untimately will be solved,

#### PLOTTY AFTERNOONS

Stations Fear Housewives Being Talked Dizzy

Chicago, March 5.

Chicago, March 5.

Some tations feel that advertisers are overdoing afternoon scripts. One station in. Chicago, WBEM. has 11 dramatic scripts during the daylight while others range from eight to 10 script periods.

Stations are beginning to wonder if the women can really listen to 10 scripts shows daily and remember the story of each of these continued yarns. And the advortisers must think that the women can really remember all these scripts smust think that the women can really remember all these scripts almed right at the fermme ears.

WIBM afternoon script shows include Jad Saits with the 'Ars. Wiggs' of Cabbage Patch.' Corn Products. Gumpa,' Mohawk Rug 'Five Star Jones,' Louis Phillipe Little Franch Princess,' Hollywood Mask 'Sentimental Seima, Edna Wallace Hopper 'Story of Helen Trent,' Kolynos 'Just Plain Bill' besides more talk and talk in Kon.' James and the statement of the control of out counting the two hours of script shows daily for kid pro

WGN Goes Talk

WGN Goes Talk
WGN carries almost as many
script shows and only last week
added annother six-times-a-weeker
in the new Dr. Lyons Back Stage
Wife' script, and the recent addition of 'Story of Mary Sothern' on
the Mutual web for Cal-Aspirin.
CBS grabs off another script show
on April first when 'Story of Mary
Marlin' moves in for Kleanex. NBC
studies here are overloaded with
script programs both for local and
national consumption with still
more script shows rushing into auditions,

Wayne Miller is new publicist for KHJ, Los Angeles, and Don Bee network. Comes from KFI-KECA.

### Radio Codfish

Paris, Feb. 24.

Name Radio Codfish has been given to the station at Saint Ives, on the French coast, which broadcasts regularly for fishing fleets which sail annually from Breton sali annually from Breton ports for the banks of New-foundiand and Iceland, to fish

for cod.

Fleets have just salled and
Radio Coddsh is functioning.
Father Yvon, chaplain of the
fishermen, had a receiving set
installed on every ship and arranged for the broadcasts.

# **Scattered Spots** For Trans-Radio **By Continental**

First account to undertake the bankrolling of Transradio Press bulleting on a national scale is the Continental Baking Co., packer of the tinental Baking Co, packer of the Wonder-Bread brand. For the time being the campaign is being centered into the Ohlo-Michigan area, with five stations already under contract. It is proposed to book the Transradio service on some 20 stations within the next few week seminute periods of news five days a week for Continental are WBNS, Columbus; WSPD, Toledo; CKLW, Detroit; WADC, Akron, and WHIO, Dayton. All contracts are for 26 weeks.

### **MORE CHANGES ASKED** IN PARIS AIR REGION

Paris, Feb. 24. Interference still bothers recep-

ion in the Paris ian region. Before fans can get broadcasts slearly here, the following minimum reform Cancellation reform program is proposed; Cancellation of Eliffel Tower broad-casts on 1.35 meters, which are badly regulated and interfere with all sorts of, things; ditto for the Tower's 2,650 meter waves, which have overtones that but in on all bands; cut down the Radio Parls wave, which is too broad; get rid of the Morse bands which are mixed in -right -among—the -broadcasting-bands in this country.

#### Caldwell Sponsored

Winston-Salem, N. C., March 5. Gowan H. Caldwell signed to ap-pear for Anchor Store, department store, giving five minute comment on current news. First time WSJS has ever had a program of this kind. owned by Journal and Sentinel, two newspapers here, the only news ever flashed over station was, before the advent of the Press Radio News

Bureau.

Caldwell is a member of the Jour-nai news staff.

### **Eddie Cantor Thinks Abuses** Of Talent Will Lead to an Organization of Performers

### **Cuba Licenses 17**

Havana March 3.

Some 17 stations have been granted new licenses by the Cuban Radio Commission Rest of them, up to 23, must wait till the inspectors ok them.

On Mean 1.

On March I all stations went off the air to change the frequencies and to install the crystal control which every station must have now.

every station must have now... Each station had to broadcast separately for an hour to give the inspectors, the chance to check if they were in the exact frequency assigned and to install the crystal control sealed by the radio commis-sioner.

### SAY WBAL MAY PAY TALENT

Baitimore, March 5. Though Hearst-owned WBAL is eeping the news cloistered under

Though Hearst-owned WBAL is keeping the news cloistered under its hat it is pretty well understood that the station is going to commence—nay, ploneer—paying sustaining talent. Just the precise effect this move is going to have on the other Baito broadcasters' policies is, of course, problematical. Never. In past around have Baltimore sustainers ever been dealt a nickel. Often enough the eager-to-broadcast crew not only works gratis on sustaining, but has been reported doing likewise on commercials, although no one at the moment can be positively thumbhalled who is working on a commercial sams some pay—True, the pay-fromicommercials has been negligible, yet made in negotiable currency and not promises of viture glory. made in negotiable current promises of future glory.

### MINIMUM WAGE SET FOR FR. AIR AUTHORS

Minimum wage scale for authors f matter broadcast in France has een arranged by Parls Authors League and government, and h after, by decree, a writer who be-longs to the league can't get less than its rate for an original radio

If scribbler contracts for a new broadcast, for instance, at less than the statutory rate, the league will collect the difference for him.

H. A. Hutchinson, formerly with KVOO and KTUL, Tulsa now with commercial department of KOMA, Oklahoma City.

## Over 6.000 Cleveland Auditions Turn Up Only Half Dozen Maybes

Cleveland, March 5.

Lack of natural talent in Cleveland with its relatively large population has become a serious problem for local radio stations. Paul whiteman recently commented on this after wearing out an ear listening to auditions.

During his week at RKO Palace, Whiteman listened to about—160 charlies but only two, Velma Nally (with Joe Baidi's ork) and Emily Lane with Tommy Tucker's, were seen tentatively considered.

Possibly a tip-off on amateur talent quests in general are the local findings. Between 6,000 and 8,000 would-be radio stars were stried out by four stations in past iwelve months. Not more than a going to New York March 21 for half-dozen of all these had enough. Kate Smith's finals.

Eddie Cantor, who is president of the Screen Actors' Guild and a members of the council of Actors' Equity Association, expresses him-

Equity Association, expresses him-self as being equally organization-minded for actors in radio.

There are many evils among present radio conditions, and many that can be corrected in orderly feasilon through the right, kind. of, for his sentiments regarding cur-rently proposed unionization of the acting profession in radio.

It isn't the big fellows who are affected by abuses, but the little fellows who get it in the neck in radio as well as in any other busi-ness. Through sensible organization-the little fellows cyulo dotain pro-tection against prevailing, evils, said Cantor.

said Cantor. In Cantor's opinion, among the numerous objectionable hardships placed upon dir performers, the excessive commission charge is the worst. There is no reason, from Cantor's viewpoint, for the exorbitant 30% and 40% and sometimes higher; cutting, up of actors' salaries. It's his impression, that 10% or -15%—is sufficient, and opinion—in which many talent reps themselves concur.

concur.

Cantor points out that the actor usually takes the slap for all or most of the high commish fee, but very often much of it is passed on to the unknowing sponsor.

#### Chicago, March 5.

Chicago, March 5.

Following the recent organization of a presumably social club of radio performers another and rival organization bobs up with the alleged blessing of NBC, or at least certain NBC officials. Spokesman for the second group, tagged the Radio Löungo, is Siewart Dawson, NBC staff announcer.

Insiders are of the opinion that the network does not view with favor the independent social club which now claims to have a membership, of 195 radio performers, the majority, quite prominent and rep-

which now caums to have a membership of 15F radio performers, the majority quite prominent and representing the nucleus of Chicago's regularly employed mike talent. Evidently there is a dark suspicion somewhere that the aims of the so-called Associated Radio-Artists goesbeyond pinochie and sandwiches. Coincidental with the trend toward actor organization has been a renewal with a slightly shriller tone of the old charges of chiseling, favoritism, abuse of talent, etc. And at the same time a definite expression that advertising agencies are kicking talent around is made by the Chicago Musicians Union in its ruling of this week denying gratisparticipation of musicians in speculative auditions.

Lawrence, Kan, March 5.-Lawrence, Kan, March 5.

Veri Bratton, chief announcer of
WREN, is circularizing head announcers on all American stations
seeking reactions to a proposed organization of staff spielers. Brattan
makes a point of stressing that there
is no thought of an announcers'
union. A condition-of membership
calling for the endorsement of the station manager would presumably confirm this assertion.

mrittee of announcers publish a gazine to exchange 'ideas'.

### WHK's Network Show

Cleveland, March 5. Cleveland, March 6.
Shift of "WHK's 'Cleveland Entertains' from Friday night to a
Sunday CBS spot, due to cancellation of another, program, is giving
station another network show

Sunday CBS spot, due to cancella-tion of another program, is giving station another network show using all of its talent. Variety show, which was previ-ously fed to only southwestern cir-cuit, will be relayed through entire Columbia chain for indefinite period. starting March 17 after two-week

starting March 17 atter two-weer lay-off.
Spotted at the Sabbath 1:30 to 2:00 hour, it will consist of Dave Roberts as m.e., Golden Giris trio, WHK's chorus, Manny Rosenberg, with Judy Sherrill, Joan DeVos, Jimmy Ague as sololets. Louie Rich to lead staff orchestra, renamed Gene Armstrong's, for network series.

### ARCO COFFEE NEWS Music, Community Announcements Music, Community 25 Mins. COMMERCIAL WEBC, Duluth-Superior

VARIETY

Music, Community Announcements Se Minas.

WEBC, Dulath-Superior.

WEBC, Dulath-Superior.

Am writing this letter to thank you very much for broadcasting for by dog Tip. He came home which I think was due to your announcing his disappearance: someone music have heard it and turned him loose. It sure is wonderful to middle and I only wish I could express how glad I only wish I could express how glad I am to get our dog back. My lift-tie brother, four years old, was justicle until Tip came home of chearters of the sure of the sure

# \*DIXIE REVELERS\*\*\* String Trio 15 Mins. Sustaining WBZ, Boston

WEZ. Boston

This is a youthful group of two sisters and a brother doing hilbilly sand cowboy songs, from vaude, trying to break into a commercial around Boston. On six days, staggered, weekly, Juanita, 15, plays mandolin, and Buddy, 17, fiddles, Youth is stressed in the announcements and yet their ether work shows polish. Trio has been performing professionally since 1330 and Arkansaw Travelers'.

Boy makes the announcements.

and is better known, sainer 1930
Arkanana Travelera's
Arkanana Travelera's
Arkanana Travelera's
Boy makes the announcements.
Simply, and with a minimum of the
usual clowning that tends to set
Hibbility groups ail in the same
tho cancbrake medicy class. On program—caught they routined their
numbers in a showmanly manner,
alternating slow and fast arrangemention and interspersing vocal and
played. 'Old Dan Tucker,' with
Jewsharp breakin,' Mississippl Valleys Biucs,' Two Tickets to Georgia,
Tilus Eyed, Boy,' with vocal by one.
'Tipo Eared Mule, with a few yips
and yippees; and a square dance for
a, closer, Theme is 'Cumberland'
Mountains'.

# SEVEN DAY RACE Earl Harper, Commentator 15 Mins, Sustaining WINS, New York

Sustaining
WiNS, New York

Main gag of stunt program is
for listeners to get pencil and pa
for the state of the state of the
formation of the state of the
formation of the state of the
formation of the state of the
favorite as announced at first was
formatistand cheering and general
sura of excitement concocted in
smart style. At this event, the
favorite as announced at first was
microphone shifts to the bandstand
for some martial music. Being tried
out for a week. Fault seems to be
lack of clarity. Hard to explain or
understand.

FRANK MUTO

FRANK MUTO

'Down the Bay'
15 Mins,
Sustaining
WNEW, New York
Frank Muto is a Hosrst skip news
photographer. Series is a successprobably recruits from the Hoarst
stable first of all. Which is okay
since that includes some sterling
names. Number one was Robert
L. Ripley, is not new to of legends
and manufacturer of surprises.

Ripley is not new to the foreWarner cameras also. Made an
excellent subject because crammed
full of material. Took charge completely, leaving very little for Muto
to do on the first program. Fresumably the ship Graffeser will be

to do on the first program. Pre-sumably the ship Graflexer will be more conspicuous on subsequent.

IRENE DELROY. Songs 15 Mins.

Signature of the state of the s

forms neat fingerwork on the plano.

BUDDY AND GINGER
With Stephen Rauch, Mary Anne
De Vay and Ralph Ylvisaker s
Jo Mine.

COMMERCIAL
WCCO, St. Paul-Minneapolis
Barely a month old, this dally
program for kiddies has 'em by the
enry to such a degree that—should:
the thing he he here by pattern for juve
air fodder. This stanza has a livejuy, original touch which many
coast-to-coast kid programs utterly
lack.

lack.
Story made its bow with the two
name characters receiving a monkey
from their uncle Dan in Africa.
Ever since, fun has been rip-roaring. Lots of action and excitename characters receiving a monkey from their uncle Dan in Africa. The control of a cities and excitement, but nothing criminal or gruesome. Kids 'Litely organized a neighborhood circus, with suve impresarios asking each kid to brings of a control of a

BACK-STAGE WIFE'
Vivian Fridell, Ken Griffin, Charles
Calvert, Nora Martin, Arthur
Millett

15 Mins.

Drama Serial
15 Mins.
COMMERCIAL
WGN, Chicago
This Dr. Lyons tooth powder
script follows the new style of radio
script follows the new style of radio
struggles to rold Her Rusband desspite the blandishments of other
gals. In this instance the wife is a
little stency from flown who martill the stency from flown who marin the style that the backstage inside stuff and the newspaper reporters' characters are
drawnout of line of the truth is
desert inside stuff and the newspaper reporters' characters are
drawnout of line of the truth is
desert inside stuff and the newspaper reporters' characters are
drawnout of line of the truth is
desert inside stuff and the loudspeaker.

It's a good script as scripts good
of-fashigned and holco accordings
but perhaps right down the main
alley as far as the dishing gals are
conceired.

Overwhelming number of scripts
Coverwhelming number of scripts
of characters are all scripts in the
daytime; almost three hours of
drauna. Do the advertisers really
think that the women can retain
the story continuities of 11 different
day? Looks as if the drama serial
fat is just about reaching the breaking polis.

WATIONAL SEWING CIRCLE With Peggy Clive Style and Dressmaking Talk. 15 Mins. CHEMISTON TO STYLE AND THE STYLE AND

on Thursdays (4:1b). Pattern number is announced Tuesday so ladies to have been acted to the next broadcast. Peggy Cliye, stylist, is topliner. In voice and delivery she's a typical femme fashion spieler. After some fashion spieler. After some to the spiece of the spi

ran amuck in mustering the material.

THE JOKE BOOK
Gars and Music
30 Minn
30 Minn
Spotted in the early morning
Spotted in the large in the shows WCAU is piping to the network pursuant with Columbia's
build-up of the daytime audience.
Frogram, scheduled to hit wine
spot and spotted to the two of a serious task for the broom
wicklers. It all depends upon how
good and the same of a serious task for the broom
wicklers. It all depends upon how
good and the same of a serious task
if it's keen, she'll maintain mental
equilibrium by forgetting about the
radio altogether for the honce. Ite
with this particular Joke Book. Gag
here is to solicit' gags from the
with this particular Joke Book. Gag
here is to solicit' gags from the
with this particular Joke Book. Gag
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here is to solicit' gags from the
with this particular Joke Book. Gag
here is to solicit' gags from the
with this particular Joke Book
as a supplied by Book Book
as a supplied by Book
as a supplied by Book
contributions there might be some
excuse, for this program. But as
it is, the 30 minutes are a comprepulled by Book Book
LEE FRANCIS

Beach Vest

LEE FRANCIS

'LAUGHTER AT MIDNIGHT' Mystery Thriller 30 Mins.

Mystery Thriller
30 Mins,
Sustaining
WiNS, New York
All five Hearst radio stations
have started an interexchange of
have started an interexchange of
have started an interexchange of
saturday (2) with KYA, San Francisco offering its thriller, Taughtier
at Midnight. Local casts in all of
the spots presented the same identical play. All came on at the same
it spots of the same interest of the spots from the south of the
Program gave vent to any number of weird sounds, ranging from
mad giggles to howling dogs. Elements also played an important
part in lending some serie atfor this type of program. Nothing
particularly related to Frisco's
glamorous history in the half-hour
run, Might have been Oshkosh
Local presentation good as far as
the material lasted.

CITY EDITOR'S SECRETS

CITY EDITOR'S SECRETS

OF TAIR

OF TAIR

Sustaining

WFILL, Philadelphia

Alex Griffin, city editor of the

Philly Morning Record, has uncove

for news commentary. Forgetting

current news stories, Griffin's pro
gram is a look at the news behind

the news—an expose of incidents

which never, get the light of day.

The aircast might be termed mere

chatter, but for the fact that each

yarn deals with a front page break

of today or yesterday. His spiel

wille mass meeting to a recent de
lousing of a reporter in a Philly flop

house.

Show opens with overdose of

brewriter Cickling that can

on its own, without effects, Scribe's

delivery is slightly hesitant, but

okay for an ether newcomer, while

the palaver is in city desk direct
himself. Griffin brings his bluntness

to the mike and it makes for a sock

15 minutes. He shows no sympathy

for the news hound who blabbed

almost got brained, and just as

much for a former Record star re
porter, now the governor's secy,

subbed by a nitery hoerd star

of the news hound who blabed

almost got brained, and just as

much for a former Record star

exporter, now the governor's secy,

subbed by a nitery hoerd star

and many moons with credits to a

daily, and the initial venture, though

indirectly, of publisher Dave Stern

to the air. It packs a wallop com
with dramatizations added can be

stretched into a hot thirty minutes.

Gosch.

SIDNEY ANDORN

Gosch.

stem.
Airlng stuff five nights a week at 6:30 (Tuesday to Saturday), Andorn Airling stuff five nights a week at 6:30 (Tuesday to Saturday), Andorn gives variety to programs by reporting on niteries one time, new shows a second night, capsule success stories for third, etc. Best novelty on program overheard was for Al Srat Grotto dress who told of animal thrills and his next year's plans.

conserved that first was considered around the loudmake difference to the forms conserved around the loudmake difference to the form of the form of conserved around the loudmake difference to the form of a week. Farth so the barrow of the form of the form

### Here and There

Ed Nookele readying to shoot the new WCFL, Chicago transmitter be April 1.

Julian Bentley handling both WLS publicity and the editorship of the new magazine,

Guy Robertson about to headling

Leah Clarr, former secretary to Roxy joins WOR New York office.

Walter K. Kelly, former chief and nouncer at WAAT, Jersey City and more recently program director at WRBX, Roanoks, Va., has joined Bess & Schillin, Inc. in Radio City, as production and continuity chief.

Donald von Maltitz, talking bridge and Aurora Gentille, soprano, new to WBBC, Brooklyn,

Marshall Novak, 17-year old tenor

Lawrence King's orchestra from the Victor Hugo restaurant, Beve-erly-Hills, new spot for the film mob, is remoting nightly over KNX.

Dana Ward, femme, added to WKEB, Dubuque, Ia., continuity staff and doing series of dramatic-commercials.

Harry Burge, formerly of WMBC, Detroit, and WMBR, Jacksonville, Fla., has joined the staff of WSPD, Toledo.

WMEX Boston signed off early Friday (1) to permit installation of new equipment in control room.

Al Duffy, former press agent for Shubert Theatres, Boston, now lo-cated in New York as personal rep-resentative for Phil Baker.

Gabriel De Lys has been renewed for 13 weeks by Armour.

NBC's elaborate varsity show spheduled for Monday afternoon A at 2 p. m. was called off due to inadequate orchestrations. Son hits from Harvard's Hasty Pudding club, Princeton's Triangle club, Pennsylvania's Mask and Wig club and Columbia's revue were set.

Don Werthing is now handling the sports program for WSGN, Bir-mingham

Billy Hassell, manager of CKCD, Vancouver, has organized a personal appearance troupe called Uncle appearance troupe Billy's Radio Show.

Al Meffat, prez of WMAS, Spring-ield, back from his holiday in field, back Florida.

Eleanor Talcott in Boston for more singing on Pacific Oil Parade with Ranny Weeks over WEEL

E. W. Craig, vice president of the National Life and Accident Insurance Co., in charge of WSM, re-turned Friday from a two weeks' stay in Mexico.

Clairs Weidenser, program director of WKBB, Dubuque, Iowa, has resigned to accept a post on the announcing staff of WOWO, Fort-Wayne, Ind.

Hilda Woehmeyer of WOWO, Fort Wayne turning out most of the continuity and press releases now for that outlet and its associate, WGL.

### Gilbert Seldes Off WHN

Gilbert Scides who did a nightly series of Broadway show observations over WHN. Now York, has exited from the airways for the time being. Crick just couldn't get used to making the studio on the dot, and said he had never worked on definite schedule before anyhow. Reviewer was airways five or ten minutes late which kept the studio planiat improvising until he made; his appearance.

his appearance.

### Radio Collaber Sues

Radio Collaber Sues
Phil Rapp, through Attorney
Samuel J. Schwartzman, seeks an
accounting from David Freedman
for alleged overdue royalty payments claimed from collaboration
on the last Ziegfeld 'Follies' and
'Life Begins at 8;40'.
Rapp claims a 25% interest and
that royalty payments ceased when
he began solo writing for Eddle
Cantor. Amount sought is around
18,000.

### FCC's Washington Hearings

Hearing decket of the Federal Communications Commission, March b. last week by addition of more than a dozen more applications as commission granted two pleas for permission to erect new 100-watt transmitters. Majority of last week's action was routine. New station grants go to Ardmorete Publishing Co., Ardmore, Okla, 1210 kc days, and Garden City Broadcasting Co., Garden City, Kan., 1210

No & days. and Garden City Broadcasting Co., Garden City, Kain, 1210 to unlimited, and Garden City Broadcasting Co., Garden City, Kain, 1210 to unlimited.

Transfer of control of WTBO, Cumberland, Md., by sale of majority stock of Associated Broadcasting Corp. was oked.

Goling in for flocks of special experimental authority grants, commissing wave WFLA-WSUN, Clearwater, Fla., right to operate at 1 kw night and 5 kw day until Sept. 1; extended until Sept. 1 permit of WJAR, Providence to use 250 watts additional at night; did same on permit of WMT, Waterloo, Ia., to operate on 500 kc 1 kw night and 2½ day; and ditto with grant of WGBI, Scranton, Penn., to use 250 watts additional. Hearings Set

Cases set for hearing include; KFWB, Los Angeles, increase day power from 2½, to 5 kw; KMPC, Beverly Hills, Calif., change from limited to unlimited hours; KGFT, Corpus Christi, Tex., change frequency to 1380 kc with 1 kw unlimited; C. L. Burns, Brady, Tex., new station on 1210-kc with 100 watts dusy; WRIN, Racine, Wis, increase day power from 100 to 250 watts; Robert K. Herbet, Fargo, N. D., new station on 1310-kc with 100 watts unjmit ed; WMT; New Haven, Conn., shift frequency to 1200 kc 100 watts unight and 250 day; pesch H. Hallock, Vancouver, Wash, new station on 1300 kc with 100 watts dusy; KLE, Denver, Colo. Flock of the color of the color

tion to De Pers.

Turn Down N. C. Station

Commish refused to grant permission for WEED, Rocky Mount, N. C., to operate simultaneously with WEEG, Charlotterville, Va., althoush Latter station's identical plea was sinted for hearing. Petition of WEAN, Providence, R. L. for reconsideration of previous action—was—granted and commish extended special permit to use 250 watts additional at night, putting on an even basis with WJAR, Providence. Reconsideration plea of WKRC, Chichinati, O., falled to win power boost from 500 night and 2½ day to 1 kw night and 5 day without a hearing. Prior permit for WIP, Philadelphia, to boost night power from 500 to 1 kw was recalled and application set for hearing because of protest of WCAO, Baltimore.

Commish disposed of four examiners' reports, granting power boost from 500 to 12 kw for WSMB, New Orleans; denying increase to 500 for WENX, New York, but renewing present license; okaying imove of WHOM, Jersey City, to Hoboken; and denying new station to Norman Baker, Muscatine, Ia.

Naw Antication.

WHOM, Jersey City, to Hononer, and delying new gattern to Norman Baker, Muscatine, Ia.

New Applications carded during the week include:

WMPC, Lapser, Mich., increase power from 100 to 100 night and 250 day; WMAX, Jacksonville, Fla, boost power from 1 kw to 1 kw night and 5 kw day; WTAD, frequency shift from 140 to 900 kc; KWSC, Puliman, Wash, boost power from 1 kw night and 2 kw day to 1 kw night and 8 kw day; KOL, Seattle, Wash, shift frequency from 1270 to 510 kc, increase power from 1 kw night and 2½ kw day to 5 kw; WTRC, Elikhart, Ind, boost power from 100 watts to 100 night and 250 day; Paul Sullivan Andrews, Lewiston, Me., new station on 560 with YTRC, Elikhart, Ind, boost power from 100 watts to 100 night and 250 watts; WHIHH, frequency shift from 830 to 1230 kc; WBNX, New York, power boost from 50 to 100 watts; WBLL, Battle Creek, Mich., Dower boost from 50 to 100 watts; WBLL, Battle Creek, Mich., of WNBO; WGCM, Mississippi City, Miss, frequency shift from 1210 to 1120; WILL, Urbans, Ill, frequency shift from 390 to 580; WBOW, Terre Haute, Ind., power boost from 100 to 280 watts days; Hammond-claumet Broadcasting Copp., Hammond, Ind., new station on 1480 with Calumet Broadcasting Corp., Hammond, Ind., new station on 1480 with 5 kw. days. Times-Herald Publishing Co., Vallejo, Calif., new station or

### PROVINCES O. K. FOR RADIO **CELEBS**

Demand for stellar radio names is again extending beyond the Atlantic scaboard area into the midwest hinterland to accelerate civic events. Those in the coin class have made personal appearances steadily in the N. T. territory, but now the field assumes larger proportions and names are willing to travel overnight to fill important dates. Auto shows, food exhibits, trades expos. Masonic conclaves, etc., are among the institution trades expos. Masonic conclaves, etc., are among the institution events in forking out cash for radio

Talent gets anywheres from \$5,000 to \$500 a week for a job. Bands garner from \$2,000 to \$1,500 a night sarrier from \$2,000 to \$1,500 a night for a performance, though these sroups are generally out on long tours and do not actually enter into this particularly play-date phase. Remote districts were dormant for over a year, but contracts now reveal the fact that business and confidence are on the upgrade definitely. Both NBC and CBS sense this and report extensive activity in the states between N. Y. and Chicago. Detroit, Cleveland, Pittsburgh, Allentown, Harrisburg are among the spots particularly alleve to magnetic air names.

#### Some Examples

Lanny Ross goes to Detroit for a four-day engagement starting March at the Michigan State Exposition to be field in Convention hall.—An-

other NBC headliner will fill out the remainder of the showing. Frank Parker, recently at Cleveland food exhibit: Richard Himber and the exhibit. Richard Himber and the Studebaker Champions played for Zembo Mosque at Harrisburg on Feb. 28. Milton J. Gross appeared before a high school body at Kingston, Pa. on the same night. Bert Lown's orchestra contracted to play at the Southwestern Exposition and Rodeo at Fort Worth starting March South Starting March Starting March

Stoopnagle and Budd were re-cently booked by the General Elec-tric club in Fort Wayne, an indus-trial organization which draws entrial organization which draws entirely from the working-man's class.
H. V. Kaltenborn spieled his news
observations in person before the
South Bend Association of University Women. The Don Hall trio
to entertain at the Allentown Auto
Show from March 5 to 9. All of
these places have revived in spirit
enough during the past several
months to splurge on the entertainment end and come out sheed.

### Sue WHO, Des Moines

Des Moines, March 6.
A \$12,000 suit against the Central
Broadcasting. Co., operators of
WHO, Des Moines, has been filed by
the Stoner-McCray system on a
lease, effective March 1, 1933, on
which rental was to be paid based ceints.

Petition alleges the radio com-any has been holding out under his arrangement.

#### Paid Amateurs

Tastycast will attempt to give its Sunday NBC 'amateur' program a different twist by calling it an 'op-portunity contest.' All talent to be paid.

### Sponsors-Agencies

Johnson's wax readying its new evening show, which will sell auto wax to the men, Will have Don McNeill, Sylvia Clark and the Harry Kogen band. On NBC from Chicago.

McLaughlin coffee going on WGN, Chicago, with a 30-minute weekly shot on Saturdays. Will use a guester on each show with Art Jar-rett and Eleanor Holm set for the initial period.

Dupont, through B.B.D.&O. start. ing spring campaign in 50 key s across the country. Will be eight-week ballyhoo.

Emerson Drug business which in-ludes Bromo Seltzer moves into the Walter Thompson agency April 1.

Shell Oil will retain its Monday 9 to 10 p.m. spot on the NBC Pacific link. Saturday night hour originating from the westcoast will be confined to the area east of Den-

Ed Gardner, who produced the Robinson Crusce, Jr. serial for N. W. Ayer, is now with the J. Walter Thompson radio department.

Morrison and Schiff, Boston, have just made a series of 12 quarter hour disks featuring Al Schenetsky's Jewish Recording orchestra, for usage in the N w England states.

Rod Arkell' last with Kiesewetter Kod Arkell last with Alesswetter agency, New York, heads new radio department of Stedfeld agency, Manhattan. Arkell also broadcasts

National Modes, Inc. (Carolyn Fashions) starts a Tuesday matinee series over 19 GBS stations March 19, with the event originating from the Arnold Constable department store. Placed by Grey Advertising Service.

Socony-Vacuum Oil makes it the ninth year, effective this Saturday (7) for its Soconyland sketches, Renewal applies to 12 stations on CBS. J. Stirling X. Getchell the

Crystal Corp. (Outdoor Girl cos-metics) has renewed, effective April 6, for its Saturday night show on 17 CBS outlets, through the United Advertising Agency.

Birconjel Corp. (contraceptive) is placing 15 minute programs Friday evenings with Betty Gould, organ, and Johnny Muldowney, singer, through Moser & Cotins, Inc., on WMCA, New York.

Francia Gerhart from N. W. Ayer agency now in radio department of Blackman agency, New York.

Martha Deane's hour over WOR, New York, has three new commer-cials for 13 weeks. Astor Coffee, placed through Tracy, Locke &

### Agencies Must Pay Musicians For Auditions, Petrillo Rules

Wipeon, placed through Dawson; wipcon, placed through Freystadt, Inc., and Manhattan Warehouse & Storage, placed di-rect. Patapar Paper, Golden Rich Cheese and Red Heart Dog Foods also get attention from the femme

S. R. Blackstone spent two days in Charlotte as the guest of Bill Schudt, Jr., manager of WBT. Blackstone has three amateur night programs on the station for Tasty-Lax and aspirin.

Johns-Mansville Corp. returns
Floyd Gibbons to the NBC blue
(WIZ) link April 18 for a series of
Thursday night quarter hours.
Hookup will take in 34 stations. J.
Walter Thompson is the agency.

American Radiator has renewed for a Sunday evening musicians on the American Radiator has renewed and its Sunday-evening musicians on the NBC red (WEAF), through the Blaker agency, Extension becomes effective March 17.

P. Lorillard (Brigg's Tobacco and Muriel Cigars) has extended for its Saturday night sports review on the NBC red, effective April 6. Lennen & Mitchell is the agency.

Wrigley Pharmaceutical Co. (Spearmint Toothpaste) is making it another 13 weeks, effective March 10, for the Harry Reser band on the red Sunday afternoons, Jerome B. Gray & Co. agenting.

Ernest Chappell has taken George Podine's place in Donahue & Coe's radio department.

Vick Chemical has extended the Vick Chemical has extended the run of its thrice weekly show (Wil-iard Robison) to April 19. It had previously been slated to come off at the end of the 26th week, or March 29.

Carlabad Sprudel Salts now takes additional time on Friday nights over WHN, ilew York, for a full hour of amateur ravings. Morton Downey and Norman Brokenshire both dragted as permanent fixtures of the hour. Air from 7:15 to 8:15.

Carlyle Stevens, CBS announcer, gets first annual spieling award put out by Batten, Barton, Durstine &

California Perfume has placed 30 quarter-hour musical recordings with Julie Wintz, on 23 stations Luckey-Bowman is the agency.

V. Eugene Moser formerly with KMOX and Don Lee web, joins announcing and production staff of KTAT, Fort Worth.

Chicago, March s.

Elimination of gratia auditions for advertising agencies was one of two important rulings handed down last week by the Chicago Federation of Musicians at a special board meeting held last week under the leadership of Jimmy Petrillo, chief of the union. Other ruling was the okaying of simultaneous broadcasting and recording; a procedure watch had been previously banned with the oxay, however, comest with the musicians. Ban of free auditions at the agencies follows alleged abuses of the gratis privilege by the agencies with the union claiming that out of some 400 auditions at agencies in Chicago in the past three years only four jobs were actually secured by the musicians as the result of these auditions. In the main, the union sarrily gap and without any apecific plan in, and partly grees work and the agencies calling audition after audition just to be doing something and without any apecific plan in, ining. And insually, when finally deciding to take a program, the agencies have been giving the show to the regular staff musicians of the stations or networks. stations or networks.

Price List

Price List.

Regular book price set up by the union for auditions—ac-advertising agencies will apply as follows:

For local broadcasts only the price shall be, per man for two (2) consecutive hours, or less \$2.00.

per man... Besides es

### WHISKEY, GIN AFRAID OF **RADIO**

Chicago, March 5.

It is now clear that itquor advertising campaigns on radio are just dreams. Stations which invested coin in drawing up fancy presentations and in contacting liquor comitons and in contacting liquor companies all over the country are ad-mitting that they might as well have dumped the money into the

have dumped the money into the lake.

While the station rep and other time sellers drew up long list of stations which would take liquor and at what hours and when and how, it was just a great waste of time all-around because despite all these efforts the long-touted liquor advertising failed to materialize. There was some, to be sure, but it was only a drop in the cedar barrel, a couple of spots here, another spot there but nothing that added up into any real money.

Two reasons seem to explain the failure of the liquor money to rush linto radio. First is the fact that the stations that did go out of their way to accept were forced to place certain restrictions on the accounts, linisting on certain types of copy

nestrictions on the accounts, insisting on certain types of copy, and rejecting other splels and by placing the liquor and at disadvantageous spots on the clock. Many of the stations hesitated to take these booze shows earlier than 10:30 p.m. or even before 11 p.m.. Other relaying injuries compared.

# Discovered—2,450,000 Missing Sets

### Columbia Thinks U. S. Census and McGraw-Hill Counted Wrong

Columbia has discovered that it talk about taxing radio sets and has been underestimating the humber of radio homes in the United States by 2,460,000. Network tells has they owned one of these constitutions of the tell states that they owned one of these constitutions and Found, which is being released and Found, which is being released to the advertising trade this week lot in the second of the second to the second to

1934 Purchases

sall around of \$,500,000 ever the total radio homes that CBS estimated there existed in the summer of 1933.

CBS states that it came across the missing 2,450,000 radio deputs by U. S. listens with the checking over a batch of house-to-house surveys made by Dr. Daniel Starch. Until the find-lings of Dr. Starch's corp of bell-pushers were made available to it the web had relied for its ratialists on the U. S. government census of 1930 and the radio set sales figures compiled by the McGraw-Hill prochem, it new appears that the government's census takers didn't government's census

### RADIO SHOWMANSHIP

(Stunts, Tie-Ups, Program Novelties)

Taxl Ride Part of Prize

Taxl Ride Part of orrize
Water Taxl Co. is hitterediatible
tie-up in its aponsored serial. Cultity
or Not Gullty, over WJAY, twice
weekly on wax. Dealing with court
trial, listeners are asked to send in
their solutions of case after each
episode. Ten best verdicts picked
are announced in next program.
In addition to giving winners the
arts tickets are the series of the series of the
licity for its new cabe by taxl-ing
winners to and from show.

winners to and from show.

Ledger-WHAT Tis Up
Philadelphia.

Station WHAT has formed a tiein with its newspaper owner, Evening Ledger, for a series of daily
school lessons. Broadcast is, done
primarily for shut-ins.

Programs are arranged each
Programs are arranged each
school headings and supervised by
Betty Boone of the Penna. Shut-in
Society in conjunction with the
local Board of Education. Subjects
are tagging and the subjects
are tagging and the subjects
the usual school assembly guests,
As a further aid to these ether-

COLUMBIA
BROADCASTING
SYSTEM
Presents

### LITTLE JACK LITTLE

AND HIS ORCHESTRA APPEARING NIGHTLY IN THE SILVER GRILL LEXINGTON, NEW YORK CIT

And on Columbia Records
C.B.S. Coast-to-Coast Network
Thurs. Sat. Sus.
11 P.M. 5 P.M. 11 P.M.

PINEX PROGRAM 

### ROY FOX

AND HIS

BAND

ON TOUR

**B.B.C. NETWORK** 

THE ULTIMATE IN NOVELTY PROGRAMS

# BORRAH

REID'S ICE GREAM

### EMERSON GILL

AND ORCHESTRA

HOTEL WEBSTER HALL DETROIT MCA DIRECTION

studes, the Ledger publishes a dally column under the head of "Do You Know?" which provides pictures and texts for children following the radio lessons. Mall response on the series also shows that a large proportion of the liliterate alien population are taking the broadcast course as well.

### Stop Thief Signals Boston

Stop Thief Signals
Boston.
Under an arrangement worked
out between Paul A. Dever, Massachusetts Attorney General, and
John Shogard, 3rd, crime bunts witwork listeners. Dever has a microphone installed at his desk, with the
privilege of cutting in on the
Yankee web at any time to broadcast a crime fissib.
Idea is to use these facilities only
the control of the control of the concast a crime fissib.
Idea is to use the energency, so
that not only the police of the state
can be warned simultaneously but
the citizenry can be provided with,
for example, a description of the
fleeing criminal.

Meeing criminal

WXYZ's Practical Kitchen
Datrolt.
New note in local radio merchandleing is idea that will take form
March 15 over WXYZ. basic statwork. Addition to its service is the
Home-Economics-Kitchen, wherein
station's advertisers will have products tested and used before housewife audiences daily from, 10 to 4.
Broadcasts of 15 minutes over the
Michigan Radio Network direct
Wife in the state of the sta

### Smart Sponsor Seattle.

Smart Sponsor

Seattle.

Here's a case of a program sponsor who figured it would be better advertising for him not to run his program than to run! In the program than the program than

Schools—Safety—Radio
Lancaster, Pa.
A radio receiver for every one of
Lancaster county's schools, whether
it's a big high school with a large
auditorium or the smallest school in
the district is the goal of WGAL
Lancaster.

the district as the pull-Lancaster. Stunt is being given an added shove by the Lancaster Automobile Club. Special effort to have every school equipped—by—February—22 when the station will broadcast an-nual get-together of the school pa-trols.

trols.

Nearly 3,000 kids, trained in steering other kids safely across roads and streets meet to get medals.

WGAL will pick up at least three hours of program and every school in the entire territory will suspend operations to listen to the airling.

Forewarned
Hollywood. At the risk of a panning from ordinary folk, KFWB is trying a departure with its Sophisticates program.

Listeners will be warned that unless they go for classical music they had better dial of.

'Scientific Wonders'
Philadelphia.
WCAU is currently arranging a
new series of Saturday night broadcasts. Has a tie-in with the Franklin Institute, among the world's
outstanding-seientific nuseums, for
a once weekly program, 'Scientific

Wonders'. Major Thomas Coulson of the institute staff and also a WCAU news gabber handles the Coulson of the institute staff and also a WCAU news gabber handles the Coulson of the Franklin plant by short-wave, introduces a sub series of shows to present weekly demonstrations of unusual electrical quality, and will be considered by Chemica Caldwell on the Columbia chain several easeons ago. A four-hundred seat auditorium allows for an invited auditore.

Tile-in is a neat one for McLein in the fine of the couls will be considered the couls of the couls will be considered the couls of the couls of the couls will be considered the couls will be considered the couls of the coul

Actuative connection with various schools in the Philly area.

Semething New In Noise St. Paul. Thomas Dunning Rishworth's next KSTP Good Deeds Club party at the local Orpheum, slated for Good Deeds Charlvari, in which kide are asked to bring noisemakers just to see how much racket 3,000 healthy youngsters can make when car-blasting for a new high in car-blasting. Having already passed out 10,000 Good Deed buttons to club members, Rishworth is rushing through Saturday's show, which is aired from the theatre over KSTP wires, prizes will be given for the most novel noise-making device.

The straight of the control o

Week.

Radle Drama's Future

When over 200 persons scatteled
with Northwest drama organizations gathered on the University
of Washington campus recently,
for a three-day conference, the radio drama field received recognition.
Hec Chevigny, KOL continuity
writer and dramatist, had the floor
in one of the assesions to speak on,
in one of the assesions to speak on,
University Drama Courses? Chevigny has charge of a U. of W.
extension course in the writing of
radio drama, which was first organized under him three mofiths
ago.

While Theatres Chew Naile.
Spartanburg. N. C.
'See our artists in action,' invited
WFBC (Greenville, S. C.) officials,
so 1,000 or more fans crowded into
the St. Mary's school auditorium to
see the Buck-Rawlings minstreis
and the st. Mary's action to their
and Earle. MGDevit, among other
WFBC artists, participated.

#### Why I Like Podunk

Why I Like Podunk

Lincoin

KFAB has inaugurated a contest by mail through the state. Subject is Why I profer a certain section of the state. Gag is to turnish means of blowing about everybody's trip to Lincoin for three days stay with a conducted tour of all local institutions, business or otherwise, with Foster May (the man on the street) as the guide.

Started as more or less a test of Started as more or less a test of the response was so bears and udden the station has found a big job on hand.

den the station has found a big job on hand.

Tleup may be later arranged with the Orpheum theatre here, which is sponsoring an amateur night pro-gram over KFAB, so the winner will-be worked into a stage show.

Sell Rare Paintings?

New York City.

Rare paintings are to be sold via air auction over WOR. New York City.

Rare paintings are to be sold via air auction over WOR. New York: from the Anderson Art Gaileries of Method 15. Karl Freund, leading the Company of the William of the Company of the

Too Much Beer
On the air only origination, vt.
On the air only origination, vt.
On the air only origination, vt.
On the air only origination or only one hour at noon
WCAX manages to squeeze in anatailers of six brands of beer. Is
trying to get some of the companies
to shift to evening time, but without much luck.
Description of the companies
as only one company has given its
asont.

### Regional Convention Stuff

Dubuque, Iawhen Iowa Oll company dealers,
some 150, from Illinois, Wisconsin
and Iowa, staged their annual convention at the Hotal Julien, Stannual conwKBB threw open the mike to all
attending to say a word or two
to the folks back home.
More than 100 towns were greeted in a very short period of time.

# n a Very ..... Entertain Kids at Hanger Hartfo

Hartford.

Hygrade Oll Company, local dis-tributors of Richfield retained Cap-tain Frederick P. Sansom for regu-lar Saturday morning broadcasts Captain Sansom, a wartime aviator and instructor in a locat flying school supplements the Jimmy Allem program by giving explanations of various flying points that have risen

during the week and asks the youth-ful listeners to send in questions. In co-operation with the Hygrade of the parties of the control of the tot the magars at his Tying field as soon as snow disappears. More than 22,000 members have been en-rolled in this air club from Hart-ford county alone-directly due to the radio program.

#### Gene and Glenn's Safety Club

Gene and Glenn's Safety Club
Cleveland.
Kid listeners are being given a
biggee play by What through
and Glenn. Two singers, who have
worked up a juve following with
their Jake and Lena series, have
started a Junor Safety Police Club
at 10:15 mornings, designed exclus
aspecially ones appointed as monitors, are being guested to give talks
on stop-look-and-listen rules.
Police Sergeant Arthur Both, in
charge of safety direction, also comaking youngsters observe traffic
laws better. Kids who write in are
sent membership buttons.

sent membership buttons.

Ute is Like a Lute
New York City.
Ute instruments, dating back to
the days of Solomon, are the sole
musical flourish on Manhattan's
only Assyrian program which emaform the solomon of the solomon of the solomon
Brooklyn. These overgrown mandoling which later became the lutes
and flutes in a modern symphony,
are strummed with eagle's quillis,
sored by the Damascue Lodge, and
includes native songs in addition
to the prehistoric rhapsofes. Musical library from the homeland is
distinguish one twanging number
from another.

### Life's Little fronies Philadelphia

Life's Little Ironies

WP Le continuing Philadelphia.

WP Le continuing Philadelphia.

WP Le continuing Philadelphia.

Scooping bit dililes

to dilite policy of scooping bit dilites

scooping bit dilites

we made ready to embark for the Fort Myers training season.

The station patform and awatted Mack's arrival. Photographers and reporters from the sheets were also on hand, with the entire bunch looking forward to the team pilotic season hand, with the entire bunch looking forward to the team pilotic season hand, with the entire bunch looking forward to the team pilotic season hand, with the entire bunch looking forward to the team pilotic season hand, with the entire bunch looking forward to the team plotic season hand, with the entire bunch looking forward to the team had held up Mack's car and he pulled in less than ten minutes before train time.

Ignoring the press men complete from the proceeded to spiel about the A's, talking until train time was called. The cameramen, knowing their sheets aversion to radio, heetiated to snap while Mack was babbling.

a consequence, they falled to get any pics at all since the team manager ducked into the car immediately leaving thes air. On top of this, the leg men left the train sans Next day's stories on the sport pages were a digest of Mack's radio talk the night before.

### Explaining Dogma Baltimore

Tom Lyons, WCAO, has given a 15-min, block once-weekly to local Catholic Evidence Guild, a group of Catholic laymen who take turns facing the mike and explaining erudalse to explaining: away false legends and myths.

On the nitely programs no particular stress seems to be taid on casting for converts, rather just forth-olic Church teaches. Periods are

oilc Church teaches. Pealmed at the literate class

Cartoonista Crab Heas

Cartoonista Crab Heas

New York City.

Two WBNX programs have inspired cartoonists over the country
with Ideas, and a third is in the
offing. First was Mae West's admission to Goody Goody Club membership with Cartoonist Dahl of the
Boston Herald gagging the .honor
into six drawings.

Johnstone's
charcoal sietch in the World Telegram having its characters blubber
in the trick Spatari code which the
station introduced some time ago.

Dealers Liks Window Stuff
Syracuse.
Robert G. Soule, In Syracuse.
The stuff of the

picture of some radio artist in a display frame, with the name of the sponsor, product advertised, times of programs, etc.

Reaction from the dealers is very favorable, as the neatness of the display and the artists' pictures stop passers-by.

Canary Program
Oklahoma City,
W. T. Grant Co. anxious to herald
spring, is sponsoring a canary
chorus of 25 birdies over KOMA. on
two broadcasts. Chirping is to be
carried on March 12 and 13.
Bernard Macy assigned to wave
the baton over the floots

### Not Good Impression Baltimore

One of the local stations impressed more, and out program, service listings aimed to create good-will consistently overlopked the matter of correct postage. Listing, covering sven days, is quite a bulky parcel. Station indubtably is innocent but those on mailing list are regularly those on mailing list are regularly that must account for pennies that must account for the extra and lacking postage.

### Lost and Found Offspring

Lost and Found Offspring
Flood of phone calls frow sland.
Flood of phone calls frow sland with the control about lost children has resulted in origin of a 'Missing Persons' broadcast, by WGR at midnight-five times a week on its own time. Police department is co-poerating in furnishing data on wanted person, description of wanted person, description of wanted prespan, description of wanted prespan, description of wanted prespan, description of wanted prespan, description of wanted prespanders. pearances. Wayne Mack announcing.

### ARTHUR TRACY

THE STREET SINGER" Evenings, 7:30-7:45 E.S.T.

WOR WIT W. WOY WYY

### Rocke Productions

RKO Bldg., New York City

# SAM

ok Benny Sun, WJZ Mark Hallinger's Penthouse Program 8 P.M., Wed., WJZ Direction Rocke Productions

### **Jack and Loretta** Clemens

WEAF 11:15 to 11:30 A.M. Sundays VENIDA

9:30-10:30 P.M. Saturdays IVORY SOAP

Rocke Productions

# GEORGE

CALIFORNIA PERFUME PROGRAM

Personal Management NELSON S, HESSE 125 East 56th St., New York City

### Tune in on RADIO'S 7-Ring CIRCUS

CIRCUS NIGHT in SILVERTOWN featuring A

TONIGHT at 10 o'clock Station W 17

JOE COOK with

B. A. ROLFE and the Oprich Silvertown Orchestra TIM & IRENE—PHIL DULY
SILVERTOWN SINGERS and others

Personal Representative
400 Madison Avenue, New York City

#### **CHARLES** PREMMAC TENOR

As PIERRE BRUGNON-Two Years Master of Ceremonies on a Coast-to-Coast Network Singing Songs of Broadway and Paris

As FRANZ—150 Broadcasts for Best Foods, Inc. SINGING SONGS OF ALL NATIONS

JESSE S. BUTCHER

### New Business

#### CLEVELAND

Sal Ru Laz, Gene La Valle in song program for 300 quarter-hours with talks on rheumatic mineral salts, 8:45-9 every morning. Placed direct.

WJAX.

Benesch-Federmann Co., 52 weeks
of Sunday half-hour spots at noon
by Louis Richr's ork, Direct. WHK.

Durkee Femous Foods, three times
a week at 12:16-12:30, using Dorothy
Beckloff, Chester Zohn, Doc Whipple
and Grant Wilson. Placed by Henry
P. Boynton Agency, WTAM.

#### SALT LAKE CITY

SALT LAKE CITY
Western Mooront Co., daily announcements for 28 weeks. KUYL.
Union Pacific Stages, four fiveminute programs, placed through
Ernest Baylor Agency. KUYL.
Hibbs Clothing Co., daily time sigmais for 52 weeks. KUYL.
Mas Mehl, quarter hour programs,
booked indefinitely through Edward
Pctty & Co. Drams featurettes.
KSL.

KSL.

Presbours, Inc., series of vocal recitals featuring the Orpheus Male
Chorus, half hour programs on indefinite contract. KSL.

Grantte Parmiture. Company, one
15-minute program weekly, in addition to regular air features, presenting Sandy McThrift, dialect philosoing Sandy McThrift, dialect philoso-



### UNCLE EZRA (Pat Barrett)

Featured Comedian Sponsored by ALKA SELTZER

BLANKETING THE KEY OF AMERICA. NOW DOUBLING ON 2 NETWORKS; OVER NBC.

# ABE

CALIFORNIA ORCHESTRA COAST-TO-COAST

sday, 8:30 to 9 P.M., EST

(Phillips Dental) WEAF-Friday, 9 to 9:30 P.M., EST

(Phillips Milk)



# BOB

BROMO-SELTZER Every Friday—8:30 P.M. WJZ—NBC This Week (March 1) CAPITOL, NEW YORK Direction LOUIS SHURR AL MELNICK

LU:8 ALVAREZ

"Let's Dance" Program VICTOR RECORDING ARTIST pher and Harry Clark, baritone.

pher and Harry Clark, partone. RStandard Optical Company of Oxiden, Utah, one 15-minute program to the Market Company of Oxiden, Utah, one 15-minute program to the Market Company, one 15-minute program weekly, presenting feature singer and musical accompaniment for indenite length, KSL.

Royal Baking Company, 39, 15-minute programs, presenting, "Tarzan of the Apes," transcription thriller, piaced through L. S. Gillham Agency, Salt Lake, KSL.

BOSTON

An Touraine Coffee Co., 78 30-word

Anouncements, Sundays through
Fridays, beginning March 3.

Through Ingalls Advertising, Boston, WAAC.

Through Ingalls Advertising, Boston, WNAC,
American Oil Co., 10 participations in Yanke Network News Service Broadcasts, one daily, beginning March 7. Through Joseph Katz,
Baltimore, WRAC-WORG-WMAS-WORD-WMER, WLLH, - WICC
WYDEA, WLBWH, - WILLH, - WICC
Dispont, 32 sparticipations in Yarkee Network News Service Broadcasts, Mondays, Wednesdays, Fridays, beginning April 1. Through B.B.D. & O., New York.
WNAC - WEAN - WMAS, - WORG-WHEA, - WICC-WNBH, - WILLH - WILDE - WICC-WTEA.

WNAC - WEAN - WMAS - WORC-WNEA.
WNBH - WLEH - WLEZ - WICC-WFEA.
Penn Tobacco Compony, all base-ball games played in Boston. First game April 17. Through Ruthrauf & Run, New 17th - WHAC-WEAN-WORC - WHAC - WORC - WHAC - WORC - WORD - WHAC - WORC - WORD - WHAC - WORC - WORD - W

Through Aaron Bloom, Boston, 20 Through Aaron Bloom, Boston, 20 Through Beking Co., 13 15: minute programs, Fridays, beginning March 1. Through David Maiklel Agency, Boston, WAAB, A. & P. Stores, hourly time flashes, 38 per week for 13 weeks, Radio Broadcasting Company (agency).

WEEL Borden Company, 43, weeks, Thursdays, 11:30 to 11:45 A.M., through Young and Rubleam, N. T. WEEL Boston. Sketch with two-characters, Started February 21. Houghton and Dutton, 44 one-minute announcements during Cutrent Events. Renewed for third mointh, starting March. 1. David Malkiel Agency, Boston. WEEL Bey State Point Company, 102. The Company of the Compan

WEEL Boston Globe Newspaper, February 4 through March 2. 52 announcements on staggered time. Harry M. Frost Agency, Boston. WEEL

Harry M. Free Verbell Bromley Shepard Company, five minutes preceding Saturday after noon porn by Madeast over red the operas. WEEL Carter Medicine, 156 one-minute announcements over Caroline Cabot's shopping service. WEEL Street

announcements over Caroline Cabot's shopping service. WEEI. Street and Finney agency. Cont products, 60 announcements on Caroline Cabot's program. WEEI. World Broadcasting System. Croft Ale (renewal), February 16 through May 11. Neal O'Harrasports commentator. McCann Brick-Boston Globe, March 4 (renewal), two -announcements -dally, four weeks. Through Frost Agency. WMEX. Glendale Coal Co., Feb. 28, seven

w MEA.

Glendale Coal Co., Feb. 28, sevenannouncements daily, to April 22.

Direct. WMEX.

Direct. WMEX.

NASHVILLE

Faultiess Starch Complany, Kansas

Railtess Starch Complany, Kansas

Railtess Starch Complany, Kansas

Railtess Starch Complany, Kansas

Richards Credit Department Store, Complany, Kansas

The Sort, Ninera, beginning March

The Forty-Ninera, beginning March

The Forty-Ninera, beginning March

The Drive, Ninera, beginning March

The Drive, Ninera, beginning March

The Drive, Ninera, beginning March

The Sorty-Ninera, beginning March

The Sorty-Ninera, beginning March

The Sorty-Ninera, beginning March

The Sorty-Ninera, beginning

Feb. 18 for indefinite period. Mcord

and Co., Minneapolis, Minn.

Lancaster Seed Company, Parndise,

Bo-Kay Talcam Fouder Company,

Bo-Kay Talcam Foud

Dr. Miles Laboratories, 'Comedy Stars of Hollywood,' electrical transcription, each Tues., Thurs. and Sat., 6:15 to 6:30 p.m., 29 times. Wade Adv. Co., Chicago.

Olson Rug Company, Chlcago, Lasses White All-Star Minstrels, every Sat., 7 to 7:30 p.m., indefinite number times. Philip O. Palmer & Co., Chicago,

AC Spark Plup, one-minute electrical transcription beginning April 1, each Tucs, and Thurs. D. P. Brother & Co., Detroit, Mich.

#### REATTLE

SEATTLE

Adlerika Co., series of 13 quarterhour discs between March 5 and
April 16. St. Paul Advertising Co.
KJR.

KJH.

Curtiss Candy Co., nine time signal
announcements daily for one year.

McJunkin Advertising Agency. KJR.

Federal Enameling & Stamping.
Co., five-injunted disc each Sunday.

February 17 to March-10. KOMO.

Harrison Hot Springs, 25 announcements between February 5 and April 30, and 25 between October 1 and December 27. J. J. Gibbons, Ltd. KJR.

Pennzoil Co., 25 half-minute discs February 12 to March 12. Mayers Co., Inc. KJR.

Co. Inc. KJR.

Sterling Co., 15-minute live-talent
program, Rocky Mountaineers,
each Tuesday eve, started February
12-to run indefinitely. Heath-Seehof,
Inc. KJR.

Catholic Northwest Progress, announcoments each Sunday for one

catrolic Northwest Progress, announcements each Sunday for one year. KJR.

Dr. E. C. Mann, series of 13 announcements between February 15 and May 10. KJR.

Bulova, two announcements each night for one year. Bion Co. KOL Bcn Paris Investment Co., quar-ter-hour live talent program daily for one year. KOL.

Parker Dental Clinic, four announcements daily, to run indefinitely. Rot. Macaroni Co., 15-minute live talent program each Friday, started February 15 to run six months. KO. Carefiel of 68 announcement discs, running daily except Sunday, started February 12 Waiter Biddick. KOL.

Lonized Yeast, series of 28 five-minute discs, running two a week. Ruthrauf & Ryan. KOL. Started February 12 Waiter Biddick. KOL.

Announcements, running two a week. Ruthrauf & Ryan. KOL.

Moon Glow Cosmetics, announcements discovered the fine of the first started February 12 Waiter Biddick. KOL.

Moon Glow Cosmetics, announcements discovered the first started February 12 Waiter Biddick. KOL.

### NEW YORK CITY Watch Tower, additional Wedne

Watch Tower, additional Wednesday hour from 2 to 2:30 starting. April 17 for an indefinite period. WBNX. Jewish Ladies Day Nursery. Special program on March 10 from midnight to 2 A.M., presenting Jew-ish dramatic and musical stars.

WBNX.

Italian Broadcasting Company, six
times weekly presenting two pro
grams daily for 52 weeks, WBNX.

Portable Diathermy, 15-minute
broadcast, six times weekly for an

indefinite period. Placed throug:
Bess & Schillin, Inc. WBNX.

Platzl Restaurant, nightly by re
mote, presenting Bill Schiesser

Plats-Restourons,—nightly—by—remote, presenting Bill Schlesser's orchestra, for an indefinite period. WBNX.

German-American Import Corporation, Sunday half-hour program for 13 weeks, presenting news commentations and music. WBNX.

Morris Plan, spot announcements four times weekly, for an indefinite period. Placed through Waxelbaum Advertising Service. WBNX.

Dr. Wciner, twice weekly, presenting spot announcements, for an indefinite period. WBNX.

Michael's Credit Department Store, Michael's Credit Department Store, Michael's Credit Department Store.

week. WOR.

Justin-Haynes, Inc. (Aspirub),
five-minute musical recordings, three
evenings a week. Through Thomas
H. Reese & Co, N. Y. C. WOR.

Wips-On Corp. (Lacquer), Brooklyn, participation in Martha Deame
program, three afternoons a week.
Through E. M. Freystadt Associates:
Agency, N. Y. C. WOR.

#### JERSEY CITY

Burnett's, Inc., renewal on three quarter hours weekly, for an indefi-nite period. Placed through Bess & Schillin, Inc. WAAT. Electric Refrigerator's Sales, re-

Electric Refrigorator's Sales, renewal of quarter hour daily, presenting disk music and talks, for an indefinite period. Placed through Bess
& Schillin, Inc. WAAT.
Auto Brokers, Inc., three It-minute programs weekly, presenting
disks, for an indefinite period,
WAAT.
Morganaters, acries of 24 an
contenements a week for at
definite period. Placed through Loxdefinite period. Placed through Loxdon Advertising Agency, WAAT.
Rome Bros., renewal of six Isminute programs weekly, presenting
disks, for an indefinite period.
WAAT.

minute proc.
disks, for an indennue was disks, for an indennue was disks.
Harris Motors, renewal of 24 announcements weekly, for an indefinite period. Placed through Bess & Schillin, Inc. WAAAT.
Lincoln Radio Corp. renewal of 18 announcements weekly, for an indefinite period. WAAT.

OKLAHOMA CITY
Okláhoma Gas á Electric Compony,
30 minutes weekly, 26 times, presenting George Unger's orchestra,
Eleanor Thatcher and Cecil Kirkland. KOMA.
Greenlease-Moore, five minute
spots, six days weekly, for 33 weeks,
presenting sports with Don Evans.
K. T. Grent Co., two quarter
hours, on March 12 and 13. KOMA.
Stevenson's, 30-minute program,
presenting newsstand dramas.
KOMA.

presenting KOMA.

Mentho-Freemo Co. (M.K. Cold Remety) Chilono, III, one-minute announcements daily except Sunday, till torbid (Wade agency, Chicago), WLS.

Duffy-Mott Co., Inc. (Sunsweet Prune Juice), New York; one-minute announcements for 13 weeks, three times weekly. (Long agency, San Jose, Callf.) WLS.

Murphy Products Co., Burlington, Wis, nine five-minute apiles every Tuesday. (Wade agency, Chicago.) WLS.

WLS.

Horse and Mule Association of America, 12 one-minute announce ments five times weekly. (Carpenter-Rogers agency, Dalas.) WLS.

### ATLANTA Gardner Nursery, ten five-minute

Gardner Nursery, ten five-minute transcriptions. WSB. Sterling Cosmetic Company, one fifteen-minute talent show (Bill fiften-minute talent show (Bill Gatins and His Jug Band), February 25. WSB.

Walker-Remedy-Company, 26 one-minute transcriptions, beginning March 4. WSB.

DENVER

Baldwin Plano Co., 15 minutes reckly, three months. KOA.

Safenouy Stores, half hour weekly, no year. KOA.

Wells Music Co., one hour. KOA.

Cottrell Clothing Co., five one-min-

Cottrell Clothing Co., five one-mlnute spots. KOA.
Ford Motor Co., nine half hours
and eight quarter hours. KOA.
Great Western Bugar Co., half
hour. KOA.
Rainbow Breed, three announcements daily, four weeks. KOA.
Victor American Fuel Co., daily
temperature service, one year. KCAA.
Penvoll Co., daily temperature
service, four weeks. KOA.
Alka Belizer three 15-minute weekly, one year. KOA.
James Nash Motor Co., 156. announcements and 15 quarter hours.
KIZ.

cal transcription, 2:45 to 8 pm. Bianty Forum, 52 weeks. Direct. WMCA. Thurs, began March 21, for 13 times. Ewin Wasey & Co., Chicago.

Pittaburph Plate Glass Compony, 10:15 to 10:30 a.m., Mon. through 10:15 to

VEAL.

United Fruit Co., participatory an nouncements, 13 times. Placed direct: WEAL.

The Hub (Baito Dept. store), 50Placed direct: WOAL.

The Hub (Co.) (Baito Specialty Shop), 60Nord spot announcements, 50 times, 50 time

Weekly for 13 weens, doct WEAL May Co. (Balto Dept. store). 40-word spot announcements, 50 times. Placed direct. WEAL Sterling Co. (toothpaste), 15-minute discs, twice weekly. Placed direct. WEAL. Gardner Nurscry, 15-minute program, live talent, once weekly. Placed by Facilic Northwest Radio

Gardner Nerscry, 15-minute pro-gram, live talent, once weekly, Placed by Pacific Northwest Radio Agency. WBAL. California Perfume (cosmetics), quarter-hour discs, twice weekly, 15 weeks. Placed by Luckey-Bowman, Inc. WBAL. Clyitz, quarter-hour discs, once weekly, eight weeks. Placed by Dillon, & Kirk Agency, of Chicago. WBAL.

PHILADELPHIA

Fixit Company (plumbing), spot
innouncements, indefinite contract.
Placed direct. WIP.
Payes Shoe Stores, spot announcenents, three times weekly on-indefi(Continued on-page 48)

### EASY ACES

NBC 7:30

Monday-Tuesday-Wednesday

"Play, Don!"

# RAC

In Hollywood for Pictures



HERMAN BERNIE 1619 Broadway, New York

### **GEORGE** GIVOT

THE GREEK AMBASSADOR OF GOOD WILL PLAYING LOEW'S DE LUXE

**THEATRES** Personal Direction
HERMAN BERNIE
1619 Broadway, New York

# LEON

NIGHTLY, CASINO DE PAREE Broadcasting-Coast-to-Coast-CBS Direction, HERMAN BERNIE 1619 Broadway New York

XAVIER

PARAMOUNT Let's Dance' Program WALDORF, ASTORIA

48

### New Business

(Continued from page 47) inte contract. Placed direct. WIP.

Hello Products (drugs), six 10-mintic programs weekly, expiring March
6. Placed direct. WIP.

First Credit Corp., three spot anouncements weekly, with indefinite
contract. Jerome B. Gray Ageacy.

WIP.

wire.

Nu-Lex Lotions Co., four particle programs weekly, esping Murch 29.

January Williams of the Town Tattler programs weekly, esping Murch 29.

Leave Brothers (wall papers), participation in the Home Makers program expiring May 25. Stewart-Jordan Agenicy. WIP.

Harvard Radio Stores, spot announcements. Placed through Irving Silver Agency. WIP.

Marval Drug Co., 15-minute organloque programs nightly, for 13 weeks. Placed direct. WPEN.

WINSTON-SALEM, N. C. M. and C. Beauty Shop, daily spot announcement for one month. Placed locally. WSJS.

Davis, Inc., daily spot announcement for one month. Placed locally. WSJS.

Davis, Inc., went for one month. Placed locally. WSJS.
Southern Public Utilities Company, daily spot announcement for one month, Placed locally. WSJS.
Copudine, daily spot announcement

goodrich tires

### lucy monroe

soprano

dir: nbe artists service

10 p.m. est-fri.-wjz

### CHARLES PREVIN

CONDUCTOR REALSILK'S SILKEN

STRING CONCERT N.B.C.—SUNDAYS 8- 8:30 P.M., CST 9- 9:30 P.M., PCT 10-10:30 P.M., MT

Personal Representative
W. BIGGIE LEVIN 812 No. Michigan Ave.

PINAUD PROGRAM Every Saturday Evening at 6 WABC

Exclusive Management Columbi Broadcasting System

BADIO'S NEWEST, LOVELIEST VOICE

# BERNIC

(BAYER ASPIRIN)

Time"
(PHILLIP'S MILK OF MAGNESIA)
WEAF, Every Fri.,
9-9:30 P.M.
Ceast-to-Ceast BC. Every Tues 8-8:30 P.M. Ceast-te-Ceast

OR, LESTER LEE, REO BLDG., N. Y.

and his ORCHESTRA WEAF NBC, COAST-TO-COAST WEDNESDAYS .

2:00-3:00 P.M. EST 10:30-11 P.M VICTOR COTY

= = =

= = =

for three mouths. World Broadcasting System. WSJS.

United Automotive Service, daily spot announcement for one month. Placed locally. WSJS.

O'Haulon Drug Store, daily spot announcement for one month. Placed locally. WSJS.

Storback: five-minute program daily for one month. J. Carson Brantley, Salisbury, N. C., WSJS.

Anchor Store, five-minute program fally for one month. J. Carson Brantley, Salisbury, N. C., WSJS.

Anchor Store, five-minute news comment each night and 15-minute program Friday nights, for three months. Placed locally, WSJS.

Stiecer's Store, 15-minute amateur night once each week, indefinitely. Placed locally, WSJS.

Rebett Drug company, 15-minute month, Placed locally, WSJS.

PORTI AND, ORE

#### PORTLAND, ORE.

Lipman Wolfe Company, 52 one-half hour weekly, Variety Show with

nan nour weekly, variety snow who orchestra, Sunday hights, starting March 3, Placed direct. KGW.

Plymouth Motors, 13 100-word night announcements. Placed by J. S. Getcheil Advertising Service.

night announcements. Placed by J. S. Getchel Advertising Service. KGW.
Nalley's, Inc., 38 half-hour programs, The-Garden-Patch, starting-March S. Placed direct. KGW.
Doumits Shoe Shop, 13 15-minute programs per month, starting Feb. 24, one year. Placed direct. KGW.
F. A. Cook Motor Company, four spot announcements, each Sunday evening, starting Feb. 24. Placed direct. KGW.
Fox Furniture, spot announcement service, one year. Placed direct. KGW.
Limestone Products Company, 13
15-minute programs, Placed by Gerber and Crossley. KEX.
Sterling Oometica, Company, 11-minute programs, 10-Tail Blazers.
Placed by Heath and Secholt Advertising Agency.

Horness, entertahment program, five 15-minute programs weekly, beginning March 11, for 26 weeks, Lord & Thomas agency, Over Michigan Radio Network, WXYZ basic statton.

Igan Hadio Network, WXYZ basic station
Pittsburgh Plate Glass, orchestra program, five 15-minute sessions weekly, beginning March 18. N. W. Ayer Agency. Over Michigan Radio Ayer Agency. Over Michigan Radio Michigan Ice Industries two 15-minute programs weekly, 26 weeks. Beginning March 20. WXYZ.
Relly Glothing Company, billibility musical programs, four times weekly, 15 minutes each, started February 24. WXYZ.

Pal Soop Flakes, Cincinnati Soap Co., two quarter hours weekly, also spot announcements. Placed through Ziv, Cincinnati, WOWO.

spot announcements. Placed through Ziv, Cincinnati. WOWO. Chalmers. Co., series of spot announcements. Placed through Gittins, Milwaukee. WOWO. Bunte Bros., renewal on spot announcements. WOWO. Willard Tablet, series of five-minita announcements five times

Willard Tablet, series of five-min-ute announcements, five times weekly, indefinite period. WOWO. Carter Medicine, series of spot an-nouncements. Placed through Street & Finney. WOWO. \_Edoral\_Endmeling\_and\_Stamping\_ \_Edoral\_Endmeling\_and\_Stamping\_ weekly, for an indefinite period. WOWO.

A. C. Spark Plug, series of spot an-nouncements, for 26 weeks. WOWO

Numismatic Co., Fort Worth, Tex., Tues, 7:15 to 7:30 pm. live talent in a series of dramatizations based on old coins. Placed by Guenther-Bradford, Chicago. KNX. Venus Health. Corp., Wed. and Thurs., 8:15 to 8:30, live talent (mu-sical), beginning March 6. Placed by National Adv. Agency, Los Angeles. KNX.

National Adv. Agency, Los automatics, KNX.

General Mills, Inc., Mon. to Fri., 6 to 6:15, pm., beginning March 18 for 52 weeks. Jack Armstrong discs. Placed by Westco Agency, San Francisco. KNX.

Myrnol Products Co., daily 12 to 12:15 pm., beginning March 4, for nine weeks. News period. Placed by Mayers Co., Los Angeles. KNX.

ST. PAUL-MINNEAPOLIS ST. PAUL-MINNEAPOLIS
Gemble Stores, Minnapplis auto
accessories, 15-minute musical programs, once weeldy for 13 weeks,
starting March 4. B. B. D. & O.
agented. WCCO.
Gillette Tires, 15-minute weekly
program, using station talent, the
Hoot Owls; starts Saturilay (2).
Crams-Krasselt, Milwaukee, agentHousehold Utilities Corporation,
plugging Grunow refrigerators, airing Minneapolis Symphony Orches-

tra, 30-minute periods each Satur-day, 9:00-9:30 P.M.; starting Feb. 28 for 13 weeks. Hays-McFarland agented. Nation-wide hookup via WCCO.

WCCO.
Fels Naptha, using Triple Threat
group as the Fels Naptha Foursome,
extending current program for 39
weeks beginning Feb. 19. YoungRubicam agented. WCCO.

OMAHA, NEB.

Allas Agency, health institute, announcement daily except Sunday for Master Drug Co., one hour daily, split into two 15-minute programs and one-half hour, features Henry and Jerome, singers; began Feb. 11.

26 Phonons

WAAW.
Ye Diamond Shoppe, announcement daily except Sunday for one year from Feb. 7. WAAW.

#### NEWPORT NEWS, VA.

NEWPORT NEWS, VA.

Colonial Oil Co., two announcements daily, 52 weeks. WGH.

Stein Brox. (men's clothers), 1,100
announcements during next 52
weeks. WGH.

Month Co., one announcements during next 52
weeks. WGH.

Smith Femiture Co., one announcement daily, 52 weeks. WGH.

Norfolk Coffege, one announcement daily, 52 weeks.

WGH.

Norfolk Coffege, one announcement, 52 quarter hour transcriptions during year. WGH.

Congoin, 26 quarter hour transcriptions.

WGH.

Taddos), 500 announcements, during year, WGH.

### WFIL AND WIP IN **PACT WITH** UNION

Musicians Union and two of Philadelpria's leading stations have apparently gotten together. Stations are expected to ratify what the union accepted Tuesday (5), namely, \$10 scale per man for a 30-hour week.

week.

WFIL is expected to establish a house orchestra of 18 men and WIP to do the same with around 15 mu-

to do the same with around its mu-sicians.

This will put KYW, NBC station operated by WCAU, in the position of the only big station in town sans a staff orchestra.

### WOR's Party

WUK's Party

Feativities Monday night (4)
marking the inaugural of WOR's
new 50,000-watt transmitter drew
a sizable delegation from Broadway
show business and the ranke of radio entertainers. Event, which ran
two hours, was broadcast from Carnegie Hall.
Between speeches and music Victor Moore descriptions.

Between speeches and music Vic-tor Moore clowned.

### Paris Radio Cabs

Paris, Feb. 24.
Radio-equipped taxis have at ast appeared in Paris. Big taxirm will put 300 into operation

Police regulation requires the set to be inaudible outside the cab and forbids use from 10 p.m. to 7 a.m.

#### 'The Old Gardener'

Syracuse, March 5.
Ned Lynch starts a new series of
programs over WFBL this week,
known as "The Old Gardener." Advice on how to care for gardens,
sponsored by Gardner Nurseries and
injects bits of homey philosophy between numbers of the barn dance

type.
Orchestra is by Ernie Carpenter, with now and then a square dance called off.

### Whiteman Dixie Dates

Paul Whiteman playing below the Mason-Dixon line now, was the big attraction at the annual Mardi Gras bail held Sunday (3) at Municipal attraction auditorium.

Birmingham, Nashville and At-lanta other southern dates for the

Walt Framer and Hannah Gold-ing will march to the altar in June while wedding bells will ring out in another six weeks for Johnny Kinsel, Pittsburgh's yougest radio operator. All of WWSW, Pitts-burgh.

Charles Arlington, WFBL, Syra-cuse, announcer, has left station. Replaced by Jerry Demong.

### Radio Chatter

### New York

Ida Smith of WBBC, Brooklyn, setting a month off to rest.
Ed Lowry opens at Loew's Paradisc on April Joresco. move to Miami-Biltmore hotel on March 20 for an engacement.
Rochelle Kritchmar, planist with Phil. Spitalny's band, is a daughter of Cantor David Kritchmar.
Bamberger's publicity staff threw a contract of George Bijur at Will be a contract of the second property of the second property of the second property of the second property of the second handling semi-finals of Geoden Glove tourney over WHN.
Leo Light taking a fling at writ-

And the second of the second o

### Ohio

Morrey Davidson, program and publicity director of WJAY, knocking out new song tagged. The work of the

### Utah

George Provol, public relations mgr. of KDYL, resigns after five years association. Left for San Francisco.

mater of abolit, regigns arrer nye interest of a solution. Left for San Francisco.
Shipley Burton, former studio mgr. of KSL Is now secy of a Businessman's League.
G. Bennett Larson, production mge of CBS' Big Show program, see the second of the second mge of CBS' Big Show program, see the second of CBS' Big Show program, sheet. A local boy.
KSL arranges for a half hour broadcast over the Don Lee net-work of the University of Utah Junior Prom. First time such a bookup took place. The second of the sec

courses next fall.

Robert Provol, new traffic mgr. at KDYL. Doubles as Uncle Bob on kiddles program, 'Kangaroo Ciub.'

### Georgia

Jack Stapp, Program director of WGST, has been the work of take a "job with CBS. He is succeeded by Bill Smithgall, who moves up a notch.

Arry Brown, WSB control enried Feb. 22 in trilington than arried Feb. 22 in trilington than John-Hillegas, WSB transmitter engineer, papa of beby daughter.

Faul Whiteman played Erlanger State of the State of the State of the WSB has dawn more with their road show Tuesday, March 5. WSB has dawn more than 20,000 letters for the Sterling Cosmetic Company on a naming a toothpaste Company on a naming a toothpaste of the Sterling Cosmetic Company on a naming a toothpaste hands.

### Louisiana

A. S. Foster, WWL commercial head, was host to many MPTOA (film) conventionees at the station, WDSU used four announcers at as many points along the route to broadcast the New Orleans Mardi

Gras pageants. They were Joe Uhait Lionel Ricau, Fred Castle and Dan Hellow Is doing daily and the Hellow Is doing daily aports review over WBNO. New talent at WWI, New Orleans, includes Don Ramon and his Mexican Serenaders, the Lone Star Rangers, cowboy musicians, and Lew Childre, Boy From Alabam', and Lew Childre, and Law Childre, and Law Childre, and Sackley Children, and packing and his orchestra are being heard in two nightly broadcast periods over WSMB.

Duncan Brothers added to WWL staff for Negro spirituals and plantition harmonies. Only negro artists on any New Orleans station.

# DeWOLF HOPPER

RHYTHM SYMPHONY

### UNITED DRUG CO.

Sunday, 3 P.M., CST NBC COAST-TO-COAST orsonal Manage H. C. HOWARD

Fine Arts Building CHICAGO

### MARTI MICHEL

and His ORCHESTRA CASINO MONTCLAIR MONTCLAIR HOTEL

RICHARDS & GOLFORB 97 Broadway, New York City

# KINGSLEY and

CHASE WARC

ROXY REVUE cial Arrangements and Material JEAN PAUREL Direction, WM. MORRIS

### fred allen's

"TOWN BALL TONIGHT!" HOUR OF SMILES
HOUR OF SMILES
WITH WITH HOUSE
PORTLE STANDER
LIONEL STANDER
MINERYA PIOUS
MINERYA PIOUS
MATORIAL BY Pred Alles and
Management, Water Batcholor
Wednesdays
8-10 ZM, ESC.T. WEAF

HOTEL ST. REGIS ROOF

# JOHNNY

AND HIS ORCHESTRA With MARJORY LOGAN and JIMMY FARRELL

WABC-Coast-to-Coast Tues. and Sat., 11.30 P.M. E.S.T. Columbia Broadcasting System

## Gen. Motors-MCA Repeat \$100.000 **Band Booking Deal in 54 Cities**

Chicago, March E, General Motors has signatured a return engagement of its last year's b' d stunt with the Music Corp. atton of America for the spotting of MCA orchestras across the country for GM exploitation.

It's a repeat of the \$100,000 band booking stunt which will spot bands in some \$5 towns across the land, while last year the stunt was encompassed within the stretch of seven days, the current ride will be spotted within a month due to the unavailability of large ball rooms for any one start corners are the beatt. Spread of the various bands for General: Motors exploitation running from week-stands up and down.

MCA now lining up bands and down.

down.

MCA now lining up bands and ballrooms. Stunt will be held at the Stevens hotel here in Chicago for sure, and possibly additional dancerles in the Trianon on the southside and the Aragon on the neuthside for less than one-week spotting. Will probably use the Crand Central Palace in New York.

### 36 NITERIES DEFY CITY IN COURT TEST

Minneapolis, March 5.
Thirty-six night clubs and horels outside the parrol limits in which liquor may be legally sold here are defying the city authorities and continuing to operate. Arrest of employees in each establishment is precipitating court action to determine if the places, may remain open.
The so-called patrol limits, in effect prior to prohibition, comprise only a comparatively small section accitons. After repeal 35 night cubs and hories outside the limits were licensed for one year by the city council, acting upon authority obtained from the legislature. Both the city council here and the period of operation for the establishments. As a result, they face loss of their entire investments. With the city growth since product and restaurants opened outside the old limited patrol district. Minneapolis, March 5.

### MILLER ISN'T SELLING: WANTS COIN FOR REORG

Charles Miller, head of the music publishing firm of that name, de-clared last week that he is not try-ing to dispose of his catalog. What he intends to do, said Miller, is at thimself, some fresh capital by ally-

he intends to do. Said aimer is seehimself some fresh capital by allying his firm with a picture producer, or an other publishing house. Before Miller may take in a purtner, it is first necessary that the estate of William A. Woodin, former Secretary of the Treasury, transfer to Miller the majority stock control it holds in the Miller Music Co. Woodin's widow, Miller said last week, his instructed her actionry to make Miller a present of this stock. Woodin had sunk over \$200,000 into the publishing company. His will, however, made no provision for the disposal of his interest.

With the new capital that he hopes to get from a picture com-pany or some other publisher. Miller proposes to put his firm through a reorganization:

### Coffey Asks 15G from Ex-Associate Club Agent

Alma Clausen, club booker and agent, being sued by club agent Joe Coffey through attorney Phil Davis for \$15,000.

Davis for \$15,000.
Coffey claims that when he went on his vacation he left Miss clausen in charge of the office and that she booked herself for big money, and also gave a job to her husband and daughter, besides taking the bulk of the business when she left the Coffey agency. All of which totals to about \$15,000, according to the Coffey claim.

### Don't Want Marathons

Charleston, W. Va., March 5.
West Virginla legislature passed
and sent to the governor for signature a bill outlawing marathon
dunces and other similar contests.
Measure taken up out of its order on statement of delegate Ed. V.
Perry (D), sponsor. There is in
their state, he explained, a group
of promoters trying to stage dance Perry (D), sponsor. There is in their state, he explained, a group of promoters trying to stage dance

# **BOOZE HELPING** N. W. NITERIES

Montana is opening up following passage by the House of Representatives or plan for private parties to sell hard liquor by the glass or drink. This is supplementary to the state liquor stores and means pepup for the nite species.

wires in past three days asking acts. These spots had been closed attractions, but now open, and tractions, but now open, a are expected to follow suit:

### **CANTON NIGHT CLUBS** FIGHT UNION DEMAND

Canton, O., March 5.

Ballroom and night club operators here are preparng to file protest with the IATSE officials in New York against demand of the Canton local, that a union stagehand be employed in each ballroom and night club where a public address system

Little Hofbrau, downtown niterie Little Hofbrau, downtown niterie, for the past several weeks has been paying a union man \$36, a week to stand by the pa, system. On one occasion recently, it went haywire, but the stagehand knew nothing about its mechanism and could not correct the trouble. A musician in the band came to the rescue.

Operators of local spots have been Operators of local spots have been informed unless they employ a union man to operate their p.a. sys-tems, they will be declared 'unfair'. Afready several local spots which had been using p.a. setups have pulled them out, Local union also is demanding road banks to use a man when they

road bands to use a man when they play ballrooms here, and on several occasions bands have packed up the set and resorted to the old mega-

### MARGUERY GIVES IN

Philadelphia Cafe Surrenders To Musicians Demand

Musicians Demand

Philadelphia, March 5.

Philly musician's Union controversy with Jack Lynch, nitery manager of the Cafe Marguery here, resulted in a victory for the labor group last Thursday (23).

Difficulty which arose through charges against Lynch for the performance of, several outside benefits, was settled when the hotel man paid a Union bill amounting to over \$800, with an additional settlement for outstanding wages. Lynch, in fighting the Union ultimatum, was faced with a complete withdrawal of all organized labor in the hotel's nitery after a priceing. The angle were 'brought work of the property of the property of the property of the property of the labor hotel's nitery after a benefit of the property of the prope

### TEXAS SONG SUIT

TEXAS SONG SUIT
Oklahoma City, March 5.
Living Borlin, American Society
of Composers, Authors & Publishers
and Santly Brothers, Inc., filed suit
in Federal court at Beaumont, Tex.
against Mrs. H. L. Payne and Jack
Payne, night club operators, for
playing the song's Out in the Cold,
and T Never Had a Chance,
Detendants own the Shady
Tavern at Beaumont.

### 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 relative standing, according to the approximation of the property of the tension of the property of the New York, which was a support of the property of the New York, which was not to be the tension of the tens

After All
So Red the Rose
Old Southern Custom
You Fit into Picture
Haunting Me
London on Rainy Night
If I Never Loved Before
I Was Lucky
Lookie, Here Comes Cookle
Cloude
You and Night and Musi-

Cloude
You and Night and Music
When I Grow Too Old to Dream
Throwin' Stones at Sun
Tiny Little Fingerprints
Love Just Around Corner
Little White Gardenia

### MUSIC NOTES

Jan Augustoff, xylophone specialist, with his own unit at the wick, N. Y., has a WINS wire

Claudé Hopkina replaces Cab Calloway at the Cotton Club, N.Y., March 15. Hopkins booking is through Rockwell-O'Keefe, Inc.

Harry Sosnik band, which has been playing around the midwest the past few weeks, edging towards New York.

Emerson Gill band back at Hotel Webster Hall, Detroit.

Minor and Root, ballroomists for Hollywood.

Tommy Christian has been tapped a Kentucky kernul.

Dr. Edwin Franko Goldman has appointed Ben Botklss, Philadelphia advertising man, manager of the band,

Louis Terrone warbling with the Don Richard unit at the Blltmore, N. Y.

Al Arteaga's orchestra booked into the Jefferson hotel, St. Louis for indef state.

Lew Pollook and Paul Webster have composed three tunes for Gaucho Lover at Fox.

Florence and Alvarez doubling be-tween the Biltmore and Boeur Sur Le Tolt, N. Y.

Freddy Martin's debut date at the Cocoanut Grove, Los Angeles, has been set for June 17.

Walter Cummins, brother of Ber-nle Cummins, doing the vocalizing with the band at the Roosevelt, New

Ed Fitzpatrick at the Santa Rits hotel, Tuscon, Ariz.

The Vernons, ballroom due, joined the Biltmore, New York, floorshow March 4.

Carl Fenton named musical di-rector of WMCA, New York.

Bill Nappl goes into the Pickwick, Birmingham, this week, taking place of Coleman Sachs, who checks out for Texas.

Jim Doane, formerly manager for Morton Downey, is a contact man on the Shapiro, Bernstein Music Co.'s staff.

Vivienne Segal open at the Rainhow Room, Rocketeller Center niterie, tonight (Wednesday). Re-places Beatrice Lillie.

Dorsey Bros. band has the Glen Island Casino, New Rochelle, as-signment for the summer. Open around May 15.

Bernie Cummins' new warbling preesome labels itself Three

Arthur Morton doing the tunes Dennie Tonkel, formerly with for Princess O'Hara' at Universal. George Hall and Johnny Hamp now Singing in the Street, which Morphology is own orchestra.

### Free Air Stuff Wallops Polish Disc Sales: Greek New Dialect Leader

### Bernie Loses Pair

Hollywood, March 5 Hollywood, March 5.

Ben Bernle, winding up his Paramount picture engagement, leaves
two of his crew behind, both sticklng here expecting further film

work.
Eddie Oliver. Bernle's chief arranger, stayed to recruit a band of his own and opens at the Clover Club, Mach 9.
John King, singer with the orchestra, is near a film contract with tests on the sked at Warner Brothers.

# **Paine Sending Copyright Brief** To Washington

the Music Publishers Protective Association to the proposed revision Association to the proposed revision of-the-American copyright iaw will be filed today (Wednesday) by John G. Paline in Washington MPPA's paper will score the proposed charges as antagonistic to the interests of American writers and publishers in that the formula does not guarantee them commercial protection for their works in countries that are members of the Rome copyright convention.

tries that are members of the Rome copyright convention.

Revised copyright statute, which are the convention of the Rome copyright statute, which are the convention of the Rome convention which the convention of the Rome convention which this country is being provisions of the Rome convention.

Faine, who authored the brief, holds that the music industry does not want the American copyright law to be made a pupper of European countries. There is nothing in the Rome convention, declares Paine, that prevents any country abroad from banning the commercial exploitation of a foreign work. Paine in his brief cites the case of Germany, where the works of American Jews were not only banned from sale or circulation, but tossed out into the public squares and burned. Of what good, asks Paine in his paper, are assurances of copyright protection without the added guarantee that these works will have protection in the commercial market?

Paine also points out the practice prevailing in France where the quota system prevails not only in the number of imported films, but

tice prevailing in France where the quota system prevails not only in the number of imported films, but in the number of foreign works used for synchronization. Unless a certain amount of French compositions are in the score, the film is banned from local release.

ton composed with Barry Trivers doing the lyrics, will be in the pic.

Ted Flo Rite barnstorming around Los Angeles to jump in on Fridays for his consomme broad-

Dick Jurgens combo stays on till une 3 at Palomar ballroom, Los Angeles.

Dorothy Fields and James Mc-Hugh preparing tunes for Walter Wanger's Every Night At Eight.

Arthur Johnston and Gus Kahn teamed at Metro for the studio's next filmusical.

Walter Donaldson draws Ned Washington as lyric writer of big tunes at Metro.

Harry Warren and Al Dubin dish-ing up the tunes for 'Broadway Condolier' at Warners with Dick Powell on the vecal.

Kolya and Berte, ballroomers, dancers, brought in for a week at the Charlottean, Charlotte, N. C. club have been held over for an additional week.

Chicago, March 5.

Foreign language disk field has undergone considerable change In the past few years with languages which were formerly the top sellers now gracing the bottom of the pack.

Pollsh and Lithuanian catalogs, which were formerly the chief sellers in the foreign language record field, selling almost twic, as much as the next nearest seller, have been usurped in the past year by Greek records, which have shot up to an utstanding leadership of the entire

outstanding leadership of the entire, field.

Reason for the switch is believed to be the bombarding on the radio of free Polish entertainment overmany foreign hours on local stations. The Polish in this manner get adort a proper station of the polish in this manner get and only and the particularly since most of the Polish programs are composed of records, anyway.

Record, men note the surprising fact that the Greeks buy mostly 12-inch records for \$125 and pass up the 75c 10-inch dises. Chicago rates as the sales leader for the country in-the matter of Greek-recordings.

Yiddish discs have shown a big slump. On the other hand, the sales of German records have jumped in the past few months.

### Kapp Says 'No' to **Rumors Concerning** WB Buy of Decca

Jack Kapp, pres of Decca Record, declared Monday (4) that word-of-mouth rumors that negotiations were on for Warner Bros. to buy the disc concern were untrue. Kapp, who returned last Friday (1) from a six-week stay on the Coast, averred that WB has always had an interest in Decca because of its ownership of the record company's equipment, and that even though Decca was seeking new capital with which to expand its operations, there is no move afoot to dispose of Decca. control to Warner Bros. or any other organization.

move afoot to dispose of Deca-control to Warner Bros. or any other organization.

Kapp said that he figured that the recent publication of Deca's list of directors, which included the name of Herman and the source of the rumor. In addition to owning the company's equipment, Warner Bros. is Deca's landlord.

Deca, stated Kapp, will issue its first royalty payments to artists and publishers March 15. Statements to these factions, he said, have been held up because of the lack of necessary clerical help.

Kapp brought back with him from California a batch of masters on Bing Crosby and Guy Lombardo.

### ... Heavy Coast Sked

Hollywood, March 5.
Following last week's Coast visit.
of Jack Kapp, Decca swings into a heavy recording cycle here with about 150 sides lined up for cutting

heavy recording cycle here was about 150 sides lined up for cutting during the next six weeks.

Twenty-five sides were plattered during the past week, with Guy Lombardo delivering eight of the group and slated for another batch of four this week. Bing Crosby will turn in six sides, same number coming from Mills Brothers and Orville Knapp orchestra. Eight sides were cut Saturday (2) by Mac-Intyre's Hawalians.

Other names down on the list for new diskings include Dick Jurgens and band, Stuart Hamblin, Georgie Stell and the Covered Wagon Juhilee.

Jubilce.

Jubilee.

Dixic Lee (Mrs. Bing Crosby) is slated to join the ranks of Deceauritist within the next three months. She has been lined up to deliver a total of 12 sides during

deliver a Jayear.
Winl Shaw, Warner contract, Winl Shaw, Warner contract player, cut two sides at the studies of Recordings, Inc., last week for Decca. She sang a pair of songs from Golddiggers of 1935, which will be backed up on one releare.

### HOGAN E. B. H. STOP-GAP

Cilingro, Meyel 5.
Bill Hogen orchestra gues into
the Edgewater Beach hotel on April
5, until Ted Flo-Rito band arrives
in June.
Spotted by Nell Conlider-of-thelocal CBS band booking department.

### Revolt in Union Over 802's Effort To Enforce \$3 Per Fee on B'casts

Faced with revolt within its own ranks against payment of the \$3 tax per man on all broadcasts, the administration of the New York musicians union has ordered all orchestra leaders on local engagements to appear before the governing board today (Wednesday) for an airing of the issue. Members of the New York Hotel Men's Association have agreed to order their broadcast wires taken out in the event this meeting does not result in a suspension of the \$3 regulation.

in a suspension or, the 33 regulation.

New York outlets without network affiliation haven't decided whether to make out of ton one nections for their, barrier or show over the state of t

#### WOR and Mutual

WOR artists bureau has taken he attitude that the New York otels that this station picks up ar cancel wire contracts on in free to cancel wire contracts on immediate notice, even though the agreements stipulate two weeks. Should all the local hotels withdraw from the broadcast picture WOR will depend for its dance music on hand, cleared over the Mutual network out of Chicago.

Though the \$2 tax has been on the pulse's house for years, no effort to

Though the \$3 tax has been on the union's books for years, no effort to collect it had been made until the advent of the 'blue ticker' administration recently. Collection of the tax, say its proponents among Local \$92 officials, will not only serve to help out musician unemployment, but bring to light the spots that are paying their bands less than the required scale. Hotel men take the ylew that payment of the tax would impose too great an additional expense for them, and that the \$300 it would cost to broadcast a 10-piece band once nightly through the week is far from commensurate from the advertising value to be defrom the advertising value to be de-

Understood that the blue ticket dministration has under advise-nent the introduction to the mem-ership of a resolution banning any nusician earning \$50 a week on a

### **Night Club Review**

**BLUE ROOM** 

(BOSTON) Boston, Feb. 28

Management is cashing in on the present amateur night talent

rage and the personality of its band leader and master of ceremonies. Billy Dooley, to turn blue Monday in the control of the personal property of the week at the Blue Moon in the Hotel Westminster.

Dooley, a rotund, folly kidder, is made to order for the assignment. On the night he waded through the made to order for the assignment. On the night he waded through the manual property of the minutes. Technique here is to ring a bell if the would-be gets too awful, and then the next victim is lured onto the floor for laughs. Prizes are offerer as mailting the state of the minutes. The manual property of the minutes are offerer as mailting list now of 1,500, and they're wondering if inferest willy include a single proposed to a single announcement. Of the new Monday might policy over the air. There's a waiting list now of 1,500, and they're wondering if inferest will y include a single of the minute of the minute of the minute of the minute of the control of the minute o

Fats Waller has been booked into Sebastian's Cotton Club, Los An-geles, for an indef, stay, through Phil Ponce.

rage and the personality of its band and master of ceremonies Billy Dooley, to turn 'blue Monday'

job from taking any other engagement. Also under consideration by the Local 802 administration is a resolution imposing a 30% tax on traveling units playing New York

# JOHN and EDNA

DOUBLING

ROXY

APPEARING NIGHTLY WITH

Hal Kemp Orchestra PENNSYLVANIA HOTEL

NEW YORK

MANAGEMENT

MUSIC CORPORATION OF AMERICA

#### Lecture with Soup

Chicago, March 5, Trying to compete with eat-eries serving dansapation and vaudeville, one restaurant here has instituted a lecture course with each meal. Lecture is de-signed to increase the flow of

has instituted a covery with each meal. Lecture is designed to increase the flow of the salivary glands or, colloquially, to rouse the appetite. Restaurant is the swanky little Le Petit Gourmet and is beginning a fecture every Monday dinner hour by Janet C. Lamar on The Romance of Foods."

### PAINE SETS COM'TEE TO CLARIFY BRIBERY LAWS

John G. Paine, chairman of the Music Publishers Protective Association, last week appointed the four sons placers who will as a committee sit in with him on interpreting the provisions of the trade's anti-bribery pact. They are Rocco Vocco, of the Crawford Music Co.; George Pinniados, of M. Witmark & Son; Abel Baer, of Leo Feist, Inc., and Irving Tanz. If a professional man isn't certain whether some practice conflicts with the rules contained in the anti-bribery pledge, it will be the task of the committee to listen to his-story and hand down a ruling. The findings of the committee, it is

The findings of the committee, it is understood, will not serve as precedents or take precedence over the provisions of the music code, when the latter covenant is approved by Washington.

### Huey

(Continued from page 1)

Senate publicity on Pettey allegedly having got \$1,000 for writing a serde of articles on radio matters for a mid-west newspaper. All happened back in the days when the defunct Federal Radio Commission was still going

defunct Federal Radio Commission, was still going.

Communications Commish members have a severe doss of the litters as a result of Husy's move and can't decide whether to antagonize the victim of the Sands Point, L. L. washroom seuffle by sticking up for Pettey or to run afoul of Farley by dumping their secretary overboard. Whichever way they toss the hot potató, they are itable to lay themselves open for reprisals.

"Innocent' Letter

### "Innocent' Letter

Selves open for reprisas.

"Innocent' Letter

Less than a month ago the Kingfish wrote an innocent-appearing
letter to the Commish asking the
lowdown on reports he had picked
up about a Pettey-newspaper tieup-when the paper had an application for more power pending before
the radio regulators. Chairman
Eugene O. Sykes, who has enough
troubles of his own, asked Commissloners Prail, Case and Stewart to
act as a sub-committee to probe the
Pettey incident. Committee never
made a move, according to persons
with their nose in the feeders, butwas readled for transmission to Huey.
The only hitch was that Case and
Stewart balked at signing, at least
until they had dipped into the
matter.

Quizzed about the situation. Judge
Quizzed about the situation. Judge

matter.
Quizzed about the situation, Judge
Sykes last week readily admitted Sykes last week readily admitted receiving the original communication from Long, but then clamped on a gas and refused to discuss the matter beyond eaving the question was being ogied. Would not state whether hel had known of—and had given approval to—Pettey's before the commish eccretary are that the Commish eccretary are the shief's okay before hiring a ghost writer.

Pettey Storm Center

### Pettey Storm Center

Pettey Storm Center
Pettey has been a storm centercere since he first was put into the
Radio Commish job at Parley's insistence; and in return for services
in the 1932 campaign when he served
aboses of the radio divisionmittee.
Until recently he held both jobs,
performing as 'contact man' for the
Rooseveit Administration and the
Dem. high command in their roiations with the broadcasters.
Closeness of the Pettey-Parley,
duo is demonstrated by the fact that
when James W. Baldwin, now
executive officer of the broadcast
colists, quit in February, 1933,
President Roosevelt was influenced
to Issue an executive order which
lessue an executive order which

respect to issue an executive order which repeated existing regulations requiring the Radio Commish sec to be a civil service appointee.

### **Inside Stuff—Music**

Civio Concert Corporation, control of which has been nurchased by the National Broadcasting Company, included Samuel Insuli, among the company's founders. Insuli was the patron saint of Chicago's musical world. He also was the chief backer of the Chicago Civic Opera. He is stated to have set out to establish the CCC, when concert managers made it tough for him to hire the desired artists for the Chicago Civic Opera. He, therefore, started out to show them and before the concert managers could bat an eyelash, the CCC had an established route of around 69 weeks, established on a guaranteed local subscription basis, CCC was developed under Dema Harsharger, rated as foremost woman concert manager in the business, and now associated with NBC.

Introducing in Congress her bill ordering that the American flag be placed atop all federal buildings, Representative Virginia E. Jenckes, of Indiana, ismenting the lack of national entinusiasm, pointed out in the bill that 'whenever our nation faced a national crisis, our songwriters on Broadway would compete to compose songs giorifying the American flag.

She also deplores that concerts and entertainments are no longer pened, or closed, with the playing of the national anthem.

When the Columbia studio was making 'Man's Castle' on the Coast a song was wanted and Jo Swetling, writing the picture, suggested 'It's Easy to Remember, But Hard to Forget' as the tune title. Several song-writers were called in but couldn't get anywhere with it. Paramount has now completed 'Misslesippl', in which one song is 'It's Easy to Remember, But Hard to Forget'.

French national radio orchestra, state paid, directed by M. Ingelbricht, in existence for a year, broadcast 88 concerts between March and December, 1934. If played 100 musical works which hitherto had been unknown to the public.

### Legit's Radio Plunge

(Continued from page 1)

(Continued from page 1)
Is the Belasco estate, controlling
the numerous David Belasco productions of the past. Also the Eva
Leciallienne repertory. These and
others are dickering with commerclast pomoson of the past of the control
carries the literary inducement of
plays by Eugene O'Neill and George
Bernard Shaw, with players such as
George Cohan, Lunt and Fontanne,
Helen Menken, Judith Anderson,
and others of that calibre among,
the names mentioned. Belasco estate offer includes Girl of the
Golden West, 'Kiki,' etc. Guild and
Belasco firms are being represented
in the radio discussions by the Curtis & Allen agency.

in the radio discussions by the Cur-tis & Allen agency.
Group Theatre, through the Wil-liam Morris office, proposes to pre-sent new plays on the air once weekly. This is the enterprising young legit outfit which last sea-

sective. This is the enterprising young legit outfit which last season copped the Pulltzer Prize with 'Men in White' and this year has another promising show in 'Awake And Sing.'

Miss LeGallienne's idea is a repectory theatre of the air with special scripts and general running order to follow her regular legitimate policy as far as possible. Only traditional tragedies would be presented. The actress intends to intensively study the ether medium upon conclusion of her present road tour.

### Minor to Date

Legit has thus far been a com-paratively minor contributor to radio entertainment, both in the way of talent and manuscripts. This has been due mostly to sponsors' disdain of legit plays as a pop ad-vertising medium. But from the re-sponse to legit's present approach-es to radio, and vice versa, indica-tions are that the anti-drama feeling among advertisers is fast disappearing.

feeling among advertisers is fast disappearing.

All of which may be due to the only regular adapted stage play program on the air now nationally, the Lux Sunday matinee over NBC. Otherwise the radio public's current legit comes in small doses through-bolled down versions of 15 minutes and less on variety programs, such as Fleischmann.

Dramatists' reaction to the original radio play proposal is mixed, athough many favor it, Some playwrights believe that a radio introduction for an unproduced script

might enhance its legit chances. There are those producers who are inclined to feel likewise.

inclined to feel likewise.

It holis down to a matter of coin,
Radio can get it and legit is preparing to move over where the fishin seems not only better but safer.
The pure in heart may groan, but
artistic producers minus a financial
pulse grow very scarce when it
reaches the point of laying it on the

### 10 Pc. Tax

(Continued from page 1)

wipe out present duplication and-pyramiding of excise levies.

It was noted that films are doubly taxed in more than a dozen states, with danger that other legislatures will soak box offices in the scramble to boost falling government revenues.

nues.
Simplification of the tax system has the support of Federal authorities, although the Roosevelt administration is cool to the general sales tax idea. Probable that within the next year some kind of compromise can be effected while would present acts as the second property of the property of the present, at least, the existing group of nuisance levies is due for continuation. is due for continuation,

New York Welcomes BERNIE CUMMINS

and his orchestra are again thrilling with their rhythms —this time at the Hotel Roosevelt and via N.B.C. They are hits, because they play the hits, namely:

WHEN I GROW TOO OLD

ROBBINS MUSIC CORPORATION
111 799 SEVENTH AVENUE || ||

### **JAY SEILER**

ALMER HOUSE, CHICAGO, III. MARCH 1, FOX, DETROIT Personal Management HARRY BESTRY

PERSIAN ROOM, PLAZA HOTEL, NEW YORK

# MAURINE and NORVA

CENTRAL PARK CASINO, NEW YORK INDEFINITELY

# Loew Considers Staff Producers for All De Luxers: Result of Click in J. C

y's deluxers, with the exception of the Capitol on Broadway may all swing into special produc tions shortly, with each house hav ing its own permanent m. c. and producer. The experiment that has proven successful at Loew's Jersey City is to be tried at the Paradisc Bronx, starting April 5, and, if clicking there, will be extended to the circuit's remaining big theatres in New York and elsewhere nov playing spot-booked shows.

Jersey City try was followed by the Alvin, Pittsburgh, with Johnny Perkins, now in his fifth week, spotted as m. c. in J. C. after 16 weeks in the Pittsburgh indie house, Ed Lowry, another recent Alvin m. c., is to inaugurate the shows at the Paradise, his original booking calling for four weeks with options. Both m. c.'s were set by Toe Flaure.

Producer in Jersey City is Mort Harris, who replaced Teddy Adol-phus. No producer has been set as yet for the Paradise.

Shows will be produced in presentation style, Loew's booking office setting the acts and special-ties as required by the house producers, with the latter welding the shows as is done by Loew's produc-tion head, Louis K. Sidney, at the

Capitol.

Loew's theatres large enough to earry the special shows are the Valencia, Jamaica: State, Newark; Century, Baltimore; Metropolitan, Brooklyn; Loew's, Pittsburgh, and Fox, Washington.

### O. & J. Use Act for Radio Advance on Atlanta Vode Date

Atlanta, March 6. Oisen and Johnson, current at Erlanger, used an unusual build-up for their local engagement:

Robert Kerr propositioned WSB for a sustaining show for Herb Cook and 'Three Little Words' to ballyhoo O. 'n' J. show. Act gave three sustainers February 25, one week shead of show.

This is first time in Atlanta that a

show sent an act ahead for the bally of a theatre engage-

### ST. PAUL PAR GOES TO **VAUDE IN RKO FIGHT**

St. Paul. March 5 With Publix' ace loop house, Para mount, booking in vaude, first pick mount, booking in vaude, first pick plx which have been showing there will move into the Riviera, 1,300-seater. Product which has been showing up to now at the Riv will be used at the 2,300-seat Paramount to augment the five acts of vaude for Friday, Saturday, Sunday, with a new flicker coming in for the remainder of the week. New policy effective March I. Features will run full weeks at the Riviera, up to now a split-week house.

Policy, switch pressages a Publis-

now a split-week house. Publick as the New Policy as which presses a Publick RKO degright. The New Polick as the New Polick and the New Polick as the New Polick Polic

### Arnheim Band Set By RKO at \$6,500

Chicago, March 5 Gus Arnheim band with a couple of acts set for some RKO vaude time starting around May 2 at the Palace here. Otk, now at the Chez Paree, will add some dancing acts according to the contract.

Price\_understood to be \$6,500.

### **ROXY-MASTBAUM GIRLS** IN VAUDE AT \$2,000

The 32 Roxyettes out of the now dark Roxy-Mastbaum, Philadelphia will tour as a vaudeville act. Troupe opens Friday (8) at the Paramount, Newark, at \$2,000.

Newark, at \$2,000.
Only other date set so far 's a two-week run at the Earle, Philadelphia, starting March 29. Latter house is owned by Warner Brook.
(Rota) Rothafol left the latter apof last Saturday (2), with the house point of the latter and the profitable and many losing weeks under the Rothafol banner.
Bill Powers, associated with Rothafol in New York: and Philadelphia, is managing the 32-girl chorus, with permission from Rothafol to use the Roxy tag.

permission from Rothafel to use the Roxy tag.
Allen K, Foster's Vitaphone Girls, stock froupe of Warner Bros, shorts studio-in-Brooklyn, N. T., will four the WB theatres for the duration of the studio's eight-week shutdown. Girls (16) open Friday (8), at the Earls, Philadelphia, going from there to the Earls, Washington.

# MIDWEST OPS. TALK VMA ORG.

Springfield, O., March 6.

Inception of a vaudeville managers association will be considered tomorrow (Thursday) by 35 theatre men representing houses and circuits in Ohio, Kentucky, Indiana, West Virginia, Pennsylvania and Michigan, meeting at Van Dyke-Cub, Mechanicsburg, O., near Dyke-Cub, Mechanicsburg, O., the meeting in response to numerous requests for such an organization. Managers and operators to attend are those whose houses are now showing vaude or unit bills in connection with pictures. Purpose of organization of a VMA, says Sun, is to facilitate bookings.

William James, Columbus, honorary president of Ohio Motion Picture Exhibitors' Association, and P. J. Woods, executive secretary, will talk to group. Springfield, O., March 5.

### Hauptmann Jury Votes Against Stage Career

Flemington, March 5.

The jury that convicted Bruno Hauptmann will not go on the stage, or make public appearances of any kind for money. This was decided kind to romove. This was decided not be seen to the stage of the stage Flemington, March 5.

#### VAUDE IN POLI SPOT

Worcester, Mass, March 5.
Vaude returns to Poll's Elm
Street house Friday (8) after absence of several weeks.
Only stage shows in town have
been at Plymouth, split-weeker.

#### SHAYNE'S LOEW WEEKS

Al Shayne, radio, goes into the State, New York, Friday (8) as the start of a five-wock booking by Loew. To follow are Jersey City, Washington, Paradise and Valencia. Leddy & Smith set the deal.

### IOWA BARNERS

# WITH HEART ATTACK

Jule Delmar, prominent figure in the vaudeville business for the last 35 years, is seriously ill in the French hospital, New York, Delmar suffered a heart attack Tuesday (26), was rushed to the New Rochelle hospital and then transferred to the New York institution, on Monday. He is 60.

Delmar at Tessent is associated Delmar at Tessent is associated Delmar at Tessent is associated in the New Rochelle hospital and the promined himself to club booking since leaving RKO five years ago. Was with Keith's and RKO for 23 years as a booker and manager of the circuit's club department, at one time booking is there in the south which eventually became known as the Delmar Time.

On word of her husband's illness, Mrs. Delmar, who was with a daughter, Mrs. Paul Rhodes, in Pittsfield, Mass., came to his bed-side.

Dorothy Delmar.

### Veloz & Yolanda, When Ready, to Get \$5,000 From B&K in Chicago

Chicago, March 5.
Balaban & Katz has signatured a contract with Music Corporation for the dance team, of Velos and Tolanda witch the March 1990 and Tolanda witch 1990 and 1

### DIDN'T SING ENOUGH, MORGAN BURNS JRS.

New Orleans, March 5Junior Leagus here is plenty
burned up over Helen Morgan.
Engaged by the society organization to sing at their Mardi Gras ball
at the Municipal auditorium Priday
night (1) for \$1,750, plus two plane
tickets, Miss Morgan sang a couple
of choruses accompanied by Harry
Sosnik's orchestra and scrammed.
Later she turned up at the Blue
Room, night spot in the Roosevelt
hotel, where she provided twice as
much vocal entertainment as at the
ball.

ball.

Fashionables' show was for the benefit of their nutrition center for undernourished kids.

### Loew's, Akron, Opening

Akron, March 5.
Dark for almost a year, Loew's reopens March 15 with the Howard Thurston unit. Thurston's-appearance will be the first of a series of names that may continue through the summer.

ance will be the first of a series of names that may continue through the summer.

Stage policy will not be continuous, however, attractions being booked only as they come along.

# JULE DELMAR STRICKEN Circuits Warm Up to Units Again; **RKO Booking Them Wholesale**

### RADIO AMATEURS GO ON ST. PAUL STAGE

St. Paul, March 5.
Starting. Friday (8) night, St.
Paul Orpheum will run off 10
WTCN acts, all preliminary winners in that station's 'Search for
Talent' broadcasts of winners, but the first
time they're been aired from a local
stage. Arrangement will continue
every Friday, until winner list is
exhausted.
Acts will be emceed by Bob deHaven, program director, and will
augment the Orpheum's regular bill
of five standard RKO vade turns.
Orph is, also, playing ball, with
KSTP, that station running its
Good Deed Jamboree (3,000 kids in
events of the stage of the
tother Saturotte
on the stage with
lockers and an act or two from the
lockers and an act or two from the
current vaude bill, in addition to
the talent provided by the radio station.
In the KSTP tieup, Thomas Dun-

tion.

In the KSTP tleup, Thomas Dun-ning Rishworth, station's educa-tional director, does the mike hon-

## **RKO REVIVES** 'OPPOSITION'

RKO started after a new indie vaudeville theatre venture last week in an 'opposition' declaration against the Rossevelt. New York. Formerly the National, this house reopened Friday (1) with a vaud. On the control of the control of

acts immediately from the Broadway film houses.

Broadway film houses.
The Roosevelt is playing five-act
shows on Friday, Saturday, Sunday.
For those who don't remember
way back when, 'opposition' means
the banning of acts by circuit or
house that play an allegedly competitive circuit or house.

#### - ALTHOFF'S FILM CHANCE

Chicago, March 5.
Charles Althoff, vaude, being contacted for a role in Metro's Mutiny on the Bounty'.
Part calls for an old fiddling salior.

### After ignoring them at their inception a year and a half ago. RKO booking office is now giving precedence to units over straight vaudeville. Loew also is leaning towards the minnie revues more now than in the nest although the latter circuit is playing only-those shows that have name strength.

shows that have name strength.

Example of RKO's switch to the
production if pee of shows is that
but one exception steen book, with
but one exception book, witch
triely next week (8) by units. They
are 'Anatole's Affairs', Palace, N.
Y. 'Platinum Blondes', Keiths,
Boston; Ted Lewis, Academy, N. Y.;
Benny Meroff, Troy, and C. Calloway, "povidence, Only house on
Willi's book-playing vaud-that-weekwill be the Albee, Brooklyn.
Other units on RKO's book cur-

Willi's book-playing vaud-that weekwill be the Albee, Brooklyn.
Other units on RKO's book currently, or booked for the future,
include Rae Samuels' Cocktail
Hour'; Barl' Carroll's Vanities';
Bowery-Music-Hall-Foilles'; Foilesde Pares'; Helle Paris'; Ben Bernie; NxT.G. Revue'; Earl Illnes'
ork, and Thurston.
Units on Loew books currently
and in the future include Ben Bernie, Cantor-Rublinoff, Cab CalloTimberges-Rooneys; Dave Apollon;
Vanities', and Casino de Pares'.
At the time these minnie revues
were gotten underway by producers
at the suggestion by Charlle Freeman, for the Interstate time, the
major circuits considered them ng.
KKO not even taking the trouble to catch them at their opening: spot in Hempstead, L. L
Twenty-two of these shows played
ter went straight pictures for the
summer of '34, after which the producers had to be content with the
little indle time available for \$3,000
shows.
Only two of the Interstate units

shows.

Only two of the Interstate units have been able to survive. Words and Music which disbanded three weeks ago after working for nearly a solid year, and Rae Samuele' Cocktail Hour currently on the RKO Looks

At the start of the present sea-son RKO made it plain to its fran-chised producers that it would not consider units,

### CHILD KILLED MAKING JUMP IN CANADA

Toronto, March 5.

Death cancelled the engagement of the Hollywood Children's Revue when the car, in which the eight children and two of the mothers were proceeding to the Lyric, Kitchener, collided with a truck

Kitchener, collided with a truck near Hamilton.

Eleanor Hargreaves, 11, was killed. Mrs. Ben Lund and Mrs. Jack Laidlaw were seriously. Injured. Gladys Laidlaw, 10, Allan Lund, 12, and Albert Laidlaw, 9, were also hurt.

were also hurt.
The youngsters were en route
from Toronto when the car, driven
by Theodore Emery, stage director
of the troupe, swerved to avoid a
mail truck and crashed into another
vehicle going in the opposite direc-

### **Butterfield Switches** From Units to Vaude

Chicago, March 5.

Chicago, March 5.

Butterfield time is swinging back to vaude after having accepted only units. Ed Beatty was in town last week completing arrangements with the Boyle Woolfolk office, which will book the route.

Route will be consecutive and split into one, two and three-day split into one, two and three-day value policy will be interspersed with occasional units.

# In L. A. Vaude Plays to 20c Top with **Duals. but Patrons Still Ask Giveaways**

Al Herman, Dave Kramer and Albert Galston opened vaude and presentations at Mark Hansen's Marcal theatre here yesterday (Monday). Jill Bennett and her 15-

(Monday). Jill Bennett and her 15plece femme combo jump from pit
to stage, depending on the policy
for any particular week. Herman
and Kramer are featured in and
staging the shows.

In addition, two features are
shown. Current week has 'Sweet
Adeline' and 'The Last Gentleman'
on the screen. Tap is 20 cents for
the 1,400-seat house First customer
was a kid who squawked because
the house wasn't giving away a
catcher's mitt.

Outside of the Fox-West Coast
houses, which keep up their admission price and stick to twin bills,
bargains are the rule in this section. Downtown Los Angeles has a
dozen houses selling two-features

for a dime. The Hippodrome gives out five acts of vaude, two features and a slew of shorts for 10 cents. At the Follies, a burlesque show and twin bills can be had for 15 cents. One nickel house double bills can be compaint from his customers that the pictures aren't so hot.

bills, and the manuages there is many a complaint from his customers that the pictures aren't work completing arrangements with two hot.

East side of the city and Mexican section find it almost impossible to get more than a dime for entertainment no matter how good, and the patrons are continually asking when President Roosevelt will let the theaters have country stores again. There the give-away nights are strictly an economic problem.

Main street houses, that's L. A.'s bowery, can't dip their admission any lower than 10 cents. However, they are making concessions to their, they are making concessions to their patrons. They allow them to sleep for one hour before giving them the

### **ACTS** NEW

STEPIN FETCHIT Comedy 10 Mins; One Academy, N. Y.

Strains of 'Lazy Bones' ushers this film comic onto the stage. Before he actually shuffles into view however, the house is much aware of the slow-motion artist. view however, the house is much aware of the slow-motion artist. Not a new personality to deal with, but his vaude dates are few and far between which makes him eligible for siling notice. Fetchis stick of the sleep man armodal rout so he can take it easy while numbling away over the microphone. This muttering becomes a bit tiresome after a while, and should be dished out more mode about the solution of the sleep more mode of the sleep while and should be dished out of more mode of the sleep with s

DeROZE (2)
Magician
10 Mins.; Two
Loew's State, N. Y.

This foreign trickster was in the short-lived 'Continental Varieties' early this season on Broadway. What was legit's loss is vaudeville's gain, however, as he delivers a nov-elty that's both original and enter-

elty that's both original and enter-taining.

DeRoze's forte is turning water into any kind and type of liquor and liqueur one can name. Audi-ence calls for what it wants, Do-Roze pours it from a glass pitcher and then a cute femme prop-han-this catching, besides the wines and whiskies, two men in the audience called for Bromo-Seitzer and to-mato fuice, and they got them. Same calls 1. e. made in the show, so maybe plants.

so maybe plants.
Magician works fast and with
keen showmanship. Audience response excellent.
Scho.



### DIAMOND BROTHERS

The Times, London, on April 25, 1934, said: "The Diamond Brothers brought pitch of acrobatic speed and good humor that the final curtain found the audience happy and content."

THREE RACKETCHEERS
Comedy, Singing, Dancing
10 Mintageone
Academy N. V.
Comedy trivis closely identified
for triving triving could be sitted
for trideville underses. One of this funny business could be sitted
for trideville underses. One of this funny business could be sitted
for trideville underses.

One is aware of much hard work
commensurate. Dancing which is
offered in small lots in good. Songs
are of the chit chat sort which
again are best adapted to the clibbler places. Tudence laughing at.
Sharper routining will bring the act
around for stage viewing.

HAL MENKEN REVUE

HAL MENKEN REVUE

HAL MENKEN REVUE
Flash
12 Mins.; One and Full (Special)
Locw's State, N.Y.
Last time Hal Menken was
caught he was part of a unit, and
at that time he showed sufficient
class to be doing an act on his own
lets-surrounded-himsel and to the
talent in child they
and the state good enough to
play any house playing vaudeville
today

play any house playing values under the coder.

Menken delivers two specialties, one on the apron straight, and the other on a small stairway built of drum trops for mility at rhythm nerve-tapping. Others in the revue are a femme harmony trio, a girl Russe dancer, and a male banjoist, doing their stuff individually and together in fine style. While act is not mounted executing the continuing is very conditionally well, continuing is very conditionally and together in fine style.

RUTH PETTY

RUTH PETTY
Songs
In Mina: One.
I Mina: One.
I Mina: One.
I Mina: N. Y.
Onbany Perkins gets credit for
this one. This single engagement
appears a filer for-the girl and her
first before reunion with Perkins
in Jersey. The girl has volume in
her chords. Due can girl has volume in
her chords. Due can girl has volume in
her chords. Due can the the run of
current clinging vines. Rhythmic,
unsentimental tunes her preference.
The girl is over as caught, but her
stage exit is a tipoff she still needs
some instruction.
Looks a come hout four times
and never runs out of, her 'one
white spot as caught and clad in
all-white ensemble with fur curfs,
okay. Refreshing to note is that
she does not smack her face right
up to the mike. Deuced her Shan.

RENEE, VIC. and EMILY
Gymnasts
S Mins; Three
Academy, N. Y.
Trio of femme gymnasts who
specialize in mid-sir feats. Apparatus includes bars and rings with
one of the threesome supplying the
disport in filps and turns. Paced
nicely and neatly routined. A dash
of dancing offsets the steady outsy
of standard circus turns. In closing the trio is suspended from
ing the trio is suspended from
ing the trio is suspended from
high speed. All three are goodlookers which helps the regulation
opener along.

### Singer Is Recovering From M. H. Stage Plunge

Beatrice Joyce, soprano, who has appeared intermittently at Radio City Music Hall, N. Y. is recovering at Gotham Medical Center from painful injuries sustained in a 25-toot fall to the stage at that house last Wedneaday afternoon (27). Accident took place in view of the audience, curtains being lowered with the show going on again after a short wait. Miss Joyce was on a prop bluebird suspended by a cable, singing a duet with Robert Landrum. When the prop tipped, Miss Joyce cata-

a duet with Mobert Landrum. When the prop tipped, Miss Joyce cata-paulted to the stage but Lan-drum was able to hold on. Besides internal injuries she suf-fered a fractured wrist and strained

### Indie Cleveland House Enters Name Competish

Cleveland, March 5.
Marmorstein-Greenbaum's Circle, newest and lowest-priced vaude house here, is out to give three circuit rivals in Cleveland some competish-in-way-of-name-acts.
Current topliner is Billy Costello, films' Pop-Eye the Sallor, following Joe Can-Dullo, Art Tatum and Helen Kane. George Jessel is com-

ing Joe Can-Dullo, Art Tatum and Helen Kane George Jessel Is com-ing in Friday (8) in opposition to George Olsen and Ethel Shutta at RKO Palace. Circle ta playing five acts and first-run -plr at 25c. top evenings, and 15c matinees.

### HOSS OPRY ON WHEELS

Alliance, O. March 5.
Buck Owens, western film player, with his wife Rita Tybell and horse. Goldie, is making personal appearances in eastern Ohio film houses. Act is moving by motor, with a specially constructed trailer for the court.

### 15 YEARS AGO

(From VARIETY and Clipper)

Times Sq. houses changing poli-cies. Full weeks for runs with the hope that the Risito, Rivoil and Strand could show one feature two weeks or more. Ace directors told to take more time and make better product.

Society for Visual Education formed in Chicago. Still in existence but still far from its goal.

Mary Pickford given her divorce decree from Owen Moore in Minden, Nev., court.

Chicago projectionists licked the indie exhib tract the Maloy. exhibs. Even made them the charges against

Theda Bara, doing a stage play, kicked in Boston when the press agent wanted her taken to and from the theatre in a coach drawn by 14 milk white horses.

New Orpheum circuit paid its first quarterly dividend of 50c a

Government returned the rail-roads to private ownership, but small prospect of much reduction in

High cost of printing materials caused Jos. W. Stern & Co. to up prices to 12½c. Knocked out the dimeries, which had been getting supplies at 6½c.

Nat Nazarro and Irwin Rosen ghting over Buck and Bubbles. loys went to Nazarro. Minors then.

First bill introduced in Congress to prevent sale of tickets after all seats were filled. Up several times since.

Chicago op played a N. Y. date at the Lexington and dropped \$200,000. Overhead exceeded capacity intake

Massachusetts legislature had bill barring all animal acts. Would have stopped even the circus. Never passed.

Committee of Friars visited Al Woods to notify him of a complimentary dinner. Told 'em he had been a great manager for 10 years and why were they so late.

Fred McCloy, manager of the Co-iumbia, burley, N. Y., tossed a feed (Continued on page 59)

### UNIT REVIEWS

### **HELLO PARIS**

(PALACE, CHICAGO)

Chicago, March. 2.

Question which every one will put to this unit which comes from the compare with the Tolies Bergerer unit? Comparisons are odious, 'tis said, but odious or not this 'Helio Paris' unit will have to stand up under a compare with the Tolies Bergerer unit? Comparisons are odious, 'tis said, but odious or not this 'Helio Paris' unit will have to stand up under a comparative text with its where near? Tolies Bergerer as a show from talent or entertainment points of view. It falls short in every department with the possible exception of scenery and settings.

It is a fine and apiendid show. It stands head and shoulders over the usual run of units ground out like sausages by Chi and Brway producers. It should, for the major the stands head and shoulders over the usual run of units ground out like sausages by Chi and Brway producers. It should, for the major the stands of the compare of the stands of the tolies', unit; the various scenes and did in the first French Casino show. It plays in a rather disjointed, helter-skelter manner and without any one outstanding sock. There is no Gloria Gilbert, or Emilie Broco. The Chief's mark and the dames haven't every stands of the s

man and a woman, the latter nude. Idea of the bat, portrayed by the man, is to manipulate the wings so the man is to manipulate the wings so the man is to manipulate the wings so the faces the audience, and to uncover her when she has her back to the audience.

Business was excellent at the Palace at the last show on Friday, the wings was excellent at the Palace at the last show on Friday, the wings was excellent at the Palace at the last show on Friday, the wings was excellent at the Palace at the last show on Friday, the wings was should continue right through to lold this show two weeks. Show is a money-maker wherever the Folies Bergeres' predecessor in known because the wherever the Folies Bergeres' predecessor in known because the pend somewhat on the reputation of the previous French Casino show, Picture was 'Marder on a Honey-moon' (Radio).

#### Evening on Broadway (ORPHEUM, LINCOLN)

Nary a tap dance in this since it's composed almost an international state of the since it's composed almost an internation and a cilief. Runs just an hour and is possibly 10 minutes overlong, but some of the mid-way deadwood-can be removed. Show carries wo drops, too what in a fund is seen to be seen to be

and lighted.

Opening is provided by Ina Scott, acro dancer in a difficult routine of back breaking flips and is off in about two and a half minutes. Torso, Jap juggler, follows with across the second of the seco

the bill. It ties 'em up. Jay Howard, mask maker, has papier mache muggs made by himself of several stars. Dons the fake pars and pantomimes with the handles. A mani's Alabamians, ork, breaks in here for a medley. Band is only seven pieces and is too skeleton to attempt such a number. Some fun out imitates Stan Laurel, and his sister. Rose Roisman, as Zasu Pitts.

La, Temple, magiclan, contributes

imitates Stan Laurel, and his sister, Rose Roisman, as Zasu Pitts.

La, Temple, magician, contributes the 'glass casket, trick, the trunk warp and a seaset, trick, the trunk warp and a seaset, trick, the trunk warp and a seaset, the closer, Couldn't ask for a better. The three men pitch the two gals all the way across the stage for several breath takers. Mob ate it up. If they yould place Topo Silde what he way across the stage for several breath takers. Mob ate it up. If they yould place Topo Silde what he way a finish for the last 20 minutes.

Harriett Cruise Kemmer, local songstress, on as additional attraction, gives three numbers 40.

Harriett Cruise Kemmer, non-songstress, on as additional as-traction, gives three numbers to swell reception. She, should pollsh up a more graceful exit. Evening on Broadway' is owned by Jack Randall and Harry Roisman.

### DOROTHEA ANTEL

226 West 72nd St., New York City Birthday, Everyday, Convalescent Greeting Cards in Boxed Assortments, 15 exclusive and original cards to the box, \$1.00.

Special discount on large quantities Write for Particulars

### TRACY and VINETTE

Now Filming In Jugo-Slavi CONCORDIA FILMS

PAULINE COOKE

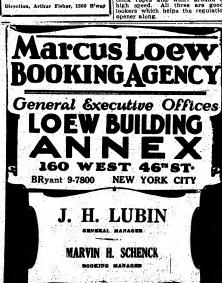
LENNOX PAWLE in "David Copperfield" MIKE CONNOLLY, Pilot

CINCINNATI OPEN

TO NAME ATTRACTIONS TAFT THEATRE -Seats 2.600 Downtown Deluxer-

LARRY SUNBROCK, Mgr. Thursten, Mar. 8-14; Penner, Mar. 16-21

THEATRES 1270 SIXTH AVENUE RADIO CITY NEW YORK



### Variety Bills

NEXT WEEK (March 8) THIS WEEK (March 1)

Numerals in connection with bills below indicate opening day of show, whether full or split week

### RKO

NEW YORK (STY) Este State Stat Bob Ripa.
Martha Ray
Gene Raymond
Jay Seller
Harold Boyd Ce
Frankle Connors
MINNEAPOLIS

Frankle Connors
MINNEAR TO 18
Folles de Paree
Pactrolo
Polles de Paree
Pactrolo
Pact

Blackstone ROCHESTER Weith's (5)

Bob Ripa
Popeye
Martin Raye
Vio Oliver
Bartell & Hurst
(28)
Benny Meroff Orc
TRENTON
Capitol
iet half (9-11)
Mary Miles Co it half (9-10) lights lan Carmen rison & Elme Frank 2, Co BOSTON Boston (8) num Blon DR. JULIAN SIEGEL

(1).
Rae Samuels Ce
CHICAGO
Palace (8)
French Casino Show
'Helio Paris'

(1)
French Casino Show
Hello Paris
CLEVELAND
Palace (8)
George Olsen Oro

This Week: Connie Bee, Jack Goldberg

-Loew

(Three to fill)
2d half (12-15)
Don Bestor Orc

Benny Meroff Re-UNION CITY Keith's 1st half (8-10) Manny King's Co

TROY Kelth

1st half (8-11)

BEADING READING
Astor
Ina Ray Hutton
Dorothy Crooker
(1)
Parisian Foffices
World's Fr Foffices
Washington
Earle (6)
Royal Uyenos
Frank Gaby

Cardini
Gine Dequincey &
Boeweli Sie
(1)
Red Duet
Paul Kirkland
Dorsey Bros
Bob Crosby Ore
YORK
Strand
1st haft (7-9)
Harlem Heat Wa

### Independent

State LAGO
STATE
STA

### Fanchon & Marco

LOS ANGELES Parameunt (28)

Parameter (28)
Fanchonettes
Corps de Bailet
Glee Club
Patricia Bowman
Loda Belle
Pinkie Lee Co
Rube Wolf Bd
PHILADELPHIA
Fox (8)
Louise Beavers

let half (5-8).
Dance Fa itavy
Mary Marlowe
Sor Gould
Ora Co.
2d half (9-11)
Modern Manikins
Whitey Roberts
(Other Co.
WHO CO.
United Half (7-10)
Clifford Wayne Fa
Clark & Verdi
4 Skide Clifford Wayne Fa Clark & Verdi 4 Skide (Others to fill) 2d half (11-12) Ray Perkins Joyner & Foster Vogues of 1935

Chas Davis OrePaul Rogers Ore
Cetten Cleb
C C Rev
Meare- & Mears
Nicholas Bros
Poblas & Pimies
John Henry
Swan & Lee
Linns Hory
Beante Scot
Dynamic Hooke
Cora La. Redd
Cab Calloway.
Coq Rougs
Joe La Porte Ot
Cubanacas
Rigo. & Cammen

Rigo. & Carmei
Rigoel Di Gra
Juani Di Gra
Juani Di Gra
Juani Di Gra
Raphael
Cordoba Sie
Deimonico's
Rynea & Swan
Ray
Robe Moffe.
Biele Glibert
Jerry Baker
Eddle Court
Dubonett
Joek De Barby
Ed Chico

### Cabarets

#### NEW YORK CITY

Armande's Consuelo Flowerte

Barrel of Fu

NEW YORK CITY
Capitel (8)
Ben Bernie Ore
Let half (8-11)
Morgan & Stone Held (8-14)
Morgan & Morgan Held (8-14)
Morgan &

### Paramount.

BOSTON Metropolitan (8) Rafael DeRoze Mann-Barce & Mann-B

Tommy Martin Liazeed Arabs Evane Ballet Marbre (1) Eddie Peabody Jig Saw Jackeo Wilbur Leibling Gifford & Peari Mattleon Rhyth DETROIT
Michigan (8)
Jim Lanceford Co

### Warner

ELIZABETH Ritz

Ist half (9-12)
Blackstone
2d half (13-15)
Reynolds & White
(Four to fill)
2d half (6-7)
Hickey Bron
(Three to fill)

LANCASTER
Capitol
2d haif (11-13)
18owery Music H F
PHILADELPHIA
Earle (8)
Joe Besser
Roncoe Ates
Georgie Tapps

Congress Nip Rev Thais
Edna Strong
Beatrice Lane
Frank Parrish
Chas Davis Ore
Paul Rogers Or

Bal Musette-Arden & Duncar Geo Marechai Miliard & Aulta M Ferri Geovignetti Pletro

Jack Sheldon Annette Lacy Andy's Aces Lewis & Dody Bell's Gay 90's

Kathryn Parsons

Bigelow & Lee

Jerry White

Beaux des Arts

Beaux des Arts
Nina Allen
Justine Jai Tai
Boouf Sur Le Teit
Billy Arnold Oro
Rooky Twins
Ann Courtney
Helen Grey
Murray & Allen

Inez Elvira

Don Casanova Rudy Hernandez Or Cantina Barra Raym'nd & Lucinda Gliberto & Jose

Ribber na & Lione
Ribber na & Lione
Briceno
Don Jose Oro
Casine de Paree,
Harry Stockwell
Roui & Reyes
Jack Powell
Lechtar Fk. Casine
Ethel Merman
Lec Reisman Orc
Chapean Rouge
Peppy de Albrew
Dick Gasparre Orc
D'Ivons
Hartmans, G & P
Chafeau Moderne
Murial Roger

your De Barry Wences Pace of P

Firenze Sandino & Fairch Dick Mansfield ( Muriai Roger Antonio Morchin Royal Cuban Oro

Flying Trape: Hazel Williams Freddy Berrens —Freuch-Casin Royal Cuban Oro
Club Gaucho
Senorita Leona
Club New Yorker
Lois Eillman
Comfort & Relliy
Jack Meyer Orc
Club Richman Gioria Glibert Maria Desty Haraid & Loia Olympe Bradna Lee Manginia Lelime Trio Wheeler, M & W Coconnut Grov

Coconnut Grove.
Reis & Dunn
Lloyd Garrett
Durelle Alexander
Ruth Williams
Bryant, Rains & Y
Cein de Paris
Rence Estabrook
Jerry Farrar
Harry Sajiro
Archus Gibbs berts an ittar Guittar Emile Boreo Noble Simele Orc Carl Hoff Oro Gypay Tavern Nika Sally Stark

Le Bijou Grace Morgan Elise Lord Peter Marchall Marlo Di Palo Ore Leon & Eddie's

Emil'e Oro
H'lyw'd Bestaurs
Rudy Vallee Oro
Bioise Martiu
Sammy White
Pierce & Harris
Vera Nizas
4 Diplomats
Edith Roark
Terry Lawlor
Barbara Blane
Mille & Veras Barbara Biane Mills & Kover Virginia Vaughi milaen O'Conno Eileen O'Conn Jack Star Marlon Martin Pedro Via Cui

Kaufman Ble Emil'e Oro

Hetel Commodore Hetel Delmonico

ulle Gilespie lex Fogarty arry Tuker Ord

Bert King Orc
Jerry Blanchard
H & M Kane
Hetel Fifth Ave
Mishel Gorder Orc

Horacio Zito Oro Hetel Gov. Clint

Anthony Trial Orc Hotel Gt. Norther Ferdenaudo Orch Hetel Lexington

Jack Little Ore M Schuster Oro Hetel McAinin

Joe Haymes Oro Bob Barker Agnes Anderson Hotel Mentelah

Hotel Mentelair Leon Janney Leota Lane Rosita Ortega Franco & Francine Ruth Urban Marti Michel Oro

Hotel New Yorker Ozzle Nelson Oro Harriett Hilliard Florence & Alvarez

Hotel Novarre

Leon & Eddle's
Del Pago Ore
Ron Perry Oron
Maison LaFitte
Max Dollin Oro
Maison LaFitte
Max Dollin Oro
Maison Veyant
A Vatuntine Oro
Splyy
Rita Belle
Maxfair Yacht Clul
Walker O'Nell Oro
Mon Paris
Gene Foadleke Ort
Lucian La Riviere
Yvonna BouvierLucian La Riviere
Vonna Montant
Mormandle
Rocky Twin-Hotel Astor Jack Berger Ore Hotel Bilts Jack Denny Ore Vernons
Ray Heatherton
Dot, Kay & Em

Normandle
Rocky Twins
Heien Gray
G & C Herbert
Eddle Elkins Ore
Lester Lannin Or
Number One Clu
Mimi Muriel

Mimi Muriel
Faradise
NTG Rev
Sally Rand
Abe Lyman Ore
Elenore Woods
Race Maye
Rose Rose
Rose Maye
Rose Les
Jayne Manuse
Ching Ling Foo
Rels & Dunn
Park Lane
Max Berser's C

Harry Rosenthal O w Ro Lydia & Joresce Beatrice Lillie Jolly Coburn Ore

Jelly Coburn Ore
Bene Merry-GeBound
Vivlen Field
Bound
Vivlen Field
Bound
Vivlen Field
Bound
Field
Bound
Field
F

Jos Zatour Oro Sherry's Maurice & Coro Alice Dawn Al Ross Joe Smith Oro

Gay Adame
Theima Leeds
Billy Milton
Maurice St. Clair Maurice St. Clair Gloria Day Vic Rodrignes Or Nell Litt Oro Sterk Club
Bobby La Branc
Gay Adams
VI Bradley
Vercelle Sis
Hayward Powers

Neil Litt Gro
Hotel Fark Lane
Max Bergere Oro
Hetel Pennsylvanis
Hal Kemp Oro
Hotel Fierre
Shep Fielde Oro
Hotel Flams
Emil Coleman Oro
Modrano & Douna
Hotel Eltis-Carlton
Rich'd Humber Oro Tark Grill
Geo Hall Ore
Loretta Lee
Thomashefaky's
Boris Thomashefa
Boris Thomashefa
Fegina Zuckerber;
Sarry Littman
Florance Riug
Mme, Charova
Gertie-Bullman
Ches Doberty: Rev
Trouville
Jim Miller Ore
Ubangi Chab
Gladys Bently
Allis Bally
Teddy Hill
Vorsallies Taft Grill Rich'd Himber Ore Joey Nash Arman Vecsey Ore

Hotel Boosevert
Del Campo Ore
Bergice Parke
Pomeroy Rev
Sarita
Hetel St. Merita
Cordoba Sie
Leon Navara Oro
Hotel St. Begis Teddy Hill
Versailles
Jos C Smith Ore
Rodriguez Oro
Eugenie Woodruff
James Struthers
Dolores Reade
Billy Roy

Billy Roy
Village Barn
Jerry Blanchard
Sammy Walsh
3 Boston Girls
Eddie Gale
Accent & Jenesce
Julie Wintz Oro
Josh Medders
Village Wat Clab

Hodel St. Regits
Hodel St. Regits
Hodel St. Regits
Marjory Logas
Gerrade Nolen
Hodel Namer St.
Hodel St. Regits
Hodel Namer St.
Hodel St age Nut Club Village Nut Clul
Jack Fagan
Sheer Bros
Bsebe Monet
Aileen Cooke
Val Veston
Floria Veston
Milton Maun Orc
Waldorf-Asteria

Cousuelo Carmen Castillo Shella Barrett Xavier Cugat Orc Henry Ring Orc Beauvel & Tova La Bae Walker O'Nella Ore

### CHICAGO

Blackhawk Hinton Sis Phyliss Herry Gale West Kay Kyser Ore Beverley Kirk Alex'nd'r & Swai Francee Willer

Lou Lewis Peggy De La Pla Chas Albert Ore

Gale West
Club Alglers
Kay Davlecu
Rosita
Alglers Club Oro
Evelyn Camen
The Weismuellers
Kay Davidson
Sammy Kahn
Austin Mack Oro Ches Pare Al Trahan
Yukon Cameron
Nick Lomg Jr
Miles & Kover
Betty Kean
Gus Arnheim Or Cellege Inn

Club Minuet
Frank Sherman
Corlies & Palmer
Erceile Sis
Helene Carol
Adelina Dossena
Hope Parker
Maurie Stanton's O Art Jarrett Eleasor Holm Olive Olsen Chaz Chase Chas Agnes Ore Colosime's

Don Enrico
Adeiaide Keroff
Gano & Rita
Mary Nevells
Arthur Gretlow
Bob Tinsley's Or Drake Hotel

Karre Lebarone Ferde Grofe Orc Edgewater Beach Alta Warsaweka Herbie Kay Orc James Kozaks Oro

Cougress Hetel (Joe Urban Roem Robert Royce Eddle Scope Patricia Norman Marcy & LaBelle J Cherniavsky Or James Kgzaks Oro,
Embassy Club
Evonne Faith
Ruth Joffee
Pep & Ginger
Roy Fox
Lou Shatel,
Danny Alvin's Orc
French Casine
Paris-Vienna Rev
Tom-Gérun's-Orc Club Alabam

**Code Changes Likely** 

(Continued from page 7)

(Continued from page 7)
Senator Nye submitted a lengthybrief to-the Finance Committees
singling out more than a dozen
pacts, including the picture agreement, for criticism. Nye summary
was a rehash of the three Darrow
reports, two of which blasted the
film code in senastional fashion.
Also volced most of the principal
basis for the Darrow Indings.
Claiming receipt of more than
3,500 letters and telegrams backing
his investigation demands, Nye
said kicks have been received from
every state in the union and that
'no one-urges maintenance of the
existing status quo'. Squawks specified maladministration, monopolisatio tendency, oppression and discirrimization by code authorities' and
charged that Dr. Al gnored minormonopolistic work of codists.

Six Charges
Section of the brief relating to the

monpolistic work of codists. Six Charges
Section of the brief relating to the firm pact recited six charges and wound-up-with-the-argument-that thus there was set up a combination which never would have been tolerated under the Sherman (antitrust) law. Nye added that the compilating are accompanied by an abundance of evidence and wholesele willingeness' of kickers to appear for cross examination by Senate probers.

sale willingness of kickers to appear for cross examination by Senate probers.

Partially supporting MPTOA velos for reorganization of the film code authority. Nye charged that the industry—regulatory—body—deprives independent exhibitors of proportionate representation, repeating the Darrow board criticism about the 'big eight' producers.

The code authority under the motion picture code is a quasi-judicial body,' the Nye brief related. It decides controversies as it sees fit. Due to the influence of Rosenblatt, the code provides for two categories of representation on the code authority: affiliated, which means representatives of producers and distributors without theatre affiliations and independent exhibitors. The first category includes representatives of producers and distributors without theatre affiliations and independent exhibitors. The first category includes representatives of five of the big eight which have affiliated, whether the second category of five includes (a) refive of the big eight which have affiliated theatres. The second category of five includes (a) representative of another member of the big eight, which actually has theatre interests although they have been disguised (thus making six of the 10 members representative of

Earl Rickard
Eddle Dander's Orc
Joe Buckley Orc
Harry's N. W. Ra

Harry's N. Y. Bar Harry Harris Al Wagner Phil Furman Harry LeGrand Sld Raymond Maurie Stein Orc.

Boyale Frolics
Joe Lewis
Giggles Regan
Bebe Sherman
Marge & Marie
N & O Detrick
Dolores
Cecil. Biair
Henri Lishou Oro Raymond Hi Hat Club Elaine Manzi Muriei Love Claire Poweil Effic Burton Joan Poat

Terrace Gardeus
Roma Vincent
Alice Biue
Szita & Anis
Hank, the Mule
O'Brien Girls
Stan Myers Ore

Via Lage
Rick & Snyder
Chicak Stanley
Peggy Laurie
Lou Blake Ore Walnut Room (Bismarck Hetel)

Art Kassel Oro Berinoff & Earlyne Lillian Laverne Florence Schubert Ted Travers

Jee Perrone'e
J. Marengo Oro
Murray Pock
Dee Sis
Patsy Lee
Texas Tommy
Freddy Beardan
Ruth Van Loise

#### LOS ANGELES

Ballyico

Myra Mason

Murray Sis
6 Counts of Rhythm Orville Knapp O Ramon & Rosita

Joan Poat
Lamb's Cafe
Bob Price
Peggy Leonard
Gwyn Rogere
Edna Stanley
Dodde Bros
Michelob Iun

Micheled tun
Betty Moore
Delores Marcelle
Jeannette Graha
Hal Hiatt's Ore

Opera Club Ann Seymour Berenoff & Earlyu Vernon Rickard Jules Alberti Oro

Stuart & Lea
Jay Seller
Stanley Morner
Condos Bros
Abbott Dancers
Ted Weems Oro

(Agua Callente
Nirvanna:
Julian Marjorie
Beatrice Ynez
Armida Tovara
La Francon
The Casinos
Merissa Fiores
Bobby Maytoren
Heifig Bd

Coconut Greve
Guy Lombardo Oro.
Clover Club
Frankle Masters Bd
Cetton Club
Mills Bros.
3 Midnight Steppers
Les Hite Bd
El Ray Club
Gene Austin Biltmore Bowl
Jimmle Grier Ore
Darlene Walders
The Rodions
Beatrice Hogan
Ande & Dmitri
Marietta oe Marlin Orc
Hetel Roosevelt
oe Marlin Orc
Italian Village Cafe de Parce toy Herbeok Orc Caslue (Agua Callente)

Mazie Richarde Louise Walker Gray & Hudson Kings Cinb Tommy Lyman Stan Clare's Oro Palomar
Dick Jurgens Oro
Sharry's
-Bob Milier Oro the dominant majority); (b) re-presentative of the small producers without theatre affiliations (thus making seven sellers against three buyers); and (c) two representa-tives of trade associations mainly composed of and almost entirely supported by the affiliated theatres, and one representative of the inde-

supported by the amiliated theatres, and one representative of the independent group. Claims

Further supporting this charges that the film code is monopolistic and results in oppression of small enterprises. Nye complained of:

1. Undue influence by big producers with the approval and assistance of the deputy administrator who handled the code. Mentioned Rosy's former tieup with Nathan E. Rosy arbitrarily named committees to add in preparing and revising code proposals.

3. Independent minority members were barred from committee meetings 'crucially affecting the interests of the industry.'

4. Rosy retused to permit indies

4. Rosy refused to permit indies to file briefs complaining about features of the code and announced he would write the pact himself.

write the pact himself.

So write the pact himself.

So write the pact himself.

So write the pact compilates against Roy's larged and prejudice were white watering you.

Co. Robert Lea and Gen. Hunh S. Johnson without opportunity to examine witnesses or 'present an abundance of evidence confirming the charges.'

The forthcoming Senate inquiry, while under the direction of Administration-bossed Finance Committee, will afford Nye and his associate NRA critics, Senators McCarran of Nevada, King of Utah and Borah of Idaho, a chance to put Roy and possibly the codists on the griddle. May also give

and Borah or mano, a mance oput-Rosy and possibly the codutar on the griddle. May also give Lowell Mason a chance to pay off his old grudges, as the former Darrow Board prosecutor is being urged for Job of committee counsel, although Chairman, Harrison and although Chairman, Harrison and although the committee mediants maintain the committee needs to be the dut.

Democratic bosses trying to block renewal of the Darrow-Johnson feud and set the stage for a perfunctory query, were compelled to compromise with the Nyc-Borah contingent and permit the critics, who do not have seats on the Finance committee, to take part in Finance committee, to take part in Finance committee, to take part in

compromise with the Nyc-Borah contingent and permit the critics, who do not have seats on the Finance committee, to take part in the examination of witnesses. In return for this concession, the Nye-Borah-King group agreed to side-the plans for a rival investigation.

Antagonistic congestional situation—had make the plans are compressed to the Nik. Feel of the Nik. Feel on the attitude of the Nik. Feel on the attitude of the Nik. Feel onticeable a greater disposition to listen to squawks and take things a little more slowly. Indicating what may happen to the film code, observers noted significantly that the Industrial Recovery Board. observers noted significantly that the Industrial Recovery Board, which has been deaf to repeated complaints against the boot and shoe code, finally agreed to throw this pact open to amendments.

### Austro-Nazi

(Continued from page 25)

Germany will nevertheless be allowed to send 120 of its own pictures into Austria. All additional films on either side will be subject to a further agreement, but always

tures into Austria. An additional films on either side will be subject to a further agreement, but always on a 10-to-one ratio basis. In other words, if Austria wants to send 13 pictures to Germany it will depend on whether or not Germany happens to have 130 pictures raced. to send the other way.

Agreement also calls for both-order to be supported to the subjung each other on the matter of the subjung each other on the matter of the subjung each other on the matter of the subjung each other of the subjunction of the subject of the subjec

ork in Austria.

All the details carry through on horts and educationals also.

### **One More Court Episode Closes Erlanger Estate Battle; Widow** Of Showman Believed Vindicated

Final disposition of the contest of Charlotte Leslay Fixel, now Mrs. Benjamin D. L. Abraham, Mrs. Benjamin D. L. Abraham, Mrs. Benjamin D. L. Abraham, Mrs. Grand G. L. Elanger, appeared to have been made last week when the Appellate Division of the New York Supreme Court affirmed the decision of the surrogate court that she was the common law wife of the deceased showman. Doubfull Mrs. further appeal will be made, attorneys for former Judge Mitchell L. Ellanger, and others named as beneficiaries stating they had no further instructions from their clients.

clients.
With the estate said to have little or no cash on hand and around \$1,000,000 of uncollected or uncollectable assets, it also looks doubtful whether any one concerned with the case will get any coin except the lawyers and the printers of the

the case will get any coin except the lawyers and the printers of the record.

Widow declared that any money she might receive from the estate is secondary, she being satisfied that the court vindicated her claim that she and Erianger were mairried in Atlantic City in November, 1927, when, he placed, as ring on her finger and declared themselves wed. At the time-of-his-death, the estate was estimated at around \$15,000,000, with reports putting the value at five times that figure. Common law marriages are no longer legal in New York.

When Erlanger died Miss Fixel was ousted from her Riverside Drive home, where she resided with and nursed the showman for years, but the shown of the show

tect over her status bared many details.

There also was a private, but even more bitter feud between opposing counsel—Max Steuer for Miss Fixel and Isador J. Kresel for the heirs.

During the Fixel hearings, which lasted three months, Kresel and Judge-Erlanger started a battle which culminated when the attorney went to court to collect a fee of 425,000, receiving judgment.

The then surrogate, John P. O'Brien, later mayor of, New York, wrote a decision of more than 100,000 words which filled 22 pages of a 24-page issue of the Law Journal. When he became mayor O'Brien had the decision printed in book form, which he distributed to friends. Appellat Court apparently figured. enough words had been used and in affirming the surrogate missed and in affirming the surrogate missed and in a fifth of the country words and bear used and in a fifth of the country words and bear used and in affirming the surrogate missed and in a fifth of the country words and bear used to the country words and bear used to the country words and bear used to the country words. 7,000 printed pages of the record, submitted in 18 volumes. Steuer acted respondent on the appeal, Hardin and Hess acting for the appellants.

### COOK, GOING ON AIR, SHELVES RADIO SATIRE

Returning to the air Friday (3) on the Goodrich tire hour. Joe Cook has indefinitely shelved Listen My Children, play which he planned appearing in. It is a satire on radio and he fears the place might not jibe with his mike appearances.

pearances.

Cook, however, m. appear ir
another legit show during the Good-

### FREE SHOW ON B'WAY

First of Relief Units to Hit White Stem-In a Church

Free relief shows presented in schools and institutions have actually reached Broadway, although not in a theatre. Plantore was played in Pilgrim Hall, the recreational auditorium of the Broadway Tabernacle, a church at 56th street and the main stem, Monday (4) night under auspices of the Drama Section, Public Works, Division, of the city's Emergency Relief Administration.

of unusual for the relief units Not unusual for the relief units to play churches, but the bookings herstofore were quite removed from the amusement center, Tabernacie appearance being one of the most unique since the free shows started more than a year ago.

### WORCESTER STARTS UP Manhattan Players Try to Break Town Stock Jinx

Worcester, March 5. Worcester, March 5.

After being dark for several
weeks the Worcester theatre will
reopen next Monday (11) with
stock. The Manhattan Players,
managed by Guy Palmerton, will attempt what several other companies
have tried and failed to accomplish
in the last Yew Years—to last more
than at few the con-

man a rew weeks.

Marjoric Clark will have the leading femme role and Frank Lyon the male lead. Lyon also will direct. Guest stars will be brought in from time to time.

time to time.

Members of the company will include Kirk Brown, Jr., Richard
Blishop, Gertrude Dion McGill. Byrd
Bruce, J. Harrison Taylor, Helen
Arlan, Barry Sullivan, Roy Elkins,
Grandon Rhodes, Dwight Godwin
and Palmerion.
First bill is Your Uncle Dudley.

### 'De Lawd' Breaks Down: Out of 'Pastures' Cast After 5 Consec. Years

After being accorded national press attention that established him as an outstanding stage fluid and the stage of the started in the stage of the started in The Green Pastures, was forced to ease of the first week of the started in The Green Pastures, was forced to ease and the first week of the started in the stage of the started in the started in

news ribbon of the Times at 43nd and Broadway.

Matinee suddence was advised from the stage that Charles Winter Wood would repface Harrison and several hundred in the addence secured refunds. At night, however, the secured refunds and wood was given generous applause at the indice. Wood was the understudy since the play opened Feb. 28, 1930, ed indefinitely.

### Mpls. Burns Again

Minneapolis, March 5.
Town's Little Theatre groups
are burned up over an interview that Cornelia Otta Skinner gave to the local newspapers during her engagement
at the Metropolitan theatre
hers. Miss Skinner told the
reporters that 'good amateur
actors are bores and bad ones
are tunny.

are funny.'
Several of the Little Theatre
groups held indignation meetgroups held indignation meet-ings following the interview and threatened to boycott the Skinner performances.

# Class Shows Hypo Coast Legit to Top Take in Yrs.

Los Angeles, March E.
Class entertainment has given Erlanger's Biltmore its best season in years with the Follosies gameing \$38,000 in fight days and the season in years with the Follosies gameing \$38,000 in fight days and the season game of the season of the se

for a week of portrayals to good take.

Fits Leiber followed for two weeks of Shakespearean rep. Although not especially a good town for the Bard's shows, Leiber managed to pull through to a fair gross. Also sticking around for two weeks was Walker Whiteside in Master or Ballantrew, with weeks with the state of the

# Too Expensive to Run

### 'Point Valaine' Second Show to Fold Despite Moderately Good Business

Noel Coward's 'Point Valaine.' in folding after only seven weeks on Broadway, is the second attraction which recently went off the boards principally because of high operating cost. Merrily We Roll Along stuck for 19 weeks, only to be yanked after a single week out of town. Latter's production was heavy, calling for more than 40 men in the crew and an abnormally large cast for a drama. Even when pared down it could not break even at moderate grosses. "Vallane's cast was not large and there were but two sets. Twentynine stage hands were required, however, because of the shifting of heavy props. Show could operate at moderate money but the house (Barrymore) went 'into the red. principally because of high operat-

however, because of the shifting of heavy props. Show could operate closed the shifting of musical Wishing Well at moderate money but the house at moderate money but the house (Bartymore) went into the red Miller, acting for Equity, appropriate the Masson Opera House in 1929. Stop limit was high and when the grosses dropped under the mark the \$1,200 in salary due. Miss Bennett, Shuberts, who operate the house, called for a new deal whereby the star. Meanwhile surety compartners decided they preferred to fold.

Valaine' cost around \$30,000 on production and rehearsals. When it crash of Beesemyer concern. Singed out in production and rehearsals. When it crash of Beesemyer concern. Singed out in Hollywood Guaranty Bidg. & Loan, which was wipled out in years guit four ways—Coward, Lant. Equity's attorney, I. B. Kornblum, and Fontanns, Max Gordon and winning the new trial.

John C. Wilson, each having 25% The Lunts are going into Shake spearean repertory for the Theatre Guild next season.

### ECHO OF 1929 STAGE FOLD IN COURT TIFF

Los Angeles, March 5.
Californis. Appellate Court has tossed Harriett Bennett's \$1,200 judgment against Charles Miller, local Equity rep., back to local courts for retrial, Case vitally affects all trust account procedure in the state.

Complicated legal mixup followed

### Plays on Broadway

### The Green Pastures | PETTICOAT FEVER (2d REVIEW) in two acts, 18 scenes, by Marc

	Connelly; based on Roark Bradford's 'Ol'
	Man Adam an' His Chillun' and the Bible.
	Opened Feb. 26, '35, at the 44th St., N. Y.,
ĺ	for return engagement; \$3 top.
	Mr. Deshee
	Mr. Deside
	MyrtleAlice Snyder
	Cariisle
ı	RandolphLloyd Warren
ı	A Cook Watts
	Custard MakerRandall Homer
	ArchangelAlien Charles
	GabrielOscar Polk
	The Lawd
	Choir Leader
	Choir Leader
	Eve
	Cain
	Cain's Girl Renvensta Washington
	ZebaEdna M. Harris
	Cain the Sixth James Fuller
	Boy Gambier Jazzlipe Richardson, Jr.
	Noah
	Nachia Wille
	Noah's WifeSuele Sutton ShemMilton J. Williams
	FlatfootFreddie Archibaid
	HamJ. Homer Tutt
	Japhet
	First CleanerFlorence Fleids
	First Cleaner Florence Fleids
	Second Cleaner Frances Smith
	Abraham
	IsaacJohn Charles
	Jacob William MoFarland
	Moses
	Hend MagicianArthur Porter
	Joshua
	-King-of-Babylon
	Prophet

(This is the second review on Green. Pastures' by the same reviewer who cought the premiere. Feb. 28, 1930, and gave it a liberal to useeks. Prediction has since made him as famous as the guy who ran the arong way in the Rose Book. What was his name?)

Mate was als same?

Following a nice lil' sprint of 18, months on Broadway and 1,552 performances in 203 towns in the U. S. and Canada, with one stopoff to pack away a Pulltzer Prize in the cut trunk, Green Pastures' is back on the main stem. Rehash trip is amnounced as for a 'limited engagement,' whoh can mean anything from a Loew route to an Eskimo's night.

amounced as for a 'limited engagement', which can mean anything
from a Loew route to an Eskimo's
It's comelow talls to click, wrote
one New York dramatic critic upon
the show's opening six years agoyet they let him get away with it.
'Artistic success that gives little
promise of attaining commercial
who didn't seem to know the
difference between a masterplece
and a restaurant bit—and the resuitant uproar sounded like the topmon the standard properties.

The divine comedy of the modern
theatre.' J. Brooks Attinson.

Such. as:

The divine comedy in blacktace,'
Cheer of the finest things that the
theatre of our generation has seen,'
the World.

And, as recently so last week.' A
mentiunton'. Time magraine.

As to which raction was righthistory will show. Five years, and
going into the sixth, is too short a
time in which to tall whether this
story will show. Five years, and
going into the sixth, is too short a
time in which to tall whether this
stry will show. Five years, and
going into the sixth, is too short a
time in which to tall whether this
stry will show. Five hear, and
going into the sixth, is too short a
time in which to tall whether this
stry while one say, has been a; int off
second base.

Pastures' returned to Broadway
last-week much—the- same-as-it—had
the same cas. The show has made
a star of Richard B. Harrison, but
this sterling actor has more than
returned the compliment by delivering six solid years of fine performer
changes in the all-colored troupe,
but it has held together remarkably
well. Since reopening in New York
Härrison has suffered a leart attack
for the first time, although he
played the opening.

To see what the cast and show
have accomplished, it may be best,
as Al Smith said when he kicked a
the record'.

A five-year run and still going.

(A 10-week stay should be suff-

as Al Smith and when he knicked a hole in his latest Decca—to Took at the five-year run and still going. (A 10-week stay should be sufficient.—VARIETY.)
Seen by 2,000,000 people. (Pretty arty for a mugg.—VARIETY.)
To a mugg.—VARIETY.)
Froft estimated around \$500,000. (Decadually isolating in box-office ability.—VARIETY.)
Froft estimated around \$500,000. (Author probably will be praised more than he is paid.—VARIETY.)
But a mugg is a mugg, and, denote than he is paid.—VARIETY.)
But a mugg is a mugg, and, denote than loss probably will be praised more than Lookes like a limited engagement—limited to 25 years.

Bige.

### Little Theatres Compete

Hollywood, March 5.
Fourth annual tournament of the Los Angeles County Drama Association, with 14 little theatre groups participating, was held last week at the Writers Club.

Midgles brought 14 one-act plays to the boards during the four nights

to the counts
of showing.
This is the first year that groups
outside of L. A. county have been
admitted to the tournament.

	Farce in three acts presented at the Rita March 4, by Richard Aldrich and Aifred de Liagre, Jr.; written by Mark Reedt
ĭ	de Liagre, Jr.; written by Mark Reedt
	Dennis King starred; staged by de Liegno
•	Dennis King starred; staged by de Liagre, Dascom Dinemore
. 1	Kimo
	Atmo
1	Sir James Fenton Leo G. Carroll
В.	Ethel Campion
r	Little Seal Ness Wonds
11	Ethel CampionDoris Dalton Little SealNace Kondo Snow BirdFrances Hogan
. 1	Duon Dugarritanian Logar
21	Rev. Arthur Shapham Josquin Souther
• 1	Captain George Landry Lee Curiev
7	Captain George LandryLeo Curley Scotty Robert Bentzen Clara WilsonOna Munson
8	Clara Wilson One Muneon
	Clara Wildon

Although Chicago and Boston saw Although Chicago and Boston saw the first of this week's premieres before Broadway did, and treated it fairly well, questionable whether the main stem will support it for more than a limited engagement. As a story it has some novelty, As a farce there is a fair supply of smiles. Writing is smart enough now and then, but it seems slow and

As a farce there is a fair supply of smiles. Writing is smart enough now and then, but it seems slow and the obvious.

Int a matter of how much fun to obvious.

Int a matter of how much fun to obvious and the obvious of a foursome coped up in a dinky wrieess cabin far up the Labrador coast. Two couples not married but on the verga, which brings the chapital of a mission into the picture. It a hose in the couples in the couples of the cou

the others knowing until its an over.

King seemed to enjoy playing the radio chap—and—he—supplied—the lighter lines, also singing Loving the radio chap—and—he—supplied the lighter lines, also singing Loving at the St. Regis root, so it was announced over a receiving set. On a Munson as the missing Clara did not get into action until the play was half over. She was observed that the light ligh

Fairly good, but too lightweight.

### WARNERS' LEGIT 'ZERO' READYING FOR BOARDS

Casting is expected to be completed this week and rehearsals started on 'Celling Zero,' the aviation play which Brook Pemberton will produce by arrangement with Warners. Sortpt revision has been finished by Frank Wead, who came on from the Coast for that assignment.

ment. "Zero" was bought outright by Warners legit production depairment, a subsidiary similar of Charles Fröhinan, Inc. owned by Paramount. Latter's legit arm was the first picture-backed legit enter.

the first picture-backed tegic emprise.
Under the Dramatiat Guild rules.
Under the produced plays must be openly bid for. Understood that Pemberton will have a participaling interest in the picture columbather it is filmed by Warners or any other firm.
Warners is interested in Three Men. On a Horse, but said to have bowed out on Fly Away Home, both of which it-backed.

# Showdown Called For on Ducat **Problem: NRA Insists on Either Enforcement or Drop of Clause**

Washington, March 5.

Washington, March 5.

Either rigid enforcement or elimination of ticket control clauses of the legitimate theatre code was called for today in the long-delayed report of special New York investigators of the legitimate the second of the legitimate the second control of the second control of the legitimate that the second control of the legitimate that the legitimate that the code authority be made to either take a hand or drop the move to control brokers. With strong defense of the legality and an implied belief, in the workability of the existing requirements, committeemen recommended that:

that:

1. The C. A. be requested to notify the N. I. R. B. concerning whether or not it intends to enforce compliance and to provide an adequate budget to assure thorough en-

quate budget to assure thorough enforcement.

2. That if the C.A. is "unwilling"
or "unable" to scrape up coin and
put on a vigorous drive against unlended brokers, the ticket control
clauses, be dropped-from the code.
Noting that \$9 of 60 brokers had
conspiled with the original code
while only 17 have signed contracts
under the revised pact, the commitcodists and charged bunting had
"Responsibility for enforcement
rests primarily on the managers,
since the tickets are in the first instance under their control. And
since it is through themselves and
their employees that the tickets are
distributed to the general public and
the brokers, any attempted enforcement must have the close co-operation of the managers. That co-opcertain of the managers. That co-opment must have the close co-operation of the managers. That co-opment of corruption in the box office still
persist."

persist."
The code machinery "parallels" statutory regulations, attempted in New York in 1912, the committee said after a detailed analysis of prior court decisions and features of the code system, and is further bul-warked by the only method of price regulation—that of contract—which the courts have uppeid.

Citing the difficulty in enforcing the existing restrictions, the report emeasurements.

Citing the difficulty in enforcing the existing restrictions, the proport emphasized that the code authority has falled to adopt any by-laws or to even draft a budget and made the obvious point that automatic compliance cannot be expected from the brokers and offending house managers.

committee recommendations of the commendations of the commendations of the commendations of the commendations of the commendation of the committee recommendations and put the problem squarely before the codists.

### Dancer's Immigration Troubles Worry 'Follies'

Troubles Worry Tollies' Trouble, March. 5.

With Aiex Pisher of the dance, team of Pisher and Harrison arriving here 27 minutes after curtain time, Canadian immigration authorities caused the Ziegfeld Foilles' management plenty of headaches and a heavy telephone bill.

According to Mrs. Pisher (Ruth Harrison), her husband was denied entry at Black Rock, N. Y., Canadian officials claiming that Pisher's inability to present his papers left. Canada with no guarantee that the U.S. immigration men would left him back. Pisher is a Czechoslovakian and, while he has been in America Onton and the Canada with the Canada with the Canada with a control of the Canada with no guarantee that the Lusting and the Canada with the guarantee that the Lusting and the Canada while he has been in America Onton and Canada and

tor II years, he has never been naturalized.
When his papers expired his renewals were not forwarded. After being held up for some hours, immigration officials at "Washington hotified" the Follies' management here that Fisher was on his way to Toronto.

### The Reason?

Albany, March 5.
Professional stage shows
always write a record in red
ink in Albany. Maybe here's
the reason: Last week there
was a total of 19 amateur
dramatic shows here staged by
school, church and club
groups. Albany, March 5.

### **NOW IT'S REINHARDT** WHO'S SUING FOR 105G

Los Angeles March 5 Los Angeles, March 5.
In a cross complaint in the \$184,000 sult of Habel, French theatrical
producers, against Max Reinhardt,
latter is asking counter damages of
\$105,000, charging breach of contract in connection with controver-

sial agreement to produce a Rich-ard Strauss operetta in London this past winter.

past winter.

Both parties allege damages on fallure to fulfill, the pact provisionally made before Reinhardt came to America to contract with Warners for production of Midsummer Night's Dream' (film).

### Munsell, Jr.'s, Play In Pittsburgh Tryout

Pittsburgh, March 5.

World premiere of a new play by Warren G. Munseli, Jr., son of Theatre Guild's business manager, will take place at Carnegie Tech's drama' school. this week. Piece, labeled Rich Man, Poor Man,' deals with life of Dean Jonathan. Swift and opens a six-night run at Tech's and opens a six-night run at Tech's Show requires a cast of 22 and is.

Show requires a cast of 22 and is. Show requires a cast of 22 and is being directed by E. W. Hickman

## JESSEL MAY BE ONE OF '3 MEN'

Pittsburch, March 1. George Jessel, playing Penn this week, may step into the No. 2 com-pany of. Three Men On a Horse, opening in Detroit, March 24. He's been offered the Sam Levene role in piece, although deal hasn't yet been

set.
Salary okay, but Jessel is hold-ing out for a percentage of the profits.

### Freeman Folds Chi '16'

Chicago, March 5.
Charles K. Freeman folded his local production of 'Sixteen' on Saturday (2) after a two-week stay

Saturday (2) after a two-week stay to profits.

Now planning on a follow-up show with Shaindel Kalish again to be featured. Next may be a James M. Barrie play.

# **Equity Votes Down Elimination** Of Junior-Senior Ranks: May Try 80-20 Percentage Basis Instead

### Just Spares

Actress attending the Equity meeting at the Astor Friday (1) lost the lower case of a set of false teeth. The clack-ers were found and it was so announced from the platform, but the owner dld not step up

but the owner dld not step up to reclaim the chewers. Not until Monday dld the player identify herself—by telephone to the Equity office. She failed to come and get 'em —must have been a spare set.

### ORTH 'CRAZY SHOW' IN **COAST PICTURE HOUSES**

Los Angeles, March 5.

With his Crazy Show closing at the United Artists-here-after-five-weeks, Farah-Orthis 19 planning-to-road show the unit in Coast picture houses. Al Klein is 'in on the deal with Orth.

First will probably be headed by Shaw and Lee, with Klein, Chiquita, Lee Wilmot and a line of girls. Second unit will have Gus Van, Jed Dooley, Rita and Rubin and a line-Orth leaves here this week to line up houses between here and Vancouver.

Equity's Council voted down the proposal to eliminate the junior minimum salary at its meeting last week. Younger group sought the change that would make the minimum for legits \$40 weekly, instead of a second class of a \$25 weekly minimum for actors who have been members of Equity for less than

members of Equity for less than members of Equity for less than the state of the st

weekly.

This proposed compromise had been suggested some time ago, but the group wanted the \$25 thing out the group-wanted-the \$25 thing out entirely. That, however, appears not to dibe with their claim that youngsters from dramafte schools or from other fields step in and grab off the junior jobs while experienced actors are unable to land them. Planned \$0.20 check would be more effective in holding down the

number of newcomers getting en-gagements, the older mcmbers of Equity figure.

When issues such as the mini-

When issues such as the minimum are placed with the Council that body has three months in which to consider the course of action. It is for that reason that Frank Gillimore told obstreperous members during Friday's meeting that they had no right to query the officers until the Council has finally voted on all such matters. Included is that of rehearsal pay or subsistence money, which will be put before the managers before Equity takes any action.

Matter of two classes of minimums is set forth in the legit code, Council, in deliberating, figured that

mums is set forth in the legit code. Council, in deliberating, figured that it might have to appeal to Wash-ington-for-a-change, but-ruled-that-it could control the number of juniors employed without so doing.

# RIOTOUS EQUITY MEET GIVES FORUM FIRST SETBACK; ENTIRE SLATE LOSES

Most Boisterous Meet Since 1919-Gillmore's Plea for Support Against Schism Gets Response

First sct-back given Equity's younger group, called the Actors Forum, since it originated a year ago, occurred at Equity's third quarterly meeting at the Astor hotel, N. Y., Friday (1). Group's slate of six for the nominating committee was not in the money, an entirely regular committee being se lected.

Session was the most bolsterou since the strike days of 1919. Charges were flung to the platform and back to the floor. For the first time sergeants-at-arms were used, and one member was forced to leave

the meeting.

Taking the position that the Forum opposed him, Frank Gillmore reelected president for three years last summer was adamat in the chair. He refused to recognize a point of order, declaring with intense feeling that he had conducted Equity for 15 years and what he said goes. It was claimed that the Forum aimed to dominate Equity by adding to its representation in the Council and possibly forcing resignation of some officers.

Forum people insistently denied

Forum people insistently denied any such intent. Although they said that gag rule prevailed at the meeting their purpose was not to disrupt the association but to strengthen it. They insisted they are not infimical to Gillmore and that they have no one in mind to take his place but reserved the right to improve the condition of actors it that is possible. Fact that the Forum is an organization within Equity appears to have greatly disturbed Equity leaders.

Letter

Equity's 'regulars' responded to a Forum people insistently denied ny such intent. Although they

Equity's 'regulars' responded to a Equity's 'regulars' responded to a letter sent by the officers calling attention to the supposed situation and indicating that if the alleged radical element went into control Equity might disintegrate. Every member in New York is said to have present. All six of the nominating committee named from the floor were voted in, leading candidates the control of the con

#### Gillmore Ready --

Frank Gillmore was pared to resign as president of Equity in the event the younger group succeeded in its plan to

Equity in the event the younger group succeeded in its plan to elect six members to the nominating committee. Committee will be announced when and committee statement in the part of the second of th

more than half had not paid dues to date and were ineligible to vote, Highest vote cast went to Water Connolly, who got 382 ballots. Sylvia Field, for the Forum, polled but 167 votes, not nearly enough for a place on the committee. That the proved that the Forum is plenty out of good standing, too, the group claiming a membership of 400.

claiming a membership of 400.

Trouble started when Frank Con-lan, an old timer, rose for permits-sion to read a letter spreed by Os-good Perkins in criticism of the group. He was finally permitted to talk. Perkins' letter cast aspersions on certain members of the Forum, also their representatives in Coun-cil who 'couldn't be trusted. Perkins-arose with a prepared statement to the effect that a schism in Equity looked likely because of the new clique.

citique.

The people arose at that time time continue.

The people arose at that time time continue around the continue around

That point proved that the chair had out-witted the Forum. Ten minutes was allowed for discussion. Gillmore' and Peggy Wood talking for the regulars and Aifred Van Dekker and Philip Loeb for the Forum: It-was, however, useless at the other tastes and the chartest of the

the main issue. Van Dekker started off by tracing his ancestry and stating: T am not a Czecoslovakian, which brought Blanche Turka to her feet to interpose: But Mr. Chairman, I am. Later Miss Yurka took the Forum people to task. She said she had attended some of their own sessions and asked why they did not conduct themselves similarly at the Equity meeting. Actress referred to the actions of the group as resembling "hoodlumism".

Reports seeped through the meet-ing that the Forum rather than seeking reforms such as rehearsal pay actually sought a stronger bond with labor, that being based on a recent meeting when relief plans for miners and other laborers were discussed.

One voice called: 'Are you for osed shop?' There was no answer.

After the meeting Equity officers were told that had the vote fol-lowed the discussions, count would have been 30% higher for the regu-

In addition to Connolly, names on the nominating committee are: Selena Royle, Charles Dow Clark, Granville Bates, Nance O'Nell and Percy Moove, Three additional committeemen will be named by the Council

Council.

The Forum later sent word to Equity and the nominating committee requesting them to consider fournames for In. lusion in the regular ballot, Group conceded these in aminority but believes itself an important milrority and therefore entitled to further representation in the Council, it pointed out.

> 'Wilderness' Cast Change Buffalo, March 5.

Ruth Corpenning replaced Char-lotte Proctor in the Lily Miller part of 'Ah Wilderness' during the en-gagement of the show here last

week.
Miss Proctor's mother died in To-

## **George M. Denies** Loss of Illusions: **Road Biz Is Fine**

Buffalo, March 5.

Vigorous denial to Vanery's local correspondent of alleged statements at Dayton, Ohio, concerning the shattering of his illusions regarding restoration of the road was voiced three days' stay with 'Ah Wilderness' at the Erlanger hero. Cohan declared that he had been misquoted, that his illusions of the road are still rosy and that he expects to keep going as long as there is 'life in the old dogs'.

'My illusions regarding the road are far from shattered,' he said, 'because my current tour has been one of the most successful from a business point of view of any that I have ever had. The road has been good to me, as good, this time, as ''Il serve that the heat the legitime to the control of the most road has been good to me, as good, this time, as ''Il serve the legitime to the control of the most road the servers.

good to me as good, this time, as ever before.

It is true that the legitimate theatre is for the minority, but I have always believed and have always believed and have always said that, and it is more true today, than ever before.

Thave and always will rotain illusions and plenty of them regarding the best good of the said the said. Never in the said and the road. Never more ally and visit than today.

#### Scot Troupe's Vamoose Hollywood, March 5.

Scottish Players, who had planned a nine-day run at the Muslc Box here, pulled out without filling the engagement.

Troupe has had, a bad few days at the "Philharmonic downtown where operating on a two-for-one admission.

### Plays Abroad

VICEROY SARAH

**Current Road Shows** 

(Week March 4) Abbey Players, Biltmore, L. A.

Ah, Wilderness, Paramount, To-ledo, 4; Colonial, Akron, 5; Park, Youngstown, 6; Shea, Bradford, Pa., 7; Shea, Jamestown, N. Y., 8; Shea,

7: Shea, Jamestown, N. Y., 8; Shea, Erie, Pa., 9.

'As Thousands Cheer,' Erlanger, Buffalo, 4-6; Royal Alexandra, To-ronto, 7-9.

Cornelia Otis Skinner, Davidson,

Gornelia Otis Skinner, Davidson Mliwaukee, 4-6. 'Dodsworth,' Colonial, Boston. D'Oyly Carte Repertory, Erlanger

D'Oyly Carte Repertory, Erlanger, Chicago,
Eva Le Gallienne Repertory,
Nison, Pittsburgh,
First Legion, Harris, Chicago,
Follies, His Majesty's, Montreal,
Hollywood Holiday, Court
Square, Springfield, 4-5; Plymouth,
Mary of Scotland, Hanna, Cleveland.

Beautiful

10.75 and up

#### VICKY

Budapest, Feb. 16.
Comedy by Adrian Bonyl at the Magyar theatre, Budapest, with musical numbers by Paul Abraham, Cast: Marika Reskk, Oscar Beregi, Eugene Torzs, Dozso Kertesz.

ments. Budnest, with musical numbers by Paul Abrillan. Cast: Music Review. Cast Perul. The season of the control of the contro

### Fungermarsch Veteranen

('Hunger March of the Veterane')

Berlin, Feb. 12:
Friedrich Bethge's newest piece
was premiered at Frankfurt-amwas premicred at Frankfurt-am-Main. It forcibly recalls Hoover Hurley and the American hunger matchers.

Hirley and the American hunger minchers.
This may have influenced the author, although he follows more closely the line of Gogol's Dead Boule, setting his play in the post-good of the control of the co

Exception meaning Consistent in the Exaction general governor is even-ically forced to use the troops against the veterans, but they win their point. Excellent portrayals are given by Robert Taube, as the capitain: Paul Vethoeven, as the capitain is buddy, and Ernst Sattler, the colonel who are troops on his ex-countades in arms. On the whole; splendidly done,

### THE CONVICT

Nearest to a play ever made out of a Dickens novel was "The Only Way," adapted from "A Tale of Two Cities." Astron. A Tale of Two Cities. Astron. Astr

Grest Expectations.

There is so much in the novel that any attempt to enormass it in one evening's stage entertain-ment would be comparable to endazoring to squeeze into a pair of excell there are smaller with the book, and not altogetic filliuminating to those familiar with the book, and not altogetic filliuminating to those properties of the part of

8.75

### Teachers' Idea

Hazel Chapman, teacher of dramatics at the Roosevelt high school, N. Y.; Catherine Jones, of DeWitt Clinton of Magwich, Martin Harvey is never convincing. He is palpably acting, reminiscent of the hatrionic school of a quarter of a century ago, and in addition was fumbling for his lines the first night. Hard to understand how it was ever accepted seriously. There is some good modern character portrayal, but the dialog, generally speaking, is stitled and unnaturales on sufficient to date the production, with its giaring crudities, every curtain of the eight scenes in the three acts descended to a plaintive musical accompaniment. dramatics at the Roosevelt high school, N. Y.; Catherine Jones, of DeWitt Clinton high, and other instructors are planning ways whereby pupils, and other instructors are planning ways whereby pupils will become theatre-minded. Recently values was asked for the youngsters had ever of the youngsters had ever witnessed a legit performance. On the ground that school kids are potential theatrespoers, several managers have been asked for free admissions to upstairs locations. One teacher believes a small fee could be paid by the youngsters and has suggested special school tickets at 10c. each.

### 5 Exit

London, Feb. 26.

Historical piky in three acts by Norman Ginsbury, presented by Maurice Browne at 100 Whitshell theater. Feb. 12. Production Adopted Hillshelm and Adopted Hilliam Adopted Hi None of the five shows which exited from Broadway last Saturday was successful. Point Valaine, which played seven weeks, started well at the Barrymore but went into sudden deciine.

#### POINT VALAINE

Opened Jan. 16. Opinions of nine first-stringers were eventy divided, four good and fourbad, with one no-opinion. 
Lockridge (Sun) declared it 
the most compelling thing Mr. 
Coward has done in the thesetre, but Mammond (Tribune). said it is by no means to be considered one of Mr. Coward's

classics.

'Variety' (Ibee) said: 'Should command succes.'

'Sallors of Cattaro' was not rated commercial show by its sponsors Made a fair run in 14th street at the Civic Rep theatre, but doubtful of having operated out of the red.

SAILORS OF CATTARO SALLORS OF CATTARO'
Opened Dec. 10. Most first
stringers caught this at a special preview, so as not to conflict with another opening
Oplinions were mixed, but
Lockridge (Sun) called it 'mature' and engrossing drama,'
and Gabriel (American) and
the companda play at its
heat'.

Variety (Kauf) said: 'Lacks fire and epirit.'

"The Eldest' had but three weeks at the Ritz, staying only for possible picture rights."

'THE ELDEST'
Opened Feb. 11. With their
majors busy elsewhere, the
second-stringers had eomething of a critical-holiday,
boye unlocaing some strong
verbiage ve. the merits of this
play. One of them called it
half drama, half farcs and half

nute'.

Variety (lbee) said: 'Weak
play, badly acted, erroneously
directed'.

'The Distant Shore' called it quits after two weeks at the Mor-osco. It was the sixth show to play that house this season.

'DISTANT SHORE' 'DISTANT SHORE'
'Opened Feb. 21. While opinions were mixed, the critice were in the majority agin' the drama. Lockridge (Sun) considered it an evening of 'grim, if deliberate, enjoyment', but was pretty dull'.

Was pretty dull'.

Was pretty dull'.

Sand of the service of the

'Bitter Oleander' went to the storehouse from the Lyceum after trying for three weeks.

BITTER OLEANDER'
Opened Feb. 11...About the
only good words for this were
written by Lockridge (Sun),
who said, 'It is intense and
moving drama. The other firststringers, however; felt differ-

ently.
Variety (Kauf) eaid: 'Undistinguished's

### Plays Out of Town

### **TORQUEMADA**

Hollywood, Feb. 28. Historical drama in three sous and three scenes, by Frederic Theodor Disrks. Di-rected by Johnstone White. Frederical States of the Control of the Control of the Control States of the Cast: Otto Bruder, Raymond Lawrence, Cornad Seldmann, Richard Carroli, Carlo De Valder, Richard Glyer, Colontone De Valder, Richard Glyer, Colontone Des Valder, Richard Glyer, Colontone Enther Buckley Rom Reeds. Ellen Avor, Erie Tree, Harry Edwards.

Erie Tree, Harry Edwards.

Unusual for little theatres around here to turn out such a professional production. Unusual, too, for a 21-year-old author to write such a play, the seriousness and cameliness thought. But while Diecks was attending this opening, he received word from the Writers Club in Hollywood that another of his plays Little Theatre Play Tournament now in progress here.

Play is based on the efforts of Spain to rid the country of Jews in 1491. Lesder of the plan is a Dominican priest named Torquemada. Christianity can only survive through the Jews' extermination. Bested at every angle by Abraham Senior, a Jewish money lender, dinancier of the wars against the Moors.

Torquemada is at the height of Torquemada is at the height of the plant.

mancier of the wars against the Moors.

Torquemads is at the height of success—as—the—play—opens,—winning success—as—the—play—opens,—winning success—as—the—play—the faces defeat when it is discovered that his favorite hephew is in love with a Moor and, by his general decree against all Moors, has inadvertently concerned his feation to decrete a success of the success of the face of the f

has only caused them to go to other countries and has bankrupted Spain, but and moving play have a good play

check flight which will determine whether he is to remain in training or be washed out. Fails to make the grade and final act finds him in a hotel room getting soused and wenting his indignation against the worting his indignation against the control of the school, who has taken an interest in the kid because of his brother, whom the colonel commanded in France, steps in to sand the colonel meet in the kids room and the colonel is forced to turn the ex-flyer in as a deserter, Threatens to tell the kid of the stranger's real identity but agrees to let the extranger real identity but agrees to let the stranger for all distinct but agrees to let the stranger to get the stranger to stranger's real identity but agrees to let the stranger to get the stranger to stranger to stranger to stranger to get the stranger to get the stranger to stranger to stranger to stranger to the kid of the stranger told him of his aversion to killing and of air corps methods and how he beat the army at its game. He has ribbed the kid to him from reinstatement in the training center, Boy leaves to meet his gal, who is coming in from Pittsburgh that afternoon. Brother enters to give himself up to the content of the

thortites of brother's identity.

First two acts are fairly wellbuilt and have sufficient comedy
relement, especially that of cadet
horse-play and the dumb-loyalty-ofthe former grease, monkey but the
south of trying to cram too much into
it. It's an all-maic cast of 11 characters. Directed by Henrietta Newdung, formerly in stock-through the
southwest area. Uses three sets.

Keyn.

### **Future Plays**

'Woman of the Soil' by John Charles Brownell has been taken by John Cameron who will also direct. Play now rehearsing and partiy cast, will be presented about March 18 at the Forty-ninth St. theatre, Alexandra Cartisle gets the lead.

Alexandra Carnisie gets the lead.

"Lady of Letters' is new title for comedy by Turner Bullock formerly called No Mind of Her Own' which Dmitri Ostrov is producing. Rehearsing now and will premiere March 28 under Ostrov's staging.

#### **ENGAGEMENTS**

Murlel Kirland, Shepperd Strud-wick, Roberta Beatty, Anne Suther-land, Irene Shirley, Peter Powers, Katherine Squire, William Williams, Betty Bourjaily, Leelie King, Ed-ward Broadley and Alexandra Car-lisle. Tady of Letters. Dodson Mitchell, Ellen Brewster, William F, Maione, Elaine Temple and Brandon Peters Woman of the Soil.

### THE WINGS SIGHED

San Antonio, March 5.

BILL WINGS SIGHED

San Antonio, March 5.

Drama by William Cope, was presented. by William Cope, was presented by William Cope, which he land and the was primary air training center. Apparently has an axe to grind with a former student.

A lightweight story that suffers particularly in the third act, in which the author attempts a torney and the properties of the was particularly in the World Tracas. Kids idealism of the dead fracas, it was used to the world fracas. Kids idealism of the dead crease monkey for the dead fiver, is the motivating power which sends him from Pittsburgh to the flying center. Elder brother-shows uppersented the was shot down the world from the was presented by the world from the wore world from the world from the world from the world from the wor

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has been the favorite of the profession. Its non-smarting, tear-proof, perfectly harmless qualities have earned this outstanding recognition from a group particularly fixed to appreciate their true value. Now contained in the ultra-mate new gold and earlet metal package... 75 cents at all reliable tooltet good counters.



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## Chicago Legit Pace Stumbles as List Slips to 2: 'Roberta.' 'Sixteen' Fold

Chicago, March 8, After going along in fine fashion for the past two months, with the houses fammed with attractions and the box-offices kept busy, the loop slumped off suddenly. Starting s kept bue, suddenly. Str yesterday (Monday), list to-bogganed to a pair of shows while

bogganed to a pair of shows while on Sunday (2), the town was composed of the control of the con

loss. Figuring on a new show after Lent. Movers were the Abbey? Theater Irish Players, who came in town for two weeks and stayed even ow showing off for the Coast, and the Ina Clair Ode to Liberty' show, which is going east after two weeks here under American Theatre Society auspices.

Coming in yesterday (4) were the Doyly Carte players, Erlanger, for Lytell in First Legion; Harris, as the fourth play for the American Theatre Society season.

Estimates for List Week

Estimates for Last Week
Abbey Theatre Irish Players,
Harris (1,000; \$2.20). Closed local
engagement after five excellent
weeks. Shoved to the coast. Finlasted final session with good \$8,500.
D'Dyly Carte Gilbert and SulfiChartes Finaleger (1,00); \$47.50
to big advance sale on dated twoweek run.

### Shows in Rehearsal

'Flowers of The Forest'—Katharine Cornell-McClintic,
'The Deminant Sex'—Bushor & Tuerk,
'Three Men on Horse' (road)—Alex Yokel,
'Woman of the Soil'—John

Cameron.
'Lady of Letters'—Dmitri

'Black Pit'—Theatre Union, 'Panic'—Nathan Zatkin,

### D'OYLY GRABS 21G IN FINAL PITT. WK

This burg, wantly indifferent to Gilbert and Sullivan, went over-board for D'Oylv Carte Company has been at Mixon, giving foreign at \$2.78 to Despite worst weather break of season, repertoire got off to excellent start and kept building Fight-through week. Only downstairs cony and gallery playing to strong trade consistently.

Nixon currently has Le Galleinne's L'Algion' at \$2, bowest cony and gallery playing to strong trade consistently.

Nixon currently has Le Galleinne's L'Algion' at \$2, bowest of the control of the contro

### WEATHERLY REVUE

WEATHERLY REVUE
Tom Weatherly, who has been
idling for some time, is planning to
produce again this spring.
Production for which he is seeking material, will be a revue fashloned after the "Little Shows' which
he co-produced with Dwight Deere
Wiman.

### Inside Stuff—Legit

Report that Radio offered a bonus of \$50,000 to Max Gordon to dis-natinue the tour of Roberta, because the picture version is being cleased, is wrong. Show closes March 16 in Montreal after a profitable

road tour.

There is a provision in the legit code guarding against the exhibition of picture versions during the life of a stage attraction, but the wording is rather vague. It reads: Insofar as members of this industry can lawfully control the same, motion pictures of a currently playing legitimate attraction shall not be permitted to be released until such attraction has had the fullest opportunity to complete its run and enjoy road showing.

As the film rights to 'Roberta' were sold more than a year ago, show is regarded having had ample time to use up its potential stage value. Gordon declined the show's cast proposal to continue, players to pay possible losses. Manager decided it would be too risky to oppose the film.

There is some bidding for the picture rights of 'The Bishop Misbehaves, John Golden's recent entrant at the Cort, N. Y. Reported that bidding is around \$10,000 at present.

Paramount not believed among the bidders because of its recent release, 'Father Brown, Detective.' Although both studios have a man of the cloth as a sleuth, the stories are different.

Listing of Eddic Cantor by the opposite faction as among those opposing Sunday legit shows in New York, was erroneous, Cantor states. Some years ago Cantor declared himself as an advocate of Sundayless. legit, but more recently has changed his stand.

Conditions change with the times, states Cantor, and I believe we should alter our opinions to conform. When I originally opposed Sunday shows I did so because I could see no necessity for them. But conditions are different in legit now. Help is needed, and perhaps the Sunday show may be that help. The producers think so, and they are entitled to a chance to prove it. Meanwhile, the actor can be adequately protected by a good guarantee of some other night off during the week. William A. Brady, at the recent Albany hearing on the Sunday legit bill, sald Cantor was on the anti-Sunday side.

Opening night of the return engagement of 'Green Pastures,' 44th steep N. Y., peculiar noises puzzled the audience. Marc Connelly, who authored the play, figured that-somebody was-trying tap dancing somewhere in house. Not until the second act was nearly over was it discovered that two police horses in an areaway were stompling.

Return New York engagement of Distaff Side, which started yesterday (Tuesday) at the Barrymore theatre, is slated to be limited to three weeks. At that time Dame Sybil Thorndike insists on returning to London.

Understood Leblang's is in on the repeat date.

lick Welch temporarily relinquished management of Hollywood Holiday' to undergo-treatment for a stomach silment.—He-is-due-backwith show in several weeks.

Holiday' opened in Boston Monday (4).

### **Balto Marking Time**

Baltimore, March 5. No legit at all this week, and last session had but four performances of 'Sallor, Beware,' up at Lehman's at \$1 top. In the four times the group of semi-pros operating the production grossed an estimated oke \$500. Closed down now but relights

production grossed an estimated ofes \$60. Closed down now but relights \$600. Closed down now but relights \$600. Closed down now but relights the set week what Leonard McLaughling the set will be played the regular eight times weekly. Top will remain \$1 and new seenery changes will be effected, by straightening up and utilizing some of the props found and tellar.

Production will be able to get along handsomely if it grosses as much as \$1,000 as week, and McLaugh and the set week and the set when the set week and great and cellar.

Production will be able to get along handsomely if it grosses as much as \$1,000 as week, and McLaugh and the set week the set of the set week the set of the set of the set week unders in four TJAkiglon at the UBO Ford's at \$2.20 top. Seat sale opened yesterday. (Monday) and house reported an immediate response at the window. Ford's has nothing definitely beeked beyond; neither has the Maryland.

### PHILLY QUIET; DISTAFF OKE \$8.500

Legit drought continues in Philly and there are no signs that it will be broken before the end of March,

In Claire's 'Ode to Liberty' at the Chestnut is this week's only active entrant. It's in for two weeks and has a very promising sale. 'Ode' is the fifth ATS of-

active entrant, It's in for twe weeks and has a very promising sale. Odd' is the fifth ATS offering and should satisfy the aubscribers very nicely. Their sixth and last will be "Rain From Heaven" and Jane Cowl on March 18. Like Mary of Socialard' this one will play the Forrest instead of the Chesthal Section of the Section of Section 18. Like Mary of Socialard' this one will play the Forrest instead of the Chesthal Section of Section 18. Like Mary of Socialard this one will play the Forrest instead of the Chesthal Section 18. Like Mary of Socialard this one will play the Forrest instead of the Chesthal Section 18. Like Mary of Socialard this one will play the Forrest instead of the Chesthal Section 18. Like Mary of Social Se

## B'way Grosses Hit Low Marks After Holiday: 'Barretts' Weak at \$11,000

with Washington's Birthday business average around \$3.000 passed, Broadway business dropped sharply and, although the affect of Lent (starts folday) has been larger the start actions have booked as many theatre parties as possible dated from this week on to Easter. It's the season for that kind of block ticket selling.

Showmen felt the reaction following the Washington birthday holiday was heavier than it should have been. Drama grosses went off from truther. Musicals dived from \$5.000 to \$7.000, with one registering \$9.000 to \$7.000 to \$7.00

most cases, the decline was not as marked as indicated, because of added holiday matinees.

The wave exceptions. Backpe decline was the same and the

Estimates for Last Week

silpped; about \$4,500 last week.

"Life Begins at 8:40/ Winter Garden (28th week) (R-1.189-\$4.40).
Another week to go and then touring; around \$20,000 last week; house
due to get revue called 'Going
Places and Doing Sings,' later in
spring.

'Old Maid,' Empire (9th week)
(CD-1,096-\$3.30). Dropped with the
field last week when paced at \$10,600; at that level neat profit, however.

ever.

'Personal Appearance,' Henry Miller (21st week) (C-944-\$8.30). Somewhat affected after nearly five months; gross last week close to \$13,000 and still big for comedy

Singuy and Sun Mag Sun Mag Sun Markitest Fever, Rite (in week)
CC-918-83.50). Presented by Richard Aldrich and Alfred de Lingra,
Jr., written by Mark Reed; opened
Monday. Read. Ambessador. 13th
Post (Read. Ambessador. 13th
operatics. In modest grosses: estimated around \$4,500, with cut rate support.

operate at modest grosses; estimated around 44,600, with cut rate support.

I all Frem Heaven, Golden (11th week) (CD-560-53.30). Touring atter another week; business dived more than with most others, takings being off about 50%; \$6,000.

Revenge With Music, New Ampserdam (13th week) (M-1,171-53.30), takings being off about 50%; \$6,000.

Revenge With Music, New Ampserdam (13th week) (M-1,171-53.30), takings approximating \$11,500.

"Simpleton of Unexpected Island, Guild (3d week) (C-914-43.30) indications are engagement will be limited to five-week subscription." The Bishop Misbehaves, Cort. (3d week) (C-1,054-45.30). Indications are for moderately successful engagement; second week shaded \$5,000 depits general decline.

Xanked Sautragy: played two weeks.

The Eldest Ritz, Xanked SaturThe Eldest Ritz, Xanked Satur-

13,000 despite, exceeding the control of the contro

san money, \$5,000 last week.

American Ballet, Adelphi (Craig);
dance group attracted attention;
stated for three days and holding
over this week.

Moscow Art Players;
more for Russian rep.

### 2 WEEKS AND \$13,000 **ENOUGH FOR 'MERRILY'**

Los Angeles, March 5. 'Merrily We Roll Along' closed the Belasco Saturday (2) with ound estimated \$6,000 for the 

# 'First Legion' Builds to \$12,000, Heavy in Sixth Boston Week

Boston, March 5.

Big news maker in Boston legit and Siecets Gallagher.

Big news maker in Boston legit and Siecets Gallagher.

In Claire in 'Ode-to Liberty' is and Siecets Gallagher.

In Claire in 'Ode-to Liberty' is already to the survey of the survey

Conteste Affecting Pube
Record number of prize novel
contests are reflected in the number
of book contributions being received
at the publishers' offices. Contribe
have taken a great drop, and are in
many cases less than half the usual

Publishers' readers not sorry, for many reasons. One is that the

many reasons. One is that the beginning scribblers contribe are
mostly trashly. And then, of course,
there's considerably less work to do.
Majority of the prize novel contests are open to first novels only.
In any event, they attract mostly,
the first novelists, since the awards
mean not only instant recognition,
and, even more important, an 'assurance of a goodly amount of cash.
Because of a paucity of good material, the Lippincott-Harrap 37,500
prize mystery story contest has

terial, the Lippincott-Harrap 37,500 prize mystery story contest has been extended. Closing date is now July 31. Lippincott and the British publishing house are seeking the best tale with a crook character who may develop into another Raffies in popularity.

Doubleday Doran-Story Magazine 31,000 prize novel contest ended with two winners instead of one, and each receiving the full amount of the prize money. Judges could not decide between 'Not' for Heaven', by Dorothy McCleary, and Hungry Men', by Edward Anderson, both contributors to Story. contributors to Story.

#### Debunking Monthly

Popularity of such debunking books as '100,000,000 Guinea Pigs' and Skin Deep' has prompted the National Better Business Bureau to get out a monthly for general con-sumption called the Better Business

News. Title not quite in keeping with its contents, since the Better Business News is not a business paper, nor designed to promote trade. Rather, it will give the lowdown on various products and enterprises, much as Guinea Pigs' and Skin Deep' purport to do. Since it's strictly a deabliking affair, no advertising will be supported to the support of the support of

#### Cutting Sales Resistance

Cutting Sales Resistance
Bartiett Cormack is going scribs,
who write on speculation, one better. Instead of lugging the manuscript to Coast studios for Jook-see,
he whips the material into an acceptable screen play and makes his
sales play from that premise.
Recently he bought screen rights
to two mas yarns, By Fopular Reto two mas yarns, By Fopular Reby Thomas Wetson. Both ran in
the Sattewnets. Both have been

by Thomas Watson. Both rai the Satevepost. Both have I given screen treatments and now making the studio rounds.

### Leigh Locates in Wash.

First book publisher to locate in Washington is Randolph Leigh. Un-der the name of the Randolph Leigh Publishing Co., he has set himself up in the national capital to issue a general line of books, fiction excluded.

cluded.

Leigh believes there is a lot of book material in Washington, notably among the lawmakers and society, and it would be more advantageous if he were directly on the scene. First few books on his list all authored by Washington personalities.

#### Busy Colo, Soribes

Busy Colo. Soribee

Writters' Club of Fort Collins,
Colo., which comprises only 18
members, boasts of five authors
year. All are also members of the
Colorado Authors' League.

Tomes are 'Hagar's Child' by
Grace Natsmith; 'Desert Wife' by
Hilda Faunce (Little, Brown); 'New
Land' by Sarah Lindsey Schmidt
(McBride); 'Arctic Gold' by Agnes.
Wright Spring, to appear in Saga in
May and 'Second Hoeing' by Hope
Williams Sykes (Putnam).

### Emerson-Expanding

As a companion publishing enter-prise to his Manson Publishing Co. which issues books, Clarence Emer-son has formed the Manson Publi

son has formed the Manson Publications, which will publish at least one and possibly more mags.

First of the Manson Publications will be a new radio monthly to be called All-Wave Radio R. L. Muhleman will edit.

#### Wise Gets Volland Co

Wise Gets. Volland Co.

William H. Wise, who recently
stepped out of the book publishing
concern bearing his name, has acquired the Volland Co., and will
combine it with his own new book
enterprise. Amalgamated firm is to
be known as the Wise-Voland Co.
Wise also has the Algonquin Publishing Co.

### **Best Sellers**

American News Co., Inc. Fiction

	Forty Days of Musa Dagh' (\$3.00)
d	'Road of Ages' (\$2.50)By Robert Nathan
٠.	Tost Horlzon' \$2.50)
	'Corpse in the Green Pajamas' (\$2.00)By R. A. J. Walling
	Non-Fiction
	Why Not Try God' (\$1.00)
	Skin Deen' (\$2.00)
	'Personal History' (\$3.00)
	'Shins' (\$3.00)
	White Rome Burns' (\$2.75)
	'Rats, Lice and History' (\$3.75)

#### Humphries' Cheapies

Street & Smith's low-price line of book fiction issued under the im-print of Chelsea House will get com-petition from Bruce Humphries, Inc. petition from Bruce Humphries, Inc., Boston publisher. Humphries, which is expanding its activities, will start publication this spring of a series of 75c novels to be known as Silver Scal, Fiction. Books will not be reprints or rebinds, but original editors, with 20 titles as a starter.

Another project planned by Humphries is a series of even cheaper volumes to be known as Best Books. These will sell for 35c. Best Books will be smaller than regulation size, however.

however.
Chelses House books are mostly reprints, with material bought outright, usual price being \$150. Humphries will buy material for its Silver Seal Fiction on the same basis, low selling price making a royalty arrangement impractical.

#### New Massa Asks Coin

Completing a year of publication as a weekly, the New Masses quite frankly reveals its financial set-up in its appeal for an operating fund of at least \$10,000. First appeal, at the mag's start as a weekly, was for

of at least \$10,000. First appeal, at the mag's start as a weekly, was for a like sum, but only \$3,500 was raised. Nevertheless, publication was begun and the first issue took nearly all of it.

Claimed that there has been no operating deficit, however, although the present operating cost per lisue that. Low operating cost explained by the fact that no salaries are paid on the New Masses, either editorial on the New Masses, either editorial on the New Masses, either editoria or business, over \$20 per week. Some of the salarles have, on occasion been as low as \$7.50 per week. Buds. et for contributions per issue is held

Net sales of the New Masses Its start as a weekly were 9,500. No claims a net paid circulation

#### Parsons Buys Hoss Mag

Leavitt C. Parsons, Boston pub-lisher, has acquired The American Horse Breeder from Charles L. Sul-livan. Sullivan will not sever his connection with the mag, going

livan. Sullivan will not sever his connection with the mag, going along as editor. Editor and business staff of The American Horse Breeder will be housed with those of the other Par-sons publications.

#### Not Personally

Raou Felschmann, publisher of the New Yorker, has not personally bought into The Stage, as recently reported. New Yorker has had a plece of The Stage from the begin-ning of its publication. Herbert J. Donohue is in as vice

president and advertising director, but not as a representative of Fleischmann.

#### Bleier On Own

Alex Bleier who is half of Bleier & Brown, the publishers, is planning an additional publishing undertaking which he will operate on his own. Beler will call the new enterprise—the—Mayfair—Publishing Co. and will issue fiction under that imprint.

Writers' Confab Set
Inland Empire Writers' Conference will convene this year in Spokane, Wash, the first week in April. Russeli A. Bankson, president of the conference, will preside.

Conference last year attracted about 1,000 novellsts, dramatists and

N. A. Review Continues

North American Review not to
quit publication, as frequently reported. Has been taken over by
John H. Pell, who plans to issue it
as a quarterly. Mag for more than
100 years has appeared as a

Best Sellers for the week ending March 2, as reported by the

#### Asking for Hoke Contribe

Asking for Hoke Contribe
Bond Club again Invitting contributions for its annual edition of the
Baw! Street Journal, a butlesque,
edition of the Wall Street Journal.
Offering prizes totaling \$1,000 for
burlesqued news items and ade
fashioned after the serious, ones in
the Wall Street Journal.

ine wall Street Journal.

John A. Straley, who edits the
Bawl Street Journal each year, has
prepared a number of booklets outlining exactly what's wanted for
publication.

#### Deep But Clear

Deep But Clear
Books on intellectual subjects
but written basically—that is, within the understanding of the man inthe street—is the idea behind the
newly-formed publishing house of
Basic Books. Organizer is Paul
Grabbe, new to the publishing biz.
He ha. a number of scribblers already at work on various subjects
for publication this spring.

#### Reviving Year Book

Year-book idea, as exemplified by Year-book idea, as exemplified by the 'American Caravan, which passed out in 1931, will be revived by Alfred Kreymborg, Lewis Mum-ford and Paul Rosenfeld. The have tied up with W. W. Norion to pub-lish the new one annually. Kreymborg Mumford - Rosenfeld book will be selled 'Gorgersund'.

book will be called Foreground: A Preview of American Literature'. Will contain samples of everything printable, contributions open to all. First copy will appear in 1936.

### New Anglo-Jewish Mag

Another new Anglo-Jewish mag in the making, this one to be known in the making, this one to be known as The Hebrew Forum. Sponsor is Sherman H. Blashop, and he plans something radically different from the present ones. He's now lining up a staff and contributors.

New Specialty Pub New specialized book publishing concern has been formed by Joseph M. Kess under the title of the Social Science Publishing Co.
H. J. Cowan has Joined firm as editor.

### CHATTER

Whit Burnett back from Florida. Sholem Asch has gone back to Ferber sailed for the

niviera.

H. G. Wells gets in from England this week. is week. Meredith Nicholson back from

outh America. Mary Roberts Rinehart has taken

a new Park avenue apartment.

Archie Binns in Florida to do a
new novel with a Siberian locale.

E. Willard Leishton activation new novel with a Siberian locale, E. Willard Leighton gathering data for a biog of Richard Wagner. Lesile Charteris coming over to do some tales with American backgrounds.

Farrar & Rinehart will publish Ted Husing's "Ten Years Before the Mike."

Lloyd C. Douglas to the Coast and will remain until it's warm here again.

here again. Richard Halliburton

here again.

Richard Halliburton poking around southern Russia for data for a new book.

George Anthell has signed with Harcourt, Brace to do a book on American music.

A. Mervyn Davies, the lit agent, turned scribbler with a blog of Warren Hastings.

Thomas Wolfe went to Europe before the publication of his 'Of Time and the River.'

J. Jefferson Jones, Lippincott editor, to Europe to look in on the firm's scribblers abroad.

Real name of Sidney Fairway, author of 'Reluctant Sinners,' is Sidney Herbert Daukes.

Henry Kitchell Webster's boy, Kitchell Webster, Jr., has followed the old man as a novelet.

Louis Paul, who won the O.

### Book Reviews

#### Two Adventurous Mugge

Two ex-Vanisty muggs get further in the world of literati with two new books, Eugene Lyons, who covered Vanisty in Moscow for six years, tells all in Moscow Carrousel' (Knopt; \$3.50), and Gordon Sincialr, who acted as correspondent in who acted as correspondent in Toronto for six years, hands in his third unusual travel book in 'Loose Among Devils' (Farrar & Rhinehart;

Among Devils' (Farrar & Rhinehart; \$2.50). Lyons' book is highly interest-ing. It is one of the few books about Russia that is not blased for or against the Muscovites It's Russia from the human interes It's Russia from the human interest angle, strictly reportorial and with some unusual photographs. A lot of it will annoy the pro-Soviet lads, and some of it won't jell with the down-with-Statin mob, but all of it will make diverting reading to the fair-insplaed outsiders.

Sinclair follows his usual custom.

of writing about unusual places in an unusual way. This time he tells about Devil's Island and the adja-cent jungles. He's the one Isd who runs around the world's jungles and other assorted odd-places and brings a human quality to his stories. Writes about the natives, whether cannibals, head-hunters or crimi-nals, in modern Broadwayses and always with an easy quip. It's di-yerting and easy reading. China fiext stop. of writing about unusual places in an unusual way. This time he tells

#### More Pink Elephants

More Pink Eisphants
Edgan Rice Burroughs, who
writes books where others write
chapters in their serials, has just
published 'Lost on Venus' (Burroughs; \$20, another installment in
the adventures of Carson Napler on
the tiny planet. Takes for granted
that the reader has read the provious volume and picks it up from

ere. Usual fantastic flora and fauna; Usual fantastic flora and fauna; latter including a race of zombles and such trifles as feathered dogs. Up to the usual standard, The creator of "Tarzan' seems to have lost none of his inventiveness.

### Battling the Jungla

Battling the Jungle
Andre Mairaux is one of the most
important French writers, having
won the Goncourt prize last year,
athough still a young man. His
newest American book is Royal
Way' (Smith and Haas; \$2.50) although it was one of his first published in Paris.
It is a book so much out of the
ordinary it ought to get attention.
Tells of the struggle of two white
men who brave the jungles for fame
and fortune. Actually a simple tale,
of adventure, Mailraux manages to
make it exciting, and poses a couple make it exciting, and poses a couple of questions about human frailty which are hard to answer.

### Anti-Blonde

Wlison Collison takes a hefty slap at blondes in his 'Dark Dame' (Ken-dall-Sharp; \$2), in which he pro-pounds the theory that only brunettes are safe playmates

nettes are safe playmates.

His heroine is a carnival girl who
gets mixed up with a ranch foreman, who is involved by circumgets mixed up with a ranch fore-man, who is involved by circum-stantial evidence in a murder case. She lies valiantly on his behalf and wins his freedom. Goes along hicely until about half-way through. Then there's a rather tiresome trial that does not pump the pulses. Not up to Collison's standard.

Henry short story award this year, going to the Coast for MGM,
'Hollywood Star,'-by Jules Rau-court, is another novel taking it's theme from the activities of the film colony. Tome expected to get it's covers in April in Los Angeles.
Chris Morley pickéd to edit the lith edition of Bariletts' Familiar Quotations'. Louella D. Everett will assist.

assist.

Ludwig Lewisohn tired of being a lecturer and anticipating March 8, which will see the last of the series of 60.

Eleanor Carroll Chilton, whose novel. Follow the Eurles, is just out, is the wife of Herbert Agar, who carried off the Pulitaer history

who carried off the Pulltzer history award last year.
Chesia C. Sherlock, former associate editor of the Ladies Home Journal and recently publisher of the Marehaltown, lowe, News, has become editor of new St. Nicholas magazine.
Neille Stone is agenting Jack O'Brien, humorist-surveyor of the Byrd expedition and Dave Irwin, the Missouri lad whose Artic Circle experience sof first page mention last week.

#### opkins' Philosophy

Hopkins' Philosophy
Arthur Hopkins is one of Broadway's most respected producers and
has had his finger in the writing of
several of his plays. Now he
emerges for the first time as a novellet. His first book is "The Glory
Road" (Dutton; \$2). It's bound to
get some attention, but probably
won't get too far because a bit too
unusual and hard to floure out.

won't get too far because a bit too unusual and hard to figure out. Surprising is the fine English and prose style portrayed. An old man and a young man sit watching the race of man pass down through the ages and discuss it. They reach the conclusion that the come-to-God movement must win. Hopkins produced a play with similar thought last season. It flopped.

#### Too Complicated

Toe Complicated

Allen Rivkin and Leonard Spigelgass know Broadway and what
makes it what it is. They have
combined their talents atong that
line into a novel, 'I Waan't Born
Yesterday' (Macauley; 22), which
proves that they know the street
but, unfortunately, they don't know
action. It's a book with a lot of
good material, but which doesn't
tally up to mean very much above
circulation library fodder.

circulation library fodder.

Tells about the life of a femme wrestler-burlesque actre what happened to her. T Trouble is what happened to her. Trouble it too much happened. She got mixed up with gangsters, she got mixed up with pples, she got mixed up with wrestlers, and she got mixed up in the writers minds. Not fo films. She got mixed

#### Santa Fe Trail

There's plenty of adventure in Jornada' (Covici-Friede; \$2), by R. L. Duffus. It's a spirited tale of 1846 and the Santa Fe Trall, over which adventure rode with

which adventure rode with the ploneer wagon trains.

It's the story of a Spanish girl, married to one man and loved by many, and of the sub-surface plots to make a new country of New Mexico and California, with history merely a background for the personal romance. The plot is the training the story gains are the property of the prop

#### Reporter On Reporter

Michael Foster is a reporter whose first novel, not surprisingly, is about a reporter. It's interesting only because of promise shown by Foster as a writer. He has the basic

talents. Book ls 'Forglye Adam' (Morrow; 32), and just a bit too melodramatic and sentimental. About a reporter whose wife has left him and who wants to see justice done. Story is okay, telling is okay, but total is just a bit weak. Too thin for films.

What's In a Name?

Winthrop Ames has retired as a legit producer and, perhaps for lack of something else to do, has turned to books. He has edited a collection, of names and their derivations, entitled what Shall We Call the Baby? (Slimond & Schuster; \$1.50. Glives 2,500 male and formale names and where they came from and what they mean. Ought to have a public library and novelty value.

iney mean. Ought to have a public library and novelty value.

Omnibus of Crime
One of the best hide-and-seekers in a long time is Murder Cum Laude, by Joel Y. Dane (Smith and Haas; \$2). Laid on a campus, but tough and of the modern school, with loads of action, good snappy dialog: and down to earth. Also a smart cop, who knows what's what and when. Could be filmed advantant of the control of the country of t

But the many knockoffs make it pretty exciting reading for those who are not too finicky. Not for films.

### Going Places

By Cecelia Ager

Lost-An M. C.

Lost—An M. C.

There is a lot of talk as the Capitol stage show begins about good heavens, wherever is Bob Hope, wherever can he be. It seems he is supposed to mot the show, and a lady made up as a telephone operator, affixed indeed to a switchboard, arises on the pit elevator and, in a loud clear voice, but in several calls for the show must go on, and in purple the clark of the show must go on, and in purple the clark of the show must go on, and in purple the clark of the show must go on, and in purple seems lost, a roll of the drums and goody, that's him, reining slewly toward the mike. Suspense, despuir, and then a Marine.

Mr. Hope, who prefers now to be heckled by lady stooges, takes it first from an elegant blonde in a white sain princess gown with sit skirt and rhinestone links, shyly holding the bodice close to her throat. She also has a southern accent. The girls who shout across the house from stage boxes are uptown girls. Dolores Reade croons pleasantly in salmon lace, feshioned in alim tallored lines with patch pockets, and a blue belt and muffler looped about her neck and tucked inside the V neckline. Miss Reade behaves with becoming reserve.

Emico and Novello, baliroom dance team, express their yearning more subtly than the current moderned dance teams have a way of doing. The golden-haired, willowy lady, swaying and whirling to a fine orchestage that the same share and the second of the substantial properties with the substantial properties and whirting to a fine orchestage that the substantial properties of the substantial properties of the substantial properties with the substantial properties of the substantial properties of the substantial properties with stiffened winged shoulders, while the Chester Hale Girls, now recovered, a good figure. For the finale she returns in all over elleve sequine breathes but and substantial and slightly unsteady in deep blue chiffing prince

them blue beaded tall screens have been lurking all along.

At the State this week, Miss Frances Arms. Direct, warm, down to earth. Steps forth, takes charge of her audience, sews them up with forthing the frendship. Likable minin with an accurate ear, true gestions of the state of the stat

What Fliritationsenses Gets

It is hinted of Ann Harding in 'Billography of a Bachelor Girl' that there's a girl who likes to have a little fun. Moreover, the captain of the ship on which, she returned from Europe found this trait of her's so agreeable he straightway transferred her from her little cabin on D deck to a magnificent suite on A. Wfereupon Miss Harding comes on, sweeps the screen with a shining, sincere look, turns her clean-cut, classic profile to the camera, and it is immediately clear that the captain, too, likes to talk about the good books he has read lately. Nevertheless, Miss Harding puts up a good fight. She, too, has heard it said that she's gay, impulsive, warm, a little bit mad. So, combining the mannerisms of Alice Brady and Norma Shearer, she goes to it, gesticulates, roguishly touches her hands to her face, then dangles them from her writes, lauyhs a little, fifts meaning/ully. Miss Harding can't help it if everything she does winds up high on the intellectual-spiritual plane, she can't help the noble ring of her voice. Anyway, that's the way her admirers want her, Ann Harding above all, Ann Harding forever, no matter how indecorous the role.

And Miss Harding is looking very beautiful, even if not in a feasily way, in Biography of a Bachelor Girl. She gleans. The lighting, the photography, admire her too. Wisely denied spectacular effects che could not. She datase how, trousers caught tight at her ankles, but she quiets down thereafter.

The devoted maid that Miss Harding would naturally have in pictures is played with proper gealousness by Greta Mayer. Una Merkel, in for a bit, also regards Miss Harding as a fascinating creature.

in for a bit, also regards Miss Harding as a fascinating creature.

Non-Murderous Cuties

Amongst the persons whom the great detective suspects, from time to time, of committing The Great Hotel Murder, cuddles blonde little, plump little Mary Carlisle. That just shows how much he knows. Even in the madness of a murder mystery picture, it could never be murder that Miss Carlisle commit porticles an agreeable and decorative interruption from: the study of potentially murderous pans, and though it is regrettable that the hes already enand her man before the story opens—thus denying her audience the pleasure of watching the way she works—still she can not altogether extinguish the bedoning from her eyes even when all she means to do is look sheer innocence. Rosemary Ames now, she couldn't have done it either. First, she acts too guilty, and second, her costumes are so very blearre anyone can see shed be might hoc exhausted from arranging her yells to pull the trigger. Miss Ames is spoken of as the-woman-in-grey and lives up to it. She gildes about now in a fasteful Mary Stuart hat, now in a Hindu turban. Long chiffon veils float about her like clouds of doom. Comes the denouement, though, and all that's been eating Miss Ames was a simple longing for true love.

While at first it would seem that the Federies—the 'While the Fatient Slept' Federies—are not a particularly pright family, it soon becomes clear that the Federies—the 'While the Fatient Slept' Federies—are not a particularly spirit family, it soon becomes clear that the Forman the slept should be supported by the formal slept for their women folk.

There's Mittee, who is Dorothy Tree: March, who-is-Fatricia-Ellis; Isobel with an 'o', who is Helen Flint. Even the trained nurse who tends grandfather is called Sarah Keate for Aline MacMahon, but luckly is no kin to the Federies and so has character beyond that fact. Miss MacMahon has so much character, indeed, that by contrast the others look and act not only like Federies, but like puppets in a mystery picture.

Miss Ellis is the puppet with the best figure, the nicest costumes, the most blonde halr and tallored saith dressing gowns for darting into the night at the sound of a scream. Miss Tree is the most thoroughly hyerical mystery picture puppet, abetted by large wide eyes splendid at the expressions of terror and cunning. Miss Flint's hysteria, while good workmanlike blonde hysteria, can not hold a candle to Miss Tree's always most potent brunette, hysteria. Miss MacMahon keeps her head weater the conservative nurse's uniform with a high bear head we askirt, Acts droll, book quaint, and is sain too good for her material.

### Did You Know That-

Mary and Dick Wallace are building a new nursery wing .... Merle Oberon has a mag-

....Merle Oberon has a mag-nificent new star sapphire... the Ben Throups are return-ing from their round the world party but apart from the crowd with which they started ....Ona Munson has a cute new coffture...and everyone wants to know where Iren Purcell gets those stunning Purcell gets those stunning Gertrude Vanderbil exchanged dress alon. cards with Grace Gertrudo Vanderbili exchanged dress shop cards with Grace Menken, at the Dempsey place Sunday night. ..Bobble Folsom is very ill. .. that was Mrs. Phil Glemby lunching at the Stork Club Monday. .. Constance Cummings was dady and the Constance Cummings was dady and the Constance of the Constance Cummings was dady and the Constance of the Constance Cummings was dady and the Constance of the Const Lillian Ascher and Regina Crewe were spellbound at Elisabeth Bergner's performance...Bob Richle stayed over a few dayn., Mickey Loew thinks she has the streamed, hung up the phone the other dayna mouse... opening of the blic race was quite an event the other night. Frances Williams was there and Irene Bordon, Johnny Green, Nick Lucas, Eddie Cantor, Rübinof, Borrah Minevitch, Ray Perkins, Roger Wolfe Kahn, Billy Gaxton, Emil Coleman, and Victor Moore.

### 15 YEARS AGO

(Continued from page 52) at the Ritz in honor of the 40th anniversary of his entrance into the publishing biz. Gen. Pershing and acting-Mayor LaGuardia among the host of notables present.

Equity membership steaming up ver concessions granted managers y the Council. Included a nine-erformance week at Winter Gar-

### 50 YEARS AGO

German singing society had sup-plied beer to the stage hands at the Grand, Indianapolis. Grips feeling good and jumped on the Nat Good-win show. Serious for a time.

Newest roller rink draw was a wo-man elephant on skates.

Cat used in a comedy stomach pump in a pantomome died in Wil-mington, Del. S.P.C.A. sought to arrest the clown, but he shaved his side-whiskers and fooled 'em.

Kick in New Haven over ticket speculators. Bunnell had raised his prices and reserved the seats. Top was 30c. and specs were asking— and getting 50 for the choice loca-

Edwin Booth played Lowell, Mass., one night. First man in line took his place 9 p.m. the evening before. Bought 300 seats for persons whose names he submitted, but was re-fused 100 more, desired for specu-lettee numbers ative purposes.

Columbus (Ohio) skating rink surrendered its charter rather than admit Negro patrons.

Woman patron of an Alliance (Ohio) skating rink refused to leave the floor on the advice of a physi-cian. Still had her skates on when twins arrived.

Actress in a farce comedy had the Irish in Montreal all hot and glow-ing. Her stressed Irish brogue was deemed an insult to the race. Week later Boucleault omitted the entire wake scene from 'The Shaughraun' because the same crowd had hissed

Hyde & Behman took back its Park theatre, just vacated by Har-rigan & Hart. Put in a minstrel show at a dime top.

Walter Damrosch, who already had succeeded his late father at the Met., elected conductor of the Ora-torio society.

Frank Peel was giving a one-man show at skating rink in the sticks.

Equilibrist, juggler, plate spinner and trapeze performer. Plenty of variety.

Best.

Because this is the first year of operation under NRA, convention was considered of much more immediately than the spect to trade yorker, Red Bank, N. J., March 1, practices and complaints than any Bride is a German film actress.

### Among the Women

VARIETY

By The Skirt

All 'Round Performance

Whole Town's Talking Columbia has another money maker. It is Edward G, Robinson as heat. Jean Arthur is the femme lead and now seems really on her was the seem of a working seem of the seem of the seem of a working still. She is seen first in a tallored suit of a tweety material and then in a black dress with a white collar with a leather belt. A cloth coat has black astraken fur reveres, and cutte, and a small hat. Another belted frock had silver triangle buttons. There is just a flash of silver fox trimmed outfit. Stage show at Radio City Music Hall is most elaborate. Show, as it unroils, is narrated by a man at the side of the auditorium in Santa Claus makeup. He calls it the march of time, and shows the life of a girl from cradle to a wedding. Anne Roselle, Evelyn Duerler, Marion Raber, Sari-Zuki and Virginia Fenwick are mothers of five different countries, and the blending of these five voices is something to hear. Set in catall. From the sistent of the second continues are per cet in catall. From the sistent of the second wreather so that the second had been so as the site of the site of

black lace.

Roxy and Clothes

Hildegarde and Oscar are in town again and at the Roxy. Hildegarde and Oscar are Edna May Oliver and Jimmy Gleason again in one of those murder mysteries. This one is called 'Murder on a Honeymon' and is too obvious to be mysterious.

Miss Oliver's following will enjoy her snooping escapades. Tailored suits are the order with a print outfit thrown in for good measure. Lolax of the control of

Palace Show

Palace Show

The current Palace show starts with Grace DuFaye with a company of three girls and a male dancer. Miss DuFaye does her contortions in a very bad costume consisting mostly of certies ribbons and a most unsecured by the contortions of the company of the contortions in a very bad costume consisting mostly of certies ribbons and a most unsecured by the contortion of the contorti

Not Often Enough

At the Mayfair theatre this week is Mary Astor who is seen too little these days. In Red Hot Tires, Miss Astor is a mechanic for her father's racing autos, so for the most part she is in overalls. But she does manage to show a few clothes. There is a black dress with buttons down the frunt of the bodie, followed by a knitted sports outfit consisting of a checked skirt while the pull-on was in two shades. In a trial scene the dress was black with a frilly neckline caught up with a large brooch. A black velvet dress had a bow of plaid slik at the throat and a black and white striped suit was worn with a black blouse. Miss Astor showed several small hats, a sable stoll and a mink coat.

### **MPTOA**

(Continued from page 4) before by MPTOA conventions, and but for those which may result in codistic modifications were consid-

On Taxes

Exhibitors did not vote it as a resolution but majority favored suggestion of M. A. Lightman, Memphis exhibitor power, that if general sales tax bills come up which would tax the theatre a small amount (1, 2, or 3%) that it would be wise not to holler against this tax too much so that if such a sales tax falls and the state tries to load a larger tax on the exhibitor latter tax rais and the state tries to load a larger tax on the exhibitor latter can cry that he is being discrim-inated against. There is always the inated against. There is always the chance, too, as in South Carolina and New York City, that theatres may not be included in a sales tax, it was brought out. Exhibitors thought this a touchy matter and convention left it to each theatre owner to handle it as he thought hest

in the past whether the squawked get anywhere or not. It was also much more representative with between 700 and 800 attending, as against the average of 200 in other years. This turnout included exclude who never before bothered at a transfer of the same transf tending.

The 1936 convention may be held in Louisville, at Derby time, and the 1937 conclave in San Francisco, when a world's type fair is being planned in connection with opening

### BIRTHS

Mr. and Mrs. Albert Dean, daughter, at Doctor's Hospital, New York, Feb. 27.

Mr. and Mrs. Jean Armand, daughter, March 3 in Hollywood. Father is a member of the Coast ad staff of Variety.

### MARRIAGES

Marjorle Seavey to Anthony Ugrin, in Agua Callente, March 3. Bride is film extra, Groom is still photographer in Fox studio publicity

### News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Ohicago, San Francisco, Bollywood and London. Vanurr takes no credit for these news items; each has been rewritten from a daily paper.

Harlem's exhorter, Major Divine, confesses to a police magistrate that he really isn't God. Happened during a lither ground of the property of

daughter.

Carl Milliken one of the speakers
at the New Jersey crime conference
Friday (1).

Friday (1).

Old line Equity members bested Actors, Forum at the meeting last Friday. Will, with three others, from the nominating committee, and it selects the other three.

Delos Chapell will offer a play about 'Billy the Kid' next season by Edwin Corle, who knows his south-

Clora West Butler will have the name part in the Harvard Club's presentation of 'Sarah Simple' at Brattle Hall March 20-22.

Stattle Hall March 20-22.

Chamberlath Brown failed to hove a stock company into the zeric—theatre, as announced Interact there are performances of pera in Italian.

Yale Dramatic Assn, assisted by Ulbertus Magnus college, gave Quality Street at the Little theatre, year Haven.

New Haven.

Performance of "The Blue Forest" by the National Music League at the Control of the National Music League at the Section 1999.

Permier was in Boston in 1913. Substituted for "The Wizard of Oz in the league's series to educate school children in music appreciation.

New Person.

New press gag developed when Aiex Yokel and his 'Three Men On a Horse' company chartered a box for the cix-day bike race.

a Horse' company chartered a box for the .ist-.day blike race.
Peter Johnson, calling himself Jesse Duldey Peterson, who says he's a radio leadurer, and Robert Lamide, describing himself leadurer and the same state of sirt friends. Held for hearing tomorrow (Thursday). Said to be against the same state of the same st

avoided 'as occasions of sin,' and adds the lid is to be keep clamped Appellate Division of New York Supreme Court sustains former Judge O'Brien's decision that Charlotte Fixel was the Common-law tate, originally appraised at around #75,000,000, has dwinded-to-praotically nothing.

Colleen 'Moors Macy' April 8.

Low's Valencia, cashing on that Pittsburgh, woman's auit against Jimmy Durante, advertised for 24 girls to sit in the alise seats and formed the theatre for the Jobs.

Policy expose revives demand for a city lottery.

Mother of Zazelish Marche.

Mother of Zazelish Charlotter of Duras sustained when she spilled a kettle of hot water.

Taylor Holmes canceled his trip to Europe when his son disapplication of the Moors of the Moors of Surpope When his son disapplications.

fall from his horse. He's better, so she's asea again.

Franchot Tone revealed as the backer of 'Awake and Sing.' Not an investment, but he's getting it

Jascha Heifetz takes a 21-room apartment on Park Avenue. Mrs Mary Roberts Rinehart has an 18-roomer in the same building.

oomer in the same building.
Ruth St. Denis teaching three
tenogs to dance in return for typng services.
Village Barn nitery putting in
newsreels and shorts between the

Nilage Barn nitery putting in newsreels and shorts between the newsreels and shorts between the Dock beer signs in bloom.

Sophie Tucker adopted a grandfather in Florida. To be company for her adopted grandmother.

Walter Reade, theatre owner, causes the arrest of a physician from Miani. He charges the latter thred the block telling his relatives the had treated Reade for too much whoope in Florida. Doc picked upas he got off a train at Penn station-Sunday-Says-1's-just-his-bill-James G. Harbord and David Sarnoff, supplementing financial report of RCA, deny that Europe is shead proved apparatus before trying to commercial.

of Justice to use G men as heroes in pix.

Tom Weatherly to produce an intimate revue before the end of the season. On the lines of the Little Shows, but with a different monitories and the season of the Little Shows, but with a different monitories and the season of the season of the lines of the little structure of the little structure of the little structure of an afterior of the little structure of the litt

stormed the theatre for the jobs. Policy expose revives demand for a city lottery.
Policy expose revives demand for a city lottery.
Mother of Zazelis Marche, former find the property of the stokes around April I. Tho fown if satisfactory.
Chester reskin giving thought to burns sustained when she spilled a kettle of hot water.
Taylor Holmes canceled his trip to Europe when his son disapple of the property of the

sored on the complaint that last year's was too warm.

year's was too warm.
Richard B. Harrison, De Lawd' of
Green Pastures' collapsed before
the matines Saturday (2). Charles
Winter Wood understudied. Harrison will be hospitalised for a week
or two, though he's on the upbeat.
American Federation of Actors to
give a ball at Mecca Temple,
March 30.

John Barrymore in the New York cospital with bronchitis. Not seri-

noupclay with orionical consequence of the conseque

and the Philharmonic, Claudette Colbert in town. Not certain about that divorce. Ken Murray's wife geta inter-locutory separation on grounds he threatened to elope with the widow of a Tuisa theatre man. Took three days rehearsing to get the color of th

National Board of Review starts its annual conference tomorrow (Thursday), at the Pennsylvania.
American Nobel prize winners put on the nosebag at the Waldorf April 9-, celebrating-the-follar-anniversary-of the birth of their benefactor.
Rozika Dolly sailed for London with her husband Sunday (3) to chin with Charles B. Cochran about her and slatter than appears to the control of the control of

Samuel toldwyn in newspaper in-terview labels Hollywood scribblers as hacks and offers the royalty sys-tem as relef of these abuses. You Letty Gomes, acc Now noth Letty Gomes, acc Now noth States of the State of the West's State of the S

ears.
Annual six-day bike race, wiessed by full house at the Gardetarted rolling Sunday night (3).
Total number of bangtails enter

started rolling Sunday night (3).
Total number of bangtails entered for Kentucky Derby to be run May 4 is 110. This is the 61st running, and the smallest entry list since 1922. Pures is \$46,000 for Tromoters approaching landlord Fromoters approaching landlord with fine to treak abow for rubbernecks. Propose plastering inside of house with photos of trial.

Survey conducted by N.Y.U. lists general news and add as most widely read items in metropolitan newspapers.

iy read items in metropolitan newspapers.
N. Y. Public Library has asked-warners for scripts on Filtration Walk and British Agent for its collection.
On the millions being apent. Says he's broke and evicted from his lodgings. William Fox sees millions vanish when Supreme Court rules that his Tri-Ergon patents are not basic, beclain handed down Monday (4). Decision handed down Monday (4). The Court of the Monday (5) when Supreme Court rules that his tri-Ergon patents are not basic, beclain handed down Monday (4). Hippodrome added Mosshift's

proble domain added Rossin's Moses' to 'Nosh' and 'Green Pastures.

Harpo and Zeppo Marx mentioned for Paramount trustees. Monulator feels that at least they know pictures.

Committee employed to study op.

ceils that at least they know pictures.

Committee employed to sfudy operation of Legit Theatres Code reports failure lies with the managers,
who do not cooperate. Suggests code
should be enforced or junked.

Mrs. Florence Lytell, wife of Wilfred Lytell, radio director, is allowed \$10 weekly alimony.

Katharine Cornell will shut "Barretta" March 16, no matter what.

Tower he be read to work on
Joseph Schenck whooping it up
for Florida in case California taxes
become too heavy.

Mayor La Guardia disclaims the
\$2.00 op 10 or the Met supplemental
\$2.00 op 10 or the Met supplemental
state of the pick of the state of the pick of the pick of the pick of the pick of the state of the pick of the pick of the state of the pick of the pick

### Coast

Earl Baldwin, associate producer at Warners, shot down robber who broke into his home and slugged

Colden wedding anniversary cele-brated in Los Angeles by O. D. Woodward, veteran legit and stock producer, and Mrs. Woodward. Danages of \$102,000 asked by Howard Kane, actor, in suit against Warner Brothers theatres and instance of the state of the st

mony that her husband said he was tired of looking at her. Hollywood house of Irvin Willat, Hollywood house of Irvin Willat, high valued at 380 as a said of cloth-ling valued to 380 as a said of the Body of Lowell Sherman will be entombed in Glendale, Cal., instead

(Continued on page 63)

### Busta Bust

Those brassler ads atop the Criterion theatre, N. Y., which evoked some criticism, came down last week. Understood that License Commissioner Paul Moss had a hand in the

Paul Moss had a hand in the matter,
Criterion management presumably arranged to cancel with the advertiser rather than risk possible loss of its theatre license.

### A. C. Restricts Men. but Dames Can Undress as They Wish This Summer

Atlantic City, March 5.
Atlantic City's beach censors had their annual party Saturday (2) and selected costumes that will be acceptable on the beach this summer. Male bathers. they decided, will wear swimming suits with tops to them. As for the girls, Mayor Harry Bacharach and his committee. Bacharach and his committee looked at everything the manufacturers had to show them and falled to see anything that they wouldn't allow on the beach.

Models showed a dozen new bras-

allow on the beach.

—Models showed a dozen new brasslere sults, and at the end of the
show came a girl in the newest of
suits, a filmsy creation of lace and
big-meshed lace at that. But Hizzoner and censors okayed them all.

Thumbs were turned down on the
proposition to be bedeek. Benderuly

proposition to bedeck Boardwalk policemen in shorts, blue stockings Sam Browne belts, and pith helmets. Sam Browne beits, and pitt neithers. The cops, though, may get white flannels, blue coat, white shoes, white gloves and yachting caps. Beach cleaners are to get sailor suits.

### SUZANNE CAURAVE R'K'PT

Suzanne Caubaye, legit players, esorted to the New York Federal ourt last week on her financial roubles. Schedule attached to her resorted to the Act of the Act of the Court last week on her financial troubles, Schedule attached to her petition in bankruptcy tabbed her liabilities at \$7,634 and assets \$4. Petition stated that she was also nown as Suzanne Cabet.

### AMBERS BOFFS FULLER: TOP CROWD OF WINTER

By JACK PULASK!

Lou Ambers, an upstater, advanced another step towards fighting Barney Ross for the lightweight crown, by widely outpointing Sammy Fuller, of Boston, at the Garden Friday (1). It was the best attended fight card the spot has drawn this seeson.

ason. The winner was favored 13 to 5, but there were those who figured. Fuller for a kayo. Sammy had a bad evening and was out-classed in bad evening and was out-classed in boxing. After the second round, Ambers threw all manner of punches at the chunky Beaneater and rather chopped up his kisser. Jack Dempsey ambled over from his chop house across the street to referre the match. It was one to referre the match, It was one to ment, with the results the Canden lost publicity and a probably hetred

lost publicity and a probably better gate. The champ didn't like the idea at all, but had to comply with the Garden's demand, now being on boxing commish's refer

From Out of Nowhere

Not did Dempsey think much of
the match, not nearly as much as
some sports writers would have it.
Anders is fast but not so hot as a
socker-Inner. His punches come
from nowhere, the lad feinting with
his, body, arms down. Fuller backed
up most of the distance because of
the on-coming Ambers.

Sammy Reured he was on the los-

up most of the distance because of the on-coming Ambers.

Sammy figured he was on the losing end and tried desperately to 
connect with a haymaker in the 
final round. The right cross that he 
had been saving up all evening 
landed nigh, however. It was just 
a stinger, opening a cut under Lou's 
The match, was a 15-rounder, the 
boxing heads ruling that Ambers 
would have to show that he can 
travel the champlonahip distance, 
although they already rated him theleading-lightweight contender. Despite that, Lou will take on Tony 
Canzoneri, the expected battle with 
Ross being slated for next summer 
in the open. Balance of Friday's 
card was tame and most of the cusin the open. Balance of Fr. tomers walked

# VARIETY'S' BROADWAY GUIDE

For show people as well as laymen, this Guide to general amusements in New York, first inaugurated here in 1926, is revived and published weekly in responsa to repeated requests. VARIETY lends the guidance of its judgment in the various entertainments denoted.

No slight is intended for those unmentioned as text will be switched weekly. The lists are of VARIETY's compilation only and as a landy reference. It may serve the out-of-towner as a time sayer in selection.

### PLAYS ON BROADWAY

Current Broadway legitimate attractions are completely listed and commented upon weekly in the Legitimate Section.

In that department, both in the comment and the amount of the gross receipts of each show will be found the necessary information se to the most successful plays, also the scale of admission charged.

### FILMS ON BROADWAY

Similarly the new pictures in the Broadway first rune and combina-tions are covered weekly in the reviews, the film gross boxoffice story and the standing box on Page 8 which indicates the new films for next week and the week after.

### BEST FILMS ON BROADWAY

Radio City Music Hall—'Whole Town Is Talking' (WB).
Roxy—'Murder on the Honeymoon' (Radio).
Capitol—'Biography of a Bachelor Girl' (Metro).

### HOTCHA NITERIES

HOTCHA NITERIES

Barrel of Fun, Ubangi in Harien, Nut Glub in the Village, and King'e Terrace in. Times Sq., are sufficiently heated for the hectic nocturnal addicts. Lou Richman's new 1985 version of the famed Dizzy Glub 19 Less hecte but agually hilacious, Eddic Davie saury enongs at Leon & Eddie's and the mauve-decade gang-singing at Gay 90's are surefire for lively diversion and divertissements. Glub Richman, also lively, has a new show, away from the 'nice boys' idea.
Harlem has a number of open-door and hideaway hot spots, but they must be guided by insiders, principally professionals.
Any number of Times Sq. idee-street dialecteries are also good diversion if yearning for 'different' type of atmosphere. Mimi's Faubourg-monthmarts and the Ball Musetia are in that category: likewise the Cafe-International, and-any number of Italian estories. Latter have about killed off Little Italy, since it's easier to get everything in that field right in the Broadway beit without taxi-ing. However, authentic Flamenco entertainment like El Ghoe in the Village, and Hayanases like the Cubanacan in the Spanish sector of Harlem. Well worth the trips. Jack Silverman's Old Rowmania on the lower enst side has gone Times Square hotchs with its nocturnal divertissement.

\*\*CLASS\*\* AND \*\*OPOLLAR\*\*\* NITERIES\*\*

### 'CLASS' AND 'POPULAR' NITERIES

CLASS' AND 'POPULAR' NITERIES

Smarter east side (mostly) spots include the new Versailles, Reno
Merry-Go-Round, Colony, El Morocco, House of Lorde, Jack and Charlie's,
Club New Yorker, the new Stock Club all fave oases.

Rainbow Room in-Rockefeller Center; Johnny Green at the St. Regisnote; Leo Reisman's music at the C. P. Casino getting a big play, with
Ethel Merman; the Savoy-Plaza, the Waldorf; Ozzle Nelson at the Hotel
New Yorker; Peppy's Chapseu Rouge and the Place Piqualle are amons
the smarter supper hooferles.

French Caelno's Folles Bergeres' revue is still the top cabaret moneysetter, but the new Caeino de Paree show is an important nitery factor;
of, the new statters, Jack Dempsey's new chop house is, faring well.

Paradise and Hollywood amons the outstander mass cabarets.

### Broadway

Julian Schlesinger here from Jo-nannesburg. Irene Dunn coming by boat from Los Angeles.

Ed Rosenbaum trying his hand

Johnny Green goes to London May 16 for Gaumont-British. With 'Point Valaine' closing, Brod

Lou Smith going on a southerr swing to exploit Par pictures.

Arthur Ungar hopping back to Coast by plane Thursday (7). Helen Gallagher Solomon and husband on way back from Italy.

Frank Phelps, Warner theatre an, out of the saddle with grippe. Vincent due back this Walter V week from cruise.

Treinus and Mock, I s man, reported starting Doc Michel's laundry.

Charles Collins, in London for Stop Press', taking a test for Alex-Charles Collins, in London for Stop Press, taking a test for Alex-ander Korda. Joe Cook entertained at National Press Club dinner to the President Siturday (2). Those pin-game joints right alongside theatres not doing the books any good.

Only Club on 52nd street gutted of daytime fire, but most of the once was saved. Anatole and Rollie Friedland additions to the Miami

Artists ball Friday night (8) at Webster Hall. Cleon Throckmorton and Cynthia in charge of admission for those special trains going and coming to MPTOA convention in New Orleans, Just lukewarm.

Mike Todd in from Chi for opening of Muttel Page, the original of the Charles of the Charles of the Charles of Muttel Page, the original of Muttel Page, at the Casino de Tairee. Sub-flamer out after three Sub-flamer out after three weeks.

weeks.

Richard Collet, g. m. of the D'Oyly
Cortes is due in from London on

Richard Collet, g. m. of the D'Oyly Cartes, i.a. due in from London on way to Chicago, where 50th anniversary performance will be played March 14.

Georgie Wood, Lew Irwin and Jack Bertell, after doing all right for themselves in Manul booking talent into most of the pite clubs. Fert for New York.

talent into most of the pite sums. left for New York.
Rosita Royce, bubble dancer with the Earl Carroll show at the Palm Island Club, stepped out when asked to take a cut. Opens at the Congress. New York, next week.
Irving Casar is a house guest at the Damon Runyon estate on Elbiscus Island, Fla. Irving and Damon cus Island, Fla. Irving and Damon estate on Elbiscus Island, Fla. Irving and Damon estate on Elbiscus Island, Fla. Irving and Damon considerating down to some real island, searning and performance of the piter racing drama, Saratosa Chips.

### Panama

The Atlantic hus Don and Doresse, Ann Grule and Billie Vincent. Georges Simenon, French writer, is a visitor here with his wife, Earl Carroll's 'Vantites' coming to Panama. Expected to arrive in April.

'Merry Widow' (MG) held over for three days in Balboa. Very un-

Charlie Hintman oldest enter-tainer here, is working at the In-ternational

ternational. Thomas Brady bought the Hotel International, This gives him four establishmente in Panama. Beverly and Carol Ruoft have returned after a year's study at the Sammy Burns dance studio in N. Y. Crews of the Canadian destroy. Crew of the Canadian destroyate a vaudeville show at the Babos film theatre. sammy Burns dance study at the Sammy Burns dance study in N. Y. Crews of the Canadian destroys. The Sammy Burns dance study in the Sammy Burns dance study in the Salva state of the Sammy Burns described in Salva sarct sent entertainers and local artists did their bit. Save the Salva sand local artists did their bit. Save the Salva sav

# CHATTER

### Hollywood

Les Swope lost his mother, It's a boy at the Mike Lallys, Fiv floored Horace Jackson, Harry Rapf is all well sgain, Jean Acker on the Warner lot. Phil Goldstone licked the flu-Medico laws Cary Grant for \$500. Harry Rapf in and out of heapital.

Dudley Digges back from Broadway. Claude Binyon glad the races are ver. Florence Eldridge facing op for Al Green resting up at rancho.
Chimp bite sent Dorothy Short to the hosp.
Katherine Mauk is now Katherine Green resting up at the

Morrow,
Wallace MacDonald story editor
at Mascot.
Robert Lee departed the Warners

rib staff. Nick Diamos, Ariz., exhib, going reece. rnie Hyman finally gave in to the grippe.

Len Boyd has left Par's publicity department.
Tummy ache sent Gilbert Roland
to the hosp.
It's back to jolly old England for

Bus Keaton.

Edmund Loew limping on a bashed hoof.

Trem Carr back after two months in New York. in

in New York.

Appendix trouble keeping Mary
Astor at home.

Frank Butler can't do a thing
with his Leica.

Lyda Roberti mending from her

Appendix trouble keeping Mary Astor at home.

Yeank Butler can't do a thing a transport of the control of the c

sult. - Charlie Judels has authored 'Man Who Knew Too Much,' his first Diay.
Lupton Wilkinson here to take over the p. a. job in the local Haye

Lupton Wilkinson here to take over the p. a. job in the local Hays office.

Joe E. Brown claimed Strait Jacket, horse, at Santa Anita for \$2,000. Berowitz has labelled his releases the Mascot Quin-Sam

newest releases the Mascot Quin-tuplets.
Fox studio club planning a shin-dig similar to the Warner Club blowout.
Alice, daughter of Sarah and Billy Lamont, is being teamed in Billy Lamon, a marriage.

Hal Roach has new kid in the Gang, Carl Switzer, a six-year-old

on return from belated honeymoon trip to N. T.

Tim Whelan returned after three years in England, claims Hollywood haen't changed.

Jo. Swelling back in Columbia's writing department after a three may be seen in a new 12-cylinder Packard on his pa. tour in the east.

Eddle Croniager draws the camera on Radio's 'Nit Witt's after taking had to her Kansas farm after linking Metro contract.

Courtland Fitzsimmons and J. R. McNaught have finished their writings and the seen of the seen

### Chicago

Dorothy Gulman adding avoirdu Jack Huff zoomed to Florida for a spell.

spell.

Mike Fritzel off for some winter inshine. Lou Abramson won a battle with la grippo.

Aaron Jones, Jr., back from southern waters.

Freddy Martin occupying quarters in the Ben Judell office.

in the Ben Judell office.

Morris Silver the heraid of spring with the Ben Judell office.

Morris Silver the heraid of spring with the Ben Judell of the Save-a-Life club.

Boys are starting the trek to Hot Springs for the racing season.

Al Quodback in New York on some new angles for a local mitery.

All Quodback in New York on some new angles for a local mitery.

The Ben Judell of the Judell of the Judell of Judell of the Judell of J

blanket in the Medinan ranke among the agents.

CAPA tossed a farewell shindig for Sam Clark, who heads for New

for Sam Giars, who assessed for the fork quarters.
Astor, theatre, lawsuit kept a flock of Chicago axecs from the MPTOA convention.
Sam Roberts back from New York, where he helped his parents celebrate their 50th wedding an-

### Minneapolis By Les Rees

Annual Auto Show scheduled for Auditorium March 9 to 16. Evelyn Chandler featured in big

Ray Niles, Publix city manage at Rochester, Minn., a visitor. Ray Wylle, one of UA's super salesmen, sporting new auto. Harry Brown, 20 years on speaking stage, now a grocer here.

Municipal court judge ruled 'pin ball' games gambling devices. W. J. Kupper, Fox western sales manager, stopped over en route to

Buckie Spain. Melchior Lengyel scripting for Korda

Lot Lack translating Evensong for Paris.

Lothar Mendes homesick for Hollywood.

Helia Kurty almost fatally bisoned by accident.

Harry Roy now the biggest band attraction in British vaudeville.

attraction in British vaudeville.
Taik of baseball rerival here for
the summer by local Americans.
Basil Dean interested to film Cat
Across the Path' by Ruth Pelner.
efins April 29, running to June 15.
Leon M. Lion read Melchlor Lengyel's Invention and liked it.
Harry Clitton sending fat check
to Briga Huet as a british gradual
Colman made final in London, Feb.
18.

vue. Daro and Costa fortnighting at Piccadilly hotel after playing the Savoy.

Peter Maurice to present 'Busi-less with Royalty' by Anthony

Armstrong.

Margaret Sullavan springing surprise here by refusing to meet the

Arthur Ferrier doing a caricature of Harry Bradbury. Pratt on his John Murray Anderson off to New York after a looksee at shows in London and Paris.

June out of Drury Lane pantomine due to gastric flu, with Dorls Exaced to the Wadeville, Feb. 25, following a tryout at the Embassy.

Edward Stirling and company salling April 23 for five months tour of court of the Embassy.

Edward Stirling and company salling April 23 for five months tour of court of the Embassy.

Edward Stirling and company salling April 23 for five months tour of court of the Embassy.

Edward Stirling and company salling April 23 for five months tour of court of the Embassy.

Edward Stirling and company has never done before.

Joe Jackson playing a couple of weeks at the Savoy, following all his court of the Embassy.

Bill Dather in print; a thing Swaff has never done before.

Joe Jackson playing a couple of weeks at the Savoy, following all his continued to the court of the swaff has never done before.

Joe Jackson playing a couple of weeks at the Savoy, following all his continued to the court of t

hoofers, April 6. Flea

market Fun Fair, after season av Olympia. Tex McLeod off the air for four years, and when landing date at last found is barred by General

Theatres.
Henry Mollison to do a film for Warner Brothers (London), starring Laura La Plante. Then to Hollywood.

to mingle with performers at \$2.50 of the twin towns of Buoa and reader Borner Borner Court theating. Sir Barry Borner Court the Buoa and reader two years. However, the Buoa and the Buoa

### London -

Keith Clark off to Australia.

Henry Hall to launch new tange by Leo Ascher.

Professor Eugene Robert suffer ig severe kidney attack.

Three Sailors booked for the next

prise here by retuents press boys.
Arthur Ferrier doing a carlcature of Harry Bradbury Pratt on his 50th birthday.
John Murray Anderson off to New York after a looksee at shows in Paris.

april 6. Flea circus and giraffe-necked women being ballyhooed at Hay-market Fun Fair, after season at

Henry Mollison to do a film for Warner Brothers (London), starting Laura La Plante. Then to C. B. Gochran negotiating with Oscar Homolka to star as Mesmer in Beverly Nichols new play. "A Man, and His Shadow." Bertram Mils Mature for East Fulham, saying he feels unable to nurse constituency.

John Hendrick repudiating his contract with Edward Laurillard, black of the Contract of Contract Constituency. John Hendrick repudiating his contract with Edward Laurillard, black of the Contract of Contract Contract with Edward Laurillard, black of the Contract of Contract of Contract with Edward Laurillard, black of the Contract of C

rv Marks back from Vienna. eggy Worth to Berlin soon. eorgius singing at Boeuf sur le

Tolt.
Jim Donohue getting Legion of onor. Biscot, on tour, laid up with grippe Jear nne Boitel and troupe back

Jeanne Boitel and troupe back from Egypt, Porte Saint Martin reviving Song of Love operetta. Students putting on medleval plays at Sorbonne, Alfred Gragnon's Mysterjous Lady revived at Canucines.

plays at SorbonneAlfred Gragnon's "Mysterious
Lady' revived at Capucines.
English colony furning out to see
Tron Duke' (GB) at Agriculteurs.
Charles Martinell, president of
Artists' Union, local Equiyt, ill.
Suzanne Henry replacing Blanche
Content in 'Do' Mr Soi' Do' at Mictonic in 'Do' Mr Soi' Do' at MicContent of the Content of the Content
Lilliane Gauthier elected 'Miss
Cinema' by Club Cinematographique
de France.

rodiere.
Lilians Gauthier elected Miss
Lilians Gauthier elected Miss
Lilians Gauthier elected Miss
Lilians of City Cinematographique
de France.
Late Louis Barthou bequeathed
44,000 annually to-French-Academy.
In Iterary prizes.
Joan Warner getting more pubmore proposed to the control of the control
inde dancing case.
John S. Tapernoux, importer of
French films to U. S., bere signing
up flock of pictures: arrival from
America March 20 to tour France
and then play A. B. C.
Illiness of-Michel-Simon-causingpostponement of opening of Joys
of Capitor Madeleine.
Capitor Madeleine.
Anniversary of death of King
American September of Method
Cocile Sorel saying hea waiting
to see script of film on Saxah Bernhardt before accepting that Hollywood offer.
Oselies of Method Saxah Bernhardt before of Metro and Ernest
Koenig, of Warners back from
Brussels, where they fought new
dubbing decree. No decision.
Josephine Baker and Kene Charles
National Ordic March 2017.
Mistinguett to make first film on
Jacques Deval scenario, Also has offer to play in operetts which would
vok.

### Palm Springs

Ricardo Cortez and the Missus setting a tan and how. Setting a tan and how. The setting a tan and how. The setting a tan and how the setting a tan and how the setting the care of Dr. Henry Reid.
Adolph Zukor made reservations for a rest, didn't show up, and the setting ble on the doing his sandwich eating ble on the doing his sandwich eating ble on the setting ble of the

Mrs. Carl Drisson in the Mrs. Carl Drisson in the Mrs. Nelle Coffman too bury with the circus-to write poetry of Al Werthelmer.

Sir Guy Standing looked over the resort, snorted and returned to his Particus of the Mrs. Carl Standing looked over the resort, snorted and returned to his Particus of the Carl Standing the Carl St

### Budapest

Py E. P. Jacobi

Hannah Honthy down with flu.
Freda Gombaszof off to the
Canary Islands.
Legit season better than it has
been for years.
been f

to fulful a forty-five month contract with four flags momentarily current in which leading lady appears in riding breeches.

Marian Anderson, colored singer, a big success here. Engaged originally for one recital, she is giving. "Another Languager to be called Pest. Wife in the Hungarian version. Pest is the modern section of the twin towns of Buda and Pest. Lecal producers remonstrating supplied for months by companies producing foreign-language pic-

### **Paris** By Bob Stern

#### Stock Market

(Continued from page 6)

(Continued from page 6)

Monday (4) with a gain of mearly
three-quarters of a point in the
again of the continued of the continued of the
ana sowing, the Down-tones industrial averages fell to 102.68 at the
elose for a loss of 0.55.

Except for the marked strength in
final trading days, averages for the
Amusement Group practically dupoeding week. As in that period thehigh was 27, and, loy was registered
at 25%. The marked difference between the weeks was that last week
the group wound up at 25% and west
Like the whole mart, activity fell
off, only 14,300 shares exchanging
lards.

The blg push in Columbla Ple-

off, only 134,300 shares exchanging hands.

The big push in Columbia Pictures certificates was largely responsible for the splendid showing sheat to have been as the splendid showing sheat to how tope or auccessive days, sinally hitting 44½ on Monday, which is a new high for 134-25. This issue fell off to 44 at the close, but even at this level it sported in the splendid shows the splendid showing the splendid shows the splendid showing the splendid shows the splendid showing the splendi

#### Pathe Moves

Another good mover was Pathe A, which climbed 1½ points to 15½ in anticipation of the stockholders voting for a reorganization plan, which are the stockholders and the stockholders with the stockholders with the stockholders with the stockholder and point from the low ebb for 1934-35. As with the Class A stock, this trend undoubtedly was in anticipation of the okay in reorganization.

As with the Class A stock, this trend undoubtedly was in anticipation of the okay in reorganization.

The okay in reorganization was a strong feature in final sessions, it surged up to 20½, and showed nearly a point net gain at the closing price of 10½. The common just above the stock with the s

### WB-U Talk No Help

risctionally at 3½.

WB-U Talk No Help

Neither the Warner Brothers' Issues or Universal proferred reacted favorably to news of Warners' reported purchase of Universal. Universal was of 1½ points at 8½ on the second of the points at 8½ on the second of the points at 8½ on the second of the secon

The payment will be 40c per share on both classes of stock.

The monthly have been controlled to the control of the control of

glip, chairman, announced that the committee had adopted and approved the plant Monday (4).

Frammount-Broadway Skasared Paramount-Broadway Skasared Paramount-Broadway Skasared Monday, closing at that level for a gain of four points. Persmeunt-Famous-Lasky 8s hit a fresh top at 75. They closed at 74½ for an advance of 4½ points. The certificates of the state of the s

### Incorporations

NEW YORK

NEW YORK
Albary.
Schine Esterprises Corp.; plotures and
eatrical business: capital stock; 100
ares. no par value. Howard M.
101 1200 Sith avenue. New York art.
101 1200 Sith avenue. New York art.
101 1200 Sith avenue. New York
101 1200 Sith avenue. New York
101 1200 Sith avenue. New Jork
101 100 Sith avenue.
101 100 Sith a

d Estelle Forner, 302 Empire Boule-rd, Brooklyn.

Eastern Theatre Corp.; plotures, etc.; pital stock, 100 shares, no par value, seph Wolowich, 1675 Sterling place; bee Kaplan, 1141 President etreet, and ollie Singerman, 168 Ocean avenue, all

Roos Raplan, 1141 President street, and Mollie Singerman, 135 Ocean avente, all Ollie Singerman, 135 Ocean avente, all Destroy Corp.; the strictles of all kinds: capital stock, 19 sil. West 20th etreet, 19 sil. West 20th etree

Sylver on Landar, all 50, 140 Brondwar.

New York.

That's Perminn; Inc.;

conveil advertising and -merchandishebusiness: capital stock, 100 ehares, noand Rosemary Melainas, all of 110 West

deth street. New York:

All the Sylver of the Sylver of the Sylver

common de Wyckoff, street, Brockyton

road, Bronxville, and Margaret S. Hemingway, 12 Gardio Blacet, Durbook, L. I.

ate Industrial expections; capital etock,

309. Gestructe. B. Bryan, 742 Seth

Arlington avone, Jersey, City, and James

P. Duffy, 202 Orand Conclusion, Bronx,

Caller of the Sylver of the Sylver

commerce, etc.; capital stock, 100 ehares,

no pay value, S. M. Sevini, J. Michalson

New York Callfornia, S. All Bronwars,

New York Callfornia, S. Callfornia, S. New York

Callfornia, S. Callfornia, S. Servinia, S. New York

Callfornia, S. Callfornia, S. Servinia, S. New York

Callfornia, S. S. Callfornia, S. Servinia, S. Servinia,

no par value. R. M. Savini, J. Michelson no par value. R. M. Savini, J. Michelson New York.

CALIFORNIA

Film Products, Inc.; Sacramento.

G. A. Koth Laurense Le Baroni: Ing.

G. A. Koth Laurense Le Baroni: Ing.

G. A. Koth Laurense Le Baroni: Ing.

Gapital. 1,000 chares. Jie par, permitted to issue 51; Astree. Directory: Fred Le Goldes State Jeckey Club (Los Angeles county): capital. 1,500,00, none auto
Goldes State Jeckey Club (Los Angeles county): capital. 1,500,00, none auto
Gilmore, Alfred B. Green, Al J. Uniacis, Garoli A. Lowes Corp. Leater M. Per
Erich, Loucis D. Perkins, all of Ahambra. TEXAS

Flains Radio Breadcasting Co. Amarillut, capital, Incok. 1,500,00; titicphone. TEXAS

Flains Radio Breadcasting Co. Amarillut, capital, Incok. 1,500,00; titicphone. TEXAS

Flains Radio Breadcasting Co. Amarillut, capital, Incok. 1,500,00; titicphone. M. M. M. M. Gane A. Howe, G. W. Camp,

### Summary for Week Ending Monday, March 4: STOCK EXCHANGE Sales. Issue and rate. High. Low. 1,200 American Seat. 5% 5%

7%	1%	17,400_	Col. P. vto	c. (1)• lm	********	\$44%	38	44	+6	tŀ
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17%	84	2,500	For Clear	A		10	9%	10	- 72	
25%	16%	48,200	Gen Elec	(60c)	•••••	23%	22%	23	- 14	d
17	20%	17 800	Loans (9)	. (000)		9014	84%	35%	- Z	1
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2814	21	. 200	Met-GM n	rd. (1.89)	•••••	971/	2714	27%		1.
5%	1%		Paramount	t ctfs	inner er e	3%	81/	8%	+ %	
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249/	10V		Pethe Cla	55 A	**********	16	13%	15%	+1%	aı
94	414	85,200	Radio Cor	rp			47	5	+ 16	SI
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414	144	7,800	RKO			14	41%	1%	7.76	lм
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814	2%	20,400	Warner B	ros		234	8	814	=1%	1 1
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47%	27%	23,200	Westingho	ouse		38%	86%	38.	+ 14	l tt
90	82	20	Do. pfd.	(81/2)		04	94	94		at
ılgh.	Plus stock	ex(ras,	† Paid thi	s year on a	150	ccumul	ations.	\$New 1	034-'85	fo si p
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75%	29	371.000	Do oth	0720, 00	••••••	1,077	68%	75%	+6%	1 2
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	Paid this	year. †	New 1034-	'35 high.	F 18 17	٠	1	2.		13

Pathe Reorg.

(Continued from page 6)
pany will be offered an opportunity to schange present-holdings for new securities. Each share of or 17 convertible preferred and five shares of new common.

Holders of Class A preferred will shappear entry two shares of new common.

Present common stock, holders are to receive one-twentieth of a share of the new common stock.

By the terms of the reorganization plan, there will be about \$73, -1000 shares of the new \$1 par Pathe

### **OBITUARIES**

ELIZA WARREN
Eliza Warren, 70, one of the few
actresses to easy role of 'Hamlet'
with success, died Jan. 20 in her
Cleveland home after a long illness.
A leading Cleveland actress in the
'90's, Miss Warren was encouraged
in stage career, by Effe Elsler, and
became a pupil of Alfred Ayers. She
played with E. H. Sothern and Adele
Payne in Shakespearean plays for
a while, her deep voice fitting her
for masculine roles. In, 1905 she
took character roles in D. W. Griffitts' first silents. In recent years took character foles in D. W. Gri-fith's first silents. In recent years actress devoted herself to dramatic school, lectures and directing. Miss Warren's full name was Eliza Warren Sutton.

HANS SANDQUIST

HANS SANDQUIST

Hans Sandquist, 38, died in St.
John's hospital, Long Island City,
Feb. 23, of complications following
a fail on the ice. He had played
with Willard Mack in The Scarles
Fox, with Mary Boland and others
and mades his last appearance in
The World Watts.
Born in Stockholm, he became an
Aborn in Stockholm, he became an
ber of the 2nd N. X. Infantry. He
served on the Mexican border and

ber of the 2nd N. V. Infantry. He served on the Mexican border and in the Headquarters Company of the 195th Infantry during the World War. Interment in the U. S. National Cemetery, Cypress Hills, with military honors.

EDWARD D. SMITH

Edward D. Smith, 55, veteran theatre manager and former director of
personnel at Metro, died Feb. 25 in
hollywood atter a lingering illness,
For 20 years deceased was managiing director for the Shuberts in
Boston. In 1920 he opened Erlanger's Billmore in Los Angeles
and later managed the Mason Opera
House there. He then leased the El House there. He then leased the El Capitan theatre in Hollywood and after a few years at this stand moved over to Metro, where he re-

SHERMAN BROWN.
Sherman Brown, 89, for 41 years manager of the Davidson theatre, Milwaukee, and a national figure in the tegritman first particular and the state of the state he county park board as an assist-int secretary.

He is survived by his widow, one laughter and five sons.

F. RICHARDS ANDERSON
F. Richard Anderson, 60, architect
and for many years costume de-signer for Zlegfeld and A. L. Er-langer, died in New Rochelle

March 4.

He was associated with Erianger for 35 years, and was architect of the New Amsterdam and other theatres. At the same time, as partner for Schneider & Anderson, he designed the costumes of many of the plays occupying the theatres he had but a support of the same time.

Surviving are his mother, his

RAYMOND E. RUSSELL.
Raymond E. Russell, 86, for many years a carnival mass sent and former newspaperment of the sent and former newspaperment. The sent is the sent in the sen

HERBERT BUNSTON
Herbert Bunston, 51, stage and
screen actor, died of a heart attack, in Los Angeles, Feb. 27,
Funeral services were held March 3.
Deceased toured with many legit attractions, entering pictures after appearing with Ina Claire in Last of Mrs. Cheney. His last picture was "Clive of India" (nim).
Survived by widow, son and daughter. HERBERT BUNSTON

many stories. In his year and a half in Hollywood he turned out several screen plays.

BETTY BRICE
Mrs. Betty Pratt, 39, known on
the stage and screen as Betty Brice,
dld Feb. 16 in Van Nuys, Cal. Deceased appeared in Belasco plays
and stock companies in the east
harma advantage in the east before entering pictures.

Survived by her husband, John L.

Pratt, former concert singer.

### ADELAIDE FITZ-ALLEN

Adelaide Fitz-Allen, 79, who had played in the support of the younger Salvini, Boucleault, Arnold Dal and others, died in a New York hos pifal Feb. 26, of bronchial pneu

monia. Most recently she has been on the air, notably as the Nancy of 'The Witch's Tale' on WOR.

#### FRANK B. MORTON

FRANK B. MORTON
Frank B. Morton, 65, died March
3 in New York. Funeral services
today (Yednesday) at Park West
Memorial Chapel, N. Y.
Morton was formerly of Morton
and Elliott and more recently with
Morton Policy

Morton Bros.

#### JOSEPHINE CANFIELD

JOSEPHINE CANFIELD
Mrs. Josephine Canfield, in charge
of Equity's membership department,
dled at her home in New York Saturday (2) after a week's illness.
She was 49 and a-member-of the
association since its inception.

ABNER (ABE) APPLEBY

Abner (Abe) Appleby, 54, owner and manager of the Roxy, Toronto burlesque theatre, was killed in his office March 4, by robbers.

Details will be found on the bur-

### JOHN NELSON

John Noison, 64, died of pneu-monia Feb. 26 in St. Paul. Was in vaude for many years with his wife, Gussie, in a musical act. Survived by his widow and four sisters. Buriai in Marshfield, Wis.

### MRS. ISABELLA GORDON

Mrs. Isabella Gordon, 82; soprano and once a member of the Emma Abbott Opera Co., died at the home of her daughter in Denver, of pneu-monia. She is survived by two daughters. Interment in Denver,

### ARTHUR HAUK

Arthur Hauk, 48, theatrical man, was killed March 2 at Hawkinsville, Ga. Survived by his widow, two daughters and a brother.

Details on the Outdoor page.

### MOSES WOLFE

MOSES WOLFE

Moses Wolfe, 64, veteran legit advance agent, died in Chicago oa March 2 of pneumonia.

Wolfe had been associated with the only midwest legit producing firm, Klint & Gazzolo.

### GEORGE W. RITZLER

George W. Ritzler, 35, was killed in an auto accident March 2. De-tails on the Outdoor page.

Bion H. Butler, of Southern Pines, S. C., at one time publicity manager for the North Carolina State Fair, dled Feb. 21 at his home.

Mother of Catherine Proctor, legit actress, died March 1 at her home in Toronto after several months' illness. Miss Proctor was playing here in 'Ah, Wilderness' at the time.

Mother, 71, of Leo Cohen, Loew ooker, died in the Bronx, N. Y.

### **Burley Photog**

(Continued from page 1)

Arch Gaffney, 31, screen writer, 16e Beb 28 of Spinal meningitis in Los Arches Bedy State of Los Arches Bedy States of Los Arches Arches Bedy States of Los Arches Bedy States and Los Arches Bedy States of Los Arches Bedy State

### **Toronto Burlesque Manager Killed.** Safe Emptied, During Performance

The body of Abner (Abe) Apple by, manager of the Roxy, Toronto's only burlesque theatre, was discov ered about noon yesterday before the looted safe in his private office the looked safe in his private office. Two bullet wounds in the back of his head told their own story. Powder burns and the absence of any evidence of struggle suggested to the police that the robbery had been committed by a person or persons known to the maneger, who had been short as he unsuspiciously kneit to open the safe.

The early-hours receipts amounting to about \$376 - in bills, had been removed, but \$70 in sliver was left behind as too bulky. The third did not take Appleby's stickpin, a \$200 diamond, and \$52 were still in his peocket.

pocket.

The discovery of the hody was made when the door to the office was forced at the insistence of the dead man's son, Louis, after his father had remained more than the house in his closed office. hours in his closed office The body lay on the floor directly in front of the safe in a position to suggest that he had opened the door just before someone standing immediatoly behind him had fired

door just before someone standing immediatoly behind him had fired directly into his skull.

The perform ace was underway and—the—laughter and applause drifted out into the alleyway as the body was placed in a police ambulance for removal. The audience had no hint of the tragedy.

### Mix Finishes Pic, Opens Coast Tour with Circus

Hollywood, March 5.
Having finished the final pickup
shots and trailers for his serial,
'Miracle Rider,' at Mascot over the
week-end, 'Orm Mix opens his Wild
West Circus season Wednesday (6)
at Compton where the show wintered.

Moves to week's stand at Fairfax and Wilshire here Saturday (10), then hits the road

### Ham Walkers Fined

Birmingham, March 5.

Birminsham, March & Leo Seltzer's walkathon walked to the Rooseow lest week. The contestants, too. Supreme cour' had refused to invalidate a city ordinance bagainst the marathon. The city had an ordinance against walkathons before Seltzer decided to return to the Ham. Seltzer had a lawyer. After the city had refused to rescind the ordinance it was earried to court with the idea of having it declared unconstitutional. One county judge did and the case was carried to the State Supreme court. That court ruled the city ordinance okeh.

Supreme court. That court ruled the city ordinance oken.

The police told the contestants to stop walking. They retued. Fourteen persons, including 11 contestants piled in the wagon. Mrs. Pauline Jackson, manager for Selter here, was also taken in tow.

Mrs. Jackson was fined \$100 and costs, Lou Jarven, floor judge \$25, and the contestants \$5 each.

### Now It's Circuses

Maquoketa, Ia, March 5.
Amateurs have gone to the circus.
Legion, has spotted a four-day indoor circus here for the middle of
the month. In addition to pro talent
and a minsriel show, by Legion
troupers, certain hours will be open
for an amateur contest with prize
money enough to guarantee plenty
of appearances.

#### Gets Fair Job

Gets. Fair Job

Vancouver, B. C., March 5.
Rides, shows and games concessions for the Canada Pacific Exhibition this year, August 28 to September 4, have been awarded to the West Coast Shows by the Vancouver Exhibition Association.

The arrangement entered into its that the concessionaire will purchase all commodities in Vancouver and that local people be employed. All gambling devices and games will be barred.

### AFTER THE VETS

Nebraska Seeks New Blood Ancient Fair Board

Lincoln, March 5.

The state fair board which gov-erns activity and policy for the Nebraska annual exposition is un-Nebraska annual exposition is un-der sharp five here by two bills in the legislature on which there was an open hearing last week. E. N. Van Horne, bank president, made a plea that the fair be taken out of the hands of faithful political workers and placed in the hands of a showman.

of a snowman.

Senator Buliard, speaking in behalf of one measure, said the old board should be wiped out; been in the saddle for 60 years and was self perpetuating.

### MINSKY'S, MIAMI

(STOCK)

(STOCK)

Miami Beach, March 1:

Now in its seventh week, this
Minsky burly is cleaning-up- Outof the 14 shows weekly, eight are
playing to capacity at \$1.65 top, and
the gross has been running con\$10,000, leaving the neighborhood of
\$10,000, leaving the property of the
sasociates, all of whomers wintering here, a nifty net of at least
four grand a week, including the
bar take.

Rent for the 1-20a con-

four grand a week, including the bar take.

Rent for the 1,200 seat auditorium atop James Pier, formerly the Million Dollar Pier, runs about \$500 a natop James Pier, formerly the Million Dollar Pier, runs about \$500 a natives and bourlats, so fraw the natives and bourlats, being light. Music Hall idea is carried out with tables along the sides of the auditorium and a long bar in the rear, with six mixologists shaking 'em up during the intermissions and doing during the intermissions and doing bright and all shots brigging a half.

The Minskys could tour this show, playing auditoriums. Those pinches in New York, and the word-of-mouth advertising of visitors to the Metropolijs have made the Minsky and a sescitated with burlesque and a sescitated with burlesque and a sescitated with burlesque and as associated with burlesque the sticks.

active the season is active to the sunsay familiar in the key cities and the sticks.

Among the unusual points about this burly is a young looking chorus of 18 who can hoof, 18 smart looking the sticks of 18 who can hoof, 18 smart looking the sticks of 18 who can hoof, 18 smart looking the sticks of 18 who can hoof and deserves credit for putting on a show that makes an earnest endeavor to get and the stick of the sticks of the stick of the st

a half-raleo in record time for good results.

Patsy O'Neill, singing a comedy number, (Gotta. See a Man About My. Dog, the pop Chill in the Air and the control of the con

### Marathon Aftermath

Charleston, W. Va., March 5.
Dr. O. T. Lyon, dentist, was sentenced March 1 to five years in the pentientiary for killing Lou Topper, of Brooklyn, N. Y., while managing a dance marathon at Splash Beach here last summer. Dr. Lyon's coursel gave notice of an appeal.

Topper was shot down in the sun parlor of the Daniel Bone hotel whither he, Dr. Lyon and Mrs. Lyon had gone to 'tall things over after the dentist had, discovered the relations between his wife and Topper, who was married.

### News of the Dailies

(Continued from page 60)

of New York as was originally planned. Banks Winter, 78-year-old com-poser of 'White Wings,' entered Ac-tor's Fund Rest Home in Glendale,

\$35,800.

Ernie Westmore, screen makeup artist, held by L. A. court on charge of hit and run driving in which

of hit and run driving in which newsboy was run down.

Kay-Francis granted final decree of divorce-from Kenneth McKenna.

Victor Jory suffored a possible nose fracture when he was thrown and trampled by a horse at Warners studio.

Max.) Owl club, one of the border's gayest spots, closed its.

the boruer's bayes.

Appearing in court in Los Angeles in connection with her legal tiff with Lee Morrison agency. June Knight gave her real name as Margaret Rose Vallikett and said she was born in L. A. 22 years ago.

### Non-Budget Decision Doesn't Mean **Burley Code Discontinues—Farnsie**

### HAUK-RITZLER KILLED

Fatally Hurt in Georgia Auto Ac

Springfield, O., March 5.
Arthur Hauk, 48, theatrical producer and Fauk, 48, theatrical producer and Ritzler's home was in Lima, O. The two men were enroute to Miami, Fia., where they had booked a donkey baseball show, for which Hauk had been manager for two years, when they crashed into a bridge and were instantly killed.

### Swap Beer for Hoofing

Lincoln, March 5.

Decision of the county dads here outlaw Sunday night dancing in ancaster county, of which Lincoln is the county seat, is looked upon with consternation by the Capitol Beach authorities. The Beach is the lone amusement park in the county and is dependent almost en-tirely for its life blood on dance threly for its life blood on dance payllion and swimming pool play. Trouble over beer sales was the reason for the ruling. Its under-stood that dance hall men have agreed to drop their beverage li-censes, if they'll let the Sabbath dance come back.

### Putting in Teeth

Charlotte, N. C., March 5.

A bill has been presented in the
North Carolina general assembly
providing for an extension of the worth Carolina general assembly providing for an extension of the licensing power of the Meckleinburg board of county commissioners. To refuse and to revoke licenses of carnivals, endurance contests, pictures, vaudeville shows and amusements of like character. The bill hits at so-called walkethons. One is still operating just outside the city of Charlotte after several months.

### Mountain Fairs Flect

Great Falls, Mont., March 5. Election of Harry Pitton, Billings, president; Henry Bohling, Miles City, vice-president, and reelection of Harold F. DePue, secretary-treasurer, were highlights of a twotreasurer, were highlights of a two-day conference of Rocky Mountain Association of Fairs in Helena Montana. Dates for several Montana fairs were set and tentative dates lad out for other fairs. The group Went or record as opposed to possible abolition of Montana State Fair, Helena.

Formal announcement that the \$22,000 burlesque budget will not receive governmental approval was made Monday (4) by Deputy Administrator William P Farnsworth, substantiating earlier reports.

Farnsworth asserted that he is recommending rejection of the \$10-a-week levy plan and the proposed outlay because it is shown that the major activities to be covered by such budget are trade association functions.

The recommendation was submitted to Hiram Brown, NRA budge of officer, and members of the Industrial Recovery Board with every sign that the position taken by Farinse and Divisional Administrator Rosenblatt would be sustained, Most of the horde of advisors had concurred in this way out of the apparently hopeless muddle resulting from disputes between indie operators and members of the National Burlesque Association.

There exists a trade association whose president (I. H. Herk) is also Executive Serviceary of the code aux The recommendation was sub-

executive secretary of the code au-thority.' Farnsie explained. 'The industry has looked to the trade asso-

interventive secretary of the code authority. Enraise explained. The industry has looked to the trade association for the protection and assistance which it is seeking in the problems which control it from sources outside of the industry and the code.

Decision does not mean that the burley pact is scrapped, either in actuality of in effect, Farnsle and thorty critical emphasized. Code authority critical emphasized. Code authority critical emphasized and all requirements of the scrate and basis of assessment and mandatory assessment amendment to the code does not affect the code in any way. Farnsworth elaborated. The code is still in effect in all of its provisions, including the administrative provisions providing for a code authority as such will serve without expense to the industry and that compliance and enforcement with the labor and trade practice provisions of the code will be handled through the compliance division of the NRA, to which all complaints should be referred in the first-instance."

Such a solution is essentially in accordance with the urgent requests of indice operators, who pointed out that with the exception of New York City there are few areas where?

that with the exception of New York that with the exception of New York City there are few areas where burley houses are in competition with each other, and that labor-clause enforcement will be extreme-ly simplified because both stage-hands and talent are thoroughly unlonized.

unionized.

Move of this sort was strongly opposed by Herk, organizer and head of the NEA and executive of ficer of the code authority, who enlisted efforts of former Congressman John Q. Tilson of Connecticut in last-resort drive to obtain approval of the budget. Herk-would have been paid \$10,000 a year under the mandatory assessment scheme.

Izzy Herk, now operating the Galety, New York, in partnership with George Jaffe, says he has no intention of resigning from the Code chairmanship, despite that the job officially becomes a non-salaried

### No Time to Sue

Readung-Pec, March 5,
Bankruptey proceedings were
brought in Federal cours wanted
Ontelaunce Park, Inc. of
Tripoli, near here. Three creditors
obtained an order restraining
Sheriff Oliver H. Peters from selling the company's assets on judgment claims.

The petitioners recited that the
company is insolvent, but that a
sale at this time would be prejudicial to general creditors'
claims.

### ROCK SPRINGS' MGR.

East Liverpool, O., March S.
R. L. Hand, of St. Louis, has been named mainager and vice-president of Rock Springs payk at Chester, W. Va., across the river from here.

# Cutting Cost by Taking a Wife Seems Sound Biz to Troupers

### For the Pee-pul

Bridgeport, March 5.
Pleasure Beach Park, city-owned island resort operated at loss by lessees for several years, will be municipally run beginning this summer, if Mayor Jasper McLevy, has his way.
McLevy, only Socialist mayor in New England, recommended to park commissioners free use of amusements by public and letting out of ballroom, baths and larger attractions. Commissioners are presently drawing up a plan. attractions. Commissioners presently drawing up a plan.

### OUTLAWS MARATHONS

Charleston, W. Va., March 5.
Passage of a bill outlawing dance
marathons, walkathons and other
similar contests was marked in the
house of delegates by a bitter dehouse of delegates by a bitter de-nunciation of promoters of such competitions. Both houses passed the measure and sent it to the gov-ernor for the latter's signature. Proponents of the bill predicted it would receive the chief executive's

Los Angeles, March 5.
Romance doubled up with economics entered the affairs of Putt Mossman's Motorcycle Rodeo when the troupe of 10 went to the Federal office here to apply for passports to Japan where they are so contracted to be featured at the Yokahama Expesition.
Troupe was informed that in the gase of single people, passport to the passport for the passport and wedding.



DAVIDEARUM HANDYANDY JUDGE PRIEST THE COUNTY CHAIRMAN life begins

\*have you seen the reviews?



# 15¢

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Vol. 117 No. 13

NEW YORK, WEDNESDAY, MARCH 13, 1935

64 PAGES

# FF-TO-H'WOO

### **Cabaret-Theatres Due in London: Prince Edward First Mangan Show**

London, March 12.

London, March 12.

Looks like the new mode of entertalnment he style of the Casar and the Casar and

### Air Salesman Wins Own Talent Contest. Sponsor and a Trip

Lancaster, Pa., March 12.
Jack Byerly, singing radio sales-man, was voted winner in WGAL's professional entertainer contest and

professional entertainer cohtest and draws a sponsor, a trip to see bright lights and several other opportunities arranged for the No. 1 voice. Byerly sold sponsor the contest idea, so whas all around. He also collected commish on sale, prize dough, a vacation dnd to top it off the new sponsor, a clothing store, stipped him a suit.

### ASK STATE SUBSIDIZED MINNESOTA SYMPHONY

St. Paul, March 12.

Bill has been introduced in the house asking an appropriation of \$150,000 annually for the next blennium for 'establishment and maintenance of a Minnesota State Symphony Orchestra.'

Ork would comprise some 100 to 125 musickers, at \$1,200 to \$1,500 annual stipends, a conducter at \$7,500 a year, and a deputy commissioner of music at \$3,500. Latter would be appointed by the state commissioner of education. Winter concerts would be held throughout the state, and admission would be such as to permit the public generality to attend.' Free concerts in parks during the summer are proposed.

### Who's to Blame?

Maria Rasputin, daughter of ussla's Mad Monk, and a wild Russla's Mad Monk, and a wild animal trainer, come over to join an American circus, told ship news reporters: 1 like tigers better than men. Tigers attack from the front, men strike from behind. Holtz again?

### THE GIRLS SLIP **AS TOP SONG PLUGGERS**

For the first time in years no femme is included by the music publishing trade as rating among the top air pluggers. Consensus of opinion in publisher and writer ranks accords the foremost ability to get a song started over the sheet to get as ong started over the sheet per consensus of the second of the seco

Paul Whiteman, in the publishers' opinion, continues to hold his status as ace beliwcther for the aspiring combos in small towns.

### COME AND GET IT

Government, Publicity Seeks Home Owning Borrowers

Baltimore, March. 12.

Baltimore, March. 12.
Administration's Better Housing
Commission that has loaned in excess of \$\$\frac{1}{6},000,000 to Marylanders
with which they are returblishing
their realty properties has a press
agent, Doug, Sargent, will use all
angles of show biz to tell the public
how to borrow from Uncle Sam.
New series links WCAO and
Loew's (vaudfilm) Century. Each
week acts from the theatre will go
on half-hour period on station, at
end of which programs, an authority
on Better Housing will explain to
public how money may be borrowed

public how money may be borrowed from government.

### Travel Deluxe

Yiddish stori, company playing split weeks between Cicveland and Pittsburgh has been worrying about the tough rallroad fare between the two towns, but finally has it figured

Made a deal with an undertaker who works in both spots and he moves the entire company back and forth in a hearse,

# DUE TO ASTAIRE

Dancers Being Lined Up for Parts if They Can Talk-After Light Comedy Types - Several Signed, Testing More

#### STUDIOS HEARKEN

The prancing boys on Broadway are busy dusting off their cleats and seeing their agents about screen tests. It's all in anticipation of a boom for hoofers in pletures. And traces to the click by Fred Astaire through his screen dancing. Also that studio talent scouts in the east have lately shown a willingness to listen when any dancer's name is submitted. ubmitted.

In addition to Astalre, Bill Rob In addition to Astaire, Bill Rob-lison is alf-sady at work at Fox and Metro has both Eleanor Powell, who goes to Hollywood this week, and Ray Bolger, who starts in July. That Metro hasn't stopped at two is indicated by a scheduled New York screen test for Nick Long, Jr., this week.

thls week.
What has the Broadway bunch
steamed up, however, is that dancers are now being considered for
parts, in addition to dancing,
whereas in the past a dancer's only
chance was in. a production number, or as a double for a star in
looding sequences. Ginger Rogers
and George Raft were stage danc(Continued on new 58)

(Continued on page 59)

# EDDIE CANTOR AS PROGRAM **COUNSEL**

Eddie Cantor and his business manager. Ben Holtzman, are opening the Eddie Cantor. Radio Consultant offices. The comedian starts off with Lehn & Finit's product, Lysol, from the same organization on CES Sunday nights.

As 'radio consultant,' the comedian-impresario, describes himself as a program advisor rather than (Continued on naze £2)

(Continued on page 62)

### Eth and Band

It'll be 'Ethel Barrymore and band,' and no kiddin', on the Pabst-Bernie air program March 19. Miss Barrymore, guest-starring, will sing a pop with accompaniment by the Bernie orchestra.

# SEE SCREEN BOOM Blue Black and Blue from 2 Fla. Tries—No Hits, No Runs, 2 Errors

#### Show Business

Harry Carlin, indie booker, ls offering acts a seven-show weekend in Troy, N. Y., to be played in seven different

to be played in seven different theatres.
One team was offered \$27.50 for the date if they'd drive the other four acts up from New York in their car.

### BEAUCOUP B. R. FOR FILMS TO BE HAD

Hollywood, March 12.

Hollywood, March 12.

More eastern money is now available for picture production than in the past 15 years. Bankers and industrialists are known to be interested in Universal's reported sale and are making financial overtures to independents.

As one indle producer put it, 'Money is the easiest thing to get these days. All you need is a releasing tleup to assure an even break.'

### STEP ON 'ER, NEWT

No Speed Limit on Cal. Highways; Court Frees Lederer, Who Did 68

Visarila, Cal., March 12.

State's 45 mile speed limit on the open highway was knocked into a cocked hat by a ruing on the appeal of Francis Lederer, film actor, who was sentenced to five days in jail for hitting 'er up at 68. Conviction was reversed and actor went francis.

free.
Court upheld contention of Led-Court upheld contention of Lederer's counsel that there can be no violation of the motor vehicle act where life and property is not endangered.

Speed boys are now taking their buggies out in the country to see if that factory boast of 100 miles an hour is really true.

### P.D.O.—New Meaning

Baltimor, March 12.

Baltimor, March 12.

WFER, which holds the local exclusive on Trans-Radio Press Servlee, has bassed a sponsor for one
of the daily four periods (early
morning) devoted to the news.
Phillips Packing Co., a Maryland
firm, has taken the period, which
is now listed as "P.D.Q. News Reporter." The P.D.Q., of course, is
to be interpreted as Phillips Delicious Qualities.

Reversing the customary procedure, Ben Blue returned to Broadway last week to recuperate from his trip to Florida. Blue could have done better spending the winter under ether. It all happened when der ether. It all happened when the vaudevillian turned impresarlo

the vaudevillian trurned impresarlo twice.

Blue's initial promotional effort was a six-day blke race that became a no-day blke race. His first move was to lease the Cinderella baliroom in Miami. Then he sent for a Newark blke track expert, who took the measurements and then notified Blue that, after installation of a track, the arena would hold 200 customers.

After Blue put more pressure on, the track expert figured it out to where the place could stand 500 customers, only there'd have to be 20 laps instead of the usual 10 to a mile, and the track would have to slant at 30 degrees. Which would mean all the riders probably would be killed at one time or another dur-(Continued on page 59)

(Continued on page 59)

### With No Legits on Tap, Local Little Group Doing Okay

Easton, Pa., March 12.

Easton, Pa., March 12.
What the Little Theatre groups can do to legit was evidenced during the past week. It's possibly because no road shows are around. Little Theatre company of Alientown presented 'The Return of Peter Grimm for one week to capacity audiences, the S.R.O. sign being put out nightly.
The Little Theatre company at Lafayette College gave 'Journey's End' for three nights to packed houses.

houses.

Take at Alientown for the week was estimated at \$5,000 and at Lafayette \$2,000 for the three performances.

This is money that could well go to legit productions, if there were

### SOUND FILMS HELP **CURE STUTTERERS**

St. Paul, March 12.

St. Paul, March 12.
University of Minnesota speech clinic, under Dr. Bryng Bryngelson, is now using sound motion pletures as an aid in the cure of stuttering students.

When stutterers come into the clinic, says Dr. Bryngelson, 'they are unwilling to face the fact of their stutterings. A film is taken of the patient in order that he may see and hear hinself as others do. Once they see and hear themselves, the first step towards the cure is removed.

# \$120,000 Bid for 'Three Men,' B'way Legit, Holds N. Y.-H'wood Spotlight

Bidding for the film rights to Three Men On a Horse continues to hold the spotlight on Broadway far as picture people concerned. Reported early this week the top bid exceeded \$120.000. The concerned reported for the picture producers turned down "Three Men in behow was the three the show and that the Screen rights were in demand. Wanners, which backed the show and other the screen rights were in demand. Wanners, which backed the show and owns 50% interest, is said to have figured in shoving the figure over the 100¢ mark. Samuel Goldwyn is now the top bidder, wanting "Three Men" for Eddie Cantor's next year's picture. Some doubt if there will be a Cantor picture this season because the Proper script has me calent scont. You can be seen to the contract of the season because the Froger script has me calent scont. proper script has not turned up./Understood Goldwyn's talent scout. Freddy 'Kohlmar, recommended 'Three Men' prior to 'Yokel having acquired it, price at the time being around 15,000. Paramount and Metro also reported having rejected original options—interestings—4,7,500.—Interestings—4,7,500.—Interestings—1,7,500.—Interestings—

### BENNY'S COAST CONFAB ON M-G YARN DEFERRED

Jack Benny couldn't make an air hop to Hollywood Monday nor yesterday (Theoday) because of bad Ilying conditions for a quickle. Metro powowo on his first of three MC pictures, and hence the flight soft until next week. Benny must be back within the same week, Friday at the latest, in order to make rehearants for his ensuing Sunday's remmercial broadcast. erciai broadcast.

rciai broadcast. o comedian is slated for yay Meiody.' Reason for the Fivodway Melody. Reason for the hurried flight is a studio huddle on story values, as the comedian is intent on being protected on script. Sam Lyons will go with Benny, just for company, when the trip is made. Arthur Lyons of the L&L agency, who set the deal, is already on the Coast.

Coast.

When the comedian makes his Metro film he will have his radio author, Harry W. Conn, also scripting his film sequences.

### 'Allah' for Crawford

Hollywood, March 12.

Hollywood, March 12.

A talker remake of 'Garden of Allah' is on the fire at Metro, with David O. Selanick lining up the picture as a Joan Crawfoot started George Cultor is to direct started for the plans, go through Selanick will produce the feature in about three months, and it would follow Crawford's current picture, 'No More Ladies'

### U Miffed at Academy Asther Verdict, Appeals

Hollywood, March 12.
Universal has taken an appeal from the Academy's decision in the Nils Asther contract tiff and the mbatants must square off again fore the organization's concilia-

combatants must square on ascan-before the organization's concilia-tion board. Actor claims settlement of one picture contract which studio fafled to take up upon Asther's return from abroad. Latter stated he was so irked by studio's delay that he sought work clsewhere. Universal claimed actor walked out on his committent.

commitment.
Decision of actor's adjustment committee of Acad was compromise gesture, but U demurred at its acceptance.

### HUGH HERBERT'S PERSONAL

Hugh Herbert is tentatively set for a personal at the Michigan, De-troit, Paramount house, week of

March 22. Herbert March 22. Herbert would go in with the Warner film, Goldiggers of 1935, in which he appears.

### Sloughing Slackers

Hollywood, March 12.
For executive order prohibits,
girls in the studio stock company from appearing around
the lot in slacks.
Execs say that the girls look
unattractive in trousers and as
a result are overlooked in favor

of off-lot players when direc-

### 10%er Landau Ruling Further Confuses L. A. **Agents-Minors Pacts**

Hollywood, March 12, Agents are confronted with con flicting rulings on minors' contracts Following decision in the Knight-Leo Morrison case, that being a minor is no premise for void-ing a pact, another Judge ruled against Arthur Landau in his com-

against Arthur Landau in his com-mish suit for \$480 against Rochelle Hudson, taking opposites the view-point regarding minors.

Morrison verdict is predicated on the ground a contract by minor, em-ploying an agent, is not voidable. Ruling, against Landau heid a minor's contract with an agent is not vaild unless payment received is for necessities of ilfe of the child not supported by parents. Landau to appeal for precedental ruling for all agents handling minors.

### Beery's Next at 20th

Hollywood, March 12 ce Beery's next for 20th is titled 'Professional Sol-

Wallace Beery's next for 20th Century is titled 'Professional Sol-dier.' Rian James, finishing the screen play, reports to Radio next on a one-story deal:

### NO GO FOR SIX

Film Families Air Their Matri monial Wose

Los Angeles, March 12. film

Los Angeles, March 12.

Six film-families who couldn't make a go of it aired their woes in court isat week.

Ned Sparks raised no objection to his wife's charge of cruelty and she was granted an interlocutory decreners. Shenberg, had her union with the Metro director legally put asunder, and Charles Seelig, cameraman, was charged with cruelty in his wife's divorce suit.

Onslow Stevens was divorced by his Junior League wife in Reno after six weeks of marriage. Anita Page asked the court to dissolve her Mexican pledge to Nacio Herb Brown, and Fred Harris. Paramount location manager, was described as a domestic tyrant in his mate's piea for a severance of home ties.

### Steve Roberts Probably Stays Radio; Grant Film

Mally Mally March 12.
Writers at Radio are concotting a biographical yarn on U. S. Grant for Stephen Roberts' direction. Roberts ta getting together with Radio on new deal as Universal is dickering a one picture deal.

The Roberts, making Universal picture as one outsider, on contract.

as one outsider on contract.

### Oakie Suit Scratched

Los Angeles, March 12.
With an apology from Jack Oakle having been tendered and accepted, Marty Martyn, dance instructor, has withdrawn his \$125,000 alleged slander suit against the player in an

der suit against the player in an out-of-court truce.

Martyn's complaint had asserted that Oakle had made disparaging remarks about him in the presence of others at a dinner party. Oakle filed a denial:

Just Likes the Title



WILL MAHONEY
"Birmingham Gazette," September
18, 1934: "Will Mahoney is the star
turn—a comedian whose tun is
clean and whose at one star
clean and whose at one star
has achieved the seemingly impossible—by—producing a really novel
and funny dancing act, and can
play an xylophone by dancing on
it."

WM. MORRIS AGENCY Mayfair Theatre Building New York-City

## NO U.S. FILM NIX **ON ANTI-CRIME SCENARIOS**

Washington, March 12. Press reports that the Justice Deartment has withdrawn offers of

Press reports that the Justice Department has withdrawn offers of co-operation to the film industry in producing pictures if the producing pictures in the producing pictures in the producing pictures in the producing pictures in the producing pictures of the producing and industry solves. The producers a final cold shoulder on their pictures of the producers a final cold shoulder on their pictures of ceause the government anti-oritime drive, industry spokesmen said that no turn-down has been rejected by the government. Several scripts have been submitted and have been returned with suggestions of changes, but industry remains confident of its ability to dope out a formula which will satisfy J. Edgar Hoover, crime-diversity of the picture of the p

### SAILINGS

SAILINGS

March 28 (New York to Paris),
Louis Bromfield (lie de France).

March 13 (London to New York),
Gyles Isham (lie de France).

March 13 (London to New York),
Gyles Isham (lie de France).

March 13 (London to New York)
Claude Rains (Malestito).

March 9 (New York to Paris),
Lorna Rudd, Robert Ritchie, Alina
de Silva, Enrico and Novello, Raymand Baird (Paris).

March 8 (New York to London),
Clerce Ariss (Olympic).

March 16 (New York to London),
George Ariss (Olympic).

March 16 (New York to Genoa),
Phil Reliama (Conte di Savoia).

March 16 (New York to Genoa),
Phil Reliama (Conte di Savoia).

March 16 (New York to Genoa),
Phil Reliama (Conte di Savoia).

March 18 (West Indies
Lavis Mars Milles
Lavis Mars Sieve Tilling, Jerry
Bianchard, Dorothy Finley, Teddy
White, Sonis Meriofi, Loretta Dennison, Sussan Savoy, Pat Hogan, Mr.
and Mrs. Hugo Mayer, Al Clothler
Orch (Lafayette).

Orch (Lafayette).

March 9 (New York to Bermuda)
Stanley Shuford (Monarch of Ber

March 3 (Los Angeles to Hono-lulu), Zona Gale (Lurline). April: 1 (Los Angeles to Yoko-hama) J. P. McEvoy (Asama Maru).

### ARRIVALS

Warners has bought the title to firs Small World, midget book Burnet Hershey.

Material still remains Hershey's.

Middle Still remains Hershey's. Erika H. G.

### FAMOUS FIRST NIGHTS

The following descriptions of memorable theatrical premieres is a compilation of stage, screen, concert or nite club openings which, for some odd circumstances or another, stand out in show business. They will be recorded without thought to chronological order. The reasons for the distinction of each premiere range anywhere from some historical significance, in connection with the debut of an artist, novelty show venture, play or company, to some other attendant excitement backstage, some colorful occurrence out front, or merely because of the pala circumstances. This is to be a continued series.

### Harry Lauder (Manhattan Opera House, N. Y., Oct. 12, 1912)

(Manhattan Opera House, N. Y., Oct. 12, 1912)

A capacity audience at the old Manhattan Opera House to greet Sir Harry Lauder at the commencement of his 1912 Farewell Tour. But William Morris, who should have been overloyed by the empty ticker rack in the boxoffice, was chewing wildly at the end of a cigar. For he had just been informed that Lauder, whose ship had been delayed by fog, had just resched guarantine, could not be taken off in time to make the performance without a special permit from the Fresident, the Collector of the Port, or a U. S. senator.

The preliminary vaudeville turns were well under way as the news reached Morris. A call to the N. Y. Herald put that paper's newsboat at Morris' disposal. From Commissioner Waido, seated in the audience, was obtained a pass that would rush Senator Rhincock (intercepted in the lobby) through traffic with senatorial permission to yank Lauder, Ritts and all. off the boat.

the lobby) through traffic with senatorial permission to yank Lauder, Kilts and all, off the boat.

Meanwhile, the problem of how to hold the audience till Lauder's arrival. Morris 'solved it with a Paul Revere ride up Broadway, with stops at the Parker House, Considine's, Rector's and points between. He recruited Emma Carus, Amelia Bingham, Andrew Mack, Carter DeHaven David Warfeld and Harry Cooper and sped them to the opera house with instructions to keep the customers interested. Frank Tinney agreed to do two turns—one in white, one in blackface. Bob Fitzisimnon-left his dinner at the Knickerbocker to rush down and recite 'The Kid's Last Fight'.

Fight.

The volunteer troupe; with fresh relief arriving every minute, gave one of the greatest impromptu shows ever seen on Broadway.

Lauder finally came on stage at precisely 1 a.m. The Scot looked at the audience and asked, 'Have ye no hames?', and then proceeded to do

'Friendly Enemies'

'Friendly Enemies' (Woods, Chicago, March 11, 1918)

Hailed as 'the American war play at the time, what later also proved to be one of Broadway's greatest iaugh shows, drew the cream of Chicago to its premiese there. Event also marked the opening of this theaire built by A. H. Woods, who produced the play. Authors were the late Aaron Hoffman and Sammy Shipman.

The late J. J. Rosenthal, agent for the show, scaled the first night at \$5.50. Woods was so ankry, at what he called a gyp price, that he walked before the cuytain requesting that the lower floor audience stop at the boxoffice on the way out and receive a refund of \$2.00. Prior to Chicago Enemies' played Washington where President Wilson arose between the second and third acts to laud the play as being one to promote international amity. First time for a president to so speak in a theatre.

a theatre.

Themine was estimated a million dollar show before it opened. In actually made a profit of \$370,000 and the picture rights brought \$50,000 more. Co-starred for the first time were Sam Bernard and Louis Mann, both now deceased. Show ran 17 weeks in Chicago then came to Broadway, opening in July at the Hudson theatre, and spanned the following season.

# From Mallets to Jockeys

### But It's Still Hay as Film Bunch Start Buying Race Horses

Hollywood, March 12, Hollywood, March 12,
Coming of horse racing to California and the close proximity of
Santa Antia to Hollywood has the
entire picture colony more than a
ittle: ga-ga about the .gee-gees.
Outside of the boys and girls who
gather at the track dally to wager a
meg or two, the picture bunch is
now going further and beginning to
buy horses. A dozen picture names
in the last few weeks have started
one-horse stables. Whether this will
weaken the film colony polo ranks.

weaken the film colony polo ranks is problematical.
Latest to Join the list of picture people in acquiring hay burners are Joe E. Brown, who claimed Straightjacket last week for \$2,500. Bing Crosby has a three-plug menage with Zombi, Westy and Miss Flip carrying the crooner's colors, Leon Gordon has four mags in the color of the weaken the film colony polo ranks is problematical.

used to what it costs to run a stable. After that, they'll probably go back to yachts.

uscu to wnat it costs to run a stable. After that, they'll probablygo back to yachta. They could all save themselves a lot of trouble if they'd get Al Joison over-fince a corner. He knows. Following release of figures for Santa Anita's inaugural race meet, agitation appeared for repeal of the race bill. Merchants' credit associations, civic and religious groups, theatres and studies are behind the move. Track officials admitted the stupidity of giving out the figures. Betting for the 65 days totaled nearly \$15,000,000, for a dally average of around \$237,000. It's claimed as much more was handled by outside bookles and out of the state. Also disclosed that \$1,250,000 was spent for food, drinks, parking, programs and thes. Of total bct, track got \$% and 18% for breakage. State got \$%.

Protestors claim the public can't afford such spending with no benefits in employment. local, return. Money bet away from the track distressed the Racing Commission, which promised protection against outsiders horning in in order to protect statie's cut.

### ANNETTE KELLERMAN'S PIC

Baltimore, March 12. Annette Kellerman, the diving belle, arrived here from Europe in

runner which he may try and switch to a polo pony. John Meehan is also the owner of a one horse stable. L. D. Lighton, Paramount producer, has a policy of the historia, and the mark pair, one Hope Loring, named after his wife. Howard Hawks, having been bitten hard, is about to start his own string but is not instructed in the state of the start his own string but is not instructed in the state of the start his own string but is not instructed in the state of the start his own string but is not instructed. By the time the next local meter to start his own string but is not instructed in the start of the start his own string but is not instructed in the start of the start his own string but is a start of the star

# WALL ST. SEES NO PIX QUIZ

# Warn Studios of Kickback in Church Drive on Fan Mag 'Stills'

Hollywood, March 12.
Indications of a threatened Legion of Decency beyout of film fan magazines, which would put the industry again in the middle of a clean-up fight, has J. J. McCarthy, of the Hays office endeavoring to hait the bootlegging of hetchs stills at the atudios

studios.

Although officially the studio publicity departments submit all efflicto to the local Hays office for okays-before releasing them, there nevertheless have been a number of leaks recently which have placed proscribed photographs in the hands of the mags, especially those going for leg sit.

McCarthy's argument to the studios-to-service closer watch on stills.

log art.

McCarthy's argument to the studios to exert a closer watch on stills by not allowing any phytographs to be taken that could be declared offensive, is that unless such care is taken any church campaign against the mags may have an effect on the present co-operative feeling existing between the church and the film industry.

First indications that the Catholic Church is concerned over the fan magazines was seen in the recent circular letter sent to all parish priests in the New York diocese by Monsigneur Lavelle. Monsigneur Lavelle, first assistant to Cardinal Hayes, pointed out in this letter, read in all ciurches in-the-diocess, the authority of the communicants to use all their influence in keeping such publications out of the hands of mantheir influence in keeping such pub-lications out of the hands of members of their families.

Reported that in some parishes in New York state, a boycott of the mags is already under way, follow-ing the receipt of Monsigneur Lavelie's letter.

### Studios' Own Burnup

Studios' Own Burnup
What miffs the studios no little,
as well as the Hays crowd, is when
a fan mag digs up a photo of a
starred or featured femme in various stages of undress. It's not so
easy for an actress to be dignified
on the screen if stills are floating
around revealing her in various
stages of undress.
The press departments bewall
these photos of their name players,
but can do nothing about. It as they
took them in the first place. Thus
the studios damit that it's their own

the studios admit that it's their own

fault.

However, the practice dates back, these sa. 'stills' of current name girls having been taken when they first entered pictures as unknowns and the publicity end was striving to plant them in magazines—and—and the public them in magazines—and—and the public them in magazines—and—and the present the pres

newspapers. It is this coming home to roost of the undraped stills of unknowns, after they achieve importance, of which the Hays men warn and who would like to ellminate anything daring in all etilla anyway.

### FLORIDA PREVIEW

George White Taking No Chances On 'Scandals'

Hollywood, March 12.
George White, determined to duck critical audiences on the Coast, will hold initial preview of his latest 'Scandals' for Fox at Miaml or Palm

Producer nulls out for Fiorida this Producer pulls out for Florida this week; as soon as the picture is cut and ready for scoring. A fluished point will follow him later so he can preview for his own benefit in Florida, with likelihood officials in sales department of Fox may be on hand from New York to look over the production.

He is due in New York around March 20 to ready the stage pro-duction of Bank Nemo.'

### HARLOW DIVORCES NO. 3

Hollywood, March 12. Jean Harlow was divorced in. Los Angeles yesterday (Monday) from Hai Rosson, cameraman, now in England.

### Film Daily's Annual

The Film Daily's 17th annual Year Book was issued last week. Current edition runs 1,090 pages, more than last year, and is again as comprehensive as anticipated.

# **500 Herbert Tunes** Cornered by Par For Biog Roundup

Hollywood, March 12. Deal closed between Paramoun and the Victor Herbert estate gives the studio the screen rights to some 500 musical numbers written by the own musical munders written by the composer and includes all his oper-ettas and musical comedies with the exception of Babes in Toyland, owned by Hal Roach, and Naughty Marletta, owned by Metro.

Studio also has the rights to several stories on the life of Herbert and will produce a picture around him which will include a number of his compositions. Carl Brisson, him which will include a number of his compositions, Carl Brisson Bing Crosby, Gladys Swarthout Mary Ellis and Helen Jepson will be in the cast.

in the cast.

Possibilities are that studio will include Elleen' and 'The Only Girl' in this year's program, though the decision is not definite as yet. Understood that several producers have a yen to do 'Elleen,' Irish musical, which they consider particularly good picture material. Reception of Metro's 'Naughty Marietta' will possibly clinch the decision.

Eddle Dowling acted as inter-mediary in the Par deal for the filming of Victor Herbert's life. Ernst Lubitsch will supervise, re-lease late this fall.

iease late this fall.

—Picture is to be written by Paramount staff men in collaboration with Eddle Dowling and Ella Herbert Bartleit, daughter of the composer. In addition to Herbert production will contain characters of the rotable theatrical figures of the composer's time.

### Comic Makes Good,

### Radio Signs Chasen

Dave Chasen leaves for Holly-wood next week under contract to RKO Radlo Pictures. Agreement calls for featuring in one film, un-titled as yet, due to start shooting April 15

Chasen was formerly associated with Joe Cook. He will ship a flock of props and gadgets for possible use in the picture.

### 'Gondolier's' Air Raid

Hollywood, March 12. Hollywood, March 12.—
Four Mills brothers, Ted Flo Rito and his band, and Judy Canova's Hilbilly Quartet, have been added to talent assembly being placed in support of Dick Powell, Joan. Blondell, Louise Fazenda and William Gargan for Broadway Gondoller' at Warners.

Lloyd Bacon is stated to get the filmusical under way middle of this week.

### Mac West's Title

Dissatisfaction within Paramount over the title of 'How Am I Doin'? for Mae West's newest picture has resulted in another change. It will go on release under the title of 'Go-in' to Town'.

Picture at first was called 'Now

I'm a Lady.

# A.T.&T. ASPECTS

Believe Washington Disin interested in Any Separate Investigation of the Motion Picture Industry

#### **ERPI'S FINANCING**

Current Wail St. opinion is that he government will not sanction any separate film business inquiry, other than whatever phases of the film industry may be delved into as a result of the proposed inquiry

arresult of the proposed -liquipy, into the affairs of the American Telephone & Telegraph Co. and the latter's subsidiaries, such as Erpl. It is believed, however, that forces have been at work trying to initiate a separate film industry investigation, on several occasions. But it is also felt that none of the seweral case of the several that the substitution of the contrary, downtown opinion is that the administration feels that the atempt towards forcing a Congressional finvestigation of the film business is something in which it is not interested at this time.

On the other hand, any A.T.&T. investigation is bound to ring in several film angles. Such investigation would bear plenty on Erpl's financing of production besides its equipment royalty charges.

### H-McA's Coward Pic Will Be Released Ahead of Savo Film

Under a switch in plans, the third Hecht & MacArthur picture starring Noel Coward and now in finishing stages, will be released finishing stages, will be released ahead of the second made by H. & M. for Par release, Instead of re-leasing 'Once in a Blue Moon,' fea-turing Jimmy Savo, on March 22, it will be held back until the hotter weather. Release date now is May 11.

Weather. Release date now is May II.

Meantime, the Coward picture comes out, date being March 29.
Original title, Miracte in 49th Street will be whanged, the 49th Street will be whanged, the 49th to Greenwich Village been switched to Greenwich Village cond-Coward starrer in September on a new releasing deal with Pan for the 1935-36 season. Meantime its fourth for the current season, to start as soon as possible, will star Beatrice Lillie.

### LEGIT RAID

Hollywood Teats a Flock of 'Em

Stack of Broadway legit talent headed west last week for picture tries. William Harrigan and Her-bert Rawilnson speeded out with Warner Bros. contracts. Phoebe Dert Kawlinson speeded out with Warner Bros. contracts. Phoebe Foster-has a Metro paper and goes into the new Garbo picture. Andrew Tombes is atmed for the Fox lot, Nana Bryant gets a try at Columbia MacDonald MacDonald MacDonald will do his buff for a while on the Radio lot.

All seven were set by Selma Alex-All seven were set by Selma Alex-

All seven were set by Selma Alex-ander (Al Kingston) who also manenvered tests last week for Claudia Morgan and Constance McKay. Both girls are from legit and were posed in front of WB cameras.

#### METRO'S EMERSON-LOOS

MEIRO'S EMERSON-LOUS

John Emerson, signed as Metro
producer under Eddle Mannix,
draws as his first two pix 'Studio
Girl' and 'San Francisco'
His wife, Anita Loos, has been
given a writing contract.

# PROBABLY JUST | Watchdogs of the Public Prints, Radio. Etc., to Curb Wild Pix Stuff

### Pony Up!

Los Angeles, March 12.
Film folk who ove the government on income tax returns have no right to play the ponies. That in effect is the ultimatum of revenocers who are keeping a close watch at—the—Santa—Anta—betting-cares.

at the Santa Anita betting cages.

Idea has spread and other creditors are hanging around the payoff windows should backward clients cash in on a long shot.

# CROSBY ASKING \$2,500,000 FOR 12 FILMS

Hollywood, March 12:
New arrangement which Bing Crosby is reported demanding from Paramount involves total salary of \$2,500,000. His present contract expires next December. Starting point of negotiations is said to be Crosby's outline of 12 pictures covering a period of the next three years. That's four a year with the \$2,500,000 as his full Par income for 76-73-73, or at the rate of approximately \$200,000 a picture.

There is nothing official on Par's

There is noticed reaction.

With the new contract, Crosby is also reported mulling eliminating all phonograph recording due to the fact so many of the small radio stations over-plug his waxings.

### PARAMOUNT'S IMPORTED **POLISH TENOR DUE SOON**

Berlin, March 12.

Jan Klepura, Polish tenor, salls for Hollywood next month to make six pictures for Paramount.

His termer calls for him to do all-six in three language versions, English, French and German. Not clear here whether Paramount intends to do direct shots in Hollywood or will dub the pictures.

Paramount lant't sure yet just how to handle Klepura but if dubbling the pictures Klepura will, enact his own roles in all the dubs, he being mainly a singer and using all three languages with ease.

### Wanger Pic Holds Raft From Foreign Vacash

Hollywood, March 12.
George Raft's plans for an European trip, after finishing Glass Key, Interferes with Walter Wanger's Intention to use the player in Every Night at Elight.
Likcly Raft will postpone his trip to accommodate Wanger as his outside picture under the Paramount contract.

### Metro's English Juve

Metro is importing Gyles Isham, young British player, for a film try, Isham is the son of Sir Vere Isham, Bart. He has been playing in Family Affairs, London legit. Salls today (Wednesday) from London and goes direct to Hollywood.

### SUTHERLAND'S 'JIM' AT U

Hollywood, March 12. Eddie Sutherland is to direct 'Diamond Jim' at Universal.

Al Santell, originally set to pilot. moved over for a Paramount com-mitment when the 'Jim' produc-tion schedule conflicted.

Principal concern of the Hays of-Principal concern of the Hays or-fice in setting up a public relations council on the Coast headed by Lufton Wilkinson or someone else, is to provide for better control in the dissemination of information, publicity and gossip. At present too much comes out of Hollywood which publicity and gossip. At present too much comes out of Hollywood which looks alarming under the Hays

looks alarming under the Hays' microscope.

Wilkinson, on the Coast now, following the MPTOA convention in New Orleans where he addressed on Hays' public relations, contacting and clean pictures, may not be placed in charge of the bureau to be set up out there. Tom Petey, of-the-N.—T.—Herald-Tribuns, who Joined the Hay's forces Mondoy (11) will be-the choice-f. Wilkinson is to

will be the choice Le. Wilkinson is to remain in his post at eastern head-quarters. Pettey is known to have been mentioned for the California spot in that event. Wilkinson, who has been traveling considerably of late, would then remain top sergeant of the eastern Hay's public relations forces under J. J. McCartty. Latter is on the Coals supervising the organization Coals approximate the coals are considered to the coals approximate the

of the setup.
Plan in Hollywood is to effect a closer curb on press agents and others who are responsible for information, which in the opinion of the MPPDA has the wrong kind of a reaction for industry reasons when it reaches the public through print, over the air or in other ways.
A recent instance of press agentry the MPPDA frowns upon was the story that a scene in a recent lock. the MPPDA frowns upon was the story that a scene in a recent plo-fure, running only four minutes on the screen, cost \$35,000 to make Actually including cost of extras and everything, the scene cost \$1,500.

### RAINS' 'HUNCHBACK'

Hollywood, March 12.
With Henry Hull dropped by Universal, Claude Rains gets the title role in Hunchback of Notre Dame.

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Sid Silverman, President 154 West 46th Street, New York City

Vol. 117 No. 13



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### **New Would-Be Fed'l Legislation OK** For Fight Pix but Not Gen'l Film Biz

Crop of new Federal film legislation proposals includes a break for newsreel producers and prize fight films and another kick for remain der of the industry.

Three additional picture bills we

oer of the industrial picture bills went into the Congressional hopper last week, but, despite this renewal of interest, the surface peace between legislators and the film; industry seems undisturbed.

Repeal of present 25-year-old act banning interestate shipment of fight films was proposed by Representative Quinn of Pennsylvania, who suggested Pederal regulation with state co-operation in place of the outrist prohibition imposed after the Jack Johnson-Jim Jeffries fisticulfs in 1810.

Third measure is another attempt to outlaw block booking, spousored by Representative Pettengill of Indiana, who two months appropriate professional p

mently deniced any Intention of au-thoring film legislation. Would pro-hibit sale in blocks and require synopses for exhibs.

The fight film legislation proposes that Interstate shipment be per-mitted in conformity with state laws, and that exhibition be legal-ized wherever it is not banned by states themselves. Would prohibit showing of films of mixed fights in states where the color line applies, and likewise would ban exhibition where actual boxing is forbidden Measures would lift all restrictions, however, from pix of amateur or college tussles.

Two Anti-Block Measures

Two Anti-Block Measures

Two Anti-Block Measures The Pettengill bill, which strongly resembles the Culkin anti-block measure, would place an outright ban on the sale or offering of plx only in groups at a group price, and would make lilegal any attempt to coerce exhibitors or restrain their freedom of selection. Would prohibit shipment of pix distributed in violation of these requirements. Besides requiring distributed in violation of these requirements. Besides requiring distributed in violation of these requirements. Besides requiring distributed in violation of these requires films. Sor sale, Pettengill measure would require story summaries to be embodied in contracts, and would permit exhibs to coilect damages in all cases, where actual product differs materially from the advance outline. Exhibs could either cancel and collect or exhibit and recover damages.

Exting count either cancer and con-lect or exhibit and recover damages. Both fines and injunctive pro-cedure are provided as enforcement machinery, while the bill would go into operation 12 months after en-actment.

### May Raze N. Y. Rialto This Summer So as To Reopen in Fall

The Risito, N. Y., may be torn down early this summer so that a new house on its site will be ready to open in the fall with the coming of the new season. Product house gets would be sold stebulors are feering this rather than market a lot of extra product on the better fall leason.

Original transfer.

fall eeason.
Original Intention was to start
building a new Rialto around September in hopes of having it ready
for opening around the first of the
year but seriously doubted the construction job can be finished as
quickly as three months: Probably
four at least will be required.

#### TITLE CONSCIOUS

Metro Casting Broadway Names to Justify 'Melody' Tag

Justify 'Melody' Tag

Hollywood, March 12.
To justify the lindusjon of Broadway in the title, 'Broadway Melody of 1925,' Metro is planning to spot a number of Broadway annes in the cast of the musical.
So far studio has only Sid Silvers (also co-author of the script with Jack McGowan), Jack Benny and Buddy and Yelma Ebsen in the cast: Negotiations are on for Eleanor Powell. Picture is scheduled to go into production around April 1 with Roy Del Ruth directing.
This is the first on Benny's new three-picture Metro contract. He previously appeared for Metro as the m.c. in that studios' Hollywood Revue. released in '21.

### DURANTE IN AND OUT

lle on 'Jumbo' Show, Ther Metro Contract Chatter

Jimmie Durante, piloted by Lou Clayton, winds up four weeks of personal appearances at Loew's Met, Brooklyn, this week and then hies right back to Hollywood and a possible new Metro-contract, except for a two days' stopover in Atlantic City. A. C. huddle will be with Hecht-MacArthur, who are authoring Jumbo' for Billy Rose production, a big top spectacle aimed at the Hippodrome, N. Y. Durante's Metro option comes un next month and among the details worked will be not to put the comedian into everything, for a laff hypo but to build him up individually with suitable script material.

with suitable script material.

### EXPECT BETTER **RKO FIGURES**

erating income of RKO for 1934 is expected, although full and detailed figures are not at hand. All of the executives of the company who have been on the Coast for the purpose of confabbing have returned east apparently satisfied with studio conditions.

apparently satisfied with studio conditions,

B. B. Kahane and J. R. McDonouch, studio chieftains, were in New York from the Coast for a couple of days and a beard meeting of the RKO Radio picture company. The two were to have departed today (Wed). The board meeting was held yesterday (12). While only unofficial estimates may be given, the Keith-Albeetorpheum end of the RKO theatres wound up 1934 improved in income, showing a probable loss of around \$200,000 in 1933. It is likely that a final audit of the KAO situation will be made public the coming week, following a company board meeting.

While-RKO-is-heading-towards-reorganization, no actual steps taken in that direction are so far land cannot be controlled to the control of the

tion of David Sarnoff and M. H. Aylesworth.
It also would seem that any reorganization of the company must 
take into consideration the Mike 
Meehan position in KAO. Undoubtedly this situation will have been 
considerable, smoothed by that time. 
The considerable of the considerabl

### Decency Roster Off

Buffalo, March 12 General publicity and general publication of the weekly list of recommended pictures was permanently discontinued this week by the Buffalo Council of the Legion of Decency. publicity and general

of Decenty.

The lists of weekly recommendations in the future will be given out only through Catholic channels of publicity, in a statement by Rev. Edward S. Schwegler, local director of the Legion. It was stated that practically every downtown theatre was now showing pictures which meet with the Legion's approval. Father Schwegler expressed the Legion's gratitude to picture organizations and local newspapers for their cooperation in the campaign.

#### Par's Scribes' Shift

Hollywood, March 12. Paramount is weeding out lesse writers for names.

Department revamp is expected to see many scribes come and go.

### AERIAL 'BENGAL'

Hollywood, March 12.

Darryl Zanuck is to make Patrol of the Nile as the air version of Bengal Lancer. He's atter Grover Jones to write the yam.

### H'WOOD AGENCY SPLITS

Schulberg-Feldman-Jaffe Asunds As Protection to Clients

Hollywood, March 12.

Breakup of Schulberg, Feldman & Jaffe agency is reported, with Ad Schulberg and Sam Jaffe pulling out to form their own talent organization.

Understood that business will be split up and that Schulberg and the Schulberg and the split up and the Schulberg and the split up and the Schulberg and t third partner in the agency

## U SLOWS PROD PACE. ONLY 2 IN WORK

Hollywood, March 12.
Universal, currently at slow production pace, is slated to start at least one picture, and perhaps two, this week-to-shift-into-the-void-left by the recently finished 'Bride of Frankenstein' and 'Werewolf of London'.

London!

'The Raven! modernized variant
of the Edgar Allan Poe classic as
adapted by Jim Tully, is skedded to
start tomorrow (Wednesday), with
Louis Priedlander directing as his

Louis Priedlander directing as his first feature. Botis Karloff and Bela Lugosi co-star, with Irene Ware opposite, under Dave Diamond's production reins.

The Lou Ostrow production, 'Allas Mary Dow,' Kurt Neumann directing, will also get under way before the weekend if cast difficulties can be ironed out, Sally Eliers had been contemplated for the title role, but Is not set.

### TUTTLE'S 'APPLE TREE' AND HURLEY'S PAR UP

Frank Tuttle wants Paramount to make the 'Apple Tree.' It's been this director's particular yen for years and it's a story which he

owns.

Harold Hurley, Paramount asso-ciate producer on Westerns, is due for an upping as executive. Pro-motion set but spot not picked yet.

### Reade May Shutter His 2 on B'way, No Product

Walter Reade may close down the Astor and Mayfair, New York first runs. He indicated yesterday (Tuesday) that in view of Broadway competition and product available for these two theatres, he may be forced to close both of them.

sorced to close both of them.
Mayfair fell back on Reade's hands when RKO bowed out of its lease, while the Astor came back from Loew's on a profit-sharing arrangement with Metro having no pictures for \$2 runs there. At each theatre Reade has been attempting a first-run policy at a \$5c top, playing any available product.

### WB'S 4TH ESTATE IDEA

Crooker Executing Einfeld's Hunch on Press Contacts

Following up suggestions of Charlie Einfeld at recent M.P.T.O.A. suggestion that theatre owners again that the supersection that theatre owners to super publishers; the Warner home office is sending Herb Crooker on a wife tour to try to bring exhibitors a d publishers or managing editors togetibr. He leaves before the end of the week and will stop off in Boston, Rochesier, Syracuse, Albany, Buffalo, Detroit, Chicago, Omaha, Pittsburgh, Baltin.ore, Washington and Atlanta. Now that Cosmopolitan is releasing through

Washington and Atlanta. Now that Cosmopolitan is releasing through WB, Crooker will particularly contact Hearst editors in cities he will visit. He will be gone two or three weeks. In New Orleans Einfeld suggested that if exhibitors made it a point to establish friendlier relations with local papers both could work to the mutual benefit of each other. Einfeld citing a recent case where a publisher, realizing the loss he would sustain, went out of his way to prevent the threatened closing of a theatrs.

### **Exhibs Peeved at Reallocation** Of Pix by Distribs, After Sold

### G MEN-IN PERSON

Dept. of Justice Sending Rep to Coast to Scan Scensrios

Hollywood, March 12.

Department of Justice, fearful of what Hollywood may make of its 'G-men' in the cycle of U. S. Secret Service films now on the fire, is sending out a member of the department to censor the scripts and work as technical advisor dur-

and work as technical advisor during the filming of the yarns.
Representative is expected here in
a few days.
Busy time is anticipated for the
department's censor as simultaneously Warners will be filming G
Men, Edward Small, Let Em Have
It, Metro Public Hero No. 1, Paramount Federal Dick, and Univermount Federal Dick, and Universal a film not yet titled,

# **COCHRAN'S 75G**

C. B. Cochran has an offer from Metro to go to Hollywood as a production supervisor at \$75,000 a year He hasn't said yes and he hasn't

said no.

Cochran is still pouting at Equity here and still insists that he won't produce any of his projected six shows this season unless the actors' organization changes its mind on the open shop situation. Believed there is a strong likelihood that there will be a compromise soon of a sort allowing both sides to save their faces.

In which event the M-G offer with

In which event the M.G offer will be held in abeyance until such time as Cochran definitely finds out where he stands here.

### Schlaifer Has Other Bids, Bows Out of GB

Tock Schlaifer has special sales representative of Gaumont-British. He returned from western sales tour Saturday (9) during which he signed a numb during which he signed a number of the new first-run contracts. Says he resigned because of several other deals in view, but not ready to say what they are.

No successor named at G-B yet.

### Two Cities' Lead to Colman: Conway Pilots Hollywood, March 12.

Metro has assigned Jack Conway to direct 'Tale of Two Cities' with Ronald Colman, borrowed from 20th Century, for the lead.

Picture has been given a sever Picture has been given a sever, week production schedule with Conway slated to leave for England immediately following the picture's wash-up to direct 'Manhers Makethe Man,' John Monk Saunders yarn which will be produced entirely at Oxford

which will be produced entirely at Oxford.

Franchot Tone and possibly Rob-ert Montgomery will be the male

### To Film Garibaldi

Hollywood, March 12.

The life of Garbiadi, Italian pa-triot, will form basis of a feature to be produced by Paramount for the 1935-36 season. Company has engaged E. Alexan-der Pewell, former war corre-spondent and authority on Gari-baldi, to write the acreen play.

### WOLF DOUBLES UP

Hollywood, March 12,
Manny Wolf, recently named assistant to A. M. Botsford, executive fassistant to Ernest Lublisch at Paramount, has been given the added portfollo of side to Bogart Rogers, scribe overlord,
Appointee came in with the new regims.

distributors, after they have been sold, moving them from one per-

Wednesday, March 13, 1935

sold, moving them from one per-centage group to another, or from percentage to flat rental, is resulting in a storm of protest among exhib-tiors, and appeal may be made to the Code Authority itself for relief. Matter was not touched on at all dur-ing the recent MPTOA convention, though certain exhibitors who were in attendance have expressed them in attendance have expressed them the the practice.

adepartment to censor the scripts work as technical advisor durch work as technical advisor durch work as technical advisor durch the filming of the yarns. Supresentative is expected here in the days.

A big film buyer in the east who is mit affiliated with an exhibitor or ganization, is feady to go our record advisor the properties of moving pictures around. Claim the Warners will be filming to moving pictures around. Claim affilm not yet, titled, and Universal mit rederal Dick, and Universal mit distributions in this stum of moving pictures are ordinarily agilt upon moving pictures are ordinarily agilt upon mit rederal Dick, and Universal mit distributions in the stum of moving pictures are ordinarily agilt upon mit rederal Dick, and the distribution of moving pictures are ordinarily agilt upon moving pictures are and of moving pictures are and o

### M. S. Marks as Shorts Producer Ends Talk Of Joining Chi Loew

Meyer S. Marks, former Chicago theatre operator, is head of a syndicate which is forming a new independent film producing company for the purpose of producing shorts with radio personalities. The first signed under this plan is 'Rise of the Goldberg,' NEC radio sketch, with "Mrs. Gertrude Berg, -author and chief player in the radio series. Mrs. Berg will make '12 two-reel shorts for the new group in the east. Arthur Green and Joseph W. Rubenstein are associated in the venture.

w. Hubenstein are associated in the venture.

Marks' going into indie production ends the reports about his joing-Loew-to-handle-any-Loew-theatres, if and when in Chicago.

### B.LP. PROBABLY WILL DISTRIB 'TIME' IN ENG.

Negotiations are on to distribute 'March of Time' reel in England via British International as the prob-able distrib. First Division also has able distrib. First Division also has received some requests for its news-reel in France, but England is only country abroad which probably will get 'March of Time.' Picture is being distributed in Canada through Regal Films.

#### COWARD LIKES PIX

Wante to Make More—Second Set for H-McA.

Noel Coward is coming back to New York in about six or seven

New York in about six or seven months to make another picture for Hecht and MacArthur at Astoria for Paramount release.

Coward is currently on route to China, having completed The Scoundrel! He made the film on a one picture deal but has since decided that he likes picture word and wants to do more 'Point Valaine', but some doubt of that poins through expecially since a Hays of the China and wants are severally since a Hays of the contract o through, especially since a fice okay seems doubtful. a Havs of

### Photo by Mirrors

Hollywood, March 12.
Universal has taken a 20-day
option on William Alder's system of

option on William Alder's system of stereoscopic photography following use of the process in testing line-girls who were to have been used in The Great Ziegfeld.

Alder has been experimenting with three dimonsional photography for several years. His process is based on photographing through

# FINAL PAR REORG JUNE 1

# Talk of a Third Nat'l Exhibitors' Organization Crops Up Again FIGURE THIS DATE

The room is there and the time is ripe for a new national exhibitor organization, in the opinion of various leaders who will not be quoted by name, but indicate they would be ready to swing into line. There are now two national bodies—the M.T.—whose views and politics are as wide as the poles.

—An organization that would strike a medium between these two is seen as certain to spring up at some time, if not in the near future. It would not be as militant and radical as Allied, but free from the Haysian accord which aliegedly characterizes the MPTOA. Many leaders within the MPTOA appreciate the MPTOA appreciate the MPTOA is held down through Hays' connections that have become quite obvious. The MPTOA, to such observers, lost its real status a few years back when-affiliated theatre chains were admitted to membership, and officials of these chains started taking a hand in the organization.

The least convention of the MPTOA is pointed to as the most profits and in the organization.

The least convention of the MPTOA is pointed to as the most profits and in the organizations. The least convention of the MPTOA is pointed to as the most profits and in the organizations. The least convention of the MPTOA is pointed to as the most profits and the profits and the most profits and the most profits and the most profits are the most profits and the profits and the most profits are all the most profits and the most profits are all the most profits and the profits and the most profits are all the most profits and the most profits and the most profits and the most profits are all the most profits and the most profits and the most profits and the most profits and the most profits are all the most profits and the most

# UA-M. H. Deal Not **Cold Despite Riv** Getting 'Night'

The Rockfeller people are still interested in acquiring first cull on the United Artists product, taking with it the Rivoli, N. Y, and the UA crowd has not chilled on a deal, but—just—now—both sides are sparring, with nepotiations status quo in absence from New York of Joe Schenck. He left for Florida during the past week while W. G. Van Schmus returned Thuraday (f) from a Coast visit of two weeks. Neither side has anything to report but agrees that jhe deal has not been called off. Interest of the Music Hall in acquiring the Roxy as a sluff house has died down, however, and if there is to be any deal at all it will probably be for the state of the Music Hall in acquiring the Roxy as a sluff house has died down, however, and if there is to be any deal at all it will probably be for the state of the state of the Worked out if other major conditions are satisfactory. Pending any agreement with UA for its pletures, together with the Riv, which the Hall would operate for its rejects starting this coming season, the Hall wanted Wedding Night, This, the third Anna Sten picture, goes into-the Riv Friday (15) instead, after Sam Goldwayn and the M. H. crowd were unable to get together.

### **Buckley to Coast**

Charles Buckley, Fox-West Coast attorney, is expected to head back to the Coast the latter part of this week.

It is probable that Charles Skou ras may not leave New York for another week. He will remain over for talk with Sidney R. Kent, who is expected back from the south on Saturday (18).

### Cohns South and East

Jack Cohn has gone to Florida for a fornight's vacation. Returns in time to greet Harry Cohn, who is due in from the Coast for Columbia biz huddles.

### Par Shelves Airer

Hollywood, March 12. Second picture to be shelved at Paramount since the Herzbrun-Lubitsch regime took over pro-duction, is '13 Hours by Air,' which was intended for Gary Cooper. Picture was scheduled to go in next week with Henry Hathaway directing. Execs put the story back believing it too weak.

# **ZUKOR EXTENDS COAST STAY: SCHULBERG**

Hollywood, March 12.

Although slaked to leave for the enat next week, Adolph Zukor will remain on the Coast for at least another month. He spent last weekend at Palm Springs, first time he has left the studio since he came west four weeks ago.

P. Schulberg deal, on which Zukor and Schulberg deal, on which Zukor and Schulberg have been huddling for the past week, is still handing free Agreement is for six or eight pictures to be produced by Schulberg on the Par lot with ERPI finances. Number of pictures to be made is reported to be holding up the deal.

On the Schulberg-Zukor negotiations, the main hitch is whether the producer makes six pictures on the Paramount lot or elsewhere. Schulberg favors producing on the lot.

### HENRY DUFFY **JOINS ZANUCK**

Hollywood, March 12.

Hollywood, March 12.
Henry Duffy, Coast stage producer, has been signed by Darryl Zanuck to Join 20th Century as an associate producer and advisor to Zanuck on story and production matters.

Deal starts June 1, at which time 20th Century will launch production activities for pictures to be released via United Artists during the 1935-36 season. Company will start its annual two-month siesta around April 1.

### LUBITSCH SETS LOCKE AS PROD. AIDE AT PAR

Hollywood, March 12.
Eric Locke, who was brought here
from Germany by Ernst Lubitsch
more than 10 years ago to act as
the director's production manager, has been appointed production as-sistant to Lubitsch at Paramount. During the past two years Locke has been a company business man-ager at Paramount after several years with Lubitsch at various stu-

### REISMAN SAILS SAT.

Phil Reisman Radio's foreign head, sails for Europe Saturday. He'll stop off on the Italian Riviera for a rest and then come back via stops in the continental offices. Expects to be gone about six weeks.

### HARRY WARNER DUE EAST

Harry M. Warner is expected back in New York within a week. Jack L. Warner has just reached Hollywood via the Canal route.

# TRADE-BANKERS

No Secret About Changes in the New Board's Setup but All Groups Agree to Discretion in Order Not to Mar Legal Progress

### **CHANGES LATER**

Final reorganization of Paramount is now being looked for by-June-16. Both-Well-St. and the trade are confident about this. Feeling is optimistic also: that the necessary number of assents by creditors and security holders required before formal Court approval can be had on the many bear of the court of

forthcoming with any degree of accuracy.

Also, there is opposition expected to be voiced at the heaving on April 4 against the newboard setup from just about every angle. Such objection is hardly limited to any single reorganization group.

Every reorganization group is concerned about the board because the board will name the future administrative setup of the company, All groups want as much to say about this as possible.

### Metro's 'Ziegfeld' Film's **Takeover Consummated**

Final details of the sale of 'The Great Ziegfeld' by Universal to Metro have been completed and ac-

Metro have been completed and ac-tual rehearsals start on the M-G lot this week.

Rehearsals had-been-going ahead at Universal City until actual trans-fer had been made yesterday (Tues-day).

# **Industry Pioneers to Fete** Universal on 20th Birthday

### Indies' Govt. Squawk

Los Angeles, March 12.

Around 200 affidavits charging anti-trust violations are to be forwarded to the Department of Justice by local independent theatre, owners in a move for reilef from asserted distributor and major circuit downstation.

# U'S \$238,000 NET PROFIT: SALE DENIAL

Universal Pictures Company, Inc., and its subsidiaries report a net profit of \$238,791 for the year ending Oct. 27, 2934, after provision for Federal income taxes, non-recurring loss of \$178,295. on, the settlement of notes receivable from a company now in receivership, and a company now in receivership, and 51,000 set aside for estimated loss of funds in closed banks. The net loss for the previous fiscal year was \$1,016,893.

Universal has not been sold, Carl Laemmle, president, said in a statement issued yesterday (Tuesday). If you can believe some of the trade

Laemmie, president, said in a statement issued yesterday (Tuesday). If you can believe some of the trade papers and certain radio gossips, Universal has been sold out to even the papers and certain radio gossips, Universal has been sold out to even the papers and certain radio of the papers of the world good of the papers of the motion picture bisiness. They cook up mad dreams and print them as facts.—
If their lies could have wrecked Universal, this company would have been a battered hulk many years ago—for. I cannot recall one single (Continued on page 62)

(Continued on page 62)

### **NEW FRISCO PIC** PROD. OUTFIT

Hollywood, March 12.

San Francisco Studios has been incorporated to produce and market motion pictures. Capital is \$500,000. Directors are all San Franciscans, including John. Bettis, Kenneth Loveloy, Walter Irvins, A. J. Cloud, James Espey, William Hollingberry and Eternan Gutt.

Hollywood, March 12.
Universal studio. The edgest flux workshop in the industry of electrate the 20th anniversary of its opening next Saturday (16), with an impromptu show and talent family reunion in which 1,500 film notables of today and yesterday are expected to participate.

Carl Laemmle will be-guest of honor, and Isadore Bernstein, first general manager, and Henry McRae, who directed the studio's first picture, are honorary chairmen.

Among the 100 or more players, directors, writers and producers with the control of th

J. Le Saint, Edwin August, Fritzi Brunette.
Plans are being made to duplicate the grand ball which house-warmed the studio in 1915.
Universal still claims the all time record for number of com-panies working on the lot simul-janeously—42. Studio to date has made 2,500 pictures. Including—50. serials and 200 cartoon comedies.

# Cal. Solons Soften Their High Tax Bill

State legislature members in the Epic group have receded from their soak-the-rich attitude and are offering a compromise state income tax bill with a 15% top bracket instead of a 56% sock as originally planned. This is the point over corned.

planned. Ints is the point which the film Industry is concerned.

Coalition has been reached for a
downward revision of a bill previabove the property of the concerned.

Coalition has been reached for a
downward revision of a bill previplant of the coality of the coality of the
Assemblyman Culber By the original
tax measure is siliced in half.

The proposal is now a 15% ievy,
based on a model law of the National Tax Association. State tax
as now proposed would be 1% on
the first \$1,000 of net income, and
ranging to 15% on annual incomes
of \$30,000 or higher.

Epic leaders also propose to
abandon support of the admissions
tax feature of Gov. Prank Merriam's program, and would also
triple bank and corporation taxes
in an effort to raise \$35,000,000.

### HAROLD FRANKLIN BACK AS EXHIB IN SAN DIEGO

San Diego, March 12.

# Cohen-DuPont Indie Film Prod. Deal Seen in Neil McCarthy's Trek East

### Dodging 'British'

Gaumont-British has decided to change its name in America. Hereafter it will be known over here as G-B Pictures.
Idea is to do away with the British because of the film reaction on some exhibs.

### TAKIN' CANDY FROM KIDS

Detroit, March 12.
Filmt (Mich.) exhibitor, Martz of the State, gave away 2c, candy bars to kide on matinee days and the grievance board had to act on the matter brought by competitor Burgess of the Gem.
Cease and desist order issued.

Hollywood, March 12.
Neil McCarthy, attorney for Emanuet Cohen, pulied out Sunday, night (10) for New York to talk with DuPont officials on a proposition of financing pictures. Likely, that this might have Cohen head a company for Pathe release when latter's five-year agreement with RKO-expires-shortly.
Quite possible that under this deal, if made, Mae West would be in his first picture, as Faramount sideal allows her one outside fifcker.

McCarthy is also attorney for Cecli B. DeMille and, should Cohen restup be to his liking, DeMille might also join him when Jis' current Paramount contract expires. Hollywood, March 12.

### Slump of Entire Market Bears Amus. List Down with It, but 1 New '35 High

The stock market was still attempting to recover its balance yesterday (Tuesday) after the instance in the period of the period

Volume rose to more than 1,000,000 shares.

Amusement Issues also were sold on the decline, numerous low priced stocks. drapping. Lo. new Jow. Levels for 1935. These included American Seat, Paramount certificates, Pathe A, Radio common, Radio Preferred B, Westinghouse-commoñ and Warner Brothers common. Radio B fell 1% points to 35%. Westinghouse preferred fought the trend, soarling 3 points to close at 37%. Eastman Kodak preferred hit a new 1935 high at 152½, up 1½ points.

Heaviness of entire market bore

Kodak preferred hit a new 1935 high at 1524, up 1½ points,

Heaviness of entire market bore down on the amusement list during the week ending Monday (11) and munerous account of the control of the cont

marke.
The lows were made by Consolidated Film Industry common, at 5, off % on the week; Metro-Goldwyn-Mayer preferred, at 27, off & 6, or 2%, off %, net; Pathe common, at 50c, off 12%c; Pathe preferred A, at 13%, off 1%; Radio preferred A, at 13%, off 1%; Radio preferred A, at 10%, off %; Radio preferred A, at 15%, off %; Radio preferred A, at 15%, off %; Radio preferred A, at 15%, off (Continued on page 53)

### **KEEP BUCK JONES ON** HOP: READY NEXT OPUS

Hollywood, March 12.
Considering Buck Jones the best serial money maker it has ever had. Universal is preparing 'The Rostring West' as the next chapter-vehicle for the western star, to be put into production as soon as he sompletes his next unitied feature under the current contract. Serial will: probably be launched about April 15, with script being supervised by Kenry McNea and Ella Della Mental Contract of the Serial Seria

### MacGowan Prod. Aide On Radio Harding Pic

Hollywood, March 12.
Kenneth MacGowen will act as associate producer on the next Ann Harding starer at Radio. Picture is slated for production late in May after player finishes 'Flame Within' at Metro.

Producer.

Producer is currently on loan to Pioneer to handle production duties on the technicolor feature, Becky

### Setting 'Musketeers'

Hollywood, March 12.
Radio has signed Rowland V. Lee
to direct the filmusical production
of 'The Three Musiceters'.
Director pulls out this week for

### Yesterday's Prices

Schon High-Low Lank Core.
1,000 Col. Fict. 41 40% 41 + 48 200 Con. Film 10 49 540 18 41 + 48 200 Con. Film 10 49 540 18 41 + 48 200 Con. Film 10 49 540 18 41 + 48 200 Con. Film 10 49 18 41 + 48 200 Con. Film 10 49 18 41 + 48 200 Con. Film 10 49 18 41 + 48 200 Con. Film 10 49 18 41 + 48 200 Con. Film 10 49 18 41 + 48 200 Con. Film 10 49 18 18 41 + 48 20 Con. Film 10 49 18 18 41 + 48 20 Con. Film 10 49 18 18 41 + 48 20 Con. Film 10 49 18 18 41 + 48 20 Con. Film 10 49 18 18 18 20 Con. Film 10 49 18 20 Con. Film 10 40 Con. Film 10 50 Con. Film 10 5 • New 1935 low.

### WB PREVIEWS OUT IN OPEN; ABANDON SNEAKS

Hollywood, March 12.
Warners is abandoning the sneak
proview as not productive of the
best results so far as the studio is
concerned, and will hereafter give
strict showing of its product openly
to the press, as a matter of policy.
Hitherto, Warner pictures generally got two or three sheaks before
press ogling. Very few actually ran
this prelim gauntlet without trade
paper reviewers beating the gun.

### Allied's May 22-23 Conv. Will Oppose Film Code

On the eve of termination of pres ent code, which must be continued through a new Act of Congress effective June 16, Allied States Association goes into convention in Atlanta May 22-23 prepared to agitate

anna May 22-22 prepared to agitate against the Blue Eagle as it applies to the picture industry. Fighting the code from the start, Allied may refuse to pay code assessments beyond June 16 unless better independent representation is received.

Minneapolis, March 12.

Prominent independent exhibitorsfrom all over the U. S. have acespeted an -invitation from W. A.
Steffes, preadent of Northwest-lailied States, to attend a national
symposium or open forum on theatre owners' problems here on Abrilightened "reparaling the methods'
used in some territories to eliminate
percentage deals and obtain pictures on flat rentials and to buy selective contracts. It is promised
that facts and figures will be laid
on the table to absorb and digest,
Steffes says he will present his
resignation as president of Northwest Allied because ill-health forblds continued service. Efforts will
be made to combine the NAS with
the recently organized opposition
Independent. Theatre. Association,
J. B. Clinton, prexy of the latter
group, will take an active part in
the meeting.

In connection with the exhibitors'
meeting, directors of National Allied States will hold a session, and
President Sydney Samuelson and

lied States will hold a session, and President Sydney Samuelson and Abram F. Myers, general counsel, will be in attendance.

### Reinhardt's \$1,000,000 'Dream' Completed at WB

Hollywood, March 12.

Max Reinhardt brought in Midsummer Night's Dream' today
(Tuesday) after 11 weeks and at a
cost over \$1,000,000.

His next assignment awaits a
conference with Jeck I. Warner

conference with Jack L. Wa just returned from New York. Plan is to readshow 'Dream' at \$1 and \$1.50, using about 35 prints to cover the country.

### DIXIE LEE AT FOX

ing to Radio in three weeks to start casting the musical.

BRISSON'S PLAY YEN
Hollywood, March 12.

Divie Lee (Mrs. Bing Crosby) has been handed one of the femme leads of Redheads on Parade, to be produced by Jesse Lasky at Fox.

Hollywood, March 12.

Divie Lee AT FOX
Hellywood, March 12.

Divie Lee (Mrs. Bing Crosby) has been handed one of the femme leads of Redheads on Parade, to be produced by Jesse Lasky at Fox.

She last appeared in Paramount's Love in Bloom, and her original im contract was at Fox five or six years ago.

### **'OIL' FOR COSMO**

Lamps of China' Is Second Hearst Pic for WB

Hollywood, March 12. Jack L. and Harry M. Warner have closed negotiations with Ed Hatrick, Cosmopolitan Pictures' v.p. for 'Oil for the Lamps of China' to go out as a Cosmopolitan

Picture has 10 days to shoot and will be the second Cosmo since the Warner tleup.

### NUDIST FILM **BRINGS VICE** RAID IN N. O.

New Orleans, March 12. A police vice squad raided the Crescent theatre, arrested three men for violating the state act against immoral motion pictures, and con fiscated the photoplay, 'Children of the Sun, display posters and stills which were exhibited in the theatre lobby. Trio taken into custody were Leroy F. Andrews, who, police said was the theatre manager; Samuel Cummings, New York city, said to be an advance agent for the films seized, and Bert Lewis, Newark N. J., whose occupation was given as 'a theatre manager.'

Lewis protested to Chief of Police Reyer that the film, a nudist picture supposedly made in France, was educational. Three performances had been completed when the copintervened.

Eddle Chittenden, operator of the Crescent, brought suit in civil court immediately after the seizure of the film. In his legal objection, Chittenden said 'this unwarranted move has prevented many Orleanians and visitors from seeing an educational

and instructive exhibit.

The suit was scheduled to be heard before Judge Nat W. Bond The suit was senedued to be heard before Judge Nat. W. Bond Friday (8), and a phenomenal increase in court attendance resulted in the hope that the jurist would give the production its first semi-public showing in his courtroom. All were disappointed, however, when the suit was continued for ne week at the request of attorneys of the theatre. Counsel for the theatre operator later said his client had reached, an agreement, with Chief Reyer not to show the picture at the Crescent. Chief Reyer believes that exposure is a good thing in films, but that there can be cases of 'Children of the Sun.'

the Sun.'

In his original advertisement of the film, Chittenden also listed a bevy of damsels whose attire was to be in keeping with the spirit of the film. It was this, it was said, that made the Chief look into the whole matter.

### N. Y. TO L. A.

Jimmie Durante. Lou Clayton. Albert Deane, Nat N. Dorfman. Molly Lamont. Charles Buckley. Wm. Larrigan. Herb Rawlinson, Jock Lawrence. eanor Powell. Eleanor Powell,
Irving Reis.
Phoebe Foster.
Andrew Tomble.
Nana Bryant.
Donald MacDonald.
Paul Guilfoyle,
John C. Flinn.
B. B. Kahane.
J. R. McDonough.
Dave Chasen.

### L. A. TO N. Y.

George Batcheller. Galt Bell.
Margo Grahame.
Nathan Burkan.
Hugh Herbert.
Arthur Loew.
Maury Cohen.
Neil McCarthy. Roger Pryor, Lillian Hellman.

### **Inside Stuff—Pictures**

Reception of Nelson Eddy in preview of Naughty Marietta (M.G.) has Radio kicking itself. Radio was the first studio contacted by Eddy when he saxio turned him down in favor of Phil Harris, despite the fact that Eddy offered to do a picture for nothing and sign a contract to boot.

Eddy has been under contract to Metro for two years, has appeared in two pictures but only getting his face on the screen for less than 200 feet in that time.

Eddy has left Hollywood on a contert tour of 22 key cittes. Release of Marietta' will follow him in these cittes. Eddy was advised to line up with Metro by Lawrence Tibbett, who has guided him for years, as has L. B. Mages, who has been Eddy's sponsor on the Metro lot.

Publicity heads of the picture companies recently got together in New York to discuss the inside stuff Sld Skolsky continuously reveals in his Hollywood column. It reaches New York through the Daily News (tab). As a matter of fact, the film boys seem constantly grumbling at the News. If the not Skolsky, it's the size rating system. In this case the majority were rabid ever Skolsky tipping off process stuff, who double for the stars and when, how effects are achieved, etc. They were all for going to the News in a body to equawk until one major company rep balked. His viewpoint was that the Skolsky revelations were okay and that he believed it good publicity. So unable to muster were okay and that he believed it good publicity. Unable to muster

Coast studios estimate it will cost them more than \$10,000 a week in added salaries for the concessions granted free lance actors through the new Academy contract, and also the concessions given certain labor classes in the recent revision of the studio basic agreement. Union men to get the additional pay are key men in the electrical, carpentering and prop classes, heretofore on a straight weekly wage basis but, now allowed time and a faif for overtime above 60 hours a week. With two electrician key men, one boss standby carpenter and prop man on each unit of production, it is figured this extra overtime them all together the matter died there.

Coast attorney representing Arthur Rosson, now working with Ben Heicht and Charles MacArthur in New York, is asking why his client's name was not bracketed with John Waters in the Academy award for the best assistant directing of the year on 'Viva 'Villa'. In the original nominations both were given credit for assisting, but when the final ballois were issued only the name of Waters appeared. Academy explanation is that Metro designated that official credit should go to Waters. Rosson, besides acting as co-assistant on the picture, directed considerable of the footage taken in Mexico for the picture.

Attorneys and defendants in the St. Louis conspiracy case are awaiting word as to whether arraignment for purposes of pleading to indiction the property of the postponed beyond Friday (18). This is the date set for arraignment, with trial to follow later. Government has not been asked to postpone the case, everyone involved being anxious to go forward with it, but declared likely that the Department of Justice itself will order a nostponement.

Attorneys have been preparing the defense for weeks and are prepa to shove off for St. Louis today (Wednesday) or tomorrow at the left

Gate crashers at the Monday night showings of new pictures at Metro's Coast studios held especially for writers and exces on the lot, will have to find another way of looking at the new product. Other employes have gradually increased attendance at the Monday night runoffs of two features, with the writers arriving only to find all seats taken. Blowoff came when the seribblers suawkéd and went on record that they would not attend further showings unless seats are provided. Result was a system whereby all writers apply for admission tickets through the scenario department office.

Richard F, Hoyt, who died at 46 last week, as v.p. of the Haystone Securities Corp. was well known in the film trade. As a banker he was among those financial mentors who have been considered sympathetic to the show business, films particularly. He was a close friend and financial adviser of the Skouras Bros. and Sldney R, Kent. Before the creasion of the Haystone Corp. Hoyt was a partner in Hayden, Stone, downs town bankers. He was also at one time an officer of the Madison Square Garden-Corp., a director of Fox Film and the Skouras theatres.

Promoter on the Coast, who lined up a group of youngsters for school scenes in a major picture, and then snatched all of the kids' checks, except 50c he gave them dally for four days' work, was forced to cough up after investigation by the California labor commind. Hays' office is now trying to find out whether there was any collusion between the chiseler and casting office aidea. L. A. board of education also entered the picture through failure of promoter to get permits to the youngsters to work.

Los Angeles Chamber of Commerce officials, and other civic leaders, appear concerned with the threat of film men to change their base. C. of C. recently conducted a secret survey to learn if such a move would be physically possible, without the loss of millions and a production setback of six months or more.

They discovered that it could be done. This data was kept under cover and emissaries were despatched to Sacramento to lobby against the proposed deep tax bite into the picture business.

Eank night in the Los Angeles territory still has its supporters even among those exhibitors who have filed complaints against competitors with the grievance board over this matter.

Holding that in many instances these nights are the best grossers of the week, and often represent the difference between profit and loss, many theatre men are ready to contribute financially to bank night cases now being considered for Federal court action. Stated on the Coast, that bank night representatives may also dig into the bankroll.

Independent Theatre Owners of Southern California now have their long sought representation on one of the Log Angeles code boards in the person of R. D. Whitson. Return to the ranks of ITO, from which he resigned last year, by Whitson, and his appointment to the LA. grievance board to replace Ben N. Berinstein, transferred to the z-o board, brought about the representation that ITO has been battling over for months.

The Fox Theatres-United Artists deal for the Fox Met chain control may come up before Federal Judge Mack in N. Y. some time next week. Soul Rogers may offer an alternative plan.

The Fox Theatres' plan encompasses a cash payment of around 200 on the dollar to FM bondholders, it has been generally known, and a new bond for 55c.

Major studio engaged a New York newspaperman to go to the Coast to write a yarn around a secret service man. Reporter was given a two-picture deal with provision for a layoff between stories. During the siesta period the writer went to another major to concect a similar yarn for that organization. First company went ou a peeve, but news-(Continued on page 27)

# MIDWEST'S REVIVAL VOGUE

# STALL MPTOA. Indies' Squawk Vs. Mpls. **ROSY POWWOW** ON CODE

The special MPTOA committee of five authorized by the recent MPTOA convention to go to bat with Divisional Administrator Soi A. Rosenblatt on the picture code will not do so for a while yet. Rosenblatt has asked that the committee welf until Convress has

Rosenblatt has asked that the committee wait until Congress has passed the new act which would prolong the NRA for another two years from this coming June.

Meantime, it has been proposed that the provisions of the new act and the 17 new points of Donald R. Richberg be given study. One of these points provides for continuance of various codes as written for a reasonable period beyond June 18. a reasonable period beyond June 16, when the new Act of Congress is scheduled to become effective, so that all existing codes could be changed to conform with new regu-

lations.

Ed Kuykendali, president of the MPTOA, has not as yet appointed the special exhibitors code committee agreed upon in New Orleans. Morgan Walsh, of San Francisco, head of the Northern California Motton Picture Theatres Owners, is temporary chairman, but probable that Kuykendali will be named permanent chairman and the committee increased to six members.

### INTERSTATE'S TEST ON BANK NIGHTS IN TEXAS

Dallas, March 12.

The grievance board of the Film Code Authority here was served with an injunction order yesterday (Monday) arising out of a cease and desist order in the bank night case in which the Interestate Circuit of Dallas protated the bank night case in which the Gueen Amus. Compared to the Code of the Code

### Adelman Scores on Houston, Texas, Z-C

Houston, Texas, Z-C.

I. B. Adeiman, operator of the Delman theatre, a \$100,000 house in Houston, Texas, was victorious in his case against Will Horwitz-Texas Theatres Co., Preston Amus. Co., Hobilitzelle-Horwitz Theatre Co. and Interstate Circuit, Inc., as a result of the Pilm Code Authority ruiling at its last session. The case control of the Pilm Code Authority realing at its last session. The case compared to the control of the case of the ca

### Newark Anti-Fascists Irked by Il Duce Pic

Newark, March 12. Anti-Fasoists have threatened the Little and the proprietor, Sidney-Franklin, for showing Uomo di Corragio, Mussolini's picture. They have written victous letters but so far nothing has happened.

The film is dying in peace on its second contracted week,

### Publix Z-C Protection

Minneapolis, March 12.

The recent zoning and clearance decision eliminating the seven-day clearance preference en-joyed by the Publix St. Paul Up-Joyde by the Funix St. Faul Up-town over the competing indie Grandview theatre apparently has precipitated a flood of complaints from other indies against protec-tion afforded Publix situations. Result is that zoning throughout the territory may be ripped wide open.

Result is that zoning throughout the territory may be ripped wide open.

Three indie exhibs in towns around Mankato, Minti, a Publix situation, filed complaints yesterday situation, filed complaints yesterday (Monday) with the zoning board, alleging unreasonable protection in favor of Publix. Another case, charging that zoning in the Duluth district discriminates in favor of Publix and against the indies also is pending. One other complaint involving Publix was settled amicably, during the hearing. Several other exhibitors are known to be planning actions against the circuit. Publix has filed notice of appeal to the Code Authority in the Gan-

to the Code Authority in the Gan-strom case.

### **BALTO NRA NIX** ON PIC TIE-UPS

Baltimore, March 12. Local headquarters of the NRA ast week declared as a violation of the retail sales code all tie-ups between theatres and newspapers in which a contest was fostered and the prizes offered winners were pieces of merchandise from depart-ment stores or like emporiums, if the stores received credit for the

donations.

Local exploiteers have long been accustomed to promoting such contests, and most of the large stores have been found willing to co-op to the extent of supplying the prizes as long as they were given mention for the gifts.

A recent contest fostered by the New theatre, and the News-Post (Hearst) evoked remonstrance from a store when its chief rival gave dresses and coats to the winners, with resultant complaint to NRA and subsequent rigid ruling.

### MD. 10% TAX KILLED BUT NEW 1c IN OFFING

Baltimore, March-12:

A bill primed for the Maryland Legislature was killed last week in committee that, if passed, would have slapped a straight 10% tax on all amusement tickets in Maryland. No publicity leaked out beforehand, and half the exhibs around Balto have not as yet learned of novchilled existence of the bill.

However, the legislators are readying another bill which will entail a le tax on all admishes, regardless of amount. Up till today (Tuesday) the proposal had not been formally introduced in the House of Delegates, but probability favors its espousal. Baltimore, March 12.

### Revamp on Grauman

Los Angeles, March 12.

Los Angeles, March 12.
Reorganization of Grauman's Greater Hollywood Theatres under provisions of the bankruptcy act, without going defunct, has been permitted by Federal Judge Paul J. McCornick on petition of the chief stockholders. Revamp, unopposed, extends the maturing date of \$300,000 outstanding first mortgage bonds on the \$1,000,000 capitalization of the Grauman's Chinese theatre, the chief asset. Bonds are held by trustees in bankruptcy for Fox-West Coast Theatres and by the Boulevard Theatre Co.

# **RE-DATING CLICKS**

Arty and Past B. O. Outstanders Being Brought Back on Regular Schedule

#### ONCE A MONTH

Chicago, March 12.

theatre policy the revival thing is becoming a set idea in both indie and circuit houses throughout the country, but especially in the midwest where it is being built to its highest point as a house policy,

highest point as a house policy.

In the past year, more than 25 picture which were artistic or boxoffice clicks in the past, five years have been brought back to the midwest screens. Formerly an idea only for special arty sure-seaters the policy is now being adopted for special weeks and days by the run of houses outside of the loop spots.

of house outside of the loop spots.

This revival stunt reached its most advanced point last week with the revival booking of the Columbia's prize winning. If Happened have been played occasionally in the past but only in scattered instances. 'One Night' received more than 200 dates at the local Columbia exchange throughout the Chicago territory. Playing now throughout the nabe, spots of the Balaban, & Katz, Warners and indic circuits. The Chicago spread of revival bookings on this picture was repeated throughout the country following the wide publicity the Academy award picture received; move being instigated by Columbia itself. Runner-up on revival trade cur-

Runner-up on revival trade currently is 'Cimarron' which is going into some 100 spots in the Chicag territory and bolstering the box

Many theatres in the midwest hav Many theatres in the midwest have been changing policy to give the public a 'revival' week each year, the public voting for the pitcure they want to see. Some theatres are using the last day in each month for the revival picture. General public interest in these repeat programs is steadily growing, especially where the patrons themselves are given a the patrons themselves are given a few of the patrons.

favorites.

Pictures which have been getting the high amount of revival trade in the past few months are 'Smilling Thru,' Cavalcade,' 'Flying-Down to Rio,' 'Bill of Divorcement,' 'Back Street,' 'Love Me Tonight,' 'All Quiet on the Western Front,' Whoopes,' 'Arrowsmith' and 'She Done Him Wrong.'

### F-M Wants H'wood Stand

Hollywood, March 12.

Hollywood, March 12.

Next step by Partmar (Fanchon & Marco) in Coast exhibition field is a contemplated invasion of Rollywood, with several of the larger boulevard houses being eyed for a possible tleup.

Operation setup would be a continued first run of pictures first shown at the F&M Paramount (downtown), similar to policy that prevailed with the Criterion for several months before house was returned to T, L Talley,

#### FLINN ON COAST AGAIN

Los Angeles, March 12.

John Flinn has arrived here to straighten out the L. A. zoning-clearance schedule.

Storey Back at WB After resigning as head booker for Warners coast theatres, Jack Storey reconsidered and has re-turned to the organization. He will assist E. Port Major,

# INDIES, GIRCUITS Future of Film Code Depends on The Current Tug-of-War Between **Congress and White House on NRA**

### Fishy Competish

Los Angeles, March 12, w it's goldfish that a

Los Angeles, March 12. Now it's goldfish that are unfair theatre competition. Such a complaint was lodged with the local griefers against the Raymond, Pasadena, which has been donating \$25 weekly to the patron guessing, or coming nearest to the number of fish in a bowl.

# **Fed Court Ruling** To Decide Fate of **Coast Bank Nites**

Los Angeles, March 12.

Whether the NRA, through the film code authority and local grievance boards, has the legal right to penalize exhibitors who operate bank night, and order distributors to suspend film serves, is expected the serves of Los Angeles, March 12.

### MICH. EXHIBS WANT TO KNOW HOW COME?

Detroit, March 12.

With Los Angeles now operating on the new zoning plan, with similar features peculiar to the Detroit sit-uation, exhibitors are howling why the plan has not been put into vogue here.

Exhibitors are dismayed by the unusual hold-up by the Code Authority of plan that would straighten out many matters pertaining to run, prices, protection and clearance.

### U. S. Ok's '35 C. A. Budget

Washington, March 12.

wasnington, March 12.
Film code authority budget for 1935 and revised statement of 1934 expenditures, together with assessment plan, finally received governmental okay last week after delay of more than two months.

NPA transcriptors and Liberty 1989.

of more than two months.

NRA front office put John Hancock on the necessary documents Friday (8), permitting coldists to send out belated bills for producerdistributor 1934 take, as well as notices of assessment for the first Richberg's recommendation that the half of the current year.

Washington, March 12.

Fate of the National Recovery Administration hangs in the balance, with a tug of war between Congress and Presideat Rosevett rapidly gaining in ferocity, and the eutome still highly problematical as well as a low two control of the present Recovery act, with only minor imedifications, and the threatened Senate probe into operations of the Piue Eagle-establishment during the past 22 months, opened simultaneously last Thursday (1) amid deminds for immendate abolition of the temporary code administrative agency, renewal of anti-trust laws, abandonment of numerous unenforceable codes, better breaks for labor, and assorted other changes in policies and methods of operation.

Puture of the film code was matter of speculation, with suggestion that the stabilition portions may get out that each substitute of the film code was a matter of speculation, with suggestion that the stabilities of the seek of the changes in policies and methor-supervisor. Divisional Administrative Sol A. Rosenbiatt, expected this week.

The whole NRA was suffering from a bad case of pitters, while industry generally was marking time to see what Congress finally does. Any important administrative action on amusement pacts probably will be held up until current uncertainty is over and some reliable signs from the Capitol set the machinery in motion again.

Rosy Sticking Close By

### Rosy Sticking Close By

from the Capitol set the machinery, in motion again.

Rosy Sticking Close By
Propared for possible summonacs to defend the film pact, Rosenblatt and his chief leutenants stuck close to their desks last week and followed the slowly-unwinding probe with deep interest. All other major NRA mogule were equally apprehensive, while bosses of the Recoverhensive, and the Standard of the Recoverhensive, while bosses of the Recoverhensive, and the Standard of the Recovery drive, in defending the law and the administration. Sharp demands for fold-up of the NRA Were volced by Senate progressive, bloc which has been at odds with the Blue Eagle almost from the very beginning, but the weight of the White House was thrown against this movement. Senator Nye of North Dakota, leading ilm saked the senate of the Standard of the Standar

Another significant change which may bring serious consequences to the film industry was Richberg's proposal that the new law, in specifying the right of the President to make arbitrary modifications or impose special conditions when approving codes, contain a guarantee that no sponsor shall be compelled to submit to alterations which are unacceptable. Any clause of this nature undoubtedly would open the path for withdrawal of consents by dissattisfied independent exhibitors.

Proposed New Law

### 'Little Colonel' \$34,000, Chicago; 'Ruggles' Strong in Holdover

(Best Exploitation: Chicago)

Chicago, Palace and Rooseveit theatre, the leading grosses of the previous week continue in just that order of gross importance this week. All three houses are up in the bucks, the latter two with holiovers and the first house with the cown of the property of o

nel.'

bbs of kids in for the week-end
holding down the possible gross
on this flicker but the comer on evening trade still good
gir to send the money mark far

enough to send the money mura and over the profit side.
Evening business is the answer to the continued socko pace of Ruggles of Red. Gap' at the Roosevelt. Getting little matines marron play but the nights are filled and the finited week and will go three and maybe four assistons at the current and the content of the c

mayor to gallop.

Excellent tie-ups on Shirley Temple, especially full-page layouts by the Davis department store, are money stimulants for the Chicago.

the Davis department store, are more stimulants for the Chicago.

Estimates for This Week.
Apollo: (B&K) (1,200; 35.55)—
Soolety Doctor (MG). Another how weekly. However, and the pretty well on three weekly and the pretty well on the week. Hardly better than meagre \$3,000 currently.—Chicago (B&K) (4,000; 35.55.75)—Little Colonel (Fox) and stage show. Class of the low with its estimate of the week. Hardly better than meagre \$3,000 currently.—Little Colonel (Fox) and stage show. Class of the low with its estimate a boost also from the second issue of March of Time? Rushes into the pleasant and hearty profits at \$34,000. Kids on the week-ended week. Tumba (Par) and Jack Benny on stage big \$40,100.

Garrick (B&K) (900; 25.35.50)—Right to Live (WB). Getting fall play and may do oke \$3,000. Lass boldows week in loop, good enough \$3,100.

Criental (B&K) (3,200; 25.35.50)—Right to Live (WB). Getting fall play and may do oke \$3,000. Lass boldows week in loop, good enough \$3,100.

payant on Live (WB). Getting falr play and may do oke 33,000. Last week 'Arter Office Hours' (MG) on have 'Arter Office Hours' (MG). The state of the control of the contro

### 'DAVID,' 'CLIVE' REPEATS LEAD MONTREAL B.O.'S

Montreat, March 12.

Roberta' (legit) here for three nites and a mat end of week at His Majesty's looks like doing very well but not killing biz off in the pic house.

but not killing biz off in the pichouses.
Capitol repeats: David Copperfield, which played to full houses all last week for a smashing \$13,500 and the pick of hada, which topped the town last week and should gross another \$10,000 this week, very good. Loew's with new pix, Cilided Lily and 'Sliver Streak,' may gross where, at \$10,000. Nabes have been holding up fairly well for first week of Lent and may continue.

Estimates for This Week
Life Maiser's (CT) (1,500: \$1-

and Winning Ticket' (MG) fair \$1,000.

Princess (CT) (2 200; 50)—Clive of India' (UA) and 'Carnival' (Col) (2nd week). Topped the town last week at \$14,000 and should gross about \$10,000 currently: (L1,000; 40)—Under Pressure' (Fox). Good average pic and fair gross at \$2,500. Last week 'Du Barry' (WB) nice at \$2,500 Paris (Forance-Flun) Cirema de Taventurier' (2nd week). Should gross \$2,000, after good \$2,500 last week.

### 'Ruggles' 9G, 'Whole Town' Big \$10,000, 'Roberta' OK in K.C.

Kansas City, March 12.

(Best Exploitation: Nawman)

Roberta which distanced all others last week has been held over at the Mainstreet and may stick a third stanza.

at the Mainstreet and may stick a third starza. At the Newman, Ruggles of Red Gap, which was switched in three days in advance, is also held over star and the st

judging by advance sales. Last week "Secret week Ziegfeld Foilies', musical, \$1,000,000d, 200,000d, 200,00

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

Week of March 15. Astor—'High School Giri' (Majestic). Capitol—After Office Hours'

Capitol—Atter Office Hours'
(MG) (2d wk).
Mayfair — "Times Square
Lady' (MG).
Music Hall—Roberts' (Radio) (2d wk).
Paramount—Ruggles of Red
Gan' (Par) (2d wk).
Riveli — 'Wedding Night'
(TA)

Roxy-Let's Live Tonight'

Strand—'Gold Diggers of 1935' (WB) (14).

Week of March 22 Capitol-'Naughty Marletta' Music Hall—'Little Colonel'

(Fox) (21), Paramount—'Private Worlds'

(Par).

Riveli — 'Wedding Night'
(UA) (2d wk).

Roxy—The Woman in Red'
(WR).

Strand—'Gold Diggers of 1935' (WB) (2d wk).

## WHOLE TOWN'S' **DENVER'S BEST**

Denver, March 12.

(Best Exploitation: Denham)
Paramount and Denham put on big campaigns with nothing outstanding. Plimpernel' maintained above average econd week. Paramount above average on its first week of booten't run for a week and doing nice business with its usual stage ahow.

Estimates for Thie Week
Aladdin (Huffman) (1,500: 25-35-

Aladia Harman (1,500 25-25-50-50)—Scarlet Pimpernel (UA). (2d week). Nice on the holdover at \$3,000. Last week Pimpernel (UA). (2d week). Nice on the holdover at \$3,000. Had the ropes up a number of evenings and crowds the time. Explanation. of title planted in dailles and over radio two weeks in advance took away aversion—to—scarlet—in—title—and—was big aid in seing fine from the control of t

week.

Denver (Huffman) (2,500; 25-35-50) — Folies Bergere' (UA), okay for \$6,000. Last week 'Sweet Music' (WB), did better than average, with \$6,500 in the till at the end-of

(WB); dld better than average with \$8,500 - the tellia - the end-of-week. White \$1.00 - \text{the end-of-week.} \text{ white \$1.00 - \text{the end-of-week.} \text{ white \$1.00 - \text{ white \$1.00 -

### 'Roberta' Strongest in Philly, 20G; 'Ruggles' Big 10G, Both H.O.'s Okay

itation of Life' (U). Opening week but almost certain to climb and get \$3,500, moderately good, Last week 'One More Spring' (Fox) \$3,300. Empire (Acme) (1,300; 25)—Tron (GC) good \$2,000. Last week 'White Cockatoo' (W) not much, \$2,000.

white Cockatoo' (WB) not much, \$2,000.

Strand (Wilby) (800; 25)—Bordertown (WB). So-so at \$1,900.
Last week Charlic Chan Paris' solit, \$1,500, light index (UA) on Parisses (Wilby) (1,850; 30-35)—
Secret of Chatesu' (U) and vaude, Still weaker; house is slippling, \$2,000. Last week Father Brown, Detective' (Par) and vaudeville, \$2,200.

### Cameras. Mike in Lobby As Tacoma 'Society' Open 'Sequoia' in Elegance

Tacoma, March 12.

(Beet Exploitation: Roxy)

Hollywood opening whoopla excited the natives of this, the lumber;
salloped—into—the —the ment of the property o

from Seattle to make the deadline. Estimates for This Wesk

Blue Mouse (Hamrick) (700; 25-35)—Tiron Duke' (GB). May cop \$2,800, which '19 The Last, week. Music Box (Hamrick) (1,400; 15-25-35)—Rumba', (Par) and vaude, split with 'Home on the Range' (Par) and 'A Notorious Gentieman' (U)—dual. 'Looks like \$3,500, awer as Honeymoon' (Radio) and vaude, split with 'Rome on Range' (Par) and 'A Notorious Gentieman' (U)—dual. 'Looks like \$3,500, awer as Honeymoon' (Radio) and vaude, S days \$2,100, good: 'Grand Old Girl' (Radio) and -Right from the Heart' (Ad) dual, 4 days, \$1,500; total week \$3,600; good. 25-35)—Senday (GP-W) (1,300; 25-35)—Senday (GP-W) (GP-W)

### 'RUGGLES' \$15,000, **BUFFALO CONTENT**

Buffalo, March 12.
(Best Exploitation: Buffalo)
Grosses at all downtown houses
currently appear to have moved up
into higher brackets. There is a
noticeable increase in attendance
all around this week with substantial takings in evidence in all quarters.

Last week was up and down, the Buffalo sliding somewhat and the Lafayette and Lakes showing good gains.

Only exploitation ail west was the Buffalo running a ballyhoo horse and wagon up and down the main stem for Ruggies. For Buf-rollation, saids from the chief noticeable development is the amount of display space taken in the local dailies for current and coming attractions.

ng attractions. Estimates for This Week

Philadelphia, March 12 (Best Exploitation: Earls)

(Best Exploitation: Earls)
From all appearances Roberts' at
the Boyd will come off with most
of the week's honors for business.
Pace is equal to 'Copperfield' at
the same house, but new musical is
not expected to equal the threeweeks' record of the Dickens yarn.
However, it ought to hit \$20,000 on
its first week and get a holdover,
and that's a long way above the
Boyd average.

However, it clight to hit \$20,000 on in first week and get a holdover, and in the hold of the hold of

downtown store, several radio hook-ups and lobby display among features.

Estimates for This Week

features.

Estimates for This Week.
Aldine (1.200; 35-40-55)—Folies
Bergere' (L'A) (2d week). Should
get \$3,000 in second week if weather
holds good 3. Third week likely.
Areadia (300; 25-35-40)—Rumba'
(Par). Ordinary \$2,100 seen. Last
week 'Winga in the Dark' (Par)
fait \$2,300.
196-05-55-55-55-10-50-fata'
(Radio). Very big start, hearty
\$20,000 seen and maybe three
weeks' stay. Last week 'Vanessa'
(MG) dismal big, just under \$3,000.
Ide of the Godd (1) 404-Night
Vitaphone Girls stage feature and
getting pienty exploitation; \$14,500
or a little better indicated. Last
week Best Man Wins' (Col) and
grand, \$14,200.

Fox (3,000; 40-55-65)—Little
Coinnel (Fox) and stage show (3d
week). Still strong: 'March of
\$15,000 promised. Last week gave
it a hot \$21,500.
Karlten (1,000; 25-35-40)—Shadow of Doubt' (MG). N. s. g.
1500d Dromised. Last week gave
it a hot \$21,500.
Karlten (1,000; 26-35-40)—The
Godd Parly' (U), second tun, eksy
\$3,100.
Keithe (2,000: 30-40-50)—Atter
(Godd Parly' (U), second tun, eksy
\$3,100.
Keithe (2,000: 30-40-50)—Atter

\$3,100. Keith'e (2,000; 30-40-50)—'After Office Hours' (MG). Second run, should get neat \$4,500. Last week 'Devil Dogs of the Air' (WB)

Devil Dogs of the Air (WE) 33.200, Dogs of the Air (WE) 33.200, Stanley (3.700; 35-40-55)—Ruggles of Red Gap (Par). Rave notices and fine word-of-mouth but biz at start was siuggish. Won't hold from present plans, \$10,000 or \$11,000 seen. Last week 'Whole Town's Talking' (Col) \$12,000, good but a little less than hoped. Stanton (1,700; 30-40-50)—Alt Michael College (Col) \$1,000, Sondon (1,700; 30-40-50)—Author (1,700;

rd of a film not strong enough for a deluxer. Only house above 15c that uses a stage show regularly.

B'HAM IS FROM DIXIE

Bi: Ga-Ga—'Imitation of Life Alone Fair at \$3,500

Aparently unwilling to spend a lot of coln on advertising the week's menu, there's little to-be said about exploitation. Increased an ewspaper at the Emplore.

Estimates for This Week
Alabama (Wilby) (2,300; 35-40)

Alone Horry (Kilo), Ok.

Bi: Ga-Ga—'Imitation of Life Alone Fair at \$3,500

Aparently unwilling to spend a collection of Life at Ritz; not in dollars, but the seek's menu, there's little to-be said about exploitation. Increased an ewspaper at the Emplore.

Estimates for This Week
Alabama (Wilby) (2,300; 35-40)

Alone Horry (Kilo), Ok.

Bi: Ga-Ga—'Imitation of Life Alone Al

### RKO's \$17,000 Pace on 'Roberta' Only Silver Lining in L. A.; Par Off at 15G; 'Biog' Poor at \$9,000

(Best Exploitation: RKO, H'wood)

Buliness probably the cure of the figures of the first of the

t. Standees continue to give this and house an amazing break, h last week hitting a nice \$8,800 cerus. State and the Ghinese h. Bachelor Girl' are doing a continue of the film between the continue of the film between the continue of \$8,000 and the inese \$7,000, both nothing to crow but.

about.

United Artists won't top \$2,000, ultitled Artists won't top \$2,000, ultitled the stage show nut at this house this week. Likely, too, that house will be shuttered.

WB's Downtown is hitting a faster clip than last week, and will show around \$3,500, as against \$5,000 last week.

week.
Highlight in exploitation was at
the Hillstreet, which opened Friday
at 7 a.m. and repeated on Saturday, playing through the night. This
was in addition to 21 other stunts
pulled-by-the-management, with WB
Hollywood cashing in, as the advertising is, written for the two-way
break.

Estimates for This Week
Chinese (Grauman) (2.02; 3.04-0.65)—Bachelor Girl' (MG) disappointing with likalihood that gross won't hit over the \$7,000 mark if the pic lasts through the stanza. Unless there is a last minute spurt plc will be puiled a day arily. Last week with 'One More Spring' (Fox) only \$8,000 passed through the wicket, which is nothing to boast about.

wicket, which is nothing to boast abouter in (Formar) (1,500; 30,-40-45)=-Rumba (Par), Following on the heels of the Paramount exploitation of this pic it looks like a \$1,900 week, which is alightly topped over last week. With 'Whole managed to drag in \$1,800, neither good nor bad.
Downtown (WB) (1,800; 22-30-40)
—Fatient Slept' (WB) and Capitain weekend' thin the last fainza will give this house around \$5,500, despite the fact that the bill has little strength. Red. Hot. Tires' (WB) and Capitain weekend' that the last fainza will give this house around \$5,500, despite the fact that the bill has little strength. Red. Hot. Tires' (WB) and Capitain weekend' the last properties of the last properties week.

Filmarte (Riesenfeld) (900; 40-50)

stanza. House has an individual clientics which makes each picture playing there good for an inder run.

Four Car (Pox) 9000; 30-55).

Four Car (Pox) 9000; 30-55.

Four Car (Pox) 9000; 3000;

State (Loew-Fox) (2,024; 20-40-59)—Bachlor Girl' (Miss marks)

Fish—Bachlor Girl' (Miss marks)

pulled a day early, At the present rate the gross won't top the \$\$0,000 mark. Lent is blamed for the slide. One More Spring (Fox) last stansa (Japan)

United Artista (Fox-UA) (2,100; 25-30-40-55)—Shadow of Doubt' (MG) and Cimarron' (Radio) split. (MG) and Cimarron' (Radio) split. In the location with the bouse pulling virtually as good as when flesh was present. Looks like around \$\$2,000, which lant any too healthy, closed, Only \$\$2,000 was passed into the box office last stansa with 'Society Doctor' (MG) and 'Evensong' (GB),

### 'RUGGLES' BIG 24G, BOSTON: STATE 15G

Boston, March 12.

(Best Exploitation: Keith Boston)
Although film biz feit the sting of
Lent's opening in Hub, week-end
trade perked up a bit.

Ruggles, at the Met. nicely supclocks like the town's stage now,
looks like the town's Estage; Will
tune in about \$24,690 for the deluxer. Shritey Temples (Colonel, at
the Keltin Memortal, just nosed out
the Met last week and earns a holdover, which looks like \$13,000 for its
second stanza.

luxer. Shirley Temple's 'Colonel,' at the Keith Memorial, just nosed out the Keith St. 100 for its second stance.

Day-and-dating of the Lowe-MoLagine combination in two pice winkied a few brows atong film row the Keith Boston, and 'Under Pressure,' on a dual bill at the Paramount and Fernway. All three houses under par this week three houses under par this week three houses under par this week three houses with 'Bergere' and 'Death Files East' on the same bill. About \$15,000.

Keith publicity office pulled a few niftles. In connection with their the Boston. A parade of bindes on opening, day; a generous silice of a cooperative page with a department stores in which the girls modeled hats, etc. Tied up with the Boston. A parade of bindes on the the height of interest hit on the opening day of the second week of Little Colonal,' at the Memorial, so that the height of interest hit on the Opening day of the second week of Little Colonal,' at the Memorial, one. Keith office has already efarted bail rolling on circus campaign on Roberta,' two weeks in advance, and will launch their biggest explanded three-week run, starting Friday (15).

Estimates for This Week Met (M&P) (4.200; 35-50-65)

in intended three-week run, starting in Friday (18).

If Friday (18).

Estimates for This Week.

Met (McP) (4,200; 35-50-65)—
(Ruggles of Red Gap' (Par) and stage show, topped by Margo, will so many the stage show, topped by Margo, will so may be show that show the show that week the film is drawing over the stage show. This week the film is drawing over the stage show. This week the film is drawing over the show the show

Doy-While the Patient Slept' (WB) doubled with 'Under Pressure' (Fox). Will take a swerve to \$5,000.

(Fox). Will take a swerve to \$5,000.

More Spring' (Fox). 100.

Fenway (M&P) (1,500; 25-30-40.

Fenway (M&P) (1,500; 25-30-40.

Fenway (M&P) (1,500; 25-30-40.

Tattent Slept' (WB), doubled. Loois stanza a fairish \$4,200 for Lottery Lover' (Fox).

Scollay (M&P) (2,700; 25-35-50)—

Devil Dogs of the Air' (WB): 2d recommendation of the second of the

#### 'RUMBA.' 'OFFICE HOURS \$2,700 AND \$3,200, LINC

\$2,700 AND \$3,200, LINC.

Lincoln. March 12.
(Best Exploitation: Varsity)
After a moderate week such as was the one preceding, grossed the construction of the constru

Vanishes the week \$2,400, a little over the week \$2,400, a little over the form of the week \$2,400, a little over the house average. Last week Devil Dogs (WB) had a whole of

### 'Roberta' \$100,000, 'Ruggles' \$50,000 Dominate Broadway: 'Horses' Quick In and Out

a start but the newsreel content and a blizzard hit the street at the same time. Wound up with \$3,000, about average.

Varsity (Westland) (1.100; 10-15-25)—Lover Divine' (GB). Tied up with a good campaign at he city libraries is doing a good mat bids. Will get \$1,000 even, which is not so good. Last week was the second stretch for 'Whole Town's Talking' (Coi) and it went less than fair \$800.

### GOLD DIGGERS BIG \$9.500. **PORTLAND**

(Best Explaint, Ore., March 12.

(Best Explaintdon: Broadway.)

Socktige on 'God Diggers of 1985.

Posteries on 'God Diggers of 1985.

Parker's Broadway fired all 21 guns of ballyho, including radio, to crack down on the b.o. gloom which settled on a Monday am. Gold Diggers' answered with nip-ups to the head of the gross class. Other spots suffered some by comparison.

Broadway (Parker) (2.000; 25-40)

—Goadway (Parker) (2.000; 25-40)

—Goadway (Parker) (2.000; 25-40)

—Goadway (Parker) (2.000; 25-40)

—Wanessa' (MG), Unexciting at \$4,000. Last week Exhips on 'Vel-vet' (FN) never clicked from the suppliause, but coetume pix are duil United Arkists (Parker) (1.000; 25-40)

—Wanessa' (MG), Unexciting at \$4,000. Last week Scarlet Pimpernel' (UA) got raves and audience appliause, but coetume pix are duil.

Paramount (Evergreen) (3.000; 25-40)

—More More Spring (FOX) with vaude. Getting a big play at 25-cent matiness, looks average, for Talking (Col) and vaude registared well but dull at the b.o. on account poor femme appeal, fair \$5,000.

—Murder on Honeymoor (Radio)

Last week (God Pairy' (U) and vaude falled to do beter than \$5,000.

Mayfair (Parker-Evergreen) (3.000; 25-40)

—Murder on Honeymoor (Radio)

Last week (God Pairy' (U) and vaude falled to do beter than \$5,000.

Mayfair (Parker-Evergreen) (3.400; 25-40)

—Murder on Honeymoor (Radio)

Last week (God Pairy' (U) and vaude falled to do beter than \$5,000.

Mayfair (Parker-Evergreen) (3.400; 25-40)

—Murder on Honeymoor (Radio)

Last week (God Pairy' (U) and vaude falled to do beter than \$5,000.

Mayfair (Parker-Evergreen) (3.400; 25-40)

—Under than \$2,500. Last week Little Colonel' (Fox) second week nice \$3,800.

(Best Exploitation: Par)
Record number of allbis figure
this week, but on Broadway the

Music Hall and Paramount respectively, don't need 'em, 'Roberta', looks to \$100,000, or slightly over and a second week, while: Ruggles' seems certain of \$50,000, This picture also holds over.

\$50,000. This picture also holds over.

The Capitol is also rotaining 'After Office Hours' and Ben Bernie a second week.

Stoopnagie and Budd, on a personal at the Roxx are believed enough \$25,000. Risial for an into trouble with 'All the King's Horses' and pulled if after five days, bringing in 'McFadden's Flats' Monday night (11). Latter started fairly and may see \$3,000 on the week. In Strand ang goes out-fought' (Wed.) with only around \$14,000. "Gold Diggers of 1938' comes in. Folies Bergere' goes out of the Rivoli to-morrow night (Thursday) on final (third) week and 'Wedding Night' Open Friday (15).

Dest exploitation of the week goes to the Paramount on Ruggies, although some questioned the ad pictures of Lawton in a bowler hat as meaningless. House spent considerably above its average, billiosarderably above its average, billiosarderably above its average, billiosarderably above its average, billiosarderable with a nilluminate place advertising the picture. Stendied sides were also thrown on buildings around Times Square.

Estimates for This Week

around Times Square.

Estimates for This Week

Aster (1,012; 25-40-55)—Transsent Lady (1). Opened Saturday (9) and getting mild attention. Not more than \$5,000. Great Hotel more than \$5,000. Great Hotel could be seen to see the seed out sadly, \$5,000.

'After Office Hours' (MG) and stage-show. Ben Bernle and orchestra a help for \$40,000 and entire bill stys second week. Last. week says second week. Last. week count \$25,000. Cristerion (875; 25-40-65)—In old Santa Fe (Maj) and "The Perfect Clue' (Maj). Twin bill opened here yesterday (Tuesday). Maybe in respectively (Tuesday). Maybe in re

Monday (II) and off slowly. Doubtful of more than \$6,000. Red Hot
Tires' (WB), predecessor, under
\$5,000. The Hot
More Spring' (Fox) and vande.
\$1,000. The Hot
More Spring' (Fox) and vande.
Sumpling to around \$7,000. tery
bad. Last week Pimpernel' (UA)
\$12,000. good.
Persamount (2,564; 38-55-178-8)
\$12,000. good.
Persamount (Pa)
\$13,000. good.
Persamount (Pa)
\$13,000. good.
Persamount (Pa)
\$14,000. good.
Persamount (Pa)
\$14,000. good.
Persamount (Pa)
\$15,000. good.
Persamount (Pa)
\$15,000.

### 'Roberta' Sock \$18,500: Thurston Wow \$17,000; Cincinnati 'Way Up

Cincinnati, March 12.

(Best Exploitation: Taft)
Roberta' is the b. o. topper currently, its \$18,500 pace at the Aintake since the holiday season.

Grand Old Girl' and Larry Rich's revue. at the Shubert, hitting along at \$10,500 tempo.

Paince, with 'Scarlet. Pimpernel'. or a since since with 'Scarlet Pimpernel'. or a since sinc

Estimates for This Week

Estimates for This Week
Albes (RKO) (3.300; \$5-42)—
Roberts (Radlo). Astaire, Rogers
and Dunne, linked with press and
audience raves a builder-inper for
\$18,500, immense. Pic will get nine
days here and have an extended
days here and have an extended
the smaller houses. Last week
'Vanessa' (MG), jerked after fifth
day, \$7,000, slow.

Taft- (Ind) (2.800; 25-40-50)—
Night Alarm' (Maj) and Thurston.
Cincy has atways been a great
dad for the daddy of house boous.
And the complete of the complete of the complete.
Shubert (RKO) (2.200; 35-42)—
'Grand Old Girl' (Radlo), and Larry
Rich revue, \$10,500, okav. Last
week Maybe It's Love (WE) and

the A. B. Marcus 'Revue Continen-tal' inaugurated new RKO stand's screen and stage combo with a dandy \$13,500. (2,600; 35-42)— Scal'et Pimpernel' (IA). Essile Scal'et Pimpernel' (IA). Essile ads and nice reviews insufficient to overcome drawback of historical theme. Maybe \$8,000 fair. Last week 'Little Colonel' (Fox), \$16,500, mighty fine.

overcome drawback of historical theme. Maybe \$8,000, fair. Last week Little Colonel' (Fox), \$115,050, dar's Flate' (Far), Brought in Monday hight (11) and fair for what week Little Colonel' (Fox), \$16,050, dar's Flate' (Far), Brought in Monday hight (11) and fair for what week 'Red Gap' (Far), encored to a herry \$5,000 acts a thio plope. Last week 'Red Gap' (Far), encored to a herry \$5,000 acts \$1,000, on first state week 'Red Gap' (Far), encored to a herry \$5,000 acts \$1,000, on first state week 'Red Gap' (Far), week 'Music' (Wb) \$1,000, all right (Wb) \$1,000, all ri

### Hollywood Productions

#### Week of March 11

(Pictures now filming, or about to start, are listed below alphabetically studios. Symbols are: D—Director, A—Author, C—Camersman.)

CHAPLIN
(UNITED ARTISTS)
'Production No. 5'
(20th week)
-Charles Chaplin
-Charles Chaplin
Rollie Totheroh
- Ira Morgan

Ira Morgan
Charlee Chaplin
Paulette Goddard
Carter DeHaven
Alan Garcia
Norman Aineley
Try Sanfort
Ofth Week
Gith Week
Ele Kenton
Gith Week
Ele Kenton
Goddard
Charles
Goddard

Al Siegler

jeen Arthur
Victor Jory
Clara Blandick
Charles Grapowin
Gear Aprichal
Maudo Eburne
Heien Lowell
Matt McHugdicton
Air Fury
(Srd week)

J. Rogell
J. Rogell
J. Gord Jay
Grace Neville
Henry Freulkch

Raiph Seliamy
Tala Birrell
Victor Killan
Billie Seward
Douglass Dumbrille
Douglass Dumbrille
Robert, Middlemans
Geneva Mitchell
Wyrley Birch
Wiley Post
Joseph Sauers
Joseph Sauer
Mitchell
Lambert Hillyer

Benjamine Kilne

Benjamine

ti fack Holt
Florence Rice
Jimmy Butler
Kathleen Burke
Wyrley Jich
Doubting Thom
(6th week)

David Butler
George Kelly

Conseli

John Miljan Armida J. Carrell Naish Blanca Vischer

Ray June

Stallaco Beery
Clark Gable
Dudley Digges
Lewis Stone
Charles Butterworth
William Henry
Robert Benchley
Age of Indiscretion

Bound Charles
Bound Charles
Char

May Robson Madge Evan Madge Evane
Raiph Forbes
Una Merkel
Samuel Hinds
Catherine Douce
'Flush' (dog)
Adrian Morris

Adrian Motris
PARAMOUNT
Paris in Sprin
(8th week)
-Lewis Milestone
-Dwight Taylor
Franz Schulz
Keene Thompsor
-Ted Tetzlaff

Ted Tetrisfi
Mary Ellis
Mary Ellis
Tullio Carminati
Ida Lupino
John, Blaksley
John, Blaksley
Hugh Enfield
Akim Tamiroff
Joseph North
Jack Raymond
John, Ardizont
Tith weeks
Cocil B. DeMille
Harold Lamb
Dudley Nichols
Waldemar Young
Victor Milnor
Harore Millon

t:
Henry Wilcoxon
Loretta Young
Ian Keith
Pedro de Cordoba
Joseph Schildkraut
Rameay Hill
Paul Satoff

Josef Swickard People Will Tell (6th week) D—Al Santell
A—F. Hugh Herbert
Sophie Kerr
C—Al Gilks

Sarah Edwards
Ivan Linow
Conetantino Roma
Edward Brophy
Mann Schubert
Gam Filit
Betty Alden
The Glass Key'
(3rd week)
D—Frank Tuttle
A—Dashiell Hammett
Kubec Glasson
Kubec Glasson
C—Henry Sharp
Cast:

t:
George Raft
Roealind Culti
Edward Arnold
Ray Milland
Dean Jagger
Charles Richman
Quinn Willams

Robert Gleckler

RADIO

Break of Heart
(5th week)

Phillip Mosiler

Leeter Cohen
Sarah Y. Mason
Victor Heerman

Robert De Grasse

Katharine Hepburn

Chairman Hepbu
Chairman Hepbu
Chairman Hepbu
Chairman Hepbu
Chairman Hepbu
Chairman Hepbu
Joan Hereholt
Helene Millard
Susan Floming
Forben Meyer
The Informer
The Informer
D-John Por Mek
D-John Por Mek
D-John Por Mek
Chairman Hepbu
Chairman Hepbu
Chairman Hepbu
Chairman Hepbu
Chairman
Chair

Walter James
May Boley
'Nit Wits'
(2nd week)
D—George Stevens
A—Fred Gulol
Al Boarberg
C—Edward Cronjager

Caetic Whooley
Robert Woolsoy
Betty Grable
Hais Hamilton
Fred Keating

C—Unassignet Castene Raymond Gene Raymond John Ban Arthur Byron Bill Robinson Jennie Legon Jennie Legon Jennie Legon Jennie Legon Jesti weck) D—Rouben Mamoullan A—William Thaokeray Francie Faragoh C—Ray Rennehan Cast:

t:
Miriam Hopkins
Francis Dee
Sir Cedric Hardwick
Billia Burke
Alan Mowbray
Nigel Bruce
William Faversham Alan Mowbray
Nigel Bruce
William Faversham
Charles Richman
William Stack
Colln Tapley
G. P. Huntley, Jr.
John Warburson
Elsle Prescott
Wait Robbins
Elsleth Dudgeon
Lita Moore

wat Robbins
Eilseln Dudgen
Fir Moore
Eilse Buchanan
Theim Hubbard
Mary Jo Ellie
Made Collin
Made Collin
Aberta Hamble
Mary Walaco
Allete Many Walaco
Allete Many Walaco
Allete Many Walaco
Allete Many Walaco
Mary Walaco
Mary

Bether Raiston
Victor Varconi
Victor Varconi
Verna Hilli
Verna Hilli
Verna Hilli
Verna Hilli
Verna Hilli
Verna Hilli
G. Pat Coillin
Jameson Thomas
Mary Wallas
Mary Wallas
Mary Wallas
Wallammer Night's
Dream
William Bhacospare
William Bhacospare
William Bhacospare
Mary McGall, J.
—Ital Mohr
Mary McGall, J.
—Ital Mohr
Mary McGall, J.
—Ital Mohr
Mary McGall, J.

C-Hai Mohr
Cast Syron Hackin
Cast Syron Hackin
James Cagney
Jolck Powell
Joseph Open
Josep

Tony Gaudio

"Pat O'Brien
Josephine Hutchinson
Josephine Hutchinson
John Eldredge
John Eldredge
Lyle Talbot
Willie Fung
Willie Fung
Tetasi Komai
Komie Couly
Christian Rub

Arthur Edecon
Lock Copper
Mary Actors
Mary Actors
Mogar Pryor
Edith, Fellows
George Enter
Henry O'Midney
Henry Armetta
Joseph Crehan
The G-Men'
William Week)
William Week)
Selfon Midney
Sol Polithiler
Sol Polithiler
Sol Polithiler

Sol Polito

James Cagney
James Cagney
James Cagney
Jeck Holt
Margaret Lindesy
Lloyd Nolan
Robert Barrat
Edward Pawley
Ruseell Hopton
Barton MaoLane
John Hall
Alibi He'
(Srd week)
Ray Enright

Ruggles,' 'Colonel,' Roberta.' Fairy'

New Haven, March 12.

Quest Exploitation: Poli\*a (Dest Exploitation: Poli\*a)

Quest Exploitation: Quest Exploitation:

took a sleeping powder for light \$4,000.

Bijou (Loew) (1,500; 25-35)—
Good Pairy (U) and Transient Cook Pairy (U) and Transient would have done big things us that less devastating opposinh; \$3,00 not. bad, 'though. Last week Sequola' (MGO) and Winning Ticket' (MGO), at \$4,500, a house record under the new policy.

### 'Roberta' Wow 28G 'Music' Hot \$23,500: 'Folies' \$9,000, Det.

Detroit, March 12. (Best Exploitation: State and Fox)

(Best Exploitation: State and Fool Strong opposition-from outside is work of the he ace house managers via stronger bills. Cycle of musicals here. Michigan has "Sweet Music, Fox has Thoerta and United Artists. has Folies and United Artists. has Folies with a bang, with better than average, biginess. In-sight. Sam Rubin's amateur frolic from stage of Fox cleverly aired over West State advertised to come to Temple testimonial, which would be sent to her. Estimates for This Wesk

Michigan (United Detroit) 4,100.

Solida (Initial Detroit) 4,100.

Fox (Inde) (5,100: 25-35-55)—

Troberia' (Radio) and atage show.

Town (Inde) (5,100: 25-35-55)—

Troberia' (Radio) and atage show.

Town (Inde) (5,100: Last week

Town (Ind) (5,100: Last week

To

ited - Artists (United - Detroit); 25-35-55)—Folies - Bergere'.
Will no doubt do much r than last couple of weeks.

Harry Ruby

Attini Todd
Joe E. Brown
Alivia de Haviland
William Frawiey
Roscoe Karne
Henry O'Nelli
Men On Her Mind'
(2nd week)
Alfred E. Green
Charles Kenyon
James Van Trees

'Folies' Wow \$19,000, 'Red Gap' \$10,000; All Strong in N. H. 'Roberta' Breaks Two Balto Records

MEXICAN STANDOFF

Studio Calls June Knight, Agent Calls Off Suit, Everybody Happy

Los Angeles, March 12.
Urgent call for June Knight to step into her Redheads on Parade! spot at Fox gave both sides, in the suit of Leo Morrison against the actress, an opportunity to compromise the case, after three days' stell to Suredyn court. trial in Superior court.

trial in Superior court.
Solely on the ground that further
legal proceedings would hold up the
Fox production, Morrison and Miss
Knight agreed on dismissal of the
\$5,500 commission and damage action with cash settlement, which
Judge Vickers approves.

#### Spring,' Ticket,' Vaude 3-Hour Show for 35c Good \$6,600, Seattle

Seattle, March 12. (Best Exploitation: Muelc Box)

(Best Exploitation: Musle Box)

Blg.news of week is new-policy at
Music Hall, which John Hamrick
started out to make Are showplace
of Seattle. Duals, return runs, abdime the take until 5 p. m. and then
15 cents, is the setup. Music Hall,
under various names, has been a
headache for all of the big three
local operators, as all have tried it,
FWC, Jensen-yon, Herberg and now

Estimates for This Week
Blue Mouse (Hamrick). (1,000; 25-40)—Scarlet Pimpernet; (UA). Hotological Control of the \$3,500; 26-40 for \$1,500; 26-40; 26-40 for \$1,500; 26-40;

next: this week looks around \$8,500. Last week. "Glided Lilly (Parl. \$4.780.)

Liberty (J-vH) (1,900; 15-25-25)

—Broadway Bill' (Col) (6th week). Nearing windup; this house has played three Columbia, place for Happened One Night of Love, leight weeks, and now "Bill' still going. Sxpectations, around \$4,500. Last week, and now "Bill' still going. Expectations, around \$4,500. Last week."

Music Box (Hamrick) (950; 25-40)—Roberts (Radio). Smash lob-by-and-big-campaign. Headed for \$3,200, dreaty (Radio). Smash lob-by-and-big-campaign. Headed for \$3,200, dreaty. Last week Good.

Music Hail (Hamrick) (2,300; 10-50-1, Coyer the Waterfront' (Par) and "Too Much Harmony" (Par) dual. Starts new policy after career. Orghaum (Hamrick) (2,700; 25-35)—While the Patient Sipt' (WB). Nurse Keate detective yarn. Perhaps \$5,500, moderate. Last week. 15,000, good.

Living on Velvet' (WB) and waude; \$6,900, good. (Evergreen) (3,106; 25-35)—'One More Spring-(Fox)-and Winning Tleket '(MG) dual and vaude. Three-hour show headed for \$6,900 week, good. Last week 'So-clety Doctor' (MG) and 'Under Pressure' (Fox) dual, and vaude, \$2,200, okey.

#### Marsh Cranking Joan Hollywood, March 12.

Hollywood, March 1.2.

Oliver Marsh returns as head cameraman photographing Joan Crawford at Metro, and will be in charge of the camera crews on No More Ladles, which starts this week with Edward H. Griffith directing.

—Marsh had, previously handled: all Crawford pictures, but was replaced on the unit about a year ago by George Folsey.

Sain, woo.

'Utilian Bruce

Vision Bruce

Bruce Dado

Bruc Linden

Loren Compton

Lillian Lorento

Latina Lorento

Haltimore, March 12.

(Best Exploitation: Century)
Uniformly bright bir is characterizing Balto this week. Weather seems rather unpredictable but bo.'s are finding the going more than sufficiently smooth.

Thorta' is still, wildfire in its seed of the state of the

he store.

Estimates for This Week
Century (Loow-UA) (2,000; 1525-35-46-55-69) — Falles Bergere'
(UA) and Dave Apollon unit. Attractive to patrons both ways, with
stage show especially helpful since
it is snagging delirous word-ofrevent (Vanessa, 1900) 11,000. Last
week (Vanessa, 1900) 11,000. Last
week (Vanessa, 1900) 10,000. Last
week (Vanessa, 1900) 10,000. Action
Allow (Vanessa, 1900) 10,000. Action
Week to create long-run, record, at.
Louse.

10,000. The state of the stage of the stage
10,000. The stage of the stage
10,000. The stage
11,000. Life-Beging opens Thursday.
10,000. The stage
11,000. The stage
1

#### Pat Garyn Improved

Pat-Garyn is out of the St. Mary's hospital, Dallas, where he was re-ported gravely ill, Harry Thomas, head of First Division having re-ceived word from Garyn that he was

ceived word from Garyn that he was greatly improved.

He had been in the field for 'March of Time' for several months, going into the Dallas hospital about two weeks ago, but rallied quickly for the better.

#### Col's Voice Tutor

Hollywood, March 12. Columbia has signed Dr. P. Mario Cotumbla has signed Dr. P. Marlo Maraflott, voice teacher, to keep Grace Moore's voice in fettle and to act as advisor on the chorus for star's next picture, 'On Wings of Song.'
Voice specialist was at Metro in a similar capacity when sound came in.

#### MG LOCATION UNITS

MG LOCATION UNITS

Metro has two units on location shooting atmosphere, and background material for a pair of features-now-in production.

James McKay, heads a camera crew getting, pickup shots at Truckee for 'Age of Indiscretion': and John John Salers is in charge of unit of the company of

#### FILM DANCERS MOVE UP

FILM DANCERS MOVE UP

Rollywood, March 12.

Paramount has tabbed six dancers who have been appearing in LeRoy Prinz ensembles to stock contracts, and will turn the girls over to Phyllis Laughton for dramatic schooling in the latter's academy on the lot.

Girls ticketed include Done Myles, Beulah McDonald, Kay Gordon, Bonita Barker, Esther Pressman and Deruthy Thompson.

### Lent Doesn't Mean a Thing in Prov., All B.O.'s Bullish; Cab, Shirley Big

(Best Exploitation; Loew's)

It's another rosy week, Lent or method the state of the county of the c

contier Days' was oke, too, at \$1,-0 on spilt week (2,200; 15-25-40)— hole Town Is Talking' (Col) and hole Town Is Talking' (Col) and norths, this double bill as holding fairly well. Week should wind with at-least-\$8,000-in the till, e with house. Last week 'Rumba' ary and 'Sing Sing Nights' (Mono) as week with an excellent \$8,700.

#### SCHNOZ'S PERSONAL UPS B'KLYN MET, 18G

Brooklyn, March 13.

(Best Exploitation: Fox)
Flicker biz in the downtown area
no great shakes this week. Pictures
are tolerable and stage fare ordinatury, with one exception, and that
of the Lowe's Metropolitan, where
permanent will produce only 314,000
with "Rumba on the screen. Fox
with "Marines Are Coming" is destined to reach the 314,000 mark,
good. Albee with double features,
for change.

Ince to reserve the control of the c

"Rumba' (Par). Nothing extraordinary at \$14,000. Last week 'Sweet
Music' (WB) \$18,500, good.
Fox (4,000; 25-35-50-55) —Martings Are Coming' (Musc) and stage
rings Are Coming' (Musc) and stage
\$14,000, good. Last week (Grand Offici' (Radio) \$11,500, hold.
Metropolitan (2,400; 25-35-50-55).
—Bachelor Girl' (Mol) and vaude
featuring Jimmy Durante. Also
Should do in region of \$18,000, okey,
Last week 'Clive of India' (UA)
\$14,000.

\$13,000.
\$4:rand (2,000; 25-35-50)—Mystery Worman (Fox) and Red Hot
Tires (Fox). Will get only \$4,000.
mild. Last week 'Behold My Wife
(Far) and 'Death Files East' (Cel)
\$5,000, good.

#### STORM DENTED OMAHA TAKE FOR 'ROB.' 'COL.

at \$7,700.

Last week Orpheum was likewise heading for a new record with Little Colonel, but got snowed under the last two days. Still was strong at \$10,000. All houses suffered from weather, but noticed most at Orph and Brandels where records were in sight.

weather, but noticed most at Orph and Brandels where records were in sight.

In all the state of the state of

Estimates for This Week
Brandies (Singer-RKO) (1,200;
25-35-40-7-Roberta' (Radio) 'Zd week). Will be worthy at \$5.50, but not record proportions. First week began an assault on all existives to be a second proportion and the second record proportion and the second record rec

Mountain Mystery (Par) other half of bill—
Omaha (Bland-Tri-States) (2,100; 25-40)—One More Spring (Fox) and current March of Time (FD). Slightly bettering last week for around \$1,200. Bis here as at other backy to the null weether which followed the snowstorm, and unexplainable. Last week After Office Hours (MG) average \$7,000.
Paramount (Blank - Tri - State) (2,168; 25-35-55)—President Vansthese days with Sone low for these days with Sone low for (UA) and "White Cockatoo" (WB) double billed other four. Whole week should be slightly better than last due to picture fare, but started out for the same \$7,000. Last week it was Right to Live (WB) and stage sure (Fox) combined with Enter Madame (Par) for last half, same figure.

#### TEMPLE \$8,500, IND'POLIS

Oke at \$5,000

Tridiantpolts, March 12.

(Beat Exploitation: Low's Palace). Shirley Temple is the big marnet at the Apollo box office, this week and the amount of business over the week-end indicates that her Little Colonel' will do a power-day, house had standers along the sidewalks throughout most of the day. It's a sure hold-over.

Backed heavily by national ads and, newspapers here Ruggles of the Standard Stan

spectacular stunt but a number of miscellaneous tieups and a novel street ballyhoo.

Estimates for This Week
Apollo (Föurth Ave.) (1,100; 25-40)
— Little Colonei (Fox), Temple sprite is drawing close to record business with a take of, \$3,500 looming. Last week week Music WB) pretty good \$5,000. Close (Katz-Feld) (2,500; 25-40).
— Tansient Lady (U): Bad at \$2,000. Last week 'Carnival' (Col) was jerked after first three days and 'Bearlet' Pimpernel (UA) was jerked after first three days and 'Bearlet' Pimpernel (UA) and bearlet' Pimpernel (UA) and was jerked after first three days and 'Bearlet' Pimpernel (UA) and the week at \$1,800. Indiana (Katz-Feld) (3,100; 25-40)—Ruggles (Par) 'Heavy space in papers helped this one get awar at a promiting 'gait shot Ik looks' only ut \$2,200; 25-30. Only ut \$2,200; 25-30. Only ut \$2,000; 25-40. Only us \$2,000; 25.00; 25-40. Only us \$2,000; 25.00; 25.00; 25-40. Only us \$2,000; 25.00

### 'ROBERTA' 211/2G, FRISCO RECORD

San Francisco, March 12.
(Best Exploitation; St. Francis)
Frisco is having the rare sensaFrisco is having the rare sensato of seeing the Golden Gate lead
in the sensation of seeing the following the sensation of seeing the following the sensation of seeing the sensation of seeing the sensation of se

### Screen Vanessa' and Stage Vanities' Okay \$21,000, Penn, Pittsburgh

noon peak had passed, and kept on breaking.
Thursday hall Joined the rain and Lent to amack the houses, but have Lent to amack the houses, but have warfeld helped that house no end, even though it ran second, when for years it has been top dog.
Other houses did better than expected desplits rain and the opening of the second desplits rain and the opening the second rain and the secon

#### Estimates for T. : Week

Estimates for T. : Week
Fox (Leo) (6,000. 25-40)—
Shadow of Doubt. (WP) and Two
Heads On Pillow (Mono). In forIndex of the Mono of the M

Happened One Night' (CO) to cassition of Gable-Colbert Acad win. Last week (Ist) all right at better than 3-20 per constant (F-WC) (2.570; 30-55-40)—Love in Bloom' (Par) and Great Hotel Murder' (Fox). Doing nice at \$10,000. Last week 'Vanessa' (MG) and 'Car 89' (Par) socked 'em for a prestry \$14,200. (1.428; 30-55-100.) (1.428; 30-55-100.) (1.428; 30-155)—Saunda' (MG). With good exploitation and personal of Jean Parker ought to cilck for a nice \$0,000. Last week 'Little Colonel' (Fox) on moveover from Warfield did did did sat \$5,500. Last week 'Don Juan' (UA) pretty poor at \$3,000. Warfield (F-WC)—After Office Hours' (MG) with vauds and Rosest Hours' (MG) with vauds and Rosest Hours' (MG) with vauds and Rosest Colonel Last week 'Sweet Musich' (VN) havely \$15,500. Feans no likum' VNR havely \$15,500. Feans no likum' VNR havely \$15,500. Feans no likum' VNR havely \$15,500. Feans no likum' was present the supplementation of the suppl

### 'Folies' Tab Aids 'Transient Lady,' 11½G; 'Lil Colonel' 11G's; Mpls. OK

Minneapolis, March. 12.

(Best Exploitation: Orpheum).

He and tuck between the Orpheum and State this weet for box to the control of the con

Golonel, which may run nine or avidays.

Rumba, at the Century, is proving a very mild box-officer, but It Happened One Night, brought back to the usually instrum, sure-seater to the usually instrum, sure-seater likely attendant upon its Academy award, promises to give the 'Art Johnson house its best week in more than a month. Theyre coming in droves to see this 'best 1934 picture' again.

than a month. They recommend in droves to see this best 1984 picture's again.

I drove to see this best 1984 picture's again.

I fron Duke's holds over for a third straight week at the World, where it has been doing satisfactorily and the second straight and the second straight week at the World, where it has been doing satisfactorily and to great the second signs of March of Time, it is expected to put it over for another seven days. The admission cut brings down the top from 75c dec for those and 10c to the second signs of the second second

Thirty on Velvet (FN) and vaude-villes \$5,000 ft. Combo. With stage pre-position of the property of the proper

Pittsburgh, March 12

(Best Exploitation: Penn)
If they want a show in this burg, they'll buy it at any price. Otherwise, you can't give it away. Best example of that is to be found in early well as the sample of that is to be found in early week are, business which was a summer of the sample of the sam

\$4,200 on six days.
Alvin concentrating chiefly on Fred Bradna's indoor circus, passing up. When a Man's a Man'a Ling up. Alving u

\$9,000 if. that. Last week 'Good Feiry' (U) and stage show around \$8,500. Davis (WB) (L700: 25.40)—Ro-Davis (WB) (L700: 15.25.40)—Little (L700: 15.45.40)—While the Patient Slept' (FN) and Let's Live Tonight' (CO). It's the eight-ball for this dual and not linear (L700: 15.45.40)—While the Patient Slept' (FN) and Let's Live Tonight' (CO). It's the eight-ball for this dual and not linear (L700: 15.45.40)—Roneymon' (Radio) and Enchanted April' (Radio) somewhat better at close to \$4,000.

## SO OVERWHELMING. TO PRINT FIRST...

poured in!... Broken records pile upon broken records!

WHOLE COUNTRY UPSIDE DOWN!... It's the first picture

Baltimore, shatters all precedent and holds picture for third week!

... In Los Angeles they opened the Hillstreet at 7 A. M. Friday
the picture running day and date at Warners Hollywood...

"smashes all records as far back as records show"... Boyd,
history of house."... Held over at Fox Theatre, Detroit—
the picture the longest playing time of any attraction since
of run—and continuing... Hundreds wait in the rain to

"Looks like a five-week run." is the word from Music
largest business since 1931," wires R. K. Kehrberg, Iowa
ness... played to 37,000 admissions in seven days
ing day than on "Gay Divorcee."... and at Radio

and still the records

THAT'S WHY

RKO-RADIO PICTURE WITH THREE OF THE NATION'S FAVORITES

IRENE DUNNE

THE GOLDEN GIRL WITH THE SILVER SONG . . AND

FRED ASTAIRE
GINGER ROGERS
DANGING STARS OF "GAY DIVORCES"

JEROME KERN'S DAZZLING MUSICAL ROMANCE... SURPASSING ON THE SCREEN ITS MIGHTY STAGE SUCCESS... with RANDOLPH SCOTT \* HELEN WESTLEY \* VICTOR VARCONI \* CLAIRE DODD

From the play "Roberta." Book and lyrics by Otto Harbach.
Directed by WILLIAM A. SEITER. A PANDRO S. BERMAN PRODUCTION.

KEEP
EXTEN

### WE DON'T KNOW WHAT

the history of show business has such a flood of frenzied wires

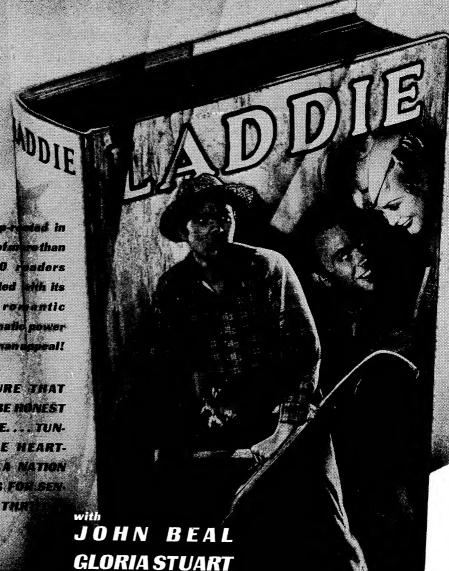
... Holdovers tumble over holdovers! ... IT'S TURNED THE
held over at Keith's, Syracuse, in fifteen years ... Izzy Rappaport, Hippodrome,
... San Francisco breaks all existing records at the Golden Gate—expects five weeks
and again at 7 A. M. Saturday, running straight through until midnight Sunday—with
Brandeis Theatre, Omaha, tops "Little Women" gross to new high ... Palace, Akron,
Philadelphia, "played to best day's gross since 1930, and ran first midnight show in
first picture to hold over in three years ... Maine and New Hampshire Circuit gives
they've been in business ... Cleveland reports holdout of crowds one hour after start
get into the Orpheum, St. Louis ... "Biggest in years," says Keith's, Washington ...
Box, Seattle ... An absolute smash at Oklahoma City and Tulsa ... "Opened to
Theatre, Sheldon, Ia.... Des Moines goes into second week to double average busiin Dayton... Mainstreet Theatre, Kansas City played to 2,500 more admissions openCity Music Hall, the biggest week-end business since the world's largest theatre opened.

WE CONTINUE TO SAY...

# TIME OPEN FOR DED RUNS! BURS!

### GENE STRATTON-PORTER'S

TRUE BLUE STORY ... SCREENED IN ALL ITS WHOLE-SOULED BEAUTY...ONE OF THE SIX BEST SELLERS OF ALL TIME.



A novel deep rented in the memory of more than 30,000,000 Haders . . . re-created with its wealth of remantic beauty, dramatic power and wide human appeal!

THE PICTURE THAT DARES TO BE HONEST AND SIMPLE. ... TUN-ED TO THE HEART-THROB OF A MATION **HUNGERING FOR SEN** TIMENTAL THE

VIRGINIA WEIDLER

DIRECTED BY GEO. STEVENS PRODUCTION

RKO-RADIO PICTURE

#### ROBERTA

RAGIo Protection and release. Stars Irene Dunne, Fred Astales, Gluger Rogers. Director, William J. Solter, Froducer, Pangers, Pan

StephanieIrene Dunne
HuckFred Astaire SoharwenkaGinger Rogers
Boharwenka
JohnRandolph Scott RobertaHelen Weatley
LadielawVictor Varconi
Sophle
VoydaLula Albarni
Lord DelvesFerdinand Munier
AlbertTorben Meyer
ProfessorAdrian Rosley

'Roberta' is musical picture-mak ing at its best—fast, smart, good looking and tuneful. It rates as box office on entertainment alone, but there are Fred Astaire, Irene Dunne and Ginger Rogers on top of the title to make it that much

Dunne and Ginger Rogers on top of the title to make it that much the title to make it that much the title to make it that much on every department; to the stage original from which it was adapted, and that is compilmentary indeed, for the legit Roberts' was a beautifully produced show and a bit. The floring the music and good tasts. The picture retained both of these and accumulated a stronger story and better gait along the way. Compared to most picture musicals, Roberts' is simplicity personistical that its moments of producting the stage were sone of the stage were sone in the stage were sone of the stage were stage and the stage were stage were staged and the stage were staged and the stage were staged as the stage were stage

sion) but uses only six girls, yet done so effectively it serves the purpose of a sound stage full of characteristics of the stage of a sound stage full of the stage of a sound stage full of the stage of the stage

voice registers better here than in previous films in which she has warbled.

That Astaira, Miss Dunne and That Astaira, Miss Dunne and That Carlotter fit and the respective roles in this musical is doubtlessly due not a little to their backgrounds. All have had the practical stage experience to know a music oue when they hear it, and dince they know what they're doing. No made to order musical players are they, and in having Astaire-Dunne-Rogers as a starring combination to work within this interview. The stage of the more warmed to be supported by the stage of the stag

Harbach compositions from the show are some highly listenable tunes by the same team plus Dorothy Fields and Jimmy McHugh.

#### AFTER OFFICE HOURS

Metro-Goldwyn-Mayer production and re-
lease. Stars Clark Gable and Constance
Bennett. Directed by Robert Z. Leonard.
Screen play, Herman J. Mankiewicz, from
original by Laurence Stallings and Dale
Van Every. Producer, Bernard H. Hyman.
Camera, Charles Rosher. At Capitol, N. Y.,
week March 8, '85, Running time, 78
mine.
Sharon NorwoodConstance Bennett
Jlm Branch

Sharon NorwoodConstance Bennett
Jlm BranchClark Gable
Hank ParrStuart Erwin
Mrs. NorwoodBillle Burke
Tommy Bannister Harvey Stephens
Mrs. Patterson Katharine Alexander
Mr. Patterson
Cap
Italian
Jordan
Barlow

#### All the King's Horses (MUSICAL)

Paramount production and release. Co-
Stars Carl Briseon and Mary Lewis. Di-
rected by Frank Tuttle. Based on operetta
of same name by Laurence Clark and May
Glersberg, in turn based on play by Fred-
erick Herendeen and Edward Horan;
adaptation, Frank Tuttle and Frederick
Stephani; dances, LeRoy Prinz; music,
Sam Coslow; camera, Henry Sharp, At
Rialto, N. Y., week March 7, '85. Running
time, 86 mine.
King Rudolph \Carl Brisson
Carlo Rocco
Flaire the Owen More Fills
Flains the Ousen Many Fills

Blaine, the Queen. Mary Ellis
Peppl. Edward Everett Horton
Mini Katherine DeMille
Con Gonley Eugene Railette
Baron Kraemer Arnold Korff
Steff Marina Schubert
Count Batthy Stanley Andrews

players are they, and in having Astaire-Dunne Rogers as a starring
taire-Dunne Rogers as a starring
two support the lead trio has,
For supp

#### Miniature Reviews

'Roberta' (Radio). Fred As-taire-Irene Dunne-Ginger Rog-ers starring in a corking mu-

'After Office Hours' (M-G). Gable and Bennett should off-set the basic story deficiencies for a neat but not gaudy fea-

ture,
'All the King's Horses' (Par).
Clumsily produced operetta and

dull.

'Ruggles of Red Gap' (Par).
Plenty of marquee strength
and dynamite on the inside.
An A-1 comedy.

'Living on Velvet' (FN).
Three good names but doubtful of pulling above ordinary
business.

business.

"Enchapted April" (Radio).

Ann Harding and strong support in close onertainment material.

"Mysterious Mr. Wong" (Mono). Lot of gruesome killings in Chinatown and the wisecracking reporter gets his man. For the make,"

"Transient Liedy' (T). Several good players, but story land.

good players, but story isn't strong enough. 'Crimson Trail' (U). Fairly exciting Buck Jones exploit.

#### RUGGLES OF RED GAP

Paramount production and release. Star management of the production and release of the production and release of the production of the pro

'Ma' Pettingill	Maude Eburne
Charlee Belknap-Jackson	Lucien Littlefield
Mrs. Charlee Belknap-Jac	kson.
	Leota Lorrsine
Jeff Tuttle	James Burke
Jake Henshaw	.Clarence Wilson
Mrs. Wallaby	Lugusta Anderson
Mrs. Judy Ballard	Brenda Fowler
Mrs. Carey	Sarah Edwards

There are six names above the title of this swell picture. All are effective enough to deserve that ratelitie of this swell picture. All are effective enough to deserve that ratelities of the swell picture. All are effective enough to deserve that ratelities are successful to the swell picture. All are the swell picture of the swell picture of the swell picture. The swell picture of the swell picture of the swell picture of the swell picture. The swell picture of the swell picture of the swell picture of the swell picture. The swell picture of the swell picture of the swell picture of the swell picture. The swell picture of the swell picture of the swell picture of the swell picture. The swell picture of the swell picture of the swell picture of the swell picture. The swell picture of the swell picture of the swell picture of the swell picture. The swell picture of the swell picture of the swell picture of the swell picture. The swell picture of the swell picture of the swell picture of the swell picture. The swell picture of the swell picture of the swell picture of the swell picture. The swell picture of the swell picture of the swell picture of the swell picture. The swell picture of the swell picture of the swell picture of the swell picture. The swell picture of the swell picture. The swell picture of the

film. But this time all the old copies have been thrown away amount of the copies have been thrown away and tresh standpoint—with grailfying results.

It's the fine casting that will probably stand out to most viewers. Charles Laughton is Ruggles, the the company of the compa

deftly handled and beautifully done by Laughton that this serious mo-ment turns into the high spot of the ploture.

ment turns into the high spot of the picture.

On the other end of the penduDefined the

#### LIVING ON VELVET

First National production and Warner Brow release. Stars Kay Francis Features Warren William, George Brent. Di-rected by Frank Borzage. Story and ecree play, Jerry Wald; camera, Sld Hickox. Al Strand, N. Y., week Marck 7, Running time, 77 mine. 

Three good players work hard to put over a story which starts off with a crash in which an amateury and the survives. This macabre idea is then carried all the way to the finish line with an attempt at a happy ending, which macabre is then carried all the way to the finish line with an attempt at a happy ending, which macabre is the carried all the way to the strength, and for the greater part it is light-comedy against a morbid background. Hence, the outlook for this film is ordinary.

The strength and for the greater part it is light-comedy against a morbid background. Hence, the outlook for this film is ordinary.

His mother, is the same the same and the same and the same and the same and the was destined to share their fate so from there on belleves he has rains his mental equilibrium and leaves him a flighty lunatic with an unsocial complex. He has only one friend who remains faithful, warriew william picks him up after an escapade, getting him out of a lam with the air authorities and taking him to a party where he mets Kay Francis. With whom william adding the same and the shock is supposed to straighten him out mentally. And all in love and she deserts the party, though it's at her own home. It is a there were a summer home, supposed to straighten him out mentally. And all man a giutton for punishment, not only gives Miss Francis up but finances the wedding and lends them a summer home, supposed to straighten him out mentally. And is an after thought, possibly will be a fine processor of the supposed to straighten him out mentally. And is an after thought, possibly will be a like processor of the proces

tion is excellent and the direction good.

Brent does a consistently good job as the aviator. He gives just the right impulsiveness to his aberration, and purely as acting it is commore it hurts the story. William has less to do although he plays well, and Miss Francis often wins sympathy even though the character deserves none. Helen Lowell is the only other player to get even a hair outs with nothing to do with the advancement of the story. As usual Miss Francis wears some gorgeous gowns, which the women will like and this should help.

#### ENCHANTED APRIL

Radio production and release. Stars Antal Marding. Directed by Harry Beaumont. Producer, Kenneth MacGowan. From Antal Radio Research MacGowan. From Antal Ray Harris. At Row, N. Y. week March 8. 35. Running time, 60 mins. Antal Ray Harris. At Row, N. Y. week March 8. 35. Running time, 60 mins. Related to the March 8. 35. Running time, 60 mins. Related March 8. 35. Running time, 60 mins. Related March 18. 35. Running time, 60 mins. Related Related March 18. 35. Running time, 60 mins. Related Related National Confession of the March 18. See 18. Related Related March 18. See 18. Related Science Ratactes Otland Domenico. ... Charles Judeis Parancecce. ... Rafacts Otland

A good cast exercises itself in Tenchanted April. but the story falls to provide much micat for Ann Harding, Frank Morgan, Reginald Owen, June Baxter, Katherine Alexander and others who wander through it. The Harding name and the story of the story of

some spots for any any and any of the control of the course of the cours

#### Short Subjects

'MARCH OF TIME/
Second Issue

Za Mins.

Capitol, N. Y.

Capitol, N. Y.

Capitol, N. Y.

Capitol, N. Y.

Second of the 'March of Times'
magazine-newrels is as good as'
the first, if not a shade better.

Opening of the five chapters'
comprising Release, No. 2 sets as'
news, and is set in the N. Y. Dally
News' editorial offices. Boltor Duelland circulation manager Annenberg
actual to the comprising zero hour on the
distance of the comprision of the contribution of the contribu

See, See Senorita

See, See Senorita

Tito Guizar, Armida
Songs and Dancing
Strand, N. Y.

Witaphone 9131-32

Medley of production stuff with a
Spanish background. Whipped into
a novelty through offering it as a
home, projection of some 16 mm.
film brought back by a married
min brought back by a married
Shows the man ort the loose with
a flock of castanet snappers, but
evens when the final shot reveals
that the wife had a little filtration,

too.
Some good dancing and singing and two reeler should be generally useful.

Chic.

THE LITTLE BIG TOP

THE LITTLE BIG TOP'
Comedy
Is Minn, Y.
Roxy, N. Y.
Educational
A two-reeler built for Poodles
Hanneford of the circus fanily,
Managing a fair share of laughs and
muster for the general trade.
Kids are trying to get an amateur
circus together for orphans, one of
the promoters of the affair buying
a horse which turns out to have
Hanneford comes up to claim it, he
agrees not to spot plans but to
show up himself and help the
youngsters put on their show. This
leads to the companies of the addesents to
chew their gum faster. Char.

#### MONO UPS PIERSON

Hollywood, March 12. Carl Pierson, film editor at Monogram, has been upped to director. Draws 'Paradise Ranch' as i

HIS FIRST SINCE "BENGAL LANCER" -

SAMUEL GOLDWYN presents

### GARY COOPER outstanding box-office star of the current season and

ANNA STEN

portraying a new and exelving characterization in

THE



### **World Film Congress Skedded** For Berlin; No U. S. Replies Yet

Film producers, exhibs and distributors of the world have been invited to an international film congress here April 26 to May 1 to discuss questions of mutual advantages to all three groups.

Plans have been sub rosa for son time, but now learned that invites have been accepted by groups from almost all European lands, although American answers have as yet not been received.

Principal among the items skedded peen received.

Principal among the items skedded for discussion are consolidation of heater business and interest the property of the property of the property of the proven; rents, the proven; rents, and authors' royalties; world eight on double feature-programs; regulation of standard admission prices; better advertising methods and foyer dressing and an exchange of knowledge concerning various methods—of heater operation.

Froducer and exhib groups will discuss international exchange and production problems; star salaries; patent ilegeness and programs for fall production, 1935.

Bucational shorts would be

patent licenses and programs for all production, 1935.

Educational shorts would be grouped in an international film archive for scientific films.

Further, problems such as international film archive for scientific films.

Further, problems such as international film press and the question of critics will be discussed, as will the problem of shorts.

German film industry has prepared an ambitious social program for visitors including a huge film ball and official reception of visitors, with jaunts into beautiful Berlin surroundings. Several auto trips through the country will be placed at visitors disposal at the close of the congress.

Reichsbahn has ordered a 80%.

Reichsbahn has ordered a 80%.

Reichsbahn has ordered as 80%.

Nexotiations are under way to business.

Nexotiations are under way to

usiness. Negotiations are under way to have shipping and air liners accord similar price cuts, including reduc-tions on the Graf Zeppelin to and

Rome, March 1.
On the initiative and under the auspices of the International Institute of Educational Cinematography, the first International Competition for best sporting films is to be organized here.

be organized here.
Film producers, professional or
amateur from all world countries
may take part. Any film produced
from 1932 to the autumn of 1935
may be presented. Subject must be may be presented. Subject must be exclusively sporting, but may dea with any branch of sport.

#### U. S. Pix Still Tops In Canada but Eng. Films Coming Up

Winnipeg, March 12.

Winnipeg, March 12.
Canadians last year were permitted, for the first time in motion
picture history, to witness films
produced in Canada, according to
the annual report of the Manitoba
censor board. Eight Canadian pictures were shown to Dominion audiences in the last 12 months.
Films made in the United States
continue to dominate Canadian theatres, aithough British productions
continue to show gains. Out of an
aggregate of 2,183 films submitted
to the board last year 2,054 came
from the U. S., 114 from England,
four from France, while three were
Yiddish.

#### CEA, Madrid, 7%

Madrid, March 1.

Cinematografia Espanola Americana, with film studios in the suburb of Ciudad Lineal, had a gross-profit of \$47,017 and net of \$39,780 for

Outfit created ban amortization fund of \$16,790 and declared a 7%

fund of \$15,790 and declared a 7% dividend.
CEA's capital presently is \$236,600, which it expects to boost to \$500,000 as a result of its successful year. Great deal of its income emanates from studio rental.

#### Madrid Flu

Madrid, Feb. 28.

Influenza epidemic is cutting deeply into the ranks of theatrical performers, while a noticeable decline in theatrical partronage recently due to the coughing and sneez-

cline in treestage and sneezing wave.

Benavente theatre had to fold temporarily because Jose Isbert, leading man in Tu y Yo. Sclos' (You and I, Aloney, caught the fut. The Moreno dancing tro at the Pelikan mule hall, was reduced to a dust. Pau-Casals orchestra had to suspend a concert because sveral musicians on the sick list. Lolita Astolin, dancer, on tour. In bed at Huese.

Others Mctime: Marja Lulsa Rod-riguez, Comedia theatre; Angelina Villar, Carmen Villa, Manuel Arbo and Jose Hurtado at the Lara; Vicente Soler at the Cortillo, Isabelita Arque, Maria Portillo, Isabelita Arque, Maria Portillo, Isabelita Arque, Maria Portillo, Isabelita Arque, Maria Portillo, Isabelita Arque, Maria Lules Rod-rarque, Maria Lules Rod-rarque, Maria Lules Rod-rarque, Maria Luckello, Isabelita Arque, Maria Luckello, Isabelita Arque, Maria Luckello, Isabelita

Jarque, Maria Portillo, Isabelits Najera and Maria Tetua at the

### NO HOLLYWOOD **GB RAID BY** BALCON

Hollywood, March 12,
Michael Balcon, managing director of production for GaumontBritish, here for a month's stay,
says he has no intention of makins
a wholesale raid on American tall

a wholesale raid on American talent. However, he states, he will
interview name players who might
fit into the coning English sched,
ule and engage some American,
names for top spots.
He also says that it is probable
that he will make exchange deals
with American companies whereby
the G-B stars, Jessie Matthews,
Conrad Veldt and Madeleine Carroll
will be loaned to Hollywood companies in exchange for American
players.

Balcon was accompanied here by Balcon was accompanied here by Arthur Lee, v.p. in charge of American distribution, who leaves in a week for San Francisco on a swing around the western territory, confabbing with G-B sales representatives on release plans, for the coming British product.

The night that Balcon arrived he conferred with George Arliss, who left here the following day, sailing from New York for England, where he goes to do two pictures for G-B.

It was set at this conference for

It was set at this conference for Arliss to first go into 'Cecil Rhodes,' Arilss to hist go into Cecin Anoues, and then follow with either a picture based on Samuel Pepys or an original being written by J. B. Priestly. Decision on the latter will be made when Arilss reaches

London.

Balcon announced that Metro had dropped its intention of making a Rhodes film, which has been in the process of writing, in favor of the English company.

#### TWO NEW DUTCH PIX

One Will Be Made in Six Language Versions

The Hague, Feb. 28.

Two Dutch film productions are planned for the near future.

First is 'Redemptio Mundi' in a

Piret is 'Redemble Mund' in a Dutch version Pilm is being produced by the Cirec syndicate in Ranis, with alleged sulport from the Pope. Jacques Feyder may direct the Dutch version. There will also be English; Spamish, Italian, French and German versions. Several Dutch actors have already been secured for the Dutch cast.

Another film in preparation is Petour, which thus tan has had a career quite. In keeping with its title, About a year ago studio work

career quite. In . Keeping. with its title. About a year ago studio work was begun, but at that time finan-cial difficulties arose and camera work was stopped. Looks as if. a short cut has now been discovered on the detour to which it was sub-jected and that work will soon start ont in Cinctone Studios at Amster-dam.

#### Spring Board

London, March 3. Clifton-Hurst's Trish Hearts' as been responsible for the Clifton-Hurses has been responsible for the future-success of three artists who appeared in this film.

They are Molly Lamont,

who appeared in this film. They are Molly Lamont, who has been given a contract by Radio Pictures for Hollywood: Lester Mathews, who, likewise, goes to Hollywood.for Universal, and Patric Knowles, use signed by Warner (London) Brothers, with an Ameracy of the Market Market State of the Market State of the

### Tri-Dimensional Films Explained **By Louis Lumiere**

films.

System requires use of colored spectacles by spectators. Red and green lenses of old-fashioned stereoscope replaced by bluish and yellowish glasses—one screen filtering scope replaced by olulas and yel-lowish glasses—one acreen filtering all light rays except those of 540 to 640 millimus, and the other passing only rays of 400 to 450 and 640 to 700 millimus in length. Limitere contends these screens give spec-tator entire spectrum without eye-strain.

Contents trees excess without eyestatements spectrum without eyestatements.

Double stereoscopic film is made
with single camera possessing two
sets of lenses, and projected by
double synchronized machine.

Impression of solidity of objects
shown on screen is said to be complete by Lumiere's system. Ordimary two-dimensional screen is used.

Lumiere hopes to perfect apparatus
in the future so as to enable spectator to dispense with colored
glasses.

glasses.

Lumiere shot his first three dimensional picture in the same place where he made his first cinematographic film 40 years ago—railroad station of La Ciotat, in the south of station of La Clotat, in the south of France. Film shows a train arriving in station; coming toward camera, and solidity of locument to stapears to, plungs toward the spectator is considerably more impressive than in two-dimensional films. Stereoscopic pictures thus can be expected to carry more spectacular and dramatic, effect, than carrent

films.

Aged inventor, 46th anniversary of
whose discovery of film projector
will be celebrated this year by the
French industry, makes all his patterns and working molels himself,
with simple tools. Even uses metal
strips from toy mechanical outlisto make his apparatus.

to make his apparatus.
Session at Academy at which Lumiere made his demonstration attracted so much attenton and so
many crashers that academiclans
were actually boosted from their
front row seats by intruders. One
crasher got hold of the linted spectacles aupposed to have been used
to give and the seat of the seat of the
were called.

#### Tax Payment Via Stamps Is New Mexican Idea

Is New Mexican idea Mexico City, March 9.

Income tax law amendment compels distributors to pay in the form of fiscal stamps attached to receipts they are obligated to issue exhibitors for amounts paid for rentals, the 6% the statue demands as their share of the income impost. Measure assures immediate payment of the income levy on rentals. Government took action in view of fact that distributors are still behind in their payments on income tax that went into effect on Jan. 1, 1334.

Amendment also obligates distrib-utors to make a statement to the finance ministry during January of each year reporting their total rev-enues from January to December of the previous year.

#### 'Bengal's' Berlin Oke

Berlin, March 3. 'Lives of a Bengal Lancer' (Par) dubbed Bengall in German, created a sensation, German premiere audi-ences applauding long after lights a sensation, German premiere audimont-British is abunuoming producences applauding long after lights tion entirely.

Reason for decision is that G-B
Looks good for a long run at the does not think there's real coin in serious pice at present.

### Fox Active on Brit. Production: Schedules One Feature Per Month

#### Kill 'Stills'

Paris. March 8.

Local publicity for 'Folies Bergere' (UA) came near to being a catastrophe, due to someone making a mistake in New York.

Stills forwarded to U. A.'s Paris press agent contained semi-nude pictures and enappy poses that puzzled him, coming from puritan America. He queried, and got back a wired request to return all negatives pronto. On receipt, New York instructed Paris to destroy carefully all the extra-snappy stills and a funeral pyre was held in the local offices.

### NAZIS CLIP CONTINGENT FEES

Berlin, March 1.

Berlin, March I.

German contingent certificate fee, kited to \$8,150 in October, has been dropped to \$4,075, with additional reductions if Imported films are dubbed inside Germany.

Price is reduced by amount of dubbing costs, including mike rent, salaries, retakes and use of German film materials.

Synchronization costing \$16,300 brings the contingent down to \$2,030, each additional \$2,000 cost-reducing the permit price by \$475. Hence a \$25,500 dubbing job is admitted free. No reduction is planned in number of contingent certificates avail-

contingent certificates avail

### **NAZI CONGRESS AS FEATURE PIC**

Berlin, March 3.

Official pictures of the last party congress at Nuernberg, cut from several hundred thousand feet of sim, will be released shortly to German theatres.

Called Triumpf des Willens: (Triumpf were directed by Leni Riefenstahl, acting under party leaders' orders. Miss Riefenstahl ordinarily its known as a film star.

More than 1,000,000 'extras' in the form of paraders during the four-day congress, participated. All formations of Nazi party, ranging from bare-kneed youngsters to huge SS detachments, are depicted in various activities during the conserses.

gress,
Most impressive is a huge gathering, estimated at 750,000, who
ranged, army like, in Luitpoldhain
the giant Zep meadow outside Nurenberg, to listen to one of Hitler's

speeches.
Another sequence shows 300,000
members of the Arbeits Dienst,
passing in roview, with spades carried at 'shoulder arms'.
Quaint costumes of various parts
of Germany are also sprinkled
through picture, as are several
shots of leading party members and

foreign diplomats who attended the

ceremonies.

--When-finished-picture will be re-leased in several hundred Germin theatres, later being distributed rice to party organizations who desire to show it in their clubrooms to those who haven't seen the theatre runs.

#### G-B'S IDEA

Thinks Serious Pix Not Wanted,
Abandons 'Corpse'

London, March 3.

After concentrating for eight weeks on a talker version of Tol-sto's "The Living Corpse," Gau-mont-British is abandoning produc-

Six features in six months and never a day late on schedule is the record claimed by Fox since it started making British pictures on its own at Wembley, Studios occupy a site of the old Pritish Empire Exhibition grounds.

At present there is one sound stage. Several permanent secretors are accounted by the secretary of the secretary in Berales account the coming middless. Waiter Hutchinson, Fox Managing Director in England, is at the head of affairs, Ernest Garteide, who used to be Fox secretary in Berales and the supervision of Roy Simmonds, publicity chief at Fox head office. Half a dozen features have been turned out since September. The arts, Forrow a Million, was a modest 4-reeler. This was followed by The Love Test, notable for the discovery of a young woman named Judy Gunn. Then came a musical His Majesty & Co.; Smith's Wivee's farce, and a comedy, Mr. Faint-beart, based on an Ian Hay story.

Al Parker has just comp

direction of 'The Riverside Murder.

All Yarkee, has just completed direction of 'The Riverside Murder.' It's a mystery thriller.

Price of a Song' is now in the works, directed, by Mickie Powell.

On Feb. 25. White Lillac, adapted from a Viennese-play by Ladislas Fodor, is due to start under direction of Al Parker. It is a comedy thriller.

Scheduled for the middle of March or thereabout is 'Old Roses', an original by Anthony Richardson, the bed directed from the control of the control o Yours, musical; The Sunlit Way, romance by May Edginton.

#### **BAVETTA SHIFTS TO** SOUTH AM. FOR FOX

Paris, March 12. Carlo Bavetta, Fox boss here f cario Bavetta, Fox boss here for the past 10 years and one of the leading local representatives of American film companies, has been switched to South America. He leaves in six weeks for New York and will sail from there for Rio de Janeiro.

and will succeed Janeiro.

Not certain yet who will succeed Bavetta here but understood that Francis L. Harley, whom Bavetta will replace, will switch with him. Clayton Sheehan, Fox foreign department chief, was here for the past two days making final arrangements and left yesterday (11) for a quick look-see in Barcelona.

#### 15 Language Dubs

Rome, March 1.

After three months of work the new Lux Film of Turin has finished shooting its first film, 'Life of the Salesian Saint, Don Bosco.'

Film is in two versions, Italian and French, but will be dubbed in about 15 languages.

#### AUSSIE BOOKER EAST

Ken Hall, of General Theatres, Australia, who has been in Los An-geles scanning talent, is now in New York on booking biz.

He returns to Hollywood in two weeks to complete negotiations with a local agency for talent. He then sails for Sydney.

#### Vodka Yiddish Talker

Worldkino has bought. The Matchmaker, Yiddish talker, from Amkino, for American distribution. It's based on a Sholom Alelerem novel. It's the second Sovict-pro-duced Yiddish talker.

### K.R.S.' Hold-Out on G-B Reflects Intra-Trade Monopoly Fears

tion has decided not to enter into booking arrangement with Arthu Jarratt, film booker for Gaumont British and recently appointed hooker for the Bernhardt and Hyams Bros, circuits, until the entire matter is investigated. What the KRS wants to make sure of is whether GB actually has acquired a monetary interest in the two cir-ouits or whether it is merely a booking arrangement.

booking arrangement.
Gaumont, which is the only big
film distributor here not belonging
to the KRS, may solve the situation
by booking all-English programs,
consisting-of-tis-own-product, into
the Bernhardt and Hyams houses.
The temporary veto does not preclude KRS from doling any business
with Jarratt for the Gaumont-Britlesh circuit but applies only to the
nowly acquired houses, which number 50.

newly acquired houses, which number 50:

What is unmentioned, but what is back of the entire situation is a fear, on the part of most distributors here, especially the Americans, that G-B is trying to monopolize the theatre market here with a view toward pushing down rental prices, G-B has over 400 houses of, its own, but if it can materially increase this, as it seemingly has been doing during the past few weeks, it can insist on lower terms all around.

Also: and this too, is generally not spoken of, G-B is known to figure that if it can increase its theatre holdings it can force the issue with the Americans in the U. S. where the situation is reversed and G-B becomes the foreign distributor for the same companies, exhibitor bituations.

#### Cuba's Political Rumbles Abates Action on Rumba

Havana, March 12.

Havana, March 12.

Revolution breakout here has stopped all show biz worries again. Most Important thing on tap is the projected ban on 'Rumba' (Par') which is now all of until the government finds things a little quieter of the band of the property of t

#### ANTI U. S. CAMPAIGN **CONTINUES IN PARIS**

Pavis, March 3.

Comedia's attack on American distributors of films in France continue, growing more and more vilcous. Series signed by Jean de Rovera, proprietor of newspaper, has ended, to be replaced by unsigned editorials.

Articles consist chiefly of vituperation, with use of such phrases as France? attempts to annex a nation, rather than specific charges of any sort. Paramount and the Hays organization are now principal objects of attack, substituting for Metro, which was the chief goat at first.

Attitude of companies here is to more the campaign. Comedia is ignore the campaign. Comedia is not widely read by the general pub-ilc, and even for trade purposes it is rather a legit than a film organ.

#### U's Day and Night

London, March 3.
Universal's productions here are so numerous at present it has been found necessary to have two working starts.
Studios are used every night by companies alternately with those screening during the day.

screening during the day.

#### 40TH FILM ANNI.

Celebrate First Film

Rome, March 1. The 40th anniversary of the invention of the cinematograph ov here will be celebrated in Rome of March 22.

March 22.
First projection of a film, 'Leaving
the Lumiere Works,' took place before the workers of the French Soolety for the Progress of Industry
in Parls on March 22, 1895.
In celebration of this occasion, a
special paper will be published here
dealing with the contribution of the
Letth resets to the development of

Latin races to the development of

### YANKS FIGHT IMPORT CUT IN ROME

Rome, March 1.

New edict on importation Issued by the government which aims to curtail foreign products in hope of equalizing the amount of imports to that of exports. Observers believe it will materially affect the importations of foreign companies here are getting ready to fight it.

Measure adopted to permit the government to enter on separatic which will assist in balanching the distribution of exports and imports. An compared to the amount of films admitted last year, which tottaled 171, this year will probably sec a sharp decline, it is figured. Government has figured out that only 43 will be allowed in, but distribs here are certain that figure will be considerably raised. How much they can be a support of the support of th

#### OSSO'S COL. DIST. CO. SET; NAMED COLODIS

Paris, March 3.

With visit to Paris of Joe Freedman, European sales chief of Co-lumbia, final touches are being put on plans for Columbia French distribution through Adolphie Osso.

Name Colodis, from Columbia and distribution, has finally been chosen. for the French company, Colodis will not distribute directly, however, It will buy American product and release It through Films Osso, which already possesses a countrywide already possesses as countrywide.

already possesses a countrywide distributing organization. Films Osso will handle 10 Colum-bla pictures during the coming year for Colodls, and in addition will dis-tribute six French local mades.

tribute six French local mades. First release through Osso of current product, 'One Night of Love,' is a smash at the Edouard VII, second week doing better business than first and forcing exhibitor to put chairs in the alsies to catch overflow, as was the case, of 'Little Women' (Radio), which played same house last year.

#### See Little Chance for French Film Measure

Paris, March 12.

Little chance is seen here for passage: by the Chamber of Deputies of the bill okayed by the Finance committee Friday (8) granting a tax-seduction to chemiss showing a maximum of home-make product. This is the same joker on film detaxation slupped into the Chamber a couple of months ago and killed by Rornt Clerc them. This time it got to the committee because of the disorganization of the local film industry's defense body. If passed, the bill ingift cuit the number of American films here in half, but it is believed that the Chamber won't accept any measure now cutting taxes. Moreover the French exhibs' organization is prenow cutting taxes. Moreover the French exhibs organization is pre-paring a fight against the item.

#### Stoll Back

London Maroh 3.

Sir Oswald Stoll has engaged Gunter Stapenhorst as production supervisor, to make pictures at his Crickiewood studios.

Stoll has been out of the production end of pictures for a number of years and proposes to resume with a schedule of several big films per year.

### **BACOS BACK TO** PARA. IN PARIS

Paris, March 8.
Fred Bacos, who has been producing local mades for Fox since Paramount stopped production on Its own account at Joinville, has returned to his old connection and is to make his next film for Par, He used to be business manager of the Paramount studies here.
Next Bacos film will be based on a Louis Verneuil play Parlez-mod d'Amour' ('Speak to Me of Love') and Paul' Schiller is working on the adaptation—shooting to begin next month...

and raul Science is warrange on any adaptation.—Shooting to begin next month.—
Bacos made his list Fox picture,
La Vertige' (Diziness) on the Paramount lot, descriting the Pathe-Natan, studios, which he had previously been using. 'Vertige, which Schiller directed, opened Thursday (21) at the Faramount theatre on the boulevards together with a Fox short, thus forming a link between the two companies. If you per manority has not force in the same of the force of the forc

#### KORDA'S 'CIRCUS'

With Jack Buchanan Both Show and Film

London, March 12.

Alexander. Korda. In conjunction with O'Brien & Linnet, is behind Erik Chareli's new show venture, Circus in the Air. It's due to open at the Alhambra about the end of April with Jack Buchanan starring. starring:
After the play is well started, a
film version will be made by Kords

with Buchanan also starring. This is arranged by a special deal with British & Dominions, which has British & Dominions, which has Buchanan under an exclusive film contract. Charell will direct the film as well as the play. Both Korda's London Films and British & Dominions release through United Artists.

### Pathe-Natan Has a New Idea: One Central Office for U. S. Films in France—And P-N in Charge of It

#### LEHAR SAYS OKAY

No Squawke on 'Widow'; French Dates for His Operas

Dates for His Operas

Parls, March 3.

Franz Lehar, Viennese composer, saw Merry Widow' (MGM) at Madeleline Cinema here and liked it. Last year Lehar yelped loudly over Aderican heavy in the most of the most of

### RUSSIA WOULD IMPORT U.S. FILMS

Moscow, March 12.

Moscow film authorities have opened negotiations fooking towards the purchase of half a dozen American films for distribution in this country. Several of the major American companies are involved and, if deals go through, it, would be the first opening up of the market here in a serious way for the U. St.
Features in which the Russe filmers are interested are 'Invisible Man,' (U), Viva Villia', Man,' (U), Viva Villia', Man,' (U), Viva Villia', Man,' (U), Woner' (Rado). Also there is a bid, in for Cucaracha' (Rado), two-reslea, and the Walt-Disney shorts en masse.

#### By ROBERT STERN

By ROBERT STERN
Paris, March 8.

Just one cooperative office to self films in France for all the major American companies.

And that office, maybe, run by Pathe-Natan, which still controls the most important hunk of French distribution, would like to atrange the business of its American competitors, as explained to Varistr Tuesday (19) by Henri Diamant-Berger, who is known in the Pathe outfit as being the closest of all executives to Bernard Natan, the big chief.

Diamant-Berger, had a lot to say about the fifther of American competition here. He isn't all the fifther of American competition here. He isn't all the fifther of American competition here. He isn't all the fifther of American competition here. He isn't all the fifther of American competition here. He isn't all the fifther of the

local industry rene.

An Estimate
He set the probable tariff at \$8,566. Since ft costs about \$10,000, on the average, to dub a film, this would set at \$16,566 the approximate initial cost of putting a copy on the market here.

on the market here.

'That would keep out the inferior films,' says Diamant-Berger. What we want to see is quality in the American films here—in French

we want to see is quality in the American films here-in French, mades, too, for that matter. The market is overloaded. We want to cut down both production and importation, of bad pictures, and in that way we'll ail be able to make money on the sood ones. He sets at least \$66,566 as the gross that a good American film should make in France, and asserts that few American films how make more than a quarter of that. A good, French made film, he says, should gross from \$165,090 to \$200,000, domestically, and he attributes to the competition of poor films the fact that these grosses are not belig reached now.

American firms here are selling their pictures for almost nothing, will give a senten before that the are will give a senten before a continuous and that they will give a senten before a continuous for \$20 in the face of that, how can we keep our prices up to a point where we can make a profit?

Diamant-Berger acuses Americans

a profit?

Too Many Offices?

Diamant-Berger accuses American-firms of imprudently opening a lot of sales offices in France, too extensive for the business they can

can-firms or impresser, the control of sales offices in France, too extensive for the business they can'do extensive for the business they can'd. It think that in the end they'll decide to close them,'he says. Why don't they open just one office to sell American films in France? We might even be persuaded to handle it for them.

We want to see good American films on this market, but what's the use of putting out a lot of films, which won't make money? We buy good American films ourselves, when we can. But we buy each film on its own merits—and the reason we have quarreled recently with certain American frups is that we can at a time. No block or blind hooking for us.

Diamant-Berger says that the shutdown of production by Pathe-Natan is merely a seasonal affair, and does not indicate the retirement of the firm from production. We can't decide on our production for next season until we find out what the Government is going to do about tax relief, he says. Te's a complicated

to do about tax relief, he says. It's a complicated question, and the Chamber of Deputs is certain to be slow in handling it, but something will, have to be done. We can't set our production builded until we know what is going to happen.

happen.
Dalmant-Berger plans to come to
the United States soon with a.
troupe of French actors and technicians to try out technicolor apparatus in Hollywood
Bernard Natan also plans to go
over but he can't possibly make,
the trip before the Pathe annual
stockholders' meeting at the end of
March.

### Still Mulling G.T.'s Reorg Future

#### Stormy Meeting in London Considers G-B and B.I.P. Bids

General Theatres' meeting, held yesterday (Monday) to confirm a capital reduction plan, developed into a verbal battle, with the opposition coming jargely from an inde pendent group of stockholders, who claimed the Gaumont-British reorganization offer for the company la not as good as that of John Maxwell's British International Pictures Nothing final decided.

London, March 12.

Representatives of Associated In vestments Trust, Incorporating bankers and insurance companies holding interests in General Theatres, claimed, on the other hand that the Maxwell offer was inferior to that of G-B and that they are definitely in favor of the latter's

Voting for approval of the scheme

holders that if his (G-B's) reorganization scheme does not go through, the company will eventually go into liquidation, explaining that the debenture interest, amounting to \$250, -000, is due next month, and with no money in the till to meet demand.

money in the till to meet demand.

At the moment G-B has 1,000,000 shareholders' proxies favoring the scheme out of a possible 1,200,000, which is more than the three-quarters majority required to make the situation legal.

Opposition threatens, it will oppose court application, due shortly, to confirm the capital reduction, but whether or not it can succeed is questionable.

Preference shareholders' committee of the General Theatres Cor-

Pretrence snareholders commit-tee of the General Theatres Cor-poration, who were appointed at a private meeting recently, issued a statement declaring preference shareholders should vote against reconstruction proposals made by Chumont-British.

Trumont Entritsh.

They are of the opinion that General Theatre Interests demand integendent representation on the board of directors, and the proposal for the creation of \$2,250,000 of second debenture stock, a substantial percentage of which is to be allotted to G.-B., would place their company under a still more dominating control by G.-B. It is folk. Voting for approval of the scheme was by abligation and a more was made by the opposition to engineer an amendment to delay completion of the scheme for two months. This was vetoed by Mark Ostrer, the chairman, as illegal, which resulted in an immediate rumpus among a section of the shareholders.

Oster also threatened the share-



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yet screened directed exclusively by

BUSBY BERKELEY

#### Earle, Philadelphia

Philadelphia, March 8.
Although Roscos Ates is the billed headliner, house is doing so much lead the property of a dayance notices that this line is out-drawing the rest of the bill. Gals have plenty of advance notices and are out daily on some press stunt. Feature is Night Life of the Godd (Up the pit band, which cues a sound trailer on the girls that shows highlights from several of their previous plea. Serven is pulled up with the line on the girls that shows highlights from several of their previous plea. Serven is pulled up with the line on the girls that shows highlights from several of their previous plea. Serven is pulled up with the line on the girls that shows highlights from several of their previous plea. Serven is pulled up with the line on the girls of the girl

#### CAPITOL, N. Y.

CAPITOL, N. Y.

(BEN BERNIE UNIT)

T's mostly Ben Bernle at the Cap
this week, with 'After Office Hours'
(M.C) on sereen. As canne a pazthe series of the control of the control
lows and a mild sereen rep to further fortify, Bernle brooks no inhibitions about a Loew-Metro aura
at the Capitol, but continues plugsing his forthcoming Paramount
pour and Pabst Blue Ribbon Beer,
but and Pabst Blue Ribbon Beer,
no offense.

Billy Severin. Frank Definition

no offense.

Billy Severin, Frank Prince, Col.
Manny Frager (from Brooklyn).
Dick Stablie, Billy Wilson, Al Gering and all the rest of the 'lada'
do their vocal-terp-jazz chores to
sum a good total. It's a miniature
roadshow more than ever, mixing up
the pops with highly effective
hokum. the pops hokum.

the pops with highly effective hokium.

Of the boys Frank Prince's tenoring "(succeeding Par Kennedy) and the first of the

#### PARAMOUNT, L. A.

Los Angeles, March 7.

New type of stage show provided for this house by Fanchon & Marco a few weeks ago seems to have hit its stride, and clicked with the house regulars. Current show is about on a par with those of the past few weeks, with probably a living the strict of the ensemble fisshes, and a striking illusion utilized here for the first time, although it is not new to Broadway.

It's a swimming illusion, by

The answer was the control of the co

their general positions, failed to mar the illusion.

In the linusion of show runs a little better than 56-56 on the entertainment side. Garland Sisters panicked and Patricla Bowman, held for a third week, offers another of her solo dance routines that has won her a foll-bridge linusion of the side of the linusion of the linusio

color,
Screen feature, 'All the King's
Borses' (Par), with Par News, 'Red.
Nichols and Pennles' nusical short
and Popeye' cartoon for fillers. Biz
stayted slowly, but picked up as initial show advanced. Bduod.

#### STATE, N. Y.

Most of the show this week stacks up as good fare. Stage department uses 68 minutes to tru off its bill, that is minus any encores. Several of the acts could have returned but of the acts could have returned but attention if not a little more than the others as to audience appreciation.

attention if not a little more than the others as to audience appreciation of open. Felovis juggles hate, cancer, plates, etc., with marked agility. It started off smoothly but he missed a lot of timing toward the end which marred the sum total, the missed a lot of timing toward the end which marred the sum total, lightly and the sum total, the sum total is the sum to the sum total lightly and the sum to the sum total lightly and to the sum to t

Burna Tunstering warmed up for sure.

Closing, Charlle Davis' musical outfit (New Acts) offered good music, not to be placed in the sweet litting category but more in the filling category but more in the constant of the same of the sa

#### ROXY, N. Y.

ROXY, N. Y.

Two radio attractions, one from CBS, the other from NBC, high-light the week's stage show here. By the control of the control of

and a pleasing personality, with a successful stage week in store for her here.

Tom-Dick-Harry trio engage in nothing but singatick but the way. they do it and the civere-timing. High number for Fosterites starts them out with a mirror illusion. They are in red and white costumes which aid in forming an effective picture after coming downstage for a routine that isn't as close a copy of something else that's been done, as most are. For the finale the girls as most are. For the finale the girls something else that's been done, as most are. For the finale the girls simply that is the simple simple

#### EMBASSY, N. Y.

EMBASSY, N. Y.

(NEWSREELS)

Huey P. Long didn't bust up any cameras during the past week, but he nearly had ina Ray Hutton's entering the control of the co

fairy starts building a Francia numerical and Portugai re-elects a dictator.

Week's bill includes its isaughs.

In the person of Teaddy Borgman, who does 2 fack Pearl in chunection with one city on ladies' styles of yesteryear. He's a copy of Lew Lehr, who's been doing this sort who they week goes. Frenchy after F-M cimeras have crawled into a Gaille nitery in New York to photo an Apache routine. Other laughs end to be a complete of the control of the complete of

#### EMPIRE, PARIS

panied by a planist, puts over Parisian songs more effectively than the parisian to the parisian songs more effectively than the parisian songs more effectively than two the parisian songs parisian son

ing; it ane were sine could in that American gav, hich Empire always uses to complete the program is Houck's trained geldings, who didn't obey orders at show caught, Picture is 'Quadrille d'Amour,' with Irene Zilahy, Hungarian star—of local interest only.

#### FOX, BROOKLYN

Why must the Fox, Brooklyn, spoll what could be a good-waude layout with the garnishments of a production, slowing a 45-minute dash into a 55-minute rawl? If its to give the customers a break, then the customers are wrong if they take it as such. Certainly, that added and wasted time lant entertains.

the customers are wrong it had a case we continued as a weated time in the customers are weated time in the customers.

Besides a draggy show here this week, there's also a fair measure of frony. Helen Kane, the original gal who set boops to music, is here in Boop' earton, dubbed by Mae Questel, is on'the screen. And to lay it on a bit thicker, Miss Kane's opening, special refers to the fact that she loat her suit against Fleischet. Incidentally, it among the suit against Fleischet. Incidentally, and proof of the continued of t

Diplomats, who douples as in ... it's better, Glenn and Jenkins get across nicely with their dancing and broom-handling, but their comedy their comedy their comedy their comedy their comedities. They're worked in and out of the show, first as planomovers, then as sweepers and then into their act.

EMPIRE, PARIS

Empire show is as good as any which has gone onto the former Stavisky revolving stage since Pathe-Natian revived two-a-day library and the show is a stage since Pathe-Natian revived two-a-day library and the show is the

#### MUSIC HALL, N. Y.

MUSIC FIRALLY AV. A.
That hechanical edge which the
Radio City Music Hall has ever
other theatres is forcefully assence
in the ourrent Cavalcade of Color
on the stage, It's a typical M.H.
show in that it features sightliness
above action, but a knockout of its
kind. With Roberta' (Radio) as a
screen running mate, it gives the
big house an exceptional all-around
program.

screen running mate. It gives the big house an exceptional all-around program.

Show is in three sections, with the sunch set arriving with the sections. Show is in three sections, with the purch set are the section of the section

#### PARAMOUNT, PARIS

Paris, Feb. 22.

Jacques Charles has put on one of all smore attractive, it inexpensive, shows here this week. Calls it Cherry Time, after the backdrop, which as climax lights up with a lock of red balloons representing therries,

Cherry Time, after the backdrop, which as climax lights up with a flood of red balloons representing the control of the contro

#### CHICAGO

CHICAGO

Chicago, March 8.

Show this week is a prime example that it doesn't take plenty of coin to build a good show. No to build a good show. No build a good show was a prime example to the coin to build a good show. No but yet a build heavy for the lack of money play on the stage is the picture. Little Colonc' (Fox), which will push the gate into high from stage. Little Colonc' (Fox), which will push the gate into high from stage. However, the second issue of "March of -Time" on the screen is figured as extra weight at the box office. However, the second issue of "March of -Time" on the screen is figured as extra weight at the box office. However, the second issue of "March of -Time" on the screen is figured as extra weight at the box office. The screen is figured as extra weight at the box office. The screen is figured as extra weight at the box office. The screen is figured as extra weight at the box office. The screen is figured as extra weight at the box office. The screen is figured as extra weight at the box office. The screen is figured as extra weight at the box office. The screen is figured as extra weight at the box office. The screen is figured as extra weight at the screen is since as extra weight at the screen is since as extra we

(Continued on page 29)

### EXTRA GRAVY FROM 16 MM.

### MICH. ALLIED'S PLAN TO CURB **OPPOSISH**

Detroit, March 12.

Agitation for municipal ordinances to establish a minimum cost of constructing a theatre as well as limit the number of theatres according to population, is the plan of Henderson M. Richey, general manager of Michigan Allied. He argues that certain overly-smart promoters go into a town and spend promoters go into a town and spend several hundred dollars to remodel a store or garage in competition to one already operating and which represents a substantial investment, in the hope that the established exhibitor will buy him out, rather than enter into cut-throat competition, such as double bills and lowered admissions.

Richey and his organization are planning to invade the state contacting exhibitors to put across sufficient strength to have the resident lawmakers enact such favorable legislation.

#### BETTER BIZ INSPIRES GEN'L REFURBISHING

Improved business conditions here and in the state have started a building and repairing boom. Adams (Baiaban) has already called in the decorator and architect for a complete overhauling, front and inside. New screens and equipment for the New screens and equipment for the August of the August Huron; Fordson, D Hazel at Hazel Park

New theatres under construction are in Dowagiac (Roxy) and Grand Rapids (State).

#### Roxy's 120G Net, 38 Wks.

According to reports filed with the U.S. District Court in N.Y. by Howard S. Cullman, trustee of the Roxy theatre, N. Y., this house shows a net operating profit of \$120,169 for the 38 weeks from June 15, 1934; to March 7, 1935, before interest on Indobtedness. This is an increase of \$11,784 over the same weeks of 1933-34, when the net operating profit was \$4,355. Harry Arthur operates the theatre for Cullman. Cullman.

June 15, 1934, to Jan. 3, ne theatre earned a net profit of \$90.057, before interest on funded indebtedness, but after in-terest on receivers' certificates.

#### THIRST DIVIDEND

Mrs. Wilby Remite \$1.61 in Un-

Although heavy norads were made by crashers against the Immunity club, organized at the Mr-T.O.A. convention by Alma S. Wilby, southern chain operator, the treasury of the club has yielded a dividend. Mrs. Wilby reports that though the treasurer's office, four tables, were going strong from noon until the banquet had been started an-hour; though there was insistence that

banquet had been started an hour; though there was insistence that though seamhoat drinks be drunk; though Dave Paltrymen did three men's work with absinthe trappes— with all that the treasury ended with the seamhoat of the seamhoat Divident control of \$1.51 for every-body except Ed Rowley, who gets only 110, but no explanation for the cut.

only 110 but in special cut.

Mrs. Wilby had a regular letterhead printed, listing the members of her Immunity club. Membership to the club was \$5 daily, with that pooled to buy drinks.

#### Critical Tipsters

Hollywood, March 12.
Organization similar to the
Book - of the - Month - Club,
which will the off film patrons
which pictures they should see,
has been formed in Baltimore.
Society operates under the
title of National Movie of the
Month Club, In soliciting for
patronage on the Coast it
claims to be opposed to censorship of all types.

#### Legislation

Birmingham, March 12.

Birmingnam, marror and While show business prepares to fight the 10% amusement tax in Mississippi, plans are underway in Arkansas to levy taxes on all forms of amusement. Plan is to tax prince the prince of amusement and prince are necessarily as the prince of the pri

Arkansas to levy taxes on all forms of amusement. Plan is to tax private barks \$800 a year. carnles and circuses traveling by rail on a scale from \$250 for two or less cars to \$250 for two for more per day; traveling by truck, one to two loads \$5, and 50 or more, \$50 a, day; side shows \$15 a day.

Pleture. houses with admissions up to 50c and 350 seats or less in towns of \$2,000 s one; \$250 for each 10 seats over \$350, and where the total is in sexes of \$2,000, an additional tax of \$5 for every 200 seats. In towns between 1,000 and \$2,000 and cars of \$100 and \$200 and \$200

#### N. O.'s 2% Amus. Tax

N. O.'s 2% Amus. Tax

New Orleans, March 12.

The local commission council adopted an ordinance on Friday (8) amending the amusement tax ordinance, Introduced by Finance Commissioner A. Miles Pratt, the amendment causes the 2% tax to apply to each admission ticket to motion picture houses rather than to the gross on all the admissions.

The ordinance was originally drawn that way but it was amended after its passage.

#### Roberta's' L. A. Grind

Los Angeles, March 12.
Projectionists marathon was pulled by the RKO Hillistreet for the first two days of 'Roberta', which is playing day-and-date with Warners Hollywood. New stunt for a deluxer here was the opening of the doors at 7 a.m. on the opening day (8).
On Saturday same policy was followed with the ple running continu-

lowed with the pic running continu-ously through Saturday night.

Lightman Adde Pal, Memphis

Memphis, March 12.
Transfer of Loew's Palace. to joint operation by M. A. Lightman and Paramount has been completed. Deal is for five years. Lightman now controls four out of five uptown theatres here.

#### STORY BUYS

STORY BUYS

Metro bought Second Mrs. Linthe troes bought Second Mrs. Linthe Second Mrs. L

### YEAR OLD FILMS

Antiquated Features in Reduced Size Ballyhooed by 16 mm. People as New Source of Additional Revenue to Producers-Distrib-

#### THEATRES' REVIVALS

A feasible plan which would mean additional income for film producers and distributors on all features, now more or less relegated to the discard after the first two years of general release, is in process of consummation by 16 millimeter soundfilm and equipment manufacturers. Basic thought is to give the producer, through the distribution hookup, and the exchanges a proportionate cut in the rental of 16 mm. films, after they have been cut down from the regulation 35 mm. size of the original. Such deatures would at least be two years of the strength of

(Continued on page 31)

#### N. W. FILMERS RESENT DAILY'S LEGIT BALLY

Tacoma, March 12.

Film men burned when the big p. m. sheet, now carrying more of their display than any other paper, commented about the need of more legit houses like Civic Auditorium to take care of bookings for opera, etc. The paper estimated 1.200 Tacomans attended a legit show in Seattle in two nights and spent \$2.000 besides which should have beer rang up area.

Learn was a built by Masons, house now leased by John Hamrick for second run duals at 10-15c and packing em in.

#### FLINT'S SINGLE PIC TRY

After Two Years—Duals Only Once Weekly—'Guest' Films

Detroit, March 12 Detroit, March 12.

April 1 marks the date for single billing of features in Film, Mich. which has operated under the double bill policy the past two years. Agreement was reached this week after much bickering. Looks like this agreement will really stand, as recently a like pact was broken by failure of the exhibitors to adhere to original ruling. to original ruling.

TITLE CHANGES

Hollywood, March 12.

New production tag for Proud princess' at Fox is Suite Sixteen.

Metro's department of justice yarn becomes Public Hero, No. 1, on change over from B.1, D. J. Mascot's Headline' goes on the release sheet as 'City, News.'

to original ruling. Agreement provides that theatres may double bill one change a week and in addition may have a guest of the common structure. Guest' is film that has have all runs and may be played on the single feature program without being designated as a double bill.

### CUTTING DOWN 2 | U. S. Wants Protection for Its Nat'l Parks When H'wood Uses Locations

#### Negative Cost

Hollywood, March 12.
Express companies did a rush business last week shipping exposed film out of the state to escape the state's 4% tax which falls due as of the first Monday. In March. Ellin went to Nevada, was returned

went to Nevada, was returned here on Tuesday. Shippers were all shoestring producers who feel morally okay about the whole affair.

#### RADIO BALLY UPS BIZ FOR TRENDLE, DETROIT

Detroit, March 12.

Trendle-Publix circuit has been using radio to build theatre attendance via 15-minute daily programs and 30-minute session or Sunday over WXYZ.

Hudson, publicity head writes the scripts which includes dramatization of current features and continuity, also the spot an-nouncements which are carried throughout the week. Reaction to this form of advertising is repre-sented by increased attendance.

#### Anti All-Night Films' **Blast Disturbs Detroit**

Detroit, March 12.

Seasonal outburst comes from Eleanore L. Hutzel, Detroit police-woman, in an attack on all night films, by attributing to them many of the delinquencies of minors which have attracted the attention of the newspapers.

Pollowoman Hutzel further states that all night hydrogen offers an on-

Polloewoman Hutzel further states that all-night pictures offer an opportunity for irregular living; also that such places offer, a haven for runaway girls. [Town has an ordinance barring children under 18 not accompanied by parents from attending theatres after 8 p.m.]. There are nine open-all-night theatres in Detroit and this is the first time that they have come under fire. Exhibitors have always co-operated to the fullest on all ordinances.

#### Garver Heads Wampas

Hollywood, March 12. Oliver Garver, studio representa-tive for National Screen Service, has been elected president of the Wampas. He defeated John Miles of

Wampas: He detcated John Miles of Paramount.
Other officers elected were Max-well Shane, and Joe Reddy, v.p.'s; Lindsley Parsons, secretary; Wilson Heller, treasurer, and J. Leroy John-ston, Fred Stanley, Mark Larkin, Thornton Sargent, Sam W. B. Cohn, and Al Parmenter, directors.

#### **New Contracts**

Hollywood, March 12. Moille Lamont, English actress has been given a termer by Radio She was a South African beauty

She was a sound and winner. Clayworth and Onslow Stevens had their onlons taken up by Universal, the sevent time for the actor. Paramount has given William Slavons McNutt writing contract Red the Hose. First assignment, Sound Red the Hose. Flyuring to develop his comedy talents, Paramount has given a termer to Benny Daker, ex-Lou Holtz stooge.

Washington, March 12.
Film producers will be required to post bond before receiving permission to use the nation's Federal parks as locations, following a tiff between the industry and Secretary of the Interior Ickes over charges that Government, property has been seriously damaged by Hollywood. Sompanies.

Bonding arrangement is in the nature of a compromise proposal by industry representatives and an alternative for an outright-fee plan cooked up by Ickes several weeks ago. Responding to pressure from half-dozen sources, cabinet member is set to agree to the bond system and to drop his scheme to make money out of the film industry members of the serious of the serious sense of the permission when Sol Lesses sought permission when Sol Lesses sought permission when Sol Lesses sought permission of the coughing up \$6,000. Park Superintendent refused to grant necessary permission and Ickes backed him

use Government property only by coughing up \$5,000. Park superintendent refused to grant necessary, permission and Ickes backed him up, naming the arbitrary price. Subsequent negotiations cut the figure to \$2,000, but Lesser must make an outright payment instead of posting a guarantee to cover any damage.

Origin of the department's fee plan was when park officials resported that \$3,000 expenditure was required to clean up and repair damage assertedly done by companies making Sequois' (Metro), Government sources said refusal of producers to bear this juriden made it necessary to devise some means of protection against continued expenses following Hollywood invasions.

Reduced Bonds

penses ionowing Honywooa measions.

Negotiations between representatives of the Hays organization and Interior officials not only effected the reduction in the price stipulated to Lesser but brought about an administrative of the Government by the Hays of th

Cancellation of pians of three com-panies to use the parks, which fol-lowed the lokes order, brought uquawks from these sources, which emphasized that ordinarily Holly-wood business comes at the slack scason and is of great value in-meeting overhead.

#### 'Marietta's' 2d Delayed Start in New Orleans

New Orleans, March 12.

World premiere of Naughty Marietta was postponed by Loew's State here for the second time in as many weeks. Theatre inserted ads

Faramount nas given William many weeks. Theatre inserted and for one year. First assignment, "55 in local failies (8) saying "again we have to disappoint you. We hope Figuring to develop his comedy talents, Faramount has given a telepist of the stoope. Francis Faramount has given a to get the picture ahead of the other Francis Faramount was a termer at Radio and the writing assignment on 'Crime of Sylvester Romand'. Option on Jasmond Wallagur taken up by Columbia with yiew to building up, the player for leads.



NAUGHTY MARIETTA
starring JEANETTE MacDONALD
and NELSON EDDY with Frank
Morgan, Douglas Dumbrille. Music by
Victor Herbert. A W. S. Van Dyke
Production. Book and Lyrics by Rida
Johnson Young. Froduced by Hunt
Stromberg. A Metro-Goldwyn-Mayer
Picture.

RECKLESS
starring JEAN HARLOW and
WILLIAM POWELL with Franchot
Tone, May Robson, Ted Healy, Nat
Pendleton, Robert Light. Produced by
David O. Selsnick. Directed by Victor
Fleming: A Metro-Goldwyn-Mayer

### EXPLOITATION

-:- By Epes W. Sargent

#### Arbitrary Selection

Joe DiPesa of the State theatre publicity department successfully worked a number gag with a lead-ing restaurant in Boston as part of his campaign on After Office

his campaign on 'After Office Hours'.

At each table in both Steuben restaurants a card was placed bearing copy on the picture and a cut of Clark Gable and Constance Bennett in a scene from the picture. However, the constant of the control of the

you pay your check and receive You Guest Tickets to see this sparkling throw the table cards each menu carried a tip-one-carrying the following copy: Took for the Check Number-then plan to see Clark Gable and Constance Bennett in 'After Office Hours'. DiFesa reports a very favorable reaction, to this one both from patrons and the restaurant man-tender made radio amoundements; during the nightly broadcasts; and window cards prepared incoming restaurant patrons for the tie-up.

incoming restaurant patrons for the tie-up.

The State theatre also tied in with drug stores on paper napsulations of the tied of the tied

#### Two on 'Folies'

Two on 'Folies'

Baltimore.

Among the myriad stunts cooked up by Herb Morgan, hustler of Loew's Century, for 'Folles Bergero' (UA), were a pair of real outself.

First he got 100 cheap straw hats from a manufacturer here: lids were last year's leftovers and Morgan snagged 'em for a song. He attached paper bands over the requirer cloth ones. Copy of the paper lard cold mong the downtown 'newsboys, with whom they made an immediate hit, since boys wore 'em as sort of a lark. Public was drawn to stunt, since boys wore 'em as sort of a lark. Public was drawn to stunt, since boys wore 'em as sort of a lark. Public was drawn to stunt, since boys wore 'em as sort of a lark. Other stunt was effected by tie-up with loop dept. Store. 1,000 toy balloons were let off. roof of bldg at appointed hour. Every balloon card ducast for Folles, reat carried small prizes given by store. Reason the store was anagged for stunt was that Morgan arranged to slip it some free publicity on his screen by amounting event as fountaining for some free publicity on his screen by amounting sowent as fountaining for the prize from store.

Tied to Week

#### Tied to Week

Tied to Week

Not a particularly close connection: between 'Devil Dogs of the Air' and the Officer's Reserve Corps, but there is between 'Dogs' and Defense Week, so Frank Savage, of the Warner theatre, Youngstown, O, persuaded the 16 local members of the corps to make a short parade to the theatre on Sunday, where the flag was raised to a bugie obbgato, and a brief talk made.

Description of the Company of the Column head for the Spring Season announcement, Nice work.

#### Stick to Straws

Stick to Straws

Rochester, Dechester, Loew's Rochester plugged Maurice Chevaller's straw hat in connection with Foliles Bergere. Couple of clowns with six-root skimmers dashed about downtown traffic and attracting plenty of attention. Theatre also distributed 10,000 cardboard miniature hats carrying Chevaller's phiz and ad for the show. Huge window displays, and street banner also used.

#### After the Pupils

After the Pupils

Gene Murphy promoted a neat tleup for 'After Office Hours' at Penn
with Royal Typewriter Co. Contesta were set in Iron City Secretarial School, Grace Martin School and
Boyd Rusiness College, representing
Boyd Rusiness College, representing
students, in, which passes were
awarded for proficiency in work.
In this connection, stilla from the
flicker were also tacked all over
the bulletin boards in these schools.

#### Like a Clover Club

Isks a Clover Club

Omaha.

Now that prohibition is a faded size and the bars are once more for exploitation stunts. Making use of this element as part of a campaign, Louise Cotter, of the Brandeis theatre, devised a gag to strike the bar patrons' notice to "The White one are a strong of the size of the control of the c

#### Whooped Up Contest

Whooped Up Contest
Cleveland.
For Roberta's two-week run at
WB Hippodrome, exploiteer Mort
Coodman broke several tocal reading
Coodman broke several tocal reading
ing the cool of the cool of the cool of the cool
inger Rogers-Fred Astatic, routines, he invented a foxtrot tourney
with three major prizes.
One that excited most comment.
One that excited most comment.
One that excited most comment of the cool
position of the cool of the cool
inger Rogers-Fred Astatic, routines, he invented most comment.
One that excited most comment is
poneously publicity on it, was an
unlimited engagement at Harry.
Fropper's Mayfair Club for top
winners. Besides getting featured
sport in Propper's floor revue ace
port in Propper's floor revue ace
for and back or bus, promoted
through Greyhound Lines. Second
pair in finals March 13 will receive
its each in addition to three-month
post the post composition prizes
sulppers to each half of team, autographed by Ginger and Astalive.
Campaign's effectiveness proven
when nearly 100 amateur fortrotters signed, for contest's opening
day.

Rivvole Carás.

#### Bicycle Cards

Bicycle Cards

Tire covers and tire cards have been standard for a long time, but in many cities there is another lead which does not appear to have been cycle card employed in fowns where bicycles are generally used by delivery boys.

Most diamond frame machines are approximately the same size and irregular boards to fit these same size and irregular boards to fit these them is a superior of the formation of the formation of the fown of the formation of the fown of the fown of the fown of the formation of the fown of the fown of the formation of the fown of

tically cover the town and a pass apiece will carry the advertising for the control of the contr

#### Pop-Ups

A. P. Waxman has gotten out a pop-up' book for G-B Productions with a vivid panorama of the battle of the control of the contr

#### Loew's 'Stars' Bally

Loew's circuit is featuring the player rather than the play this year. in its campaign. Loews Parado of Stars, for the Month of the control of the control of the star in various productions to the stars in various productions to appear in Loew theatisp.

#### Booming the Girls

Booming the Girls

Earle teatre, Philadelphia, made
as much fuss over the Vituphone
girls on their first engagement
over the studio layoft as he would
his money, and got the most for
his money.

Among the stunts employed were
40 jumbo telegrams from Western
Union in the windows, house staff
dressed with Vituphone banners,
dressed with Vituphone banners,
with telegrams from Hollywood
stars.

The girls rolled in on a special bus from New York, the bus all dolled up, and for three days they appeared in a local fashion show with Roscoe Ates. One of Ginger Rogers' gowns was on window display, and there were girls in the restaurant and in a doughnut frying depot,

restaurant and in a doughillt fry-ing depot.
Signs-were obtained in \$50 taxis nenu cards in five restaurants and two broadcasts.

#### Plenty on 'Folies'

Cleveland. Lobby of Loew's State was turned into an outdoor Parisian cafe, fcaturing a costume contest and mid

into an outdoor Parisian cafe, featuring a costume contest and midnight dance after show for the triple exploitation the Milt Harris arranged Folies Bergere preview.

Harris gave new writhlie to. old lobby ballyhoo by giving free gate to previewers who wore French, masquerades in character with Chevaller jut. Others charged for unique costumes were awarded prizes totaling \$40, judges picking them, as they walked across stage before screening. Girl hostosses wearing Chevalier straw hats handed out offee and chocolate Frevious to stunt pa. flooded town with 10,000 Folies Bergere heralds, 5000 movie cards with Firestone agency for auto service of Chevaller's phiz and theatre stickers attached to morning papers given to guests by certain hotels, Also had florists feature Ann Sottern roses. Haberdashers fell for nor straw hats with alogan cards a month ahead of usual date.

#### Two from Lincoln

Two from Lincoln

Amateur composers get their chance this week with Milton Overman's contest in connection with Lover Divine; the Schubert story. The contest in connection with Lover Divine; the Schubert story, and the contest in t

#### Two from Paris

Paramount exploitation department has stirred Paris by putting Bengal Lancers, parading around the Place de l'Opera and up and down the Grande Boulevarde. Parislans thought at first mugss were new type of police, or guard to prevent riots, but they soonfound way to Paramount about. Parading is in addition to dure the paramound paramound the paramound par

ing unusual attempt to put over Lancer.

Further along boulevards American exploitation methods are help-can exploitation methods are help-can exploitation methods are help-can exploitation of the control of the cont

Slickly Planned

Exhib with 'Sequola' on an early booking has his main stunt all planned. There are four grade schools and one high school in his school in his color of the school in

Slickly Planned

worked the stunt before on another picture, and it did so well he is taking an encore.

Frincipal figures that it's simple to any that a picture is educational, but the state of the state

#### Talked Trailers

Talked Trailers

Small timer with a stage which permits drops to be taken straight up has worked up a talked trailer idea that for the time, at any rate, is working better than film trailers and doesn't cost as much. Manched the strain of the strain that the picture horns white the straight cloth drop of dark material made like the old-fashloned flats with rigid sides to give him that the strain made like the old-fashloned flats with rigid sides to give him uses 3-inch fron pine instead of batten for the sides. On this smooth surface he works out the title and dates of the committee of the strain of the strain

#### Mostly Music

Mostly Music

Boston.

#### Columbia's Chevs

Columbia's Chevs
Columbia Pictures has negotiated
a flock of Chevs for a contest on
Why is, the whole town talking
about the new Chevrolet? Contest
Pive cars will be given as awarda.
Two other cars are for the exhibitors making the best campaigns on
their local dates, using the Chev
hookupa.

#### Laddiegrams

RKO is sending out a variation of the Jimbo telegrams in the form of Laddlegrams' to exploit. Gene Stratton Porter's Laddle' to exhibs and circuit officials. Message runs in quarter-inch letters, with the acdress filed in to match, each recipent being specially named. Not new idea, but still effective.

### BEHIND the KEYS

Changes in the local Shea organization included the advancement of John Carr former manager of the Hipp to supervisor of all neighbor-hood houses, Nelson Martin, going in as Hipp manager. Frank Gulinian the moves from the Kensington-Carl Rindean goes from the Elm-wood to the Kensington and Joseph Weinstein, formerly of the Shea booking department and later with the Basil chain, becomes manager of the Elmwood.

Sharpsville, P City council here has repealed old ordinance which prohib Sunday shows. The measure been the subject of discussion for number of weeks.

Moses Silverman, former head of the now defunct Picture Guild Cir-cult in the Bronx, has acquired the Pastime theatre as the first of a possible new string of picture houses. Associated with Silverman in his new project is his son, David, formerly with the Fox Metropolitan Theatres.

Tormerty with the Fox Metropolitain Theatres. Bros. has brought Sam Clark from Chicago into the N. Y. home office on advertising. Instead to being replaced in Windy City Clark will handle that spot from New York.

Bronx, N. Y.
Springer - Cocalis Circuit will
build a new picture house in the
Westchester Square section of this
borough. Ground to be broken

James Wright has been named as-sistant to Fred Shater, Schines' Glove theatre, Gloversville. Warners' Lincoln, Troy, closed. American and Troy still playing films.

films.

William L. Helss has been named manager of Schines' Rights and Empire in Glens Falls.

New Britain, Conn.
Changes in Warner Bros, theatres: Thomas C. Grace, from assistant manager Strand to manager
Embassy: David E. Sugarmann,
from manager Embassy to manager
Coionial, Hartford; Jack Sanson,
from manager Coionial, Hartford,
de manager State, So. Manchever.

Bill No. 243 now pending in committee-provides for a levy of 5% new pending in committee-provides for a levy of 5% trees operated in Oklahoma.
Theatre Owners of Oklahoma.
Theatre Owners of Oklahoma elected O. E. Enloe, of the Criterion theatre, at El Reno, secretary-treasurer to fill office of late R. M. (18h) Clark.
Harry G. and Mrs. Waidron. Oklahoma City, have purchased the Oklahoma City, have purchased the purchased the committee of the com

William Youngciaus opened the State, Central City, Neb. March 1. He has scheduled the opening of the Empress, Grand Island, March 15.

Rowan Miller, former manager of the Granada, Norfolk, Neb, is now on the road for General Motors. His wife is operating a house in Marysville. Kan.

Jack Beachler, manager of the Grand Island Majestic, is father of

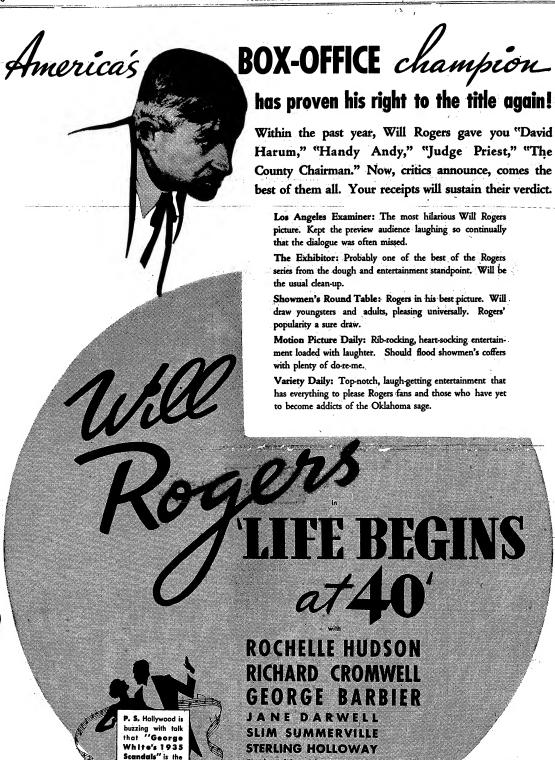
a seven-pound girl.
A. J. Burrus, Crete, Neb., owner-manager of the Isis, has bought out.
A. W. Persons, who had been run-ning the opposition Lyric, in Crete. Floyd McDermott, owner of the Frincess, Oconto, Neb., has closed

It up.
Marshail Riskel is opening a new
house at Elm Creek, Neb.
Cairo, Cairo, Neb., is being reopened by Owen Frederick.

Max Stahl returned to his for-mer post as manager of the local United Artists exchange, He sup-plants William A. V. Mack, who leaves the org and goes ack to his home in Syracus, N. Y.

Harris Amusement Co. has dis-continued operation of the Drake and Lyric theatres here. Order re-linquishing the leases effective March 2.

L. P. Clark has succeeded Walter Kofeldt, resigned, as manager of the P-WC Criterion, Santa Monica Morty Feinstein, becomes house manager.



Produced by Sol M. Wurtzel

Directed by George Marshall

Suggested by the book by Walter B. Pitkin. Screen play by Lamar Trotti.

most appealing musical George

ever made!

#### **ENCHANTED APRIL**

(Continued from page 15)

(Continued from page 15)—
would have gone leagues towards
putting the picture over.

The plot of Enchanted April' seelemental for, all its British redoience, taste god manners, fitence and action. That never arrives,
and the picture ends like a bedtime
story for growups, which puts you
to aleep and is easily forgotten.

story for grownups, which puts you to sleep and is easily forgotten.

It concerns a married woman whose husband has turned novelist and then turned away from her. She talks a club colleague into renting an Italian castle for the month of the store of t

#### IT'S A BET (BRITISH MADE)

British International production and resase. Story adapted from novel, "Hide
and I'll Find You." Features Helen Chandler, Genc Gerrard.
Esway. At Riaip theatre, London, Feb.
S. Running time, 69 mins:

A slick and pleasing comedy, laid in attractive country: acenes, with pleaty of a layers and an almost and the pleaty of the ple

#### TRANSIENT LADY

TRANSIENT LADY
Universal production and release. Stars
Gens Raymond. Henry full. Frances
Drake. Features June Clayworth. Helen
Lowell, Douglas Fowley. Clark Williams.
Octaves Roy Cohen. Continuity and dialog.
Arthur Cacsar, Harvey Thew. camera.
Chas. Sumar. At Astor. N. I., week
Carey Marshall. Henry Holl
Dale Cameron. Frances Drake
Carey Marshall. Gens Raymond
Hamp Baxter. Henry Hull
Dale Cameron. Frances Drake
Circlin's Blaic. Clark Williams
Matt Douglas Fewley
Major Marshall. Prederick Burton
Major Marshall. Prederick Burton
Pred Baxter. Clifford Jones
Pred Baxter. Clifford Jones

Williams off. Hull instigates a lynching, but Ellis turns up with a confession and Hull swings to another tangent. He makes a speech other tangent. He makes a speech speech of the speech spee

#### Winternachtstraum ('Winter Night's Dream') (GERMAN MADE)

GERMAN MADE)

Beelin, March 1

Boston Film Co. Production and release. Directed by Gear on Bolwary. Featuring the Committee of the Committee o

Reichsgraf von Segensburg Gustav Walda Vera Hedda Bjoernso

#### (In German)

Combining excellent acting beau-tiful Bavarian snow shots and good tunes as it does this is one of the outstanding pictures recently re-

outstanding pictures recently released.

It is a second to the second

#### McFADDEN'S FLATS

MCI ADDLIN	O ILLAID
Charles R. Rogers pr	oduction for Par-
amount release. Directed	by Ralph Murphy.
Screen play by Arthu	r Caesar. Edward
Kaufman, Andy Rice:	adaptation. Casey
Robinson; from original	play by Gus Hill:
camera, Ben Reynolds.	At Rialto, N. Y.,
week March 12. Runnin	g time, 65 mins.
Dan McFadden	
Jock McTavish	Andy Clyde
Sandy McTavish	.Richard Cromwell
Nora McFadden	Jane Darwell.
Molly McFadden	Betty Furness
Mr. Hall	George Barbier
Mary Ellis Hall	Phyllis Brocks
Robert Hall	Howard Wilson

Better than average family pletense than average family pleture, but restricted to the nabes by
its subject-matter and lack of marquee strength.

Story comes from an old play by
Gus Hill (remember?). And plays
that way, too, but with some expert
weight off the ancient texture.
Waiter C. (Judge) Kelly is the ambitious bricklayer whose best friend
is Andy Clyde, Scotch barber. They
quarrel all the time, but Kelly's
durged all the time, but Kelly's
daughter (Betty Furness) goes to
finishing school, and becomes
ashamed of her parents. It turns
out well, at the end, of course.

Son well, at the end, of course,
out well, at the end, of course
son well, at the end, of course,
out well, at the end, of course,
out well, at the end, of course,
out well, at the end, of course,
son well at the end, of course,
son well at the end, of course,
son well, at the end, of course,
out well, at the end, of course,
son well at the end, of course,
son well at the end, of course,
son well at the end, of course,
out well, at the end, of course,
son well at the end, of course,
out well, at the end, of course,
son well at a fine and becomes
specially subject to the course,
son well at the end, of course,
out well, at the end, of course,
out well, at the end, of course,
out well, as the boy, doesn't
get a chance to do much. Jane Darwell, as Kelly's wife, is an excellent
foll, George Barbler is also excelthe picture, but again does a fine
drunk bit.

It's a good picture for Kelly, as
he handles the heavy brogue assign-

drunk bit.

It's a good picture for Kelly, as he handles the heavy brogue assignment easily and well. So much so there may be the danger of the part pigeon-holing him.

\*\*Eauf.\*\*

#### Mysterious Mr. Wong

Mysterious Mr. Wong
Mongram production and release. Peatures Bela Lugoei, Wallace Ford and Arline
Judge. Directed by William Nigh. Producer, George Yohanem. From story. The
Stephen Keeler; adaptation, Nina Howatt;
camera, Harry Neumann, At the Criterion,
A. L. week March d. 98, as half of
L. week March d. 98, as half of
Mr. Wong. Bela Lugoei
Jason Barton Wallace Ford
Peg Arline Judge
Montificuedory Robt. Emmet O'Connor
Montfower Robt. Emmet O'Connor
McGillicuedor Robt. Emmet O'Ennate
McGillicuedor Robt. Estamate
McGillicuedor Robt. Esta

TONI

(FRENCH MADE)

(FRENCH MADE)

(FRENCH MADE)

(FRENCH MADE)

(FRENCH PROBLEM CONTROL OF THE MADE)

(FRENCH MADE)

(FRENCH

(In French)

(In French)

This film is just made for the arties. Full of atmosphere, intensely tragic, studded, with artistic touches of direction, acting and photography

Ilming of the story behind a rural polide case. Takes place in the south of France and was filmed on the spot, with a sound truck. Not a single scene made in a studio. Thore are interiors showing peasant cottages, and they were nique is nevertheless good, both from sound and photographic view-points.

taken in the actual cottages, Technique is nevertheless good, both from sound and photographic viewpoints.

Actors are all unknown but highly competent. Renoir (the director of the competent of

#### **Inside Stuff—Pictures**

(Continued from page 6)

man reminded the execs that the original contract contained no stipulation as to what he could or could not do during the layoff.

None of the scenes directed by Lowell Sherman before his death are left in the Pioneer-Radio picture Becky Sharp, now being handled by Rouben Mamoulian. Latter substituted new scenes for all of the Sherman material. Due to this remaking and the sickness jinx that hung over the picture, the final cost of the color film is expected to exceed \$900,000.

Paramount's dissatisfaction over title of 'Small Miracle' has brought the studio more woe than it bargained for.

No sooner had it decided to change over to 'Night Drama' than it was notified that clearance was blocked. Later tagged 'Four Hours to 'Kill,' It ran into the samé obstacle. Unless next handle sticks, pic will revert to its original identity.

Efforts of the Wampas, Coast press agent association, to get producer recognition for exploitation of this year's crop of Baby Stars, by offering all proceeds to the Motion Picture Relief Fund, fell through.
Producers stated that the fund does not want to make a practice of accepting outside contributions, but will confine the contributions to the half-of 1% of salarieg donated each week by talent and executives.

Los Angeles coders are causing exhibs to shed many tears through Los Angeles coderes are datusing exinos to saed many tears through ruling out beink hights. Profit that may accrue from bank nights was disclosed in the federal acribo being taken by Dietrich and Feldstein, Oxnard, Cal., for estrain distribs from cutting off film service because of the bank night ruling. Average monthly profit of \$300 was realized by D-F from bank nights.

Complaints by exhibitors in the Los Angeles territory that trade showings are robbing sheatres of potential patrons may result in a ban on the practice.

Exhibs claim that at recent trade screenings theatres are filled with but a handful of objectors, while the balance of the house is occupied by wives, cousins, friends, and their triends.

Frank Morgan hit the business sections of the New York dallies on his speech to the annual directors meeting of the Angostura-Wuppermann (bitters) company. Morgan's mother, 83, is president.

Morgan urged showmanship and laughs as needs in, the commercial world.

His departure for a Paramount Coast berth further postponed, Boris Morros is now slated to leave New York the end of April. He will continue meantime at the home office in charge of operation of the N.Y. Par and the stage booking department. Still not exactly set what Morros will do ha production way at the Coast studio.

Theatres with a 15c, admish top, which have been slipping the scale to 10c earlier in the day, in violation of their contract with major producers, have, an answer to complaints.

They reply they never permit the lower scale when playing the com-

plaining company's product.

Paramount never made that reputed extra hot dance number 'Rumba' for foreign consumption. Company had the idea but the Hays office clamped down. an market special

Similar stunt to Bank Night, under the title of Jackpot, got a break from the attorney general's office of North Dakota which pronounced the scheme not a lottery.

First Division is getting for its 'March of Time' an average of 10 times what exhibitors pay for a regular newsreel. Harry D. Thomas of F. D. claims slightly over 800 accounts to date.

Columbia is reissuing 'It Happened One Night' on the strength of the multiple Academy awards.

tragedy is deliberately and regument, developed.
Film resembles Pagnol's 'Angele' in theme and setting. 'Angele is one of the big local successes of the tough. Ton' is all in dialect, a combination of Italian and Spanish accents and the Provencial accent of the part of France in which it was shot. Even for those who know French well, it's not easy.

#### ABDUL THE DAMNED

(BRITISH MADE)

(BRITISH MADE)

British International production association with Capital production association with Capital Asther, African Cortect of the Capital Asther, African Ames. Directed by Karl Grune. Adapted from story by Robert Neumann. Aunal and Capital Cap

the story a dramatic masterplece. In the role of a 'beautiful Viennese Scene in which Tonl and Josepha are trundling off the body, trying to behave as if they were carrying a load of dirty clothes, is harrowing. Mystic devotion of Tonl to Josepha perwades the picture.

Mystic devotion of Tonl to Josepha pervades the picture.

Mystic devotion of Tonl to Josepha pervades the picture.

Mystic devotion of Tonl to Josepha pervades the picture.

Mystic devotion of Tonl to Josepha pervades the picture.

Most pense are atmospheric and ceverly assembled, but the whole will be deleted, thereby creating a combination of Italian and Spanial acombination of Italian and Spanial acombination of Italian and Spanial of the part of France in which it

#### THE LAD (BRITISH MADE)

(BRITISH MADE)

Produced by Juli London, Feb. 27.

The Lad.

Gordon Harker

Landy Fandon. Betty Stockfeld

Lord Fandon Gerald Barry

Mr. Lorreine Gerald Barry

blima, 12 mins, Previewed Regal theatter, London, Pab. 23.

London, Pab. 23.

To me of the most pretentious productions ever made at the B. I. P. studios. Story is laid in the closing period of the life of Abdul and the control of the life of Abdul in ruthless, despotic fashion, always land in ruthless, despotic fashion, always land fearful he would endure the fate of a long line of predecessors who met violent deaths of Turkey in those hectic days is admirably depicted through the medium of seenery, lightling, dialog, direction and most of the acting of the acting fives a calinteally repalient tate, and Nils asther, as the ruler's chief of police, has a romantle role made to order for him. Even at the finish, after he has done all the finish, after he has done all the finish, after he has done all the finish, after the has done all the has a paraphrase of the famous cardinal volsey declaration: I wish I had served my country as well as I served the Sulfan.

Additions American and the control studies of Edgar Wallace's original are not discovering too much of the Fandon tate, and Nils asther, as a reward, he has a paraphrase of the famous cardinal voltage of the famous cardinal voltage of the famous and the control of the Fandon tate, and Nils asther, as a reward, he has a paraphrase of the famous cardinal voltage of the famous and the control of the Fandon tate, and Nils and the control of the Fandon tate, and the control of the famous tate, and the control of the famous tate, and the control of the famous tate, and



### KARLOFF

IN UNIVERSALS SHIVERY SENSATION

# THE BRIDE OF FRANKENSTEIN

WITH

COLIN CLIVE VALERIE HOBSON ELSA LANCHESTER UNA O'CONNOR

ELSA LANCHESTER UNA O'CONNOI ERNEST THESIGER • E. E. CLIVE PRODUCED BY CARL LAEMMLE, JR.

DIRECTED BY JAMES WHALE

#### House Reviews

#### **CHICAGO**

CHICAGO

(Continued from page 22)

B. & K. kept the radio industry happy by also spotting Edward Daw show the second of the seco

sor vaude.

Two respectres on the show are
the Three Swifts and act of Belett
and Lamb. Swifts went over as if
this were the first time they'd ever
played this house. A showmanship
mixture of surefire juggling and
clean-cut comedy business. Lamb
and Belett is the way this act wants
to be billed now. They can switch
the names around, but it's still a
genuinely ontertaining o one dy
Business excellent first show Friday.

Gold.

excellent first show Fri-Gold.

#### Metropolitan, Boston

Metropolitan, Boston

Boston, March 8.

The Continentale' is the tag on Harry Gourfain's stage show at the Met this week, and in its entirety develops into a tasty, colorful, diversified revue that easy to watch On show caught of the Metropolitan of Metropolitan



"Vanisty"—Capitol New York, March 6th—"Jack Powell sells his smart stuff to the limit of show-manship. He got a double nod without Hope's help being need-ed,"—"Ohic."

"Varier"—Chinese Hollywood heatre, April 10th, 1934—"Jack owell has the Ace spot and

He wears a chef outfit and manipulates his drumsticks all over the stage with telling effect."

NOW CASINO DE PAREE Personal Representative

MARK LEDDY 1560 Broadway, New York

#### FOR RENT

315-17 West 47th St., near 8th Ave., manufacturing loft, fully sprinklered, 48 x 88 each, rent \$1,800 per year, straight lease, elevator, suitable for all allied theatrical trades.

LOUIS CARREAU, INC. 10 W. 46th St. BByant 9-3696

in U. S. sailor costumes. Oke.
Way upstage, so deeply sunk in
the set that side alsiers out front
Cottette (Hungarian string group,
with two Cembaloms) carry on,
Miriam Lax, centered in the group
at a mike, vocals Play Fiddle, Play,
the ballet clung for their second and
best routine of the show, a tamboutumes. On their finale, Miss Lax
breaks in with the closing bars of
her song again for a nice effect.
Elending of the musical group, vocalist, bullet girls, and the stage
comised, and the stage
duction is one of Gourfain's most
commendable efforts of recent
weeks. Takes the revue around the
first turn and into the back stretch
without a hitch.
Patsy Bolan, personable blonde,

without a hitch e-monable blonde.

Parsy Bolan, service Eapheel virtues of the concerting, from 'Continental Varieties, which played the Hub about two months ago at the Wilbur, Raphael was good then, and he is seven more brilliant as the out.

If there was ever any doubt as to whether his masterful performance of classical music would click in a film house, those misgivings were immediately dispelled by the overplause that swamped him at the end of his opening number. From then on it was a question of whether he could get off.

Bilda girls then come on for a

of his opening number. From then on it was a question of whether, he could get off.

Bilda girls then come on for a bright, diverting, march routing. Many the could girls then come on for a bright, diverting, march routing. Many the could girls then these are waved, poised-and draped for a swell eye-filling effect that earns them warm applause.

Miss Bolan introduces and and draped for a swell eye-filling effect that earns them warm applause. Miss Bolan introduces and applause. Miss Bolan introduces and advantage picks up pickers of water and pours out wine, benedictine, creme de menthe, rya and begr in rapid picks up picks up pickers of water and pours out wine, benedictine, creme de menthe, rya and begr in rapid the same mixtures he produces, peppering the act with a load of good-natured intimous vein o

#### STATE-LAKE, CHI

STATE-LAKE, CHI

Chicago, March 9.

For some reason they have decided to cut down the vaude portion of this show from its former four-act run to three acts and stretch the presentation half of the control of this show from its former four-act run to three acts and stretch the presentation and stretch the presentation and stretch the presentation and the control of the presentation peculially worker to round out the six-act bill, or maybe they want to build up the presentation permitted by the presentation performers can hold up a show and whether Buck can stand all the weight of additional plugging.

Pretty good of rough spots in a couple of acts, After those rough spots are cut down spots in a couple of acts, After those rough spots are cut down show should play well. Pruning will take a chunk out of Eddie Hanley's burleyeau attemps and Elmer Cleve's routine can stand a little erasing here and there also.

Maximo opens the show, and it was worth walting those extra three or four minutes that the more handled back this audience for that short stall. A wizard on the wire, especially hitting with his drunk impression. Cleve is carrying two extra people for his and company. The present of the content to straight and wham the xylophone. The girl is oft and on misses. The opening of the act is particularly poor, with the girl trying to sing, but weefully, and attempting to dance, which in this case means shaking her shoulders. Act picks up repeat after it gets and could cut three or four minutes in the right in the principle. Maximo opens theose extra three was worth walting the stack wire. He more than paid back this audience for that short stall. A wizard on the wire, especially hitting with his drunk impression. Cleve is carrying two extra people for his and compared the burden of comedy on knock-about stuff and who makes good on accordion pumping besides. Cleve is content to straight and wham the xylophone. The girl is off and on with occordinal his carried and the straight of the act is a tempting to dance, which in this case means shaking her shoulders. Act picks up speed siter it gets out of one and into three. The marked of the act is content to straight and wham the same means shaking her shoulders. Act picks up speed siter it gets out of one and into three. The marked out of one and into three. The marked out of one and into three. The marked out of the act is content. Colored comedy team really mopped up with this audience. The marked out of the straight of the straight

generally. Smooth running act, which is a cinch anywhere but the classiest of houses. Act was split, the last half running neatly into the third member of act, a young hoter, arrives for the only real dancing on the show.

member of act, a young hoofer, arrives for the only real dancing on the show.

The show.

The show is a shown of the line of girls, who was more are contumed badly, are Ted and Mary Taft, whose big forte is the high kicking. Couple make a nice appearance, which carries them in large measure. Olive same act she used on acticacy the same act she used on a strength and the same act she used on the same act she was a family despited the same act of tracks. Eddle Hanley doesn't know whether to do vaude or burleycue. He has a femme in his act and he poems. The girl might get away with it if she were the rough-andready sort, but she appears like a sweet sixteen girl, which makes have the same actically is a support of the same actically in the same actically is a same actically in the same actical same ac

#### FOX, PHILADELPHIA

Sensational success of "The Little Colone" (Fox) here has resulted in the management holding it for a the management holding it for a hasn't been able to le in many moons. And, although Friday's biz was not so hot (weather breaks were all against 1t), bo. activity Saturday night indicated that third week and the sense of the sen

show was introduced Friday. Special interest centers in Louise Beavers and this colored film performer made a corking impression in her first bow in Philly. She is unostentatious, almost shy, and puts her material across with a minimum the state of the

Ward Wilson, retained from the previous week's bill, crashes through with some more similarities or radio celebs. This lad, a University of Pennsylvania grad, has made a big Impression here. His initiation of Bennsylvania grad, has made a big Impression here. His initiation of December 1997, which he presents four of the characters, and his George Givot are also top-notch. Phill Harris, who recently played the Fox, and Floyd Gibbons complete Wilson's repetitive.

ertoire.

An offering announced as Holtywood Revels, with no names programmed or listed, contains some surprisingly fast-stepping. In this Frances Byrne, Billie Byrne and Monica Byrne do three first-rate precision dances. Geraldine presents a next solo in the classical Haley team up effectively in a couple of agile footwork presentations. Marjorie Green offers a contortionistic dance that's above average.

tortioniste units of the containing much that is good, is the Melody Ensemble, a mixed chorus of 16, who warble semi-classic and popular numbers with nice effect. Five minutes out of the offering would Lain a lat.

lar numbers with interest of the offering would help a lot.

This week's bill is also immeasurably helped by the second March of Time, which the cricks here deemed better than the first.

Waters.

#### ALVIN, PITT.

should give Clyde Beatty some competition this summer; his handling of the cats is breathtaking and that stunt of sticking his head in a liger's mouth is an audience gasp of the cats is breathtaking and that stunt of sticking his head in a liger's mouth is an audience gasp and the still have been applied to the still have been and there gale, with the three pachyderns going through a series of showmanly tricks with remarkable precision. Troupe of three men and three gale, chiefy identified with vaude, flud a neat groove in the Bradan presentation and get over with room to spare through their flart-rate tumbling efforts. Others with room to spare through their flart-rate tumbling efforts. Others with room to spare through their flart-rate tumbling efforts. Others trapeze artists; Don Francesca, wire walker; Charley Sleerfst troupe of carialists, and Merrill Brothers and Sistey, equilibrists. Also programmed is Madane blad bradan, able to make show first day.

Bradan does the announcing and whole thing is carried off in real circus style. Half a dozen clowns, including the fanous Pelis, Adles including the fanous Pelis, doles the time with their well-known big-top routines, and they're running up and down the aisles almost constantly.

House, of courae, has no use this are on a three-week vocation gale theatre is going straight picture for fortnight period after this. No wings of any kind on stage, with roustabouts piling off and on and county of the same and the same and the program of the period the same and the program of the period their wall get its business this week. Peature is When a Man's a Marier period the same and half of kids, a pretty good tip-off of whee Alvin will get its business this week. Peature is When a Man's a Marier period the same and half of the same and half only pretty spare.

ORPHEUM, ST. PAUL

#### ORPHEUM, ST. PAUL

ORPHEUM, ST. PAUL

St. Paul, March 8.

With this house using WYCN aniateur acts for 30 minutes on Friday night's show, augmenting the film program and the regular five acts of R4C valve, ensuring the film program and the regular five acts of R4C valve, customers brigad in at 40 to page the usher brigad in at 40 to page the usher brigad in at 40 to page ten off. In the copy of the page of

and Marlene Dietrich both score buil's-eyes. Miss Bowan winds up with a socko takeoff on Mae West.

West.

State Brothers on next-to-shut in some fast footwork and knockabout stuff. Audience liked their fresh gab and breezy manner. Trio is well groomed and put themselves over with a punch.

Bill closes with frene Vermilion Bill closes with frene vermilion. Five girl trumpeters and a man at the baby grand give this act its full share of lustre and high class.

WTCN amateurs, who took up 30 minutes of the audience's time, radio station than the house. Announcer Bob deHaven, who emceed the stunt over the air from the stage, plugged the newspaper station-owners continuously. And with more like unemployed house-haunt-ers, it's questionable whether such a tieup, despite the reams of publicity it gets through the station's daily newspapers, does the house day's show that the audience will have to suffer through similar broadcasts once every week.

Living on Velvet' (War), Pathe news, short subjects on the film side.

#### Studio Placements

Hollywood, March 12. Sidney Bracey, 'Let 'Em Have ft,'

Reliance, Bracey, 'Let 'Em Have R',
Guy Usher, Pat Collins, 'People
Will Talk,' Par.
Charles Wilson, Lew Kelly, 'Nit
Wits, Radio,
Ruth Rose, Screen 'seature',
Radio, Ruth Rose, Screen 'seature',
Pomneti'

Radio.

Ruth Rose, screen treatment,
'Pompeli,' Radio.

Dorothy Parker, Alan Campbell,
screen play, 'Her Master's Voice,'

Par. Pat Flaherty, 'The Farrell Case,'

Fat Flaherty, 'The Farrell Case,' WB.
Arthur Caesar, dialog, 'Alias Mary
Dow,' U Kandel, screen play, 'Magnificent Obsession,' U.
Williard Robertson, 'Oil For the
Lamps of China, 'WB.
Grin O'Strien-Moore, 'Heaven's
Gatharine Doucet, 'Age of Indiscretion,' Metro.
Henry Myers, writing original for
Karloff, Col.
Fox.
Andy-Clyde, untitled-short-Col.
Claire Dodd, 'Men on Her Mind,'
WB. Madison. Raymond Hatton,
'The G Men,' WB.
Dorothy, Dearing, 'Redheads on
Purade,' Fox.
Ray Welker, Addim Tamiroff, Etia.

Porothy Dearms, Parade, Fox. Ray Walker, Akim Tamiroff, Rita Rozelle, Paul McVey, 'Secret Lives,' Fox. Stephen Morehouse Avery, Don Hartman, screen play, 'Suite Six-

Hartman, screen play, 'Suite Six-een,' Fox. Harry Bradley, 'Stranded,' WB. Ian MacLaren, 'The Crusades,'

Ian MacLaren, and C. Martin, Gaucho Lover, Fox.
T. Roy Barnes, Doubting Thomas, Irving Bacon, Redheads on Paradé, Fox.
Warren Hymer, Heaven's Gate, Fox.

Warren Addition of the Market Private Reach, Fox.

Mitchell and Durant, Firm-Beach, Fox.
Ted Parsons, Dennis Whatney,
Norman Rivkin, B. Reeves Eason,
Wallace McDonald, Barney Sarcky,
Ellity, Serial, Mascot,
Ann Dvorak, G. Men, WB.
Ramon Reachl, In Callente, WE.
Ray McCary, directing Rainbow
Tail/ Mascot, Joan Gale, same.
Ball Ratibone, 'Anna Karenina,' Metro.

Metro.

Jack Conway, directing 'Tale of Two Cities,' Metro; Ronald Colman,

same. Colin Clive, 'Men on Her Mind," June Brewster, 'Let 'Em Have It,"

Reliauce.
Borls Karloff, 'The Black Room Mystery,' Col; Henry Myers, adap-tation.
Robert Allen, 'Air Fury,' Col. Reginald Le Borg, tech advisor,' on Wings of Song,' Col. George McKay, 'Jim Burke's Boy,'

Only of the Month of the Month

Riskin, acaptatum,
Col.
Adrian Morris, Paul Stanton, 'Ago
d Indiscretion,' Metro
of Indiscretion,' Metro
onald Woods,
Donald Haines, Stranded,' WE.
Regis Toomey, G Men, WB.
Charles Chase, directing 'Okay,
Toots,' Roach, Jeannie Roberts,
(Continued on page 30)



ON THE HIGH SEAS

### ENRICA and NOVELLO

DIRECT FROM THE CAPITOL, NEW YORK AND HOTEL NEW YORKER, NEW YORK

TO THE CAPITALS OF EUROPE

#### News From the Dailies

This department contains rewritten theatrical news 4tems as pub-lished during the week in the dally papers of New York, Chicago, San Francisco, Hollywood and London. Vanurry takes no credit for these news items; each has been rewritten from a dally paper.

#### East

Two unrelated songs and a trilogy by Barbara Hutton and Elsa Maxwell to be published this week. Lawrence Tibbett will sing em. Columbia school of journalism to be a post graduate course, not taken concurrently with other attidles.

be a post graduate course, not taken concurrently with other studies. A post of the studies of the place of the studies. One studies of the studies o

tiements already made are not completed.
Proposition to introduce huise damees into the enteutainment siveniby sees to Congressmen nixed by Speaker Byractic of Plush, Kather of the Brown of the Beck.
Cornella Otle Skinner bringing in her new mono-play, Manslon on the Hudson, April 2.
Noble Sissis to try to form a Negro actors guid. To talk twelsh, Episcopal and Cathoic guids the

min representatives of the development of the photopal and Cathodic guides this Met accepts the Juliliard Foundation offer to back the regular season in return for an extension season at more modest prices. Herbert Witherspoon of the recommendation of the present and the season will be a season at more different manager, with Edward Ziegler remaining as builtness manager. Foundation will get three on the directorate. Season will be 20 weeks and retain most of the present stars. Season will be 20 weeks and retain most of the present stars and the present stars. Racul Querze, who's in the allmony club on account of back dues to Lydia Lindgren, now sued for annulment by Derns de Pamphillia to who should be a season a feet of the present who had been running a pin game. Decision virtually outlaws.

similar games whether played for cash or merchandlse prizes.
Supremo Court dismissed two of the five defendants in the damage suit growing out of the explosion in the Proctor theatre. Youkers. Holds that Westingtones and the court in the proctor theatre. Youkers. Holds that Westingtones and the not the process of the construction company.

Tuesaury dept. finally notifies cusa-

Yonkers Light & Power and the construction company.

Tresaviny dopt, finally notifies cuincing officers to admit \$100 more for liquor free white to admit \$100 more for liquor free where to Medinesday (\$). Sure they pay the excise tax.

Agron Fox of Deal Conservatione plans the production of several dramas by students. If they click, they'll be offered for pictures. Fox was formerly with Fox Dictures. Ellily Rose's contracts with players for Jumbo Carlo and Carlo

missioner to study European resultations on tooters.

Theatre Gulld said to be considering 'Parade' for its final offering. It's a revue with various parades as the motif.

Vernon Duke and Ira Gershwin to

ering 'Parade' for its final offering.
It's a revue with various parades as the moilf. The area of the Gershwin to collaborate on the new Shuberts—From rallored reports three times as many autos are transported asbeggage as their were a. year ago.

Song pluggers are now in the NRA music code.

Supreme Court has issued a summary future of the state of the

tions.

Richard Harrison appears to be in for a spell in the hospital. Just tired, but he'll be in 'for some time

yet.
Theatrical agency advertising for
two Eskimo girls for an interna-tional beauty revue. Dailies kidding,

but using.
'G' men-looking-for-a-N. Y. chis-

eler who recently sought to bribe a reasury official to alter the balance

eler who recently sought to bribe a treasury official to alter the balance to read the way he wanted so as to beat the number lottery. Was willing to pay \$1,600, so there must be real money in it.

Phantom of the control of the letter of th

park.

Mr. Sigvard Bernadotte in town with the Mrs. on their way to Hollywood and films. Used to be Prince Sigvard, of Sweden, but that's old stuff now.

that's old stuff now.

Rosa Ponselle back from Washington, where she chatted with the
President about opera. Says he has
the right idea. Larger house and
smaller admissions.

Ibsen playhouse in the old Minsky
stronghold finally got started
Thureday (7) when the National
Roof Garden opened with 'Ghosts.'

Roof Garden opened with 'Ghosta,'
'Times Have Changed' has had its
third act rewritten.

Eva LeGallienne made a curtain
speech at Pittsburgh last week.
Asked the customers why there
were so few of them present Urged
them to go out and spread the
word.

Clemence Dane did some prelimi-

Clemence Dane did some preliminary casting on 'Broom Stages' before leaving for London last week. Rehearsals in 'August'. Howard Cullman, of the N. Y. Port Authority and the Roxy theatre, now on the Labor Relations Board of NRA.

Stadium Mainteen and Copp. for \$60,000, alleging he was beaten up at a game last Aug. 14.

nance Corp. for \$80,000, alleging he was beater up at a game last Aug. 14.

American Ballet tacks another week to its run in N. V. Sticks until March 17.

Mayer Welsgel of M. W.W. Productions charged by 32 chorus girls in Commercial Frauds Court with paying them only \$12 week in stead of the \$50 nedular week the stead of the \$50 nedular service.

Mayor cracks down on licenses to hand organ men, but not before 14 obtained permits for the current

hand organ men, but not before 14 obtained permits for the current year.

Veat.

affort to abrogate the park property.
Actors Dinner Club forced to close. Demands growing too heavy, Idea was that paying guests would help the deficit, but payees are growing fewer. On a recent night there were but 12 payees to 136 on the cuff. Will continue if funds a saured.

there were but 12 peyode.

the cuff. Will continue if funds are assured.

Excitement at the Met. All the linnets want to chirp National Anthem at the benefit Mrs. Roosevelt is promoting April 2. She will be asked to pick the note-tosser heresti.

asked to pick the note-tosser herself.

Nijinsky's physician announces in Paris his belief that the dancer can be the state of the stat

End. 'Reunion in Vienna,' Cherry Orchard.'
Four persons were slightly inFour persons were slightly inBell of the '90s,' was Jammed in the
gate and apparently the fiame
reached the magazine. Of Frinceton
places music before painting and
sculpture. Says a picture or statue
may be enjoyed for five minutes, but
an opera will last three hours.
Earl' Carroll plans to bring a
replace Life Begins.'
Fly Away Home' resumes Monday night performances. Tried a
Thureday mat instead, but not successful.

Thursday mat instead, put not successful. Vessilovich Shivarchin, Russian dramatist, reported to have realized over \$50,000 in nyazitics on his non-propaganda play, 'Another Man's Child, this year. Recent liberalizing of law in Soviet permits of the control of

seum. Plan sponsored by Minister Goering after a visit to London, where he viewed Mms. Tussaud's 'Chamber of Horrors'. According to announcement, 10% of proposed new Rialto theatre site. I houge Fairbanks and Lady Ashley visiting Miami on yachting cruises from the Bahamas.

Chinese film fans of Shankhal display grief over suicide of Yuan their clothes off in atreets.

Tom Dorsey, ork pilot, moving his home from Merrick, L. L., to Bernardsville, N. J. 'He has purchased the Degner estate there.

Fraulein Emmy Germany's 'state actress' will wed Gen. Goering, Hitter adde, April 11.

Mayor La Guardia angling for law to permit kids in movies unaccompanied by "elders"—Sugested-segregating of the National Board of Review at the Hotel Pennsy' vania.

Vitale Fokine, son of Russian bal-

of Review at the Hotel Pennsylvania.
Vitale Fokine, son of Hussian ballet impresario, seeking a divorce from his wire, Maria. She counters with a separation suit, because with a separation suit, because the red book which hubby possesses, Race for decree started Saturday (8). If Supreme court, Manhattan, Helen Hayes tells in Toronto she's through with the acreen. Says all Hollywood has to offer is money. Rain was just a shower, Closse Hipp, opera to go to five, performances a week.
Mayor, stymied on his plan to

Hipp opera to go to five performances a week.

Mayor stymied on his plan to make Met. Op a muny art center.

Too many stockholders.

Irving Trust awardes \$35,000 in the RKO bankruter.

We have a stockholders.

J. Donovan, atty collects \$500 in Tobacco.

Routi Was the original deeter.

Starts in San Francisco Saturday (16).

#### Coast

Harry Langdon tells court he's down to his least \$20 and over \$100-\$000 has been controlled by the court of t

guardsmen.

Betty May, screen player, granted divorce in L. A. from Charles Spellman, furrier.

Police investigating L. A. picture houses which admit youths for used thre following complaints of missing

the following companies of spaces.

Nita Cavaller, film player, withdrew \$200,000 balm suit against George Benton Wilson, millionaire sportsman, when called for trial.

Extortion letter demand \$10,000 of Thelma Todd, screen actress, named Abe Lyman as go-between, Deemed a car.

Wife of Edmund Goulding, film director, died intestite, according to petition estimating estate at \$10,-

director, died intessute, according to petition estimating estate at \$10,000.

Clifton Edwards (Ukulele Ike) granted discharge in bankruptcy, clearing away debt of \$85,201.

Films showing Mrs. Murical Richert Brown of the state of the stat

street car company to snow shock from accident was not permanished. From accident was not permanished to the state of the

granted extension of her entrance permit until July 1. Albert A. Kaufman, former film executive, held for trial in Superior Court March 27 on drunk driving

charge.
English solicitor representing sister of Marie Dressler protests allowance of \$10,000 for late star's funeral, contending that any British peer would consider that. he had been very handsomely treated if his funeral cost as much as 500 pounds.

Annulment of her marriage Mexico to Nacio Herb Brown, sor writer, asked in court action Anita Page.

Theft of \$3,000 violin from his car reported to L. A. police by Joey Lee, musician.

musician.

Protesting that he had been hounded across three oceans and four continents, Harry Schenck, film director, given chance to make good the promise to meat arrent. director, given ohance to make good his promise to meet arrears of 4.300 toward, support of 18-year-old.
Garvin Foss, actor, convicted of Garvin Foss, actor, convicted of their his Lak, for accepting \$500 optomise to intinaception of their convenient of the convenient of the convenient of the convenient of the convenient of Louisville,
Charles Ray filed counter suit to divorce action of Mrs. Chrar Grant Ray, charging that she was the playful member of the family and not he, as alleged.

Adela Rogers St. Johns admitted taking a 3,000-mile motor trip with

he as alleged.

Adela Rogera St. Johns admitted taking a 300-mile motor trip with Enzo Fiermonte, fighter-husband of Mrs. Madeline Force Dick Astor, during court teetimony involving-custody of eyear-old son, guardian-husband, Dick Hyland, former Stanford football star.

Three more picture people were added to the week's casualties when Francis Lister, English actor, and Lamer Troft; Fox writer, checked in at hospitals for operations, and a severe flu attack.

Attendants at University of California hospital decline to discuss aliment which confined Myrna Loy.

La Scala Opera company granted permit to give 19 performances in city-owned Griffith Park, Greek the art east summer.

#### Studio Placements

(Continued from page 29) Frederick Munier, Constance Berger,

same.
Lynn Starling, screen play, 'Mag-nificent Obsession,' U.
Ferdinand Munier, 'Okay Toots,'

Roach
Lotus Liu, 'Oll for the Lamps of
China,' WB.

-Chester Morris, 'Storm-Over the
Andes,' U.Vare, 'The Revon', U.
Adolphe Menjou, 'Broadway Gondoller,' WB.
Edward Everett Horton, 'Crashing'
Sodety,' WB.
Lotan Erich Ale,' WB.

Joan Crawford, 'Garden of Allah,'
Metro.

Jed Prouty, Let 'Em Have It,"

Jed Fronty, Lilonel Barrymore, Public Here Too. 1, Metro. Tom Reed, Seton I. Miller, writing arn for 'Always Ready,' WB. Carol Graham, screen play, 'City.

News, Mascot,
Fred Niblo, Jr., Albert De Mondadaptation, 'Atlantic Adventurer,

ol, Guy Endore, adapting Witch of imbuctoo, 'Mad Love,' Metro.
Tod Browning, directing Witch f Timbuctoo,' Metro.
Bernadine Hayes, 'Break of

Meek, 'The Informer,' Ann Shirley, 'Chase Yesterday,' Radio.

Radio.
Sam Hoffenstein, screen play,
Pastry Maker's Wife, Par.
James Donlin, Man Proposes,

Fox. Neil Fitzgerald, ' 'The Informer,' Radio Una O'Connon

Inez Courtney, Sam Hardy, Break of Hearts, Radio, Victor Zobel, supervising City News, Mascot.

Wallace, Becky Sharp,

Carroll Graham, adaptation, City

Carroll Granam, adaptation, City News, Mascot. Adrian Morris, 'G Man,' WB. Mitchell Lewis, 'Oil for the Lampa' of China,' WB. Edgar Kennedy, 'Cowboy Million-aire,' Lesser.

### New York Theatres

#### PARAMOUNT TIMES

\* \* \* DAILY NEWS "RUGGLES OF RED GAP"

A Paramount Picture with CHARLES LAUGHTON-MARY BOLAND CHARLIE RUGGLES-ZASU PITTS ROLAND YOUNG

### **RIVOLI**

MAURICE CHEVALIER
In "FOLIES BERGERE"
Openins Friday, Feb. 15
SAMUEL GOLDWYN'S
"WEDDDING-NIGHT"
with Gary Cooper—Anna Sten

RADIO CITY BOCKEFELLER MUSIC HALL

DUNNE • ASTAIRE • ROGERS In "ROBERTA ON STAGT: "Cavalcade of Coler," Leoni-deff's extravaganza . . Ravej's "Bolers" by Symphony Orchestra, dir. Erno Rapet

ANN HARDING "Enchanted April" 25c to 2 Stoopnagle and Budd 35c to 7

AYFAIR Broadway at 47th Street N.Y. Premiere—An M.G.M Picture "SHADOW OF DOUBT" MIDNIGHT Show Tonite

ANY SEAT 7th Ave. ROXY Show Value

### RKO THEATRES



TRAND ing 9:30 a.m. "Gold Diggers 1055

ALL NEW AND DIFFERENT With 12 Stars, 6 Songs, 300 Girls ast day Kay Francis in Living on Velvet

CAPITOL E GABLE BENNETT "AFTER OFFICE HOURS" Znd Issue—"The March of In Person! BEN BERNIE and all the lads

STATE 45% SYREET 'CLIVE of INDIA' COLMAN On the AL CHAS, DAVIS Starts Friday
CLAUDETTE COLBERT
"GILDED LILY"

ASTOR B way 45th - At Popula Prices - Midnight Show N. V. Premiere-Universal Picture

"TRANSIENT LADY" HENRY HULL

### Going Places

By Cecelia Ager

Cloak 'n' Suiters' Holiday.

Tumult on Seventh ave. Upheavel in the garment centers. Fifth ave. rocks. Madlson seethes. Roberta's here.

Rober

guised, as customers, for a furtive look at what 'their' Mr. Newman's up to. Just for the price of a Music Hall ticket, the latest Newman collection. Zounds, quelle windrall!

Thus great hordes of garment manufacturers, sketch book in hand, swarm through the Music Hall. Macy's shouts through page ads in the aclies its first to present copies of gowns from Roberta. A braham & Realiss its first to present copies of gowns from Roberta of g

yes! Everybody's refined in 'Roberta', though. Refinement's Mr. Newman's forte. He makes lady's' clothes, they used to say in speaking of their Mr. Newman at Bergdorf Goodman, and that, too, would reecho up and down Seventh a've.

down seventh ave.

In Hollywood they can now say of Radio's Mr. Newman, wherever does
he find the so utterly, utterly right girls to wear his clothes, girls so
fine at giving his designs such a rousing break? Tail, slim, long-legged,
broad-shouldered, how can they miss? Well, they don't, save when
draped in prints. Prints acreen badly, kill design.

Everything Goss at Palace

A thorough-going good show, 'Anatol's Affairs', at the Palace. Conscientious about giving the customers a bit of everything, spectacle, dancing, comedy, logically developed staging. Versatile troups, the 16-girl line up, adept at taps, Oriental swaying, swift costume changes, elecorative stage dressing. Thoughtfully costumed in vaudeville tage, all the way from pale blue satin trunks and bandeaux to finale flash brevities contrived from seguins, feathers and net. Intermediate steps: black wrup-around skirts, silver cloth deuble-breasted Jackets with rhinestone buttons; military usherette suits, white mess jackets, black frousers, gold epaulets, red caps and pant stripes. These lively 16 aspire, the m., explains, to be Music Hall Roxeyettes.

-Peatured femmes: Jean Boydell, admirer of the grotesque cavortings of Fannie Brice, carrier's on-herself in white chilfton stucked with rhinestones, terminating at her knees. Hearty, hard working miss. Irmatette, Juloinist, high-licked-and-straight-woman, in-burni-orange-bouffantent. Several gals from the chorus expert-enough to be specialties. The little brunette in schoolegir blue skirt, blue cape, white satin blouse, disay comedienns trounded, on longue-tied delivery.

Did you know that the anatomy of the violin is a subject for serious and detailed study at the Galety (burlesque) in New York? That the most effective technique for playing the violin is also expounded at that scholarly house? That chests this season are being worn bare? That analysis are smart? That derrieres will be broader, flanks flabbler, watsf-lines thicker.

navels are smart? That derrieres will be broader, flanks flabbler, waist-lines thicker.

That the sag of a burlesque showghi's bosom can be somewhat counteracted it she stretches her arms overhead while posing, as a rose growing in a sequin flowerpot? That the Galety chorus has learned to do a staircase tap dance, often in unison That they lift the silver balloons in the schotlish routine as if they were 500-pound weights? That they don't seem cerribly ardent-about-their art?.

That Gladys Clark's diamond-shaped net wisp is the smallest costume in burlesque? That Miss Clark is the frankest strip tease maden in burlesque? That Miss Clark water no time getting to bedrock? That her act only begins when she's reached it?

That the Galety comedian, told to sleep wid, the baby, appears victure of the strip the second of th

Six Lumps of Sugar

Dear Ann Harding, dear, good, patient Ann Harding, at last, at long last, she's found a picture that really understands her, a picture worthy her very own goodness and sweetness and trust. It's called Enchanted April, 'it opens at an English housewives' club, it shows Miss Harding inspiring the housewives, it cuts to Miss Harding's hueband flinching at the loving holds of the vincing at the chimes in her voice, it takes her the loving holds of the vincing at the chimes in her voice, it takes her the full that the control of the control go back to her,

go back to her,
In 'Enchanted April' Miss Harding's got faith, hope, and whimsy. In
it she also plays a waiting game. Thus this time she has every right
to look starry-eyed into the distance, to move about like a prim midwestern wraith, to scuttle across castle terraces with little Japanese-girl
steps, to speak always as if she's bewaring the 'dies of March, It seems
Miss Harding is gifted with an intuition that tells her everything's going
to be all right, which she translates in low, vibrant tones that ascend just
a little at the end of each pronouncement and scare hell out of her
listeners.

listeners.

Miss Harding's looking very fit and comfortable in Enchanted April', since her role of deserted but never despairing English housewife requires of her no straining for chic. She does her inspiring and wriggling into the hearts of her little group in film; trailing garments that frains her beatific face with rufts of net and float after her in devoted clouds. Katharine Alexander, chief victim of Miss Harding's uplifting, takes it peaceably enough. Jessic Ralph, quite a character herself, struggles a built-longer ere-admitting deep down inside she's really a sweet old-lady. When finally they're all converted, there's a heart-warming scene on the terrace showing Miss Alexander embroidering. Miss Ralph weaving baskets. Jane Baxter sculpting, and Miss Harding encouraging.

#### Did You Know That-

Walter Connelly gave a suppar party, Saturday night, for Lucilli Geleson...looks like the ban on violets has lived itself. Cown, all the girls are wearing from the subsection of the subsection

Mary Frings and Species of Safapara Newberry looked exquisite, at the May-fair, in a black lace gown with no back, and not so much front, either ... Lillian Bond was also there, as well as Lady Furness, Gertrude Vanderbilt, Catherine Dale Owen, Bob Ritchie, Al Scott, Ronny Simon, Jules Glenzer, Jean Ackerman, Louis Glenzer, Jean Ackerman, Louis Shurr, Drucilla Strain, Bentia Glenzer, Jean Aokorman, Louis Shurr, Drucilla Strain, Benita Hume, Virginia Smith and Mrs. Bert Lytelit. There's a bit of frony in Dixie Lee's return to the Fox lot, for when at Fox under contract a few years ago she was forbidden to see 'that boy who sings with White-boy who sings with White-thew why. The accorded ever those orders, not that Miss Lee plaid too much attention, is still those orders, not that Miss Lee paid too much attention, is still there, and Miss Lee, of course, is now Mrs. Bing Crosby.

#### 16 Mm.

(Continued from page 23)

(Continue from page 23)
much the same basis as present 35mm. features.
Even with silent features a few
independent companies. Universal,
Paramount and First National raduced some pictures to 18 mm. size.
Universal actually built up what
Universal actually built up what
Companied & Home Film Library
companied all of its small-sized
feature pix.
How it Works Out
Producers place two years as the

feature pix.

How it Works Out

Producers place two years as the
length of time that the average feature has drawing power. In the
slient era, the companies held back
slient era, the companies held back
Guilet on the Western Front for
Guilet on the Western Front for
Guilet on the Western Front for
Helsase, with varying results. In the
case of such outstanding bor office
hits the companies preferred holding up any release on them for 16
mm. distribution. But in most instances, the belief is that the producer-distributor would not be
adverse to permitting a feature to bereduced to small-gauge film after
two years had elapsed from release

and years and easpeed from release dath. of it is with the proposal of the control of the contro tronize the theatre.

tronize the theatre.
The 15 mm group emphasizes the point that there will be benefits in every community perfoldically, and that where the producer and distributor gets nothing from them at present, with the use of 15 mm, subjects as contemplated, these non-theatricals would give them some compensation. ompensation.

compensation.

Meanwhile, the 15m boys have the wave of revivals now being used by many exhibs to counteract, their theories. Theatres using revivals are showing firms-more-than two years old.

### **Among the Women**

By The Skirt

Best dressed woman of the weeks CONSTANCE BENNETT ('After Office Hours'—Film)

When a Fella Needs a Gal.

Ben Bernle clowns in the old familiar way at the Capitol theatre. But what Mr. Bernle needs is a woman singer. One tires of the all-mais contingent. The line of girls is also sadly missed at this theatre this

what are beens it easily in the short and the feature contingent. The line of girls is railso, sadly missed at this theatre this week.

Program consists of the band, 'March of Time' short, and the feature picture, 'After Office Hours', starring Clark Gable and Constance Bennett, Latter film is a newspaper story and medicore. Miss Bennett, of course, or the start of the course o

Switch On Cinderella

Do you want to see Kay Pennils washing windows and scrubbing seleves? If you do, then see Livings washing windows and scrubbing with a rich aunt when the picture open and the picture of the living with a rich aunt when the picture open and the picture of the picture of the picture of the living with a pleating, as are the hips.—She done a tune of the picture of the pictur

the froat.

She roos to her wedding ceremony in a short coat of a striped material. The collar and front is banded with fox. Very striking is a long, pilan black frock made with high neck and long sleeves. A cerl belt has a cameo ornament. Tiring of living on Long Island and doing her own housework and wearing several simple housefresses, Miss Francis returns to the home of her aunt and is seen in a white vening gown, vulgarly cut in being not only backless, but also without sides. A ripple of laughter floated over the theatre when Miss Francis as ean in the largest hat in captivity. The hat, of velvet, had side plumes of paradise. The suit worn with this hat is black velvet, made when the largest had caught at the throat with a dismond brooch. The collar of the collar.

huge ermine collar:

Mary Ellis Surprises

The picture version of "All the King's Horses" hasn't the romantic element the stage, version had, nevertheless it. Is amusing entertainment. For one thing, it gives Carl Brissonn the propertunity to wearing uniforms so dear to a picture star. Mr. Brissonne Orders' song should prove so popular as his rendition of Cocktails For Treat's song should prove Mary Ellis is a real surprise. Hearing her on the Campbell program with Touella. Parsons, her affectations of speech medic on fear for her picture career, but evidently the director smoothed that all out. There is not a property of the search of these affectations in the picture.

Miss Ellis appears first in a white lace negligee and then in a black gown with sequin trimming. Pearl earnings peer from under a small hat.—A cloth gown-of a lightlish-material hay a sath bodien, see we are a spanel down the front. She looks yerly lovely in a peasant costume and sings charmingly from a window. A white stulle freck sparries with silver and is banded at the waits line with alive bands. A black negligee is frilled at the throat and hemmed with white. One of the lovellest of gowns is of white attificate chiffor made with normal waist line. The skirt is in layers with a collar of flat frills, and the sleeves, made very full, have two tucks.

The one chorus number is admirably done on a mirrored floor. Mr. Brisson dances as well as sings. The citylis behind thin are in long black satin gowns and long gloves. Another group is in black tulle ballet costumes. The bodices are black sequins.

After much heralding 'Rugsiles of Red Gap' is at the Paramount thektre and doesn't disappoint. In fact it will probably be one of the outstanding illms of the year.

Charles Laughton has finally convinced the picture people ha can de
comedy. There are many high spots in the picture, but none so high as
Laughton's readiltion of Lincoln's aspech at Getryburg.

Film is superbly cast and Mary Boland carries honors for the women,
athough Maude Eburne pushes her closely. Miss Boland has lost weight
and looks better. The princess models of the early 90's suit this actrees
well. Her. resemblance to Lillian Russell is remarkable. Gowns and
jewels are grossly and purposely exaggerated. Nevertheless, Miss Boland
has the knack of looking as though-ab- had just stepped from a bradiboxLella Hyams, in for a bit, also wears clothes of this period successfully.

Lefis Hymms, in for a bit, show wears clothes of this period successfully.

More Murder

Another murder picture at the Mayfath, called 'Shadow of Doubt'. It is fairly entertaining, with the mystery solved by no one else than Constance of the co



N.Y. DAILY NEWS GIVES CHARLESLAU BRILLIANT "RUGGLES" FOUR STARS! Able Comics Su Stay in Fine I By BLAND JOHAN (N.Y. Daily Mirror





### "Ruggles of Red Gap" Delightful Comedy!

Delightful Comeay.

TORONTO, Feb. 22— As invigorting as a spring tonic, the concedy,
acting as a spring tonic, the concedy,
acting as a spring tonic, the concedy,
acting as a spring tonic, the concedy
acting as a spring tonic, the concedy
acting as a spring tonic acting to the concedy
and the concedy acting to the concedy
the traditional principles, upholding
the tradit



a PARAMOUNT suttine orthine

SATURDAY, MARCH 2, 1935

THREE CENTS

makes you rock with mirth lay with sympathy, for the has pathos as well for the thas its climax in one of the tirring and novel scenes ever, a scene best left as a sur-

most atirring and novel scenes ever filmed, a scene best left as a surprise. Filmed, a scene best left as a surprise. IN "RUGGLES OF RED GAP". In "RUGGLES OF RUGGLES OF RED GAP". In "RUGGLES OF RED GAP". In "RUGGLES OF REG GAP". IN "RUGGLES OF RUGGLES OF REG GAP". IN "RUGGLES OF REG GAP". IN "RU

### **IEVES NEW**

### MOVIES EVER PRODUCED "Ruggles of Red Gap" is Top Comedy of This Year

Story of Engligh Valet Imported to Wild Western Town Is Filled With Laughs—it's at the Broad.

COLUMBUS, March 2—This is going to be a rave review. It probably will include a half-dozen weaker synonyms for the word "swell" in you're doing at the moment and hurry to Loew's Broad, it will have accomplished its nurrouse.

Eiggest gross of the

describing "Ruggies or and describing and the moment and hurry to Loew so when the describing and the moment and hurry to Loew so when the describing and the planet is purpose. The suppose of Red Gap" is recalled grown and the state of the suppose of Red Gap and the should delight the sold triends in the present filter to defined in the state of the suppose of Red Gap."

Bit of O. K.

Bit of O. K.

Bit of O. K.

But of



Charles Laughton first flashed on the screen.

MR. LAUGHTON, with shrewd period of the screen.

MR. LAUGHTON, with shrewd period of the screen.

MR. LAUGHTON, with shrewd period of the screen of the

"RUGGLES" opened RUGGLI biggest history a

### CHARLES LAUGHTON IS LEAD IN GREAT FILM!

"Ruggles of Red Gap" Directed by Leo McCarey



Crowds jamming the lobby of the Rossevelt Theatre at the opening of "Ruggles of Red Gap".

One of the best pictures that's Chas, Laughton Stars over come to this man's town is over in "Research of Red Cod"

at the Room of the Marry Leon years base. Adapted from Barry Leon years base. Called the Marry Mary Base with the Called him away from the Micawber, field in another than the son of Micawber, and the Micawber, from the Micawber, f CINCINNATI, Feb. 22. The sinister characters of Hellywood apa learn to have been grantly and a menesty. Over at the pagenral nearness, Over at the pagenral results of the single succession of the single succession of the single succession on the single succession on the single succession of the single succession of

CAPITOL, CINCINNATI 'RUGGLES" does two

top-weeks' business in one week!



it's the best show CTURE town!

### NBC Kills Listerine Pick-Up To Porto Rico Because RCA Not Used; Conquest to Fed'l Comm.

VARIETY

As the result of a protest put in by NBC, General Electric has withdrawn the permission given WKAQ. San Juan, P. R., to rebroadcast the Saturday mattinee Metropolitan operas. NBC has taken the stand that the program, which is bank-rolled by Listerine, may not be transmitted to terrifories outside the United States for commercial purposes unless the shortwaving is done by RGA Communications, Inc., NBC is a sister-ausbidiary of the latter company.

Conquest Alliance Co., which handles the Listerine air account. In Autor Chica, was advised by General Poots Rich, was advised by General Rolling and the pick up GB's shortwaving of the Sanday Charles and Charles an

short-waving of the operas overwaxAR, Schenectady, and rebroadcast them under the mouthwash tag.
Two weeks ago. WKAQ received a
cable from C. W. Horn, NBC's chiefcalled the station that
called the station that
called the station that
the station that
that to stop.
Conquest Interposed a. protest
against the order with both General
Electric and NBC. In.a-letter-signedby W. J. Becker, WGY commercial
engineer, Conquest was told that
since NBC had raised the quession
as to GE's authority in the matter
there was nothing for the electric
concern to do but suspend its permission until the situation between
Conquest and the web had been
Cleared up.
RCA Clause

Horn, who did the answering for

Conquest and the web had been cleared up.

RCA Clause

Horn, who did the answering for NEC, pointed out to Conquest that the Federal radio law stipulates that a program may not be rebroadcast without permission from its NEC will not be the state of the

#### Option Time at WOR

WOR artists' bureau renewed several vocalists during the week. Veronica Wigsins, contraits on the Moon Beams program, and Verna Osborne, soprano on the same hour, extended for six months. Song Weavers group signed for these extended for six months. Song Weavers group signed for three months. Channing Choir, 26 voices.

months. Channing Choir, 26 voices, under the direction of Dr. Dolph Martin, renewed for three months. Grace Pouvini also had her option taken up for three months. Charloteers, colored group, with Jean Goldkette's orchestra, and Marilyn Dules, soloist with the band, received new contracts this week.

Leah-Klar-tecently-Joined the bisiness staff as office supervisor. Sally Arnold now devoting all her time to Nat Abramson's department,

#### Campbell Soup Renews

Campbell Soup has feeleded to re-tain the Hollywood Hotel series for another 13 weeks, with William Bacher in charge of production. Bacher's contract will keep him on the west coast for that period. Radio phase of the canner's business will remain with the F. Wallis-Armstrong agency.

Armstrong agency.

Bradley Kincaid, making a month's vaudeville tour of south, following which he probably will go on the air over a Boston station.

#### Frantic Mother

St. Paul, March 12. Self-styled 'frantic mother' phoned WDGY that her 10-year-old son hadn't yet reached home, aithough school had been out over an hour.

been out over an hour.
Asked station to broadcast
an S.O.S. and then call police
for her. Said the kid's name
was Robert, but she couldn't
recall how he was dressed.
When switchboard operator
asked for more details, materbecame impatient and said she
couldn't state. Asp-longer becouldn't state. Asp-longer bedrawn of the best of the bridge
same.

### **JOE CHAMBERS DOPES IT OUT** FOR WLW

Cincinnati, March 12.
A directional antenna system is being installed by WLW to control its signal toward Toronto, Ont., at 50,000 watts and restore 500,000-watt power on all other channels. Idea has the okay of the Federal Communications Commission, which recently ordered the Crosley super to reduce its night sound-tossing strength from 500 to 50 kilowatts on complaint of interference by WLW with CFRB, Toronto. WLW has 700 position on the dial and CFRB occupies the 590 mark. The latter station is authorized to transmit at 10,000 watts. Cincinnati, March 12.

occupies the see mark. The latter station is authorized to transmit at 10,000 watts.

Directional scheme for WLW is being worked out by Joseph A. Chambers. Chambers expects new system will be in working order by April 1. Until then WLW will be 500,000 watts in daytime and 50,000 watts in daytime and 50,000 watts at high.

In June, 1332, Chambers perfected a directional antenna set-up for WSAI, also a Crosley station, which has 1,000-watt power at night and 2,500 watts during daylight. That Job was smong the first, if not the first, of tis kind-for-a commercial station.

#### TRIUMPH OVER RED TAPE

Radio Stations Finally Receive Code

Washington, March 12. Washington, March 12.
Row between the broadcasting
code authority and the recovery administration over posting interpretations of labor clauses of the radio
code cropped out last week when
codist headquarters mailed out a
long-delayed builetin and official
copies of station posters.
Responsibility for the delay of 15
months—in complying with, code
clauses requiring prominent display
of all labor conditions in each studio
was placed squarely on the government by James W. Baldwin, C. A.
executive officer.

ment by James W. Baldwin, C. A. executive officer.

Issue involved the question of whether coldsts could issue for posting copies of regulations embodying the official interpretations of code clauses issued over a year ago. Government said nix, claiming the interpretations were never officially of the control of clause requirements. of clause requirements.

sion for distribution of the analyses of clause requirements.

Accounting, for delay, Baildwin explained in official builetin dated Feb. 16 and mailed last week that The official copies were not sent you earlier because of a dispute between the code authority and the National Recovery Administration. We have contended that the official posters should display the explanatory-comments contained in code authority bulletin No. 1. We have explained that these explanatory comments have been the yardstick by which the labor provisions were administered and that to post the labor provisions without the explanations might disturb the relations between the proposed of the property of the provision without the explanation of the point that the explanatory comments in code authority bulletin No. 1 were never officially approved. This is technically trus.

were never officially is technically true.

#### Fidler OK'd to June

Hollywood, March 12.

Jimmy Fidler, radio's only transontinental film gossiper, has been
iven a contract extension through

#### Klein Joins Agency

Chicago, March 12.
Henry Klein, chief of continuity scribbling for Columbia scribbling for Columbia commoves over to head the radio department of the Frey & Aveyard agency, replacing Larry Triggs, who moves up into the copy department of the agency.

of the agency.

Klein's spot at CBS will be taken by Hal Hadson.

### Confirm Hearst's 780 Niche

#### Protest of Don Lee Against Publisher's Entry in Los Angeles Not Accepted

William Randolph Hearst cleared the William Randolph Hearst cleared another burdle in his effort to build a up a nation-wide chain of broad-casting stations Monday (11) when District of Columbia Court of Appeals uphel Federal Radio Comment of the Federal Radio Comment of the Radio Washington, March 12, William Randolph Hearst cleared

for shift for KFKB from 1,130 to 1,430, and renewal applications of KTM-KELW. Examiner ripped into Hearst finances, charging Evening Heraid Publishing Co. was not sufficiently well-heeled to take over operation of the stations.

Reversed Examines

Commission itself overturned the principles.

### **Inside Stuff—Radio**

CBS was after the Schmeling-Hamas fight from Hamburg last Sunday (11), but NBC got it by invitation and at the last minute.

NBC-had to take off the Tastyasar-commercial on WJZ to catch the fight. At that there was almost a jam when the Germans tried to push the fight up an hour or so.

Maryland Legislature, currently in session at Annapolis, last week passed a measure which forbids radio advertising anywhere within state of unauthorized insurance companies, firms which do not possess illeense to book bits in Maryland.

According to the wording of ban, commercials bankrolled by the restricted insurance firms cannot be heard in any manner by a resident of the state, though just how such programs, if broadcast by high-powered stations located without boundaries of Maryland, could be deficted from the Free State's borders is something that was not explained by the Legislators when they voted the ruling into effect.

Lehn & Fink agency, acting for Pebeco, Eddie Cantor and Harry Einstein (Parkyakakas), protested to Louis K. Sidney, of Loew's, over George Givot's alleged stage innuendo-that he was the Greek comedian on the Cantor show. As a personal air gesture to Einstein, ex-Boston advertising man who went Greek comic, Cantor is now announcing Einstein by name as Parkyakakas;
Givot's supposed reference at the State theatre, N. Y., was casual, but could have been misconstrued, it is claimed. Givot has Joined the Block and Sully (Ex-Lex) air program.

NBC through its sales promotion department disavows that Kleenex is shifting to CBS April 6 because the commercial couldn't get the required coverage from the network it is now on. Kleenex, says NBC, decided to move when it was refused permission to ring into the plus copy mention of a decodorant, Quest, which is manufactured by the same

copy mention of a deodorant, Quest, which is manufactured by the same company.

Kiesnax wanted to suggest a use for the deodorant that NBC thought would be entirely out of place, says the network.

Coincident with new policy of Columbia network is planning to shunt all nostrium accounts off its hook-up comes the contract on-the-web for the Kiesnex show, which starts April 1 on CBS after having been a local show on NBC station WENR in Chicago.

New Kiesnex show will also plug a body deodorant, the inclusion of which in the show was partial cause of the failure for NBC and Kiesnex to set together.

Squeals arising in France that the first broadcast from the Comedie Francaise—play was 'La Parisienne,' by Henry Beque—was a poor job, and since this is the first of 29 planned for the year, the public wants something done. Appears that Comedie just stuck a mike in the prompter's box and let it go at that, result being messy. Sound engineering was completely absent.

Odd situation is that of KSTP (St. Paul-Minneapolis) and the Orphan Annie program, aired over NBC. While the stanza is commercial and means revenue to the outlet, T. D. Rishworth, station's educational director, openly fights it whenever the opportunity arises. In remarks from the speaker's platform at several meetings, Rishworth has declared belilgerently against the program.

Speaking before the Los Angeles Chamber of Commerce, M. H. Ayles-worth, NBC prexy, named the 10 outstanding radio speakers in the following order: President Roosevet, Aifred E. Smith, Will Rogers, Owen D. Young, W. R. Hearst, Huey Long, Father Coughlin, Dr. S. Parks Cadman, Dr. Glenn Frank and Waiter Dannosch.

According to the annual report on RCA, the National Broadcasting Company during 1934, presented 46,240 network programs, including more than 300 from 30 different foreign companies.

As a New Orleans radio station was announcing that James Lejeune, Jr., had won an amateur artist contest, Lejeune died in French hospital (9) of pneumonia. He was to have been married in a few days.

#### GRANT INJUNCTION AGAINST WINCHELL

J. Walter Thompson's request for an injunction restraining Walter Winchell, the distillers of G. & W whiskey and the Fletcher & Eliis agency from continuing their testimonial arrangement was granted last week by N. Y. Supreme Court Justice Collins. In applying for the stay order Thompson charged that Win-

order Thompson charged that Winchell by letting his name and picture be used in a series of G. & W. and the series of G. Together with the application for an injunction Thompson filed a damage sut, asking \$50,000 each from the three defendants. Fletcher & Ellis is the agency on the G. & W. account and affected the liquor at leup with Winchell, who received \$5,000 for the service.

In handing down the injunction Justice Collins declared that there was no question of Winchell's being

In handing down the injunction Justice coilins declared that there was no question of Winchell's being bound to Thompson for his excluse sive radio and advertising services and that the alliance with the G. & W. product was in clear violation of his other contract. The decision discored the distillers and their agency for turning Winchell down when, after he had received a warning from Thompson, the columnist returned the \$5,000 and sought a release from his G. & W. bollgation.

Justice Collins averred that the defendants could not reasonably enter the would be difficult, if not impossible, to estimate the damages suffered by Thompson and Jergens, a proper case of injunctive relief had been established.

#### Don Lee Group Remains With CBS Spot Subsid: Some Affiliates Sore

olicy for Radio Sales, Inc., effective April 10, does not include the elimination of the Don Lee group. CBS, of which Radio Sales is a subsid, has decided to make an ex-ception of the Don Lee stations and

suosia, ass decided to make an exception of the Don Lee stations and retain them on the list of outlets that Radio Sale will continue to represent in the spot broadcasting field. Don Lee's will be the only stations remaining on the RS's roster that are not owned or controlled by Columbia,
CBS has received squawks from several stations about their being dropped from the Radio Sales list. These, Columbia-affiliated outlets-had found the proposition working out satisfactorily for them. They expressed themselves as resentful of the idea of being cut adrift just when things were going along smoothly and, after an interim of four months, forced to scout around for another representative connection.

tion.

Besides the Don Lee group, Radio Sales will after April 10 confine its representation to WABC. New York; WJSV, Washington; WKRC, Cincinanti; WBBM, Chicago; WPG, Atlantic City; WCCO, Minneapolis; KMOX, St. Louis, and WBT, Charlotte, N. C.

#### Fletcher Futures Roxy

With the program going off April-27 for the summer, Fletcher's Castoria is taiking a '35-36 deal with S. L. Rothafel (Roxy). Program will have completed \$4 weeks when scramming.

### **WRITERS 2% OF BUDGET**

### Advertisers Might Control News on Radio, Say Newspaper Publishers

Move is under way among news-paper publishers to outlaw the com-mercializing of news by broadcast-ers. Slated for introduction at the convention of the American News-paper Publishers Association, which opens April 22, is a resolution call-ing upon the Federal Communica-tions Commission to restrict the

ing upon the Federal Communications Commission to restrict the
airing of straight news to sustaining purposes.

Argument that the publishers
propose advancing in their memorandum to the FCC is that the
news cannot be kept free and uncolored when its dissemination is
paid for by any commercial interest. Document will contend that
the spread of the newscasting bankroller will develop a tendency to
avoid including anything that might
reflect unfavorably upon the industry or commercial interest concerned, and that eventually the
editing of the news will fail thic
the hands of the sponsor, with the
result that the way will be lett clear
for imparting the stuff with propaganda.

for imparting the same and ganda.

Meanwhile the list of national accounts supporting straight news broadcasts is rapidly mounting. Among these national advertisers are Phillips Packing of Cambridge, Ma', Continental Baking, Phillips Petroleum, Mennen Shaving Cream, Crazy Crystals, Alka Seltzer and Duco (duPont).

### **LOOK FOR NEW EQUITY BID**

Washington, March 12,
With general overhauling of the
broadcasting code probable in the
near future, round-up of talent
questionnaires was sent out by code
authority offices last week to bring
in stragglers who have falled to
file answers to codists' queries
about working conditions of actors and performers. No deadline
set, though.
Approximately three-agen-

tors and performers. No deadline-set, though.

Approximately three-fifths of the 600-odd answers were on hand when the hurry-up summons went forward. The tabulation of the complicated returns has progressed only slightly due to illiness of James W. Baldwin, and lackadaisleal stitude of thinoutly of the industry.

A general revision of the present pact as soon as Congress makes up its mind about the future of the Blue Eagle is virtually certain, and signs are that Equity will selze the epportunity to renew its drive for minimum fees for milke wrestlers. Codists accordingly want to be armed with facts and figgers before engaging in second round of this long-standing scrap.

#### KNX Sues KHJ, KMTR

Los Angeles, March 12.
KNX filed suits in Superior court here, asking \$500,000 damages from both KHJ and KMTR alleging slander.

Suits are a sequel to the battle etween KNX and local dailies in

Suits are a sequel to the battle between KNX and local dallies in which the papers threw the Holly-frond station out of their logs because of KNX's stand for independent news bulletins.

Charges egainst KHJ and KMTR are based on the broadcasting of an editorial from the Los Angeles Times in which KNX was put on the pan. A similar suit for \$190,000 against the Times is pending.

#### Phil Baker's Steady Job

Phil Baker s Steady Job.
Phil Baker completes two full
years for Armour's Friday (15).
With the exception of a five week
European vacation last summer its
been 194 consecutive weeks for the
comedian. Harry McNaughton
shares the same record.
Armour has given Baker a contract-ror-a\_thrd\_year\_which\_goesinto effect next year.

### **Prall FCC Boss:** Federal Judge **Job for Sykes?**

Washington, March 12.

First repercussion in Federal Communications Commission from Congressional dissent over radio regulation policies appeared Friday (8) when Judge Eugene O. Sykes stepped out of the chairmanship and was succeeded by former Congressman Anning S. Frail.

Frail of the Senate of the Senate of the Senate Interastic Commerce Committee and the Communications body by which Senatorial critics held their fire and permitted confirmation of the seven radio and wire rulers in return for changes, in Commish, personnel and policy.

Prail's promotion also was in accordance with White House desires, as it had been indicated when Fresident Roosevelt named the former Statem Island Representative that Sykes in time would step down. Prail has been serving as chairman of the broadcasting division succeeded former Commission. Exception of the Fresident Roosevelt named the commission for the present, it is reported he is marked for a post on the Federal bench, probably on the Commission for the present, it is reported he is marked for a post on the Federal bench, probably on the D. C. court of appeals, which has direct supervision over matters affecting radio, telephone, telegraph, and power. No vacancy open now but the administration entertains plans for increasing the number of judges to provide a place for at least one furits familiar with the administrative phase of such problems.

#### Ford Ponders Summer

Indications are that Ford Moto will continue the Sunday night con-cert series on CBS through the summer. Impressed by the fact that the mail drawn by the program has been steadily on the upbeat, Ford is reluctant to take a chance on losing this goodwill by stepping out for the

warm spell.

Account last week gave the series another 13-week extension which guarantees its stay until June 30.

#### No Amateurs—Proud of It

P. H. LasTayo, commercial man-ager of WAAT, Jersey City, wants station to be different. Has no amateur program and doesn't want

Norman Pearce is new assistant program director at WAAT under Dale Kennedy.

#### Sheffield Milk Tests

### SPONSORS RATE **SCRIBES LOW**

Comparatively Small Outlay Even on Big Network Programs for Writing Talent Compared to Pictures and Legit — Best Paid Radio Authors Work for Headliners, Not Programs

#### EDITING ANGLES

As, spenders for time and talent radio-sponsors rank among highest in the field of entertainment purveyors today. But as spenders for writers, and material, they are, close, to the lowest. Only branch in show business spending less for material than radio, pro rata, is burlesque, which hasn't bought a script or hired a writer in 10 years.

Radio is in the same position the film business was in in its early formative days. And, as pictures did, the sponsors will probably snap out of it and give as much consideration to the writer as to the star or the salesman. Pictures and serpits than radio. Dremtended wille—when the was using special material to an appreciable extent—paid more than radio to its writers.

2% to Writers Top?

#### 2% to Writers Top?

In radio its a high percentage when 2% of a program appropriation goes for the writing. Usually it's around

#### Writers' By-Line

Rule against giving credits to writers over the air has been lifted by NBC. Under the new policy the network re-serves the right to delete the credit line if it doesn't deem

serves the light of determine script worthy of writer-mention. By-line privilege applies to both sustaining and commercial programs.

Web had previously objected to the by-line angle on the ground that the thing might-ventually place radio in the same category with the screen, with the opening few minutes devoted to mentioning, everyone concerned with the program. It is anticipated that Columbia will fall in line with the new NBC ruling.

In new NSC ruling.

11/3%. Motion picture biz allots anywhere from 10 to 15% of a film's budget to the writing end, this goes for book, play or the original story, adaptation and screen play. It's in legit, however, where the individual writer gets the biggest percentage, from 71/3% to as high as 12/3% of a play's gross. In those cases where a show is a standout. Int, the play-wright sometimes gets many times, over the cost of production in royalites, besides 50% of those usually high picture rights.

In the pioneer days of the film business, little was paid for material. Usually the directors were also the writers, carrying the story on their curfs with this especially true of the comedies in those days. Whatever scripters were shot.

Whatever scripters were the comedies the comedies in those days. Whatever scripters were shot.

Tadlo, however, from the very day it discarghed its disners has

this being done suce the processing of the control of the programs and talent, paid and is paying very little. Example of one sponsor who appropriated \$1,000,000 for a 26-week program just started, with but 14% of this spent for material, is a common one.

These statements are not materially affected by such high-alvalat datefulant writers as Harry and the control of the control Brokenshire at WHN
Norman Brokenshire is slated to new kid script series. Billy and spaying very little. Exsiplace Mal, Bowes on Whyn's amsiplace Mal, Bowes on Whyn's amsteur hour, when the major goes show clicks it will be given a netstev to the Chase & Sanborn prosteur.

Announcer will follow the same a temporary in the week but Saturday and Sunday.

Program is plotted for every atand Sunday.

### A Big Razoo Slipped Windy Sponsor Reading Own Plugs: **2nd WCBM Audience Outburst**

#### Jolson on Shell Show

Al Joison returns to the air on Saturday, April 6, on the new Shell program. Program will run an-hour with Joison as mc. Shell Eastern, Shell Oll and Shell

Petroleum have combined on the sponsorship of this program. Will broadcast from Hollywood.

### NBC Claims 41 Signatures but **Won't Name Them**

NBC claims that it has obtained signatures to the new network contract from 41 stations, which leaves 34 stations to go. Web retuses to disclose the list of signators on the ground that the recalcitrant allies might take advantage of the into and get together on an anti-signing nect.

It is understood that among the It is understood that among the spots that are determinedly holding out against signaturing the NBC contract as it stands are stations in St. Louis, Detroit, Cincinnati, Milwaukee. Hartford and Boston, with the NBC associates in the latter two towns, WTIC and WEEL, respectively, having pledged themselves to stick together and approve nothing that isn't mutually amenable.

Roxy may be extended by Fletcher's Castoria beyond his present termer, which expires May 4.

Conn, who writes Jack Benny's material. Conn gets \$1,200 a week but is considered worth it in view of Benny's. The considered worth it in view of Benny's. The practice of Benny's material. Conn gets \$1,200 a week but is considered worth it in view of Benny's. The production of Benny's. The production of Benny's material. Generally from head-liners personally rather than from the production buget proper. Bob Andrews, a one-man literary factors of the production buget proper. Bob Andrews, a one-man literary factors are seen that the production of scripts weekly, mossly pabulum for kid programs. Basic rate of compensation per script was low. Andrews ability to keep half a dozen serials going simultaenously and his day laborer approach to writing allowed him to hit the big coin bracket on sheer mass production. Radio probably has learned that the wholeasier is not dependable. Specialists who write to fit the measurements and personalities of a program are now needed. In that the wholeasier is not dependable. Specialists who write to fit the measurements and personalities of a program are now needed. In that the wholeasier is not dependable examples of calling—in writers of prestige such as Howard Dietz, Courtney Ryley Cooper, etc., to perform special jobs. But this is far from typical. Radio has traditionally considered royalty as ending at the microphone.

When and if radio ponles up with some mazuma a better grade of literary skill will be attracted. Still another change that may first be more respect. Reputable writers will resent and refuse to counternace meddlesome office boys in advertising agrencies.

ance meddlesome office boys in advertising agencies.
Staleness of radio writing, paucity of ideas, the present from hunger, flocking to the tawdry amateur programs may all be blamed on radios willingness to string, along with hack writers who may know the vocabulary of advertising circles, but lack two fundamentals of authorsoip—imagination and crafts-manship.

Weekly 'amateur night' sponsored over WCBM by Moses Kahn Co, local clothiers, which about a month ago was turned into pandemonium when a horde of students cornered majority of the 500 ducats, had a second audience outburst, last week but for a different reason.

Jerome Kahn, scion of the house a lately akken to, reading the comercial copy on programs. Each week he has been lengthening the plugs and has now begun to plug a relative's store as well. Station didn't object to the other plug or the ever longer plug insertions on the half-hour shot. But, judging last week's episude, its essems that the audience did object—and rather unmistakeably and strenuously.

When the half-way mark was reached on the program, Kahn started rattling off the copy, during reading of which, audience (about 500) enined marked restlessness. Kahn grimaced at 'em and several times signaled for quiet. Audienced didn't precisely obey his gestures.

#### The Bronx Salute

The Bronx Salute

At program's conclusion, Kahn once more marched to mike, this time prefacing his commercial copy by directing a few choice remarks at mob, in essence, dressing 'end down for their noise, and admonishing that if they couldn't behave better, they shouldn't come. That served as a torch; the crowd burst forth with a monstrous boo, pierced by a few fancy spithets from the remarks of the counce. Kahn kept yelling back at mob, and the net result was that the ending of the program went out over the ether a jumble of noises. No copy was read, no announcements were made, no explanation. In fact, the winners of the amateurn' hearings were not even divulged—either to mob present at show, nor over all. Awards were made day "That makes two-audiences out-bursts in a month chalked against this particular program. After mult-

That makes—two—audiences out-bursts in a month chalked against this particular program. After mull-ing matter with WCBM, Kahn has decided to henceforth hold the pro-grams in a closed studio at station, with not more than a score of per-sons admitted.

### AYER MAY SHIP MAN ABROAD

N. W. Aver is scouting around for

N. W. Ayer is scouting around for a radio expert to take charge of its European broadcasting business. Man would operate through the agency's London-office.

J. Walter Thompson several months ago sent over Gordon Thompson, of the New York office's radio staff, to make a survey of the European air commercial situation and get the London branch started one program on Radio Luxembourg Thompson neturned to his local Job.

#### Eno's New Show

Eno Salts is not renewing for Mark Hellinger. Columnist's Wed-nesday night program on NBC will be replaced with an entirely new-talent setup when his present 13-week contract expires March 27. Same product's crime dramas will stay on the web through the sum-

mer. New Eno show, which starts April 3, will consist of Hal Kemp's orchestra, Sam Hearn and Peggy Bernier Flynn, Hearn and Miss Flynn are holdovers.

### RADIO SHOWMANSHIP

(Stunts, Tie-Ups, Program Novelties)

#### Outstanding Stunts

Hockey Tickets for Beer Caps WJBK, DETROIT

#### Hockey Tickets Get 'Em

Hockey Tickets Get 'Em Detroit.
Scimidt's boar using a free ticket offer over WJBK brought a tremendous response. Deal called for 12 beer-bottle caps for one ticket to local hockey games. Tickets were for home games of Detroit Olympies. So great were the demands for thekets that announcements had to be the company of th

#### Radio Letter Box

Taking a hint from the editorial page of the daily newspapers which the the page of the page

Some of them praise the station while others criticize but they are all read.

Tailor-Made Copy.

New York City.

Empire Gold a sponsor that habitually varies the commercial copy to take advantage of all topical developments, used smart slant for the Sunday (10) programs and the stategy of radio showman-ship. Verbatim copy follows:

Announcer: Ladies and gentlement, speaking for the Empire Gold Company, I want to say that the mention of the stategy of radio showman-ship. Verbatim copy follows:

Announcer: Ladies and gentlement, speaking for the Empire Gold Company, I want to say that the the tendency of the stategy of the stateg

Manufacture of the control of the co

#### Dept. Store Style Service

Dept. Store Style Service

World Broadcasting's Tobelogue
style service, just recorded a few
with the service and the control of the country.

Be the service and the control of the country. Series covers fashions
at the opera, night clubs and other
social spots. A direct merchandising
plan ties up with the warlous models
as discussed in the disks.

Concerns and stations the signed
Concerns and stations for signed
Company, WAMS, Springfield, Mass.;
Formian Company, WHEC, Rochester; Thailheimer Bross, WRVA,
Richmond: Loveman, Joseph &
Loveman, Joseph &
Loveman, Joseph &
Loveman, Joseph &
Rike-Kunier Company, WSMK,
Dayton; Wasson's WKEF, Indianapolis; Field-Schilck, Inc. KSTF,
St. Paul; the Emporium, KLX, San
Francisco, and the Union Company,
WENS, Columbus.

Children Ignore Statistics

#### Children Ignore Statistics

Onioren Ignore Statistics
With increasing number of automobile fatallites, the government plans to launch a six-a-week series of radio programs emboding safety sducation of children. Sponsor is the Department of Highways, with Fred Kantell, known to thousands

of kid listeners as 'Uncle Bob,' di

of kid listeners as 'Uncle Bob,' directing.
Difficult task to interest children in the safety problem. They find it uninteresting, are not impressed forget, instructions of the control o

#### WMCA's Cocktail Contest

WMCA's Cocktail Contest

Free drinks are assured at windCA's or the saured at windCA's or the saured at windCA's or the saured at the saured a

#### Hillbillies Mess Up Air

Hillbillies Mess Up Air
WERT Seems seellous in its deterinstation in the hillbill and the conthe present one of the library of the
flours daily. Station is reported rejecting offers for time from several
sponsors who were mountain music
minded. Station reputedly managed
to divert all but one of prospects
to other types of entertainment.
Idea at WERT is that hillbillies
may be okay for selling stomach
pumps, but they mess up the air.
John Morgover, the wants

tion.

Moreover, the people of Charlotte are a bit sensitive about hillbillies and like to dissociate themselves culturally from the Tobacco Road mob.

#### News Set to Music

News Set to Music Cleveland. Cleveland. Who's News Today? Is title of novel topical stunt by Al and Pete or the News of the Ne

Something like news-tunes.

Hazardous Chrore
New York City,
A typical Times Square crowd
mobbed A, L. Alexander, WMCA
announcer, on Sunday night (10)
in front of the Hotel Astor, stote,
As soon as Alexander began sorting
pedestrians out-for first-hand prattie, there was a rush and his glasses,
were knocked off and crushed. Miaged in the melee.
Station then filled in with planologs, Program started at 6:45 and
was over in two minutes time. Next
cluded nook for his man-on-thestreet stunt.

c88 Artists Portfolio
New York City,
Columbia Broadcasting System
will issue its artists' portfolio this
week, it is loose-leaf in construction with pienty of room for inthe columbia columbia columbia
work, detailed information is given
on all entertainment booked by the
artists' bureau. Night spots which
are covered by CBS names and
offer artists' bureau. Night is pots which
are covered by CBS names and
Advertisers, cilicents, press, etc.,
will receive coples.

Guessing the Band Lancaster, Pa An effective system control of the transcription program with plenty of spots scattered through it has been developed by WKJC bere in its 'Uninvited Guest' program.

'Coby different bands as the feature of the program of the progra

name correctly the bands involved.

Lancaser, Pa.

Currently WXIO: is using Miss Margaret Critichfield, librarian of the public library and Dr. Darreid Larren, College public speaking and Larren, College public speaking and weekly char on them head to do a result of the public library and Dr. Darreid and Rithri. Pair talk about author as well as the book and compare it with related works in the field and other works from the same pen.

WGAL using much the same deal na single handled by Paul Rodenhauser, station scripter, is contemplated the content of the content of the contest of the

subjects, a build up on the problem leading to the book is to be drammitzed by station players with the book being declared the answer to it all as the players end their bit. Reviewer will then do his stuff.

For Parents Duluth.
Of appeal to mothers of small children—and cuncles, aunts and College of Air series, conducted by Superior State Teachers' College. Course is one in story-telling and child literature. Taught by Blanche L. Bares, supervisor of the primary broadcast direct from the classroom.

Practically a laboratory course. Each student is assigned a 15-minute period of story-teiling, followed by constructive criticism from the teacher and other students.

Presons who wonder work the teacher and other students.

Persons who wonder work the teacher and other students.

Persons who wonder work the teacher and other students.

Persons with worder work the work of th

#### Sponsor Fanfare

Sponser Fariface

CKCDTs anyel: family a Vancouver.

At Peace with the Worlds anyel.

It is a considerable or me anyel.

It is a considerable or me anyel.

Three amounters a letter simultaneously, spell out the name of the sponsor, creating an unusual affect as it blends into the three sponsor, creating an unusual affect as it blends into the three sponsor, and peace with the world spell of the sponsor.

Program uses the musical Calangis Family, playing stringed instruments. Just as successful as the introduction on the first program was the sole by George Calangis.

#### Home Pride Playhouse

Home Pride Playhouse

Bridgeport.

Thome Pride Playhouse, commercial offshoot of sustaining Open House annateur-studio and guestain the property of the proper

#### Program Contrasts

Program Contrasts

WSAL whispers Cheinnati.

WSAL whispers Waby brother, of Crosleys party was body brother, of Crosleys and the Contrast of Crosleys.

New Saturday show of station offers half hour of Negro amateurs, remoted from the Cotton Club, Chastly reverse of that program is piping of hearings of coroners inquests on auto fatalities in attempt by muny and county officials to cunb traffic accidents. The county traffic accidents, arings and quarter-hour afternoon talks of crime prevention by chief of Cincy detectives, Emmet Kirgan, from his office, also are handled by WSAI.

#### Measles Alters Script

Messies Alters Script
Duluth
Unreckoned with adventure of
Buddy and Glinger, on the program
of that name airing daily over
WCCO, happened when an hour before sint was to go on word came
(Rauch) had come down with an attack of messies and would be unable to appear.
Script, which had the kids preprogram of the service of the service of the
more mention made of Buddy's
measies and no immediate explanation of his absence.

tion of his absence.

Window Plugs

Chicago

WGN, Chicago Tribune station, tied in with Waisrcers' drugstores in the came of t

### New York Radio Parade

By Nellie Revell

Local radio stations are divided into three classes by the Musicians Uniou, Local 802, which is the NY body. Class A consists of the network stations WEAF, WIZ, WABC and WOR. These stations have a staff of musicians (housemen). Class B consists of WMCA, WINS, WNEW, which independent outlets also employ staff of musicians but at a lower wage scale. Class C are stations like WHN which employ no act of musicians. Likewise on the charge per remote pickup broadcast the crisis of the construction of the construction of the capital stations why some of the smaller stations can attil feed dance tunes to dialers, many a spot will pay the \$1 charge but not the \$3. Meantime the Class B outlets are grumbling. Claim that networks can pickup out-of-town bands which they cannot; smaller stations have band tunes as explained above; while they have to play records or sign off since they can't afford to keep the house staff working overtime.

Oomba. Boys Heard Tricks?

Irving Aaronson, now at the Paradise, was auditioning musicians preparatory to his opening. A call was issued for hose players. About 20 of the boys were called, and thanks to an error, the entire hatch showed at the same time. Aaronson listened and was amazed at the lack of talent until he was enlightened. It seems that base players have their own individual tricks and will not show them in front of the other boys. Okay for a competitor to watch while on the job, but no dice at an audition.

GBS Visitors in N. Y.

James C. Hanrahan, general manager of KRNT, which gives CBS its
first basic station in the Des Moines area starting March 17. Other
visitors included Harry Butcher, general manager of WJSV in Washington; Archle Shawd, seles manager of CKLW at Detroit-Windson; and
Sam Cook, owner of WFBL in Syracuse, N. Y.

Sam Cook, owner of WFEL in Syracuse, N. Y.

Short Shots

Katherine Seymour of the NBC continuity dept has resigned after 9½ years of service... The Linit-Phil Spitainy girl band show will shift from Thursdays to Tuesdays at 9:30 on April 9... Connie Gates replaced Gladys Baxter, as fem soloist on the Outdoor Girl Beauty Parade on CBS...

NBC is loosening up on its song plugger restrictions. The tune-sellers are now admitted to the studios during daylight, but comes-dusk and the convention of the studios during daylight, but comes-dusk and the convention of the Bernie broadcasts. Brother Horman have been booked for the Ben Bernie broadcasts. Brother Horman have been booked for the Ben Bernie broadcasts. Brother Horman have been booked for the Ben Bernie broadcasts. Brother Horman have been booked for the Ben Bernie broadcasts. Brother Horman have been booked for the Ben Bernie broadcasts. Brother Horman have been booked for the Ben Bernie broadcasts. Brother Horman have been booked for the Ben Bernie broadcasts are broken to be supposed to be the broadcasting speaked be so the subject to be the broadcasting speaked be despite a heavy cold. Jack claims he is going to open a ciching shop on Fifth avenue... The Do-Re-MI Trilo lost their mother, Mrs. Ross, last week... Tony Stanford had to draw chalkines on the studio floor for use of Jane Cown in Lilac Time for Lux. To complicate matters Miss Cowl kept forgetting her glasses... A. L. Alexander, WMCA chief announcer Leslie Marcus to Leslie Marshall.

#### Scrambled Notes

Gerambied Notes

CBS will air on the Kate Smith show a scene of "Three Men on a Horse' directly from the stage of the Pleyhouse theatre taken while the regular Wednesday matinee is being performed. St. John Tarreit of various Bway shows han been added to the cast of The Shadow. Ann, Kathrine and Callidge are now doing commercial on WMCA... Don Bestor of the Jack Benny shows auditions for an inaurance company and a cosmetic maker this week. George Givot is now a regular part of the Block and Sully show. B&S recently hied themselves to the Central Park Zoo where they posed with a batch of monkeys. .VI Bradley birth-dayed on Sunday...Peggy Bernier Flynn has been signed for a series of Warner Bros. shorts. (But the Bitlyn studios have been closed?)... Mildred Munson has joined the Modern Choir as soprano soloist. She will sing with the group on their Friday and Sunday we commercials and with the Roy Campbell Swanes Singers on Sunday afternoons.

and with the Roy Campbell Swanes Singers on Sunday afternoons.

Stand By

Peg LaCentra and Bob Lawrence have been okayed and set as the permanent talent on the Radio City Party for RCA on Sateves... Benton. & Bowles renewed Francia White sefective to June: "David Preedman-de Sowles renewed Francia White sefective to June: "David Preedman-de Struest Truex... Junny Saphier handling in June 1968. Denny ork and Ernest Truex... Junny Saphier handling in Porners and Abe Brodskin to his ork... Enoch Light's press agent claims he is set to play the Legion of Honor ball in Parls. France. Abe Lyman to return to Calify at a tour of one nighters... Leon Belasco ork to leave the Casino de-Parce in two weeks... Jack Berger now has eight bands playing under his name... Bob Granf, will be 31 years old on Thursday (14), and his band is partying him at the Miami Beach and Tennis Club that night ... Phil Spitainy's sponsor (Linit) is conducting a house-to-house poil in ... 25 citles to discover what time the woman favor for listening-in... George Bijur of CBS is son-in-law of Roys... Thomas Rellly is new MBC production man. Has been new for past three weeks... Parkyakakas started as ad solicitor for the Boston American at \$30 per in 1923.

velope advising recipient to tell friends that if they're interested in being given same service by station, send along their tags and ad

tion, send along their tags and addresses.

Brochure lists contests and give-away chances in alphabetical order, together with name of program, and situatics of contest. Current week finds 23 separate programs offering either a contest or something for mothing. Has been discovered that even the most blood-acceptance of the contest of

#### WDEV's Special Permit

WDEV's Special Permit
WDEV went on the air nights for
the first time, obtaining a special
permit, to broadcast the deliberations in the Vermont Legislature on
the Green Mountain Parkway program.
Urged daytime listeners to wire friends within a 500-mile radius that the station could be heard at that distance after dark.

Dramatize Court Trials

WBNX, Bronx, is to dramatize New York Criminal court trials with Gifford Lash scripting: Radio audi-ence is to act as the jury. This is 11 1841 URU 18410 'Med Appeare jou

is the first time for ilsteners to de-liberate on true cases.

Names, places and dates will be fictitious, but the continuity will be an actual transcript of the court record. Sort of a guess-this-one idea.

#### Radio Takes a Bow

Centenniai exposition corporation used city's radio stations, WRIK, KRLD, and WFAA, as well as newspaper ads, to promote obening of bond issue sale. Result first two days: \$1,309,800 in pledges.

Theatre-Sponsor Tie-Up
Providence.
Four downtown theatres are benefiting through a new commercial
broadcast over station WEAN. Prostam worked up by Frank Dodge,
local advertising man. Soid idea to.
Brownell and Field, manufacturers
of Autocrat Coffee. Dodge dispenses
books supplied by theatreon prices
books supplied by theatreon points.
Radio audience is asked to write
essays on pictures talked about, and
winners receive free ducats.

#### Campus News

Dallas.
University of Texas on SBS net
twice weekly from KNOW, Austin,
with Walter Cronkite broadcasting
campus news. Okiahoma City univ.
also on SBS through KOMA, Okiaalso on SBS homa City.

Chicago, March 12. Frankly afraid the Chicago Fed-

cration of Musicians will have too strong a grip on its midnight pro-

### Reporters Classed as 'The Enemy' In WFBR's Teletype Romance

Baltimore, March 12, WFBR has adopted elaborate precautions since the Transradio wire has been run into its, quarters. Teletype is located on eighth floor of 
Chesapeake Bank Bidg. A local 
newspaperman, Skip Goora, 
newspaperman, 
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way with any publication of any sort off the eighth floor of building unless permissioned and escorted by an exec of station.

Fact that all the studios of WFBR are on eighth floor also makes for peculiar situash. One step off elevator and everybody is scrutinized and must sign a sheet of paper, declaring presence in place and purpose. That even goes for people working for the station. Including Gordon working on Transradio apparatus.

Precautions are prompted by station's desire to keep from squabbling with U.P. A.P. and logal dailies over sources of news. Desent want to let anyone cop any of their stories on which they sometimes get priority. Latter consideration, has given rise to the official order that bans all publications of coron the entire eighth of the space to a visiton, when the work of the space to a visiton, showing of the space to a visiton showing of the space to a visiton showing of the space to a visiton where some announcer had discarded it. Direck cautioned all hands upon matter and when told that the mag carried no news nevertheless ruled that hence were new means and when told that the mag carried no news nevertheless ruled that hence. when told that the mag carried no news, nevertheless ruled that hence-forth not even mags were to be brought up to the eighth floor.

#### **B&K Talent Lukewarm** To Free Broadcasts: Theatre-WGN Deal Off

Chicago, March 12.
All vestiges of tie-in between
WGN, Chicago Tribune station, and
the Balaban & Katz theatres have
gone up in smoke. For several the Balaban & Katz theatres have gone up in smoke. For several months WGN has been carrying a 'Chicago Theatre of the Air' show in a tie-in with the vaudeville talent at the Chicago and Oriental loop theatres of the B&K circuit. It was formerly carried direct from the stage of the Chicago every Tuesday for 30 minutes at 9:39 p.m. Pur this stunt was yanked when

Tuesday for 30 minutes at 9:30 p.m. But this sunt was yanked when Jack Benny inserted some plugs for the Herald-and-Examiner, rival morning rag. This frightened both WGN and B&K and they called off the from-the-state they called the from-the-state they called the from-the-state they are suited to the from-the-state they are suited to the from the from

their promises to bear to the show.

Two weeks ago all the daillies and especially the Chicago Tribune carried splurges that the show would be led by Ethel Shutta. At the last, minute Ethel Shutta bowed out. And last week the same thing happened to Pinky Tomilin at the Ori-

ental.

WGN hit the celling and the tieup is off.

#### Baldwin in Bathrobe

Washington, March James W. Baldwin, broadcast code authority executive officer and r Radio Commission secretary,

former Radio Commission secretary, has been laid up at home for two weeks suffering from combination of sniftles and over-work.

Rest period probably will continue through this week. Meanwhile, only routhe business being done by code headquarters.

#### WFBR's First Dividend

Baltimore, March 12.
WFBR has declared a full year's
dividend which will be paid to stockholders next Friday (15). It is the first dividend the station has

se the first carried the seaton has ever paid.

According to stailon's statement for fiscal year "31, a sock of suirplus coin was set aside for a dividend phis is being used and counted as a pickup from final nine months of last year. Extra dough added last year. tor fiscal year "31, a sock of surplus coin "was set aside for a dividend flak is being used and counted as a pickup from final nine mantis, of pornily. New equipment which has last year. Extra dount aided represents the first quarter of '35.

#### Irish Tenors

Boston, March 12.
Italian Amateur hour on its second broadcast over WAAB was renamed the Prince Macaroni International Amateur Broadcast.

Broadcast,
Sponsor and station found
out that strictly Italian slant
was wrong. Amateur shows
in Boston have to make allowances for When Irish Eyes

### STORM NIPPED **PRESS THANKS RADIO**

St. Paul, March 12. With a glacial storm sweeping down from the north and demolish-ing all means of communication be-tween Duluth-Superior and Minne-apolis-St. Paul last week, radio kicked in with the greatest rescue act ever seen hereabouts. And with newspapers completely out of luck for word news, radio, fully cognizant of treatment usually ac-corded it by the press, turned the other cheek and delivered the goods.

With telephone, telegraph and light

oner these and desired he good the telephone telegraph and light with the source of commission, and with WEBC (Duluth-Superior NEC affiliate) operating on an auxiliary transmitter with only limited power. WCCO (Minneapolis-St. Paul Columbia outlet) served WEBC all day Tuesday (6) in transmitting news bulletins, distress, calls, and, emergency, incessages for power and communications company officials.

Without radio's intervention and help all newspapers in the Duluth area would have had to carry only local-news, since for the first time in history both the U.P. and A.P. lines were completely disabled.

A frantic call from M. P. Thighen of the State Bond of Health at Duluth. Attention, WCCO. This is disabled to the control of the state state of the state pand two holo units and swo 10,000 units and wo 10,000 units. All controls have a typical appeal sent over the other in behalf of public service. Soon the message flashed back from WCCO, was a typical appeal sent less had sent the anti-toxin on Its way.

WEBC. Was unable to join NBC, and instead of the usual chain programs, road information, warnings as to live wires on the ground under the weight of gleet, and distress calls were frequent as the stranger and dramatic conversation between WEBC and WCCO came over the loudspeakers throughout the day. WCCO, shot A. P. builetins to WEBC, where two stenos-took them down in shorthand. These notes, world's headline news for the day, were then delivered to the local newspapers.

were then delivered to the local newspapers.
First to go on the air locally trying to make amateur contacts was KSTP, with Ken-Hance, asst. mgrabroadcasting an appeal to St. Paul amateur radio operators to try to contact Duuth-Superior anateurs, Stan Hubbard, KSTP gen. mgr. with Elbert Asch, station engineer, worked with Les Grube, St. Paul, witose call citters, WOLEX, were soon picked up. by .Milt. Malloy, WogRRI, Duuth, and a fine contact established, which was continued throughout the day.
Newspapers generally accorded unstincted praise to radio's splendid efforts and assistance. Without radio all the papers in the Duluth area would have been sunk for the day. St. Paul and Minneapplishrugs also did right by their 'little knell,' giving radio the best and most unselfish break it's had hereabouts in months.

#### Supreme Court to Hear Case Involving City's Right to Tax Radio

RADIO

Washington, March 12.
Test of the right of state and city governments to impose. Bleense taxes on broadcasting stations was assured Monday (11) when Suzuka and the state of t argued that since the station oper-ated under a license from the Fed-eral Government it was free from

state or municipal regulation or taxation. state or municipal regulation or taxation.
Georgia Supreme court held that the city regulation was not repugnant to the Federal Constitution and upheld power of city fathers to sock Oglethorpe \$300 annually for right to operate. Ordinance required eyefy person, firm or corporation engaged in any business, trade or occupation in the city to register and obtain a license.

Arguing that city invaded Federal- jurisdiction, university cited prior decisions of Supreme Court on interstate, nature of broadcasting, including WBT case when tribunal said no state lines divide radio waves and similar cases affecting telegraph companies.

ing telegraph companies.

#### Peggy Joyce on WOR

Peggy Hopkins Jóyce may air over WOR as a fashion commentator Sunday, March 24, at 5:30 p.m. for the Sally Fur Studio program which is moving over from WMCA, New Yor, Sterr and years when the sunday of the program since 1931 shifts to WOR. Nat Bruslloff will be the batoneer.

### Musician Control of Midnight **Period Prompts Chi Stations** To Schedule Studio Talent

#### WBBM 50,000 WATTS

Chicago, March 12.
Communications Commission last week okayed the request of WBBM, the Columbia station here, for 50, 600 watts, a 100% hop in power.
Expect to be running at 50 kw. by April. Will make it four stations in Chicago, operating at top strength: WBBM, "40%, WENR and WLS. Latter two, however, share time.

### GAG RULE ON **ADVERTISING** IN S. A.

Buenos Aires, Feb. 26.
Radio programs in this country and throughout many Latin nations have swung from one extreme to another. Culttering up of the air waves with extraneous ballyinco is decidedly out. In place of hearing programs devertising, numerous stations in South America now have set up a rule that only 10 percent of a 29-minute broadcast may be devoted to sponsor ballying. Formerly the old 30-minute program was weighted down with 50 percent advertising matter.

Some stations have gone so far as to limit a single announcement to 100 words in half-hour-broadcasts.

Makes Fourth Chicago Station With Super-Power

grams three Chicago stations, WGN, WBBM, and WENR, are tak-WON, WBBM, and WBMR, are taking steps to reduce the number of dance music pick-ups during the late hours. While union strength in setting conditions under which remotes may be carried is chief factor in the stations policy other factors are probably of some importance.

First, stations would like to attract late evening commercials but, believe the cost of dance music sponsorship would be prohibitive for the type of sponsor who might favorably consider midnight or after.

### Second, with all stations occupied with a steady diet of dance muste it is feet that breating up the schedule with studio talent is not only cheaper but a welcome program variant. It's about the same situation that Chicago has on summer afternoons with the air flooded with baseball and the non-fan simply ignored. It is argued that jazz muste is not the first choice of the entire late listening populace. **Union-Stations** Fail to Agree In Philadelphia

Philadelphia, March 12.
Negotiations between the Musicians union here and Stations WPH-and WIP have again snaged. Last week it looked as if both stations would put in house staff orchestras but now it's cold due to a union contract clause which the stations consider a Joker. Clause would prohibit stations breaking up the playing time of the musicians.

As an alternative to a house orchestra WPIL will use men when and as needed at the \$10 per broad-cast union rate. WPIL-is-now-feeding half a loosen programs to ANSO Musicial 14,400 will be a looked to the \$1.255 for a house group. However, WPIL-is not obligated until Aug 31 as would be the case with a staff orchestra.

### New Blood, Capital, Ideas, Energize Lethargic Philadelphia Radio

Philadelphia, March 12.

Under a cover of smilling friend-ship and inter-studio-exec -lunch-cons, Philip-radio is griding for the first real sales battle in its history, Past six months or, more have seen local studios expanding, budgets, building new headquarters and importing expert management personnel. All this is regarded as being in preparation for a challenge to existing leadership. All competition giuse appeting policy for trolling WCAU and KYW, who have been top Philly broadcasters since the perking days of 1928.

Radio here in the past, with the exception of some small indies, had been a question of department store publicity adjuncts rather than broadcasting as a business. Change started when Levys soid 50% intersection of NBC-Wk-siting house studio, KYW, after its move from Chicago, together with their own Clincago, together with th began for a \$100,000 new studio.

Job, which goes into complete operation—next week. In—the—sameline, the resignation of Prank Lanning, the resignation of Prank Lanning, and which a seek and the season of the property of t

#### **Edgar Guest as Actor**

Chicago, March 12.

Household Finance show will he rearranged shortly to build up Eddle Guest, the Detroit poet, who now is among those present in the current Household Musical Mem-

ories. Program will be switched to a script show primarily with Guest playing; a character. Music will be shot down to a minimum. Agency and sponsor feel that they can get more out of the Guest name in that manner.

#### Gertrude Berg Set

Starting date on Colgate-Palmonive's House of Glass' program is set for Wednesday night, April 17, over-the "NRC"-blue network. Gergandesse-will-enact which borders around a small country hotel bloes.

country notel idea.

Alres at \$130 EST: in the spot then vacated by the Log Cabin hour. Super-Suds is the Colgate product to be plugged. Benton & Bowles, luc., is handling the show.

#### Canaries Rested-Back

Canaries Mested—Back
Dickie and Blue Boy, pet canaries
which have been resting for the
past year-eturn-to-the aliways over
WMIA, New York on a Tuesday
and Thursday morning broadcast.
Jirds are radio Vetcans of sevoral years experience. They work
without a union card.

VARIETY

JOE COOK, ROLFE ORCH.
With Tim and Irene, Phil Dusy,
Lucy Monroe, Peg LaCentra, Lew
desaria
COMMERCIAL
WZ, New York
Showmanship values on a basis of
instalment No. 1' seemed pretty
mixed up in the Goodrich Tire program. Last minute switch from
Doc Rockwell and Ted Lewis to Joe
complished some of the mixing
which time can straighten out.
Meanwhile the 45-minute program
is mangy with commercial copy
written into the script all the way
written into the script all the way
haps if limited to Cook and two or
three gags, but Tim and Irene
(Ryan and Noblette) were loaded
down with a dozen puns on the
words Good-ich or Silver-town or
represented as exclusive with Goodrich;
Despite the bright interfudes of

represented as exclusive with Good-rich.

Despite the bright interludes of Cook comedy and favorable impressions by cast members generally and the committed by the sales copy. It was repetitious, shouting, overstressed. Every pause in the music or the gagging tended to develop a defensive refex against the commercial copy, that got to be expected and dreaded. A few, times Goodrich resisted temptation, but salipped in either raw as straight spieling or thinly disguised with parsley as comiedy. It was categorial to please Goodrich dealers but, not itsteners.

spieing or thinly disguised with parsiley as comidy. It was calcupitated to please, Goodyich dealers but, mand out of the yaudeville bits. That concerns as far as developed the love-of a circus-equestrienne for the man. on the flying trapez, whose heart seemingly belongs to another land of the yaudeville bits. That concerns as far as developed the love-of a circus-equestrienne for the man. on the flying trapez, whose heart seemingly belongs to another land of the love-of a circus-equestrienne for the land. On the love love land of the love with casual billing and limited opportunities with a voice of fexible timbre and easy melody. Lew while tim and frene continue to reveal the land of the love land indection in delivery. They are assets to the program and it presumably la not their fault that the radio advertising has been charmed outside the stefty zone by the successful of the stefty zone by the successful control of the stefty of the control of the

cart before the horse. Land.

MILDRED WINDELL
With Carl Fenton Orchestra
Fring Solkow, J. Edward Bromberg
15 Mins.
COMMERCIAL
WMCA, New York
Conventional quarter hour at 8:46
F.M. EST Thursday nights. Sponsor is the Elan footease products,
primed for atricity local distribustores in New York city and other
metropolitan drug outlets. Dr.
Henry A. Gartner, podiatrist, spiels,
the commercial plug.
What Midred Windell, soprano,
the Carl Fenton orchestra, and irvihalf the Senton orchestra, and irvihalf the Senton orchestra, and irvila Edward Bromberg of the 'Awake
and Sing' company do, they do adequatter hour commercial pleasantly
and the Fenton combo accomps in
like manner. Solkow is heralded as
a Broadway figure, he in turn introducing Bromberg, whose appearance may be charged off under the
head of general exploitation on behead of general exploitation on behead of general exploitation on behead of general exploitation on the
Ade, Spiel is kept at a judicious
limit.

Act spies is any Act and Act spies is any Act and Solith Mitch Kaleikoa, Ramona Gerhard and Bolnie Berg 30 Min. Solith Minch Kaleikoa, Ramona Gerhard and Solith Minch M

AMELIA EARHART Skit 15 Mins. COMMERCIAL WJZ, New Yor

See Hina
COMMERCIAL
W12, New York
Beech-Nut gum people bring
Amelia Earhart, transoceanic fiver,
onto the air via their la-minute
program of the result of the result of the result of the series of t

auss Earnart records nicely, offering a voice that is, both appealling and clear. Can.

VIICE OF LOVE
Franklin McCormick, Eddie House
Franklin McCormick, Eddie House
Sustaining
30 Mins.

WBBM, Chicage
This show of some well with the selflater than any other straight show,
other than dance band, in the radio
cutertainment field. It indicates a
trend of radio stations away from
music and an attempt to bring some
diversification into the list evening
periods.

Grant Stations are some some some
music and an attempt to bring some
diversification into the list evening
periods.

The station of the voice of
tamelines type of show, but is
particularly almed at romantics and
their love problems. Style of the
program not only alds and abets
romance, but also attempts to
the first 15 minutes of the period
the voice of Love reads some of
the hottest poetry ever read into a
microphone, interspersed with ocmicrophone, interspersed with ocmicrophone of Love reads some of
the voice of Love is two persons;
McCormick doing the talking while
Eddie House, who plays the organ,
also fills in by singing the various
asame voice of Love. To one not
knowing of this arrangement the
change of vice tones is not apSecond is miuntes are devoted to
the reading of letters from heart
problemings and the advice as delivered by the "voice." Of course,
the is no mystic, fortune sales
the is no mystic, fortune aller
the later the same
problems which were told 3,000
years ago, and which are still news
and of interest to humans. Same
with their same old-as-the-hills and
new-as-the-morning-sun worries.

If a shokey and corney program,
but it does demonstrate that some
the the program selection of the selection of the selection of the
sigmund Some and the advice of stations
after 10 pm.

be the program schedule of statuons after 10 p.m. Gold.

TALENT DETECTIVE
Signund Spaeth
Talk, Songas, Instrumental
Sustaining
WEVD, New York
In addition to doing a time disk
Sigmund Spaeth now serves WEVD
as the talent collector and m.c. for
show is conducted with the utmost
decorum. Missing are the usual
shananigans that mark this type of
program. There are no bells or
program and the program
to program. There are no bells or
program to be a time to program
to program. There are no bells or
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There are no done to the time to program to the time to pr

ALGONQUIN LUNCHEONS With Thomas L. Stix Sustaining 15 Mins. WOR, New York

WOR, New York.

Idea back of this series of broadcasts, skedded for 12:46 now every Tuesday. Wednesday and Thursday. Tuesday. Wednesday and Thursday. Ided as haphasardly as the first two days. Execution thus far has been wretched.

Thomas L. Stix is a young man who knows quite a number of curred to him that the Algonquin as a rendezvous had pay dirt possibilities. So, he arranged to lunch there on the three days in question with the celebrity at each cloth and butter with a mike listening in. That's the idea. Eavesdropping on the famous.

Algonquin heretotors has for Names and the state of the same and the state of the same and the sa

FRIENDS'
With Lucille DuPont, Maggie Wiley,
George Beuhler
Diso
15 Mins.
COMMERCIAL
WBAL, Baltimore

15 Mins.
COMMERCIAL
WBAL, Baltimere
Series of platters plugging Callfornia Perfume products and judgeand the plugging Callfornia Perfume products and judgefornia Perfume products and judgeand entertainment. Beubler,
bartone, backed by the ork, trumdies through portion of a bailad artadata. The whole heart of the profram was an unvaried succession
of plugging, and that sort of thing
doesn't entertain.
Two gals, billed Lucille and Maggie, alternate pratting the plugs in
gie, alternate pratting the plugs in
gie, alternate pratting the plugs in
fier alternate pratting the plugs in
fier alternate pratting of the promark that during month of March
the Golden Wedding Ann'y of Mr.
and Mrs. D. C. McConnel is being
elebrated by apparently everybody
from coast to coast. Couple in questioning firm.
Frogram caught also contained a
brief and sugarily-romanic description of how the McConnels first
met, and, it is understood, all the
platters during March will shewise
the pair's marital biles and bis success. Worst boner pulled when
caught was the asking of the listeners to 'pardon' while a puragraph of
chatter was directly aimed at the
were also requested to warmly greet
company's house-to-house selling
staff, since they're 'good folks' and
your 'neighbors and friends'.

ERNIE STANTON

ERNIE STANTON

ERNIE STANTON

6 Comedy

15 Mins RCIAL

WASC, New York

Ernic: Stanton did a solo flight
on the Bond Bread Sunday profigram while Val is on the sick list.

His Piccadilly chatter is in direct
a contrast to Crumit and Sanderstant Stanton in the second of the second second of the second of the

THE LISTENER SPEAKS Talk 30 Mins. Sustaining WOR, Newark

30 Minas Sustaining WOR, Newark
Hors's a real novelty, It's the radio version of Constant Reader, Vox Pop. Letters to the Editor, the radio version of Constant Reader, Vox Pop. Letters to the Editor, the such Journalistic departments in almost every daily newspaper. Listener speaks his or her thoughts on current events, per peweys, etc. and the period of the perio

KFWB 10TH ANNIVERSARY All Star Revue Two Hours Sustaining KFWB, Hollywood

Straining
KFWB, Hollywood

By taking advantage of its studio connections (Warner Bros. also own connections (Warner Bros. also own connections of the control of the contro

Armstrong, Harry Warren and Al Dubin. The latter pair's Many Happy Returns of the Day was the University of the Day was the President Harry Warner apole-gized for speaking catch-as-catch-car, saying that in the happy expectancy of becoming a grandfather he had left his script at the hospital Station's call letters, he stated, for 'Keep Fighting, Warner Brothers'. Benny Rubin followed, and said that he added another W, making the call letters read. 'Keep Fighting, With JWarner Brothers'. Rubin was all over the Fighting with JWarner Brothers'. Rubin was all over the Frender more morey. Rubin was all over the Frender more more, and doing an on-and-off' emoce. The Rubin sketches are so well known around sketches are so well known around nay other in the country, credit for public service was taken by the statement that it added in bringing. All in all, a swell show for the Statement that it added in bringing of song hits from Warners musicals by the Forbstein ork, Jolson managed to get in a mammy song, and even Lylo Talbot warbled a ditty.

ORGETS IN THE AIR.

ORGETS IN THE AIR Children's Fantasy 15 Mins. Sustaining WINS, New York

New York Junior League is taking filing at children's radio entering filing at children's radio entering filing at children's radio entering filing at children's plus production is smooth and carries zip. Voices, crisp in the Hepburn style, blend well to the yarn which is enacted.

Orgetts are invisible to the human.

Orgetts are invisible to the human.

Orgetts are invisible to the human.

Orgetts are invisible to the human of the mursery problems. This time a hide-and-seek game concerning a fashionable white rodent. Two leading Orgets filt under doors and slide over books. A sudden music swiring they are escorted all over the adometer and the sum of the property of the sum of the su

and they are executed an order of the profile of the port and it is ather clever. A picture drawing order ducted along with the adventure which again stimulates younger minds. All parts are played by members.

EDGEWORTH TOBACCO 'Corn Cob Pips Club' Backwoods Rsvus 30 Mins. COMMERCIAL WOR, Nswark

39 Mina
COMMERCIAL
WOR, Nawark
This program of Virginia hilbilly
cut-ups has been on the air several
years. On previous coasions, as
show here has been on the air several
years. On previous coasions, as
show here has been on the air several
years. On previous coasions, as
show has been to dad. Richmond,
distant markets Cutrent distribution of the show is an oddity in itself taking in WOR, Newark; WLW,
Clincinnath, and John Sheard's
group of signal-tossers in New Engsous of signal-tossers in New Engsous of signal-tossers in New Engsous modifications have occurred
in the Cora Cob Pipe Club but they
are not drastic departures from the
original pattern. They sither and
corror mesh.
Action of the market of the container
where the container
whole program is charty and informal with a reasonable likelihood
that it will find devotes in the
after corn cob charges, There's
sending in a part of the container.
Whole program is chatty and informal with a reasonable likelihood
that it will find devotes in the
after corn cob charges and the contracted. Needless to the sydivided into two major classificattions—those who like hillbilly, entertainment and those who don't.
New York and New England have
of diversion which fact may
rated an asset for Edgeworth.
Talent dees not stand out. One
performer, if about as good or as
bad, as the next. There are no
bunch. of, guitar whamming, ballad-ripping, pun-poping crackers,
Program's charm lies in its easygroup, unpreferindomens. It kids its
self, talke about its Three-year old
in the berrayrd and has a party.
That farmer's frolic atmosphere
will strike responsive chords in
many hearts.

MINNEAPOLIS \$WMPHONY
ORCHESTRA

straume. Ormandy batoned all diversity was interspersed with commercial gab by Anna Campbell, Detroit poetess, who also read two of her rhymes. Miss Campbell is skedded to remain here expressly for this stint's 13 weekly airings-skidning from the money end. On 9-9:30 CST every Saturday from now on, winding up May 18. Musiclaniship exhibited at the interspersion of the stint of th

MINNESOTA MERRY GO ROUND With 'Rome Roberts' Political Chatter 10 Mins. COMMERCIAL KSTP, St. Paul-Minneapolis

COMMERCIAL
KSTP, St. Paul-Minneapolis
Here's a program which started
without benefit of ballyhoo and has
grown into an ear-puller. Thome
Govern, public relations man for
the Minnesota Department of Agriculture, and although his job indicates the why for his nom de radio,
and would suggest the necessity of
soft-pedalling on the chatter
and vanida suggest the necessity of
soft-pedalling on the chatter
in the property of the control of the
light with the property of the
property of the property of the
Specially hot during legislative
session. Afra dally except Saturday
and Sunday, 6:20-6:30 p.m.
Reschick.

IDEAL WALTZ TIME
Music, comedy dialogue
15 Mins.
COMMERCIAL
WOAI, San Antonio
An early morning daily session
financed by a building supplies
company which hits the air via
Texas Quality Group, originating at
Texas Quality Group, originating at
the company of the service of the company
morning. First part of stanza is
devoted to waltz tunes by a smooth
band.

devoted to waltz tunes by a smooth band.

Latter part of stint is dialogued by Sio and Ezy, using a blackface dialoct. Commercial is briefly the strength of the home is in meed of rapain.

Keye.

#### Improbable Broadcasts

No. 10-'The Program Originally Scheduled for This Period Will Not Be Heard'

By Bob Landry

Chimes.

Announcer—The program originally soheduled for this period will not be heard. But this time we're telling you why.

Sound effect—Typewriters.

Announcer—You are in the offices of the Triple X Expectorant Company. The directors are discussing their forthorning radio program.

President—We must be very careful in selecting our entertainment.

President—We must be very careful in selecting our entertainment. Triple X Expectorant, mother's first thought when the baby coughs, has never been identified with anything dublous. Now the question is—is Shakespeare good enough? Sales Promotion Mgr.—Shakespeare indoubtedly possesses many, of the high quality standards welke to agocate with Triple X.

First V.-P.—Shakespeare is required reading, in college. Maybe he would be required listening on the air.

the air.

President—But we can't be too careful. There must be no offensive joke, no suggestive lyric in any song, joke no suggestive byric in any song, as sinc upon anybody's race, nationality, religion or economic group. S. P. M.—All right. Let's consider Hamiet. He's pretty pessimistic. Is it a good idea to associate pessimism with the sales message offered a mother, worted over her child's coust?

First V.-P.—That's true. And Romeo and Juliet were disobedient to their parents. Will the mothers and fathers who buy Triple X like that?

that?
President—And it occurs to me
that King Lear might be controversial. It might seem like propaganda

that King Lear might be controversial. It might seem like propaganda for the Townsend plan.

S. P. M.—And with Richard the Third represented as a scoundrel, is it not possible that some adoring young mother looking down in the cradle at her own sleeping Richard might feel some resentment?

President—That settles it. No Shakespeare.
Music—Transition.

Announcer—Triple X Expectorant decides to take no chance on offending anybody with Shakespeare an drama. Instead they decide to sponsor an amateur program, This is practically a novelty. My decide to sponsor an amateur program. This is practically a novelty of the amateur program of the framework of the third program of the different program. Sound Effect—Nose bladder.

M. C.—Ha ha, ha, that was the rapod and loud means good and loudy. An in-between toot on the Bronx waxoo means fair to cotten, and one hot very strong totten.

good and lousy. An in-between toot on the Bronx wazoo means fair to rotten, and one not very strong birdle means not bad but we're kinda bored. Boy, do we have fun! Tune in every Wednesday. You'll

be amazed as Triple X Expectorant digs up more weak-in-the-beifry boobs than you ever heard of. Sound Effect—Nose bladder. M. C.—Look who's here. What's

Voice-Icahahod Crane

Voice—Icahabod Crane,
M. C.—That's a pretty nifty haircut you got. Only next. time. have
them use a bigger bowl. I see your
pants have air-conditioning at the
knees. Where do you work?

knees. Where do you work?

Voice—I'm unemployed.

M. C.—Ha, ha, having a vacation
on the government, eh? What's
that, your underwear? Oh, you just
wash up to the wrist. Well, what do
you think you can do?

Voice—I sing.

M. C.—You'ne sure of that?

Voice—I'll try.

M. C.—You'll try? Have you tried
to get a job?

Voice—Yeah, but there ain't any.

M. C.—I don't like your gplrit. I seem to detect a little undercurrent
of resentment. What nationality
are you?

of resentment with a decimination of resentment with a mare you?

Voice—Jugoslav.

M. C.—Just a slob, eh. Ha, ha Well, don't flike it here, go back to where you came from. Go ahead and sing. Voice (quavering)—Boy o' Mine.

Sound. Effect — Nose bladder

Sound Effect — Nose bladder (loud).

M. C.—Back to the bread line, just-a-siob. Whole next?
Timid—Please, mister, I play da fiddle and because I don't speak da English very good, please mister don't make fun from me.

M. C.—You can't take it, eh? Listen, if you're going to stay in America you've got to be able to take a little good-natured joshing.
Timid—Yeah, sure; only I' don't understand so good what the joke she is.

M. C.—You should take some Triple X Expectorant and get rid of that garlic breath. Well, go ahead and fiddle.

and fiddle.

Timid—Plays violin.

Sound Effect—Nose bladder.
M. C.—Nobody, will make fun of
your fiddle-playing. It's too sad-to
be made fun of. Ha, ha, I'll bet he
makes better music eating spaghetti.
Well, look who's here—Mae West.
Is that a pillow? Triple X Expertorant is good for that.

Woman—I am the moth—of six
children.

Woman—I am the moth of six children.

M. C.—Ha, ha. I'm a stranger around here myself.

Sound-Effect-Crash.

Announcer—The M. C. is out cold. The president of Triple X brained him with the client's ashstand. So that is, why we say the program originally scheduled for this period will not be heard.

#### TIME, NEWS-WEEK IN PANCAKE BUILD-UP

weekly magazines, News Week and Time are using World Broadcasting disk service, to test new stunts and for advance ballyhoo. News-Week's Magazine of the Air delves into current events as scripted by Fred Smith. This is a

seripted by free Smith. This is a 15-minute platter which is being issued to 70 stations out over the country on a test hour.

Time has completed a series of quarter-hour dramatizations of its March of Time film. Very impersonal continuity, but plenty of propagated on the new ward in the new tends of the new te aganda on the new trend in the news-reel field. Sent out to 26 sta-tions to let the public know more about this new development. It is about this new development. It is a sort of talking trailer service for the weekly's sheet and film. Placed through B.B.D. & O. agency.

#### Booth Fish on CBS

DOOIN FISH ON CBS
Chicago, March 12.
Booth Fisheries going network on April 23, with the show, Fish Tales, which was on a local test some time ago on WBM on a one-weekly basis. Click has caused the contracting with Columbia web for a twice-weekly period.
Will ride on 26 stations on the Columbia network every Tuesday and Thursday morning. Being set through the local Sellers Scryice agency.

#### 'NBC CO-ORDINATOR'

Leslie Joy to KYW, Phila., From N. Y. Sales Dept,

Philadelphia, March 12. Leslie Joy comes in from the New York sales department of NBC to become NBC co-ordinator at KYW which is operated by the Levy Brothers, owners of WCAU, the Brothers, ov Brothers, owners of WCAU, the CBS station. Some quarters pur-ported to read significance in the appointment, but this is not verified. Understanding is that the original contract between the Levys and NBC provided for the designation of just such an official, but there has been delay in naming anybody for

#### CBS Acts to Entertain White House Press Mob

White House Press Mob
Columbia Broadcasting System
will supply, all the entertainment for
the White House correspondente'
dinner to President Roosevelt on
Saturday evening, March 23, in
Washington. About 10 artists will
be sent down for the show, which
will run over an hour. This is not
the Griddron dinner.
Ralph Wonders of the artists' bureau is in charge of arranging the
program. Kate Smith, Jack Pearl,
Benay Venuta are among those tentatively set for the entertainment.
If definitely alected, it will be the
fourth time for Miss Smith to sing
before U. S. Fresidents.
Two networks alternate annually
in supplying acts for this function.

#### The Ether Version

Kanasa City, March 12.
Neighbors who used to ask good-acted do used to ask good-acted do used to ack good-acted do used to the state of the state of

### TAPER OFF ON KATE SMITH **AMATEURS**

Changes contemplated in Kate Smith's Hudson Terraplane program will include more comedy and less amateur stuff. Those personal ap-pearances on Columbia key stations re to be called off for the time being, as some of the spots are too far removed from the metropolitan stu-

dlos.

Harry Conn at work on scripting this new type of program. Guest stars will be used and a general continuity expanded upon. Amateur contest is to continue, however, later on.

#### Chandu Back Again

Chicago, March 12.

Hardy perennial of radio, Chandu, the Magician, anaps back on the ether on WGN, the Chicago Tribune station, this time for Sterling products. Will hit five times weekly on an 8-8:15 p.m. callon

Sterling products. Will int nive times weekly on an 8-8:15 p.m. gallop. Set through the local Blackett-Sample-Hummert agency the show will be platterized for additional spotting.

Irving Reis, of Columbia Broad-casting's engineering department, tet for Hollywood, Monday (11), to work on the Hollywood Hotel air commercial being broadcast from there. He may remain out there

### Amateurs Nearly Wreck Studio: Move To Hall and Do SRO with Radio Plugs

#### WBBM COMMERCIALS SPAN 6 A.M.-10 P.M.

Chicago, March 12.
Solid commercial schedule will go
into effect on WBBM, the Colum-bia station, on April 21 when the station starts the broadcasting the baseball games daily

the baseball games dally for Wheatles.

With the addition of the baseball commercial the "station will" be forced to shift the present aftermon sponsors to other portions of the day which will necessitate opening the transmitter at 6 a.m. instead of the present 7 a.m. start. Will then be loaded with commercials from 6 a.m. to 10:15 p.m. every week-day with the exception of three 15 minute sustaining periods which are held open for the city council's safety campaign.

Moving to the opening hour is the Drug Trade products. WBBM has also sold its 10:30-10:46 p.m. spots on. Tuesday and Thursdays, to Armand. These are the only two late, night spots open for Tocal broadcasting by WBBM since after 10:30 on all other nights of the station synchronizes with KFAB in Lincoln.

#### NBC's Workshop Studio

NBC's workshop studio for artists

NBC's workshop studio for artists was opened Friday afternoon (8) on the fifth floor of the RCA building. Room is created especially for test programs and sample broadcasts.

An engineer and production man are available at all times for those cooking up new stiunts. Studio is also hooked up with all remote control loudspeaker units throughout NBC offices. This is part of the chain's plan to give artists the best chance possible at rehearsals and doing away with microphone fright.

#### Quaker Oats in Dallas

Chicago, March 12.

York, Pa., March 12.

'Hire a hall, 'ordered the manager of WORK, 'Asson-Dixon affill-ate here, several weeks ago when the newly organized Saturday night Barn Dance went out of control. More than 800 people jammed into the studios to hear and see one of the programs, and the studio showed it. After each seasion more furniture would be broken, more pictures and salt trays missing, and more people complaining about be-

pictures and salt trays missing, and more people complaining about being trampled on.

Y.M.C.A. auditorium, with a seating capacity of 800, was then hired for the special Saturday event, which is an audition period for new hill billy talent as well as a show for the old reliables. First performance played to a packed house, at 10c and 29c, and theatre men began to how!

ance played to a packed house atloc and 20c, and theatre men began
to howl.

Station, however, pretended not to
hear and continued its show. Acts,
which work, for no greater incentive than cash prizes ranging from
\$15. down, include dancers, saw
\$15. down, include dancers, saw
tes, and even rophing sets.

Stations begins plugging the show
early Saturday afternoon with spots
such as "You have just two hours to
wait before the big Barn Dance, or
Prack up and herry to the C.A.
The bearn dance begins in 15 minutes. Result is that on past three
Saturdays from 100 to 300 people
have been turned away. Negotiations are now pending, it is said,
with loc.1 grind operator for his
theatte, seating several hundred
more, and station may go into playprograms.

All of the gate money sees thic

house the programs.

All of the gate money goes into the rent and prize items, station claims, but shows are fully sponsored, with the audience sitting passored. sored, with the audience sitting pa-tiently through a liberal anointment

### 'Holly'd English' **Anzac Standard** For Radio Discs

In buying American script recordings Australian broadcasters stipulate that the accent of the players he of Hollywood English; classification, Implied by this requirement is: the mode of speech to the control of the second that the second

#### 'SKIPPY'-B-S-H SPLIT

Strip Character Leaving Agency After 4-Year Alliance

Air version of Percy Crosby's strip character, 'Skippy,' winds up four-year alliance with the Black-ett-Sample-Hummert agency March 29. Before switching over to its present commercial, Phillips Dental Magnesia, the serial was for tha 29. Betore subsected in Fallilps Denial Magnesia, the serial was for two years supported by General Mills in behalf of Wheatles.

Program has been under the working of the

#### Film Importer Becomes Conquest's Paris Rep

Edward Ogden Steinhart has been appointed Paris rep for the Conquest Alliance Co. Steinhart, who was formerly in the film importing business, has been over here

porting business, has been over here the past several weeks making a study of American method of com-mercial brondcasting. He returns to France next week and will make his office with Tn-formations et Publicite, Continental ad agency, which hold the exclusive sale representation for Radio Lux-embourg.

### A.M.P.A. Vs. General Foods to Trial; **Concerns Value of 'Name' Actors**

Trial of the \$2,500 suit brought by the Associated Motion Picture Advertisers against General Foods opened before Justice Keller in the Manhattan City Court yesterday (Tuesday). Sum involves what the press agents' club claims to be the balance due since last April on a broadcast tieup. Trial continues to-

broadcast temp. Fria continues to-day. MPA alleges that the food packer agreed to pay \$3,000 for the privilege or locking up talent par-ticipating at a charity affair tossed by the pa.8. General Foods gave the AMFA \$500 and refused to come through with the remaining \$2,500 on the ground that the noise made by the banqueteers resulted in a bad pickup and that, anyway, the AMPA failed to produce all the names it promised for the broad-cast.

cast.

Broadcast from the AMPA ban-quet, which took place April 25, 1931, was made part of the Admiral Byrd program in behalf of Grape-

nuts.

In a letter addressed to the commercial, the AMPA mentioned as available for broadcasting that night Jessiea Dragonette, Irene Dunne, Ginger Rogers, Fred Astaire, John Charles Thomas, George Jessel, Lanny Roes, the Radio City Music Hall Choir and a Meyer Davis orchestra. Those who participated in the Grapenuts pickup were Block & Sully, Emil Boreo,

Sylvia Froos, Howard Marsh, Gladys Britton, the Music Hall cholt, Leanny Ross and the Meyer Davis combo. On hand but not called upon for a bit in the broadcast were Gloria Swanson, Irene Rich, Mae Murray, Jacqueline Logan, Steve Hamas and Miss

#### Canada Plans English Radio Program Series Through Shortwave Sets

Toronto, March 12.
It is a matter of weeks only before selected British programs will
be available to listeners over the
Canadian Radio Commission's network. Understood practical tests
have been successful but that frost
conditions proclude immediate rebroadcasting of overseas short-wave

broadcasting of overseas short-wave programs.
Previous barrier has been the 5-hour difference in time between Canada and England, the top evening broadcasts getting here at 4-5 p.m., when the network is not in operation. Plan is to pick up certain British programs on the Cominission's short-wave receiving stations; make blatterphone magnetic recordings and then re-broadcast these records over the national network in the evening.

MAYBELLINE

### COMMERCIALS

This Department lists sponsored programs on the NBC, CBS, and utual neworks arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where one advertisar has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S; (Saturday).

CAMPANA 6:30-Sn-WJZ

CAMPANA
C:30-S:-W3Z
An Don Ameche
Phil Lord
Betty Winkler
First Nighter
June Meredith
Don Ameche
Callon Brickert
Ciff Souther
E. Sagerquist Ore
"Aubrey Wallace
CAMPBELL
(South

9:30-F-WABC

9:36-F-WABO
FIGUROOG Hota
Dink Powell
Louella Parenh
Ted Flo-Rito Ore
Frances Langford
Muzzy Marcelline
Joy Hodges
Joan Bennett
Charles Boyer
Helen Vinson
Ruth Gordon
P, W. Armstrong
CABLETON
A HOVEY

F. John's Med.

(Fr. John's Med.)

Alexander Thiede Eva Gingras' Cher Dwight Meade "John W. Queen

CARLSBAD

(Salts) 4:30-8a-WJZ 7:15-Tn-WJZ

DARNATION MI

COCA COLA 19:30-F-WEAF

COOR'S TOUBS

5:80-Su-WJZ
Travelogs
Malcolm La Prade
\*L. D. Werthelme
COBN PRODUCT
5-Th-WABO

	. 6	30-	u-V	LAD	õ
	Sml	lina	Mc	Conn	οÚ
į.	1116	nri.	H.		ICL
		9-M		EAF	
-	Fra	nk I	ark	er ·	į.
,	· Pa	AMI			Ĺ.
	HO	ME	PR	DDU	CT

7:30-M-Tu-W-WEAF Eacy Acce Jane Ace Blackstt-S-H AM. RADIATOR

Sagurd Nilesen Hardesty Johns Graham McNam \*Blaker AMERICAN BOLLING MIL 8:30-80-WEAF Frank Simon Ore Bennett Chappie \*Gardner-G

AMERICAN TOBACCO 8:30-Th-WJZ (Half & Half) 'Red Trail' 'N. W. Ayer ABMOUR 9:80-F-WJZ

Phil Baker
Ben Bernie
Gabrielle De Lay
Harry McNaughte
Estelle Jayne
Lson Belasco Ore
\*Lord & Thomas Morton Downey. Gny Bates Post Ray Sinatri Ore \*Kiesewetter Lullaby Lady B. T. BABBIT Mary Small Bertrand Hirsch

Lucille Manners Rosarlo Bourden O Quartet \*Lord & Thomas BEECHNUT 1:80-M-W-F-WJZ 1:30-M-W-F-WJ Red Davis' Amelia Earhart Burgess Meredith Jack Roeleigh Marion Darney Bilzabeth Ragge Johnny Kane Bunice Howard Jean Southern "McCanp." BETTEE SPEE INSTITUTE 11:45-Sn-WJZ

Frank Black Ore Jane Froman Chorus •D'Arcy COLGATE-PALM 9:80-M-WEAI

11:46-Sn-WJZ

Your English
Auspitz & Lee

BISODOL
8:30-W-WABO
Evertt Marshall
Elizabeth Lennoz
Fritzi Scheft
Victor Arden'e Oro
\*Blackett (ColgateToothpar Otto Harbach Martha Mears 10:15 a.m.-M to Inc.-WEAF (Super Suds) Clara, Lu 'n' Em

BLUE COAL Peggy's Doctor
Rossline Green

\*\*Rossline Green

6-Th-WABO
(Linit)
'Hour of Charm'
Phil Spitainy
Roealine Green
Maxine
Evelyn Kaye
Pat. Harrington
Gypsy Cooper
Mary Rumrill
Ann De Marco
Lilyan Perron Lilyan Perron
12:15-Dally Ex. Se
Sn-WABO
The Gumps
Wilmer Watter
Agnes Moorebead
Lester Jay
George Graham
Edith Spencer
'E. W. Hsilwig
COTY BORDEN 9-F-WJZ

Beatrice Lillie Cavalier 4 Warren Hull Lee Perrin Or COTY
(Face Powder)
10:30-W-WEAF
Ray Noble Oro Maglo Recipes'
Bill Bradley
Jane Eillson
'Young & Ruble:
A. S. BOYLE
(Floor Wax)
2-8n-WABO \*Blow

CRAZY WATER
(Cryetals)

8:30-M-WJZ
Caretree Carnival
\*Direct
CREAM O' WHEA
7-Su-WABC

CREAM U WHIMAZ
7-Sn-WABC
Alexander Woollcott
R. Armbrüster Orr
"J. W Thompson
CRYSTAL CORP.
(Outdoor Giri)
7:30-S-WABO
Gladye Baxter
Ricbard Norton
Victor Arden's Orc
Burford - Hampden
Kay Carroll
Ruth Easton
\*United Adv

B. D. DAYIS Irving Kaufman
Blackett S-H
BREITENBACH
(Pepto-Mangan) 2-Su-WJZ Anthony Frome Alwyn Bach \*McCann-Ericks

BRILLO 12:80-Su-WABO Tito Guizar
Samnel Amorosi
Joseph Gibson
Lucien Schmidt
Sylvester Gills
F. Presbrey
BRISTOL-MYEE
9-W-WEAF

B. D. DAVIS
(Cocomait)
6-M-Tn-W-ThWABO
'Buck Rogers'
Curtis Arnall
Adele Ronson
William Shellay Curtis Arnail
Adele Ronson
William Shelisy
Elaine Melchlor
Edgar Stehil
Dwight Weist
Peggy Allenby
\*Ruthrauf & R

DELOO
Art Dickson
Charlis Morgan
\*Geyer Co EMERSON
(Bromo Seltrer)
8:50-Y-W3Z
-Intimate-Revue
Al Goodman Ore
Sane Forman
9:50-M-WABO
Lud Gluskin
Block & Sully
Gertrude Niesen
\*Kats

10-Sn-WEAF
(Pontiac)
Jane Froman
Modern Choir
Frank Black Ore
8-8g-WJZ
(Institutional) (Institutional)
Frances Alda
Paul Kirby
Campbell-Ewald

GOODBICH (Tires)

10-F-WJZ
Circus Night in Silvertown'
Joe Cook Joe-Cook
B. A. Roife Oro
Tim and Irene
Phil Duey
Lncy Monroe
Peg La Centra
Chorus
Ruthrauff-R Wendell Hall K. W. Ramsey GROVE LAB Bromine-Quin 1:45-Su-Tu

S. GUMPERT 10:08-W-WABO

HEALTH PBOD,

-Se-WABO
(Feer-A-Mint)
'Amateur Night'
Ray Perkins, M.C.
Arnold Johnson Or

Wm. Esty

WM. Esty

HECKEE H-0
Silf-Daily Ex S
Silf-Daily Ex S
H-Ber-O Ranger
Bobby Bensor
Robby Bensor
Ro

H. J. HEINZ

10 a.m.-M-WFWJZ

Josephine Gibson

Maxon
M. HOHNER
(Harmonicas)

M. HOHNER (Harmonicas) 7:45-Sa-WOB Carl Freed \*Atherton & C HOOVER 5-Sn-WEAF Edward Davies Schumann-Heini

Schumann-He Joe Koestner \*Erwin-Weser EDNA WALLACI HOPPER 2:15 Daily Ex Se-Sn-WABO

Romance of Hele Trent' Virgina Clark Lester Tremayne Marie Nelson Alice Hill

Marie Nelson
Alice Hill
Sundra Love
Gene McMillen
Jack-Doty
Hazel Dophelde
\*Blackett

\*\*ROBLICK\*\*
(Malted Milk)
7:15-Dally Ex, 2
Sn-WOR
Lum & Abner
\*Lord & Thomas
\*\*HOUSEHOLD\*\*

HOUSEHOLD FINANCE 7:30-Tn-WJZ

Voice of Rose-Martin

WABC
Pat Kennedy
Art Kassel Ore
\*Stack-Goble GULF 7:30-Sa-WABO Chas Winninger
Chas Winninger
Pickens Sis
Frank Parker
Revellers 4
Frank Tonrs Ore
\*Cecil, W. & C.

FORD MOTOR Fred Waring Ted Pearson Stella Friend Key Thompso

Stories of the Black Chamber McCann-Erick

PRIGIDAIRE Jack Pearl Cliff Hall Leith Stevens Pattl Chapin Freddle Rich Or

GEN. BAKING Julia Sandereon Frank Crumit Jack Shilkret Ora \*B. B. D. & O.

GENERAL CIGAL (White Owl) 9:30-W-WABC Burns & Allen Bobby Dolan Ore

GEN. ELECTRIC What Home Me to Me Mme, Schuman-Heink

Martha Mears
Jimmy Wilkinson
Al & Lee Relser
Warren Hull
Frances Lee Barte
\*Young & Rubles
-9-Th-WEAF

8:30-W-WJZ

(Jell-O)
Jack Benny
Mary Livingston
Don Bestor Oro
Frank Parker
Young & Rubic GENERAL HOUSEHOLD

(Grunow Refrig.

In-Sa-WARD

Minn. Symphon Symphon

Minn. Symphon

May Mag Pinn

General Symphon

General Symphon

General Symphon

General Symphon

Life of May

Souther

Lind Carlon

10:45-W-F-WEAR

Betty Crocker

Cooking Recipes

McCord Co.

5:30-Dally Ex. 8. 5:30-Dally Ex. 8

5:30-Daily Ex. Combands of the Combands of the

GEN. MOTORS 9:30-Tu-WARC

RELLOGG Siso-Daily Ex. S Su-WJZ 'Singing Lady' Ireene Wicker 7:45-Th-WJZ Ruth Etting Red Nichoi'e Ore 'N. W. Ayer Don Mario Dorothy Hamilton Chas. Gaylord Or

FN. W. Ayer

ELEENER

B. M. to F. Inchia

-WEAF

'Story of Mary

Marlin'

BOLYNOS

718-Daty Ed

Just Plain Bill

Arthur Hughes

Ruth Russell

James Meighan

Curtis Arnall

Jos. Latham

Blackett-S-H

ERAFT-PMENI

BRAFT-PHENIX
10-Th-WEAF
P Whiteman Ore
Lon Holtz
Harry Stockwell
Helen Jopson
\*J. Walt. Thomp.

Wayne King

LAMBERT PHARMACAL

Metropolitan Oper Geraldine Farrar 'Aida' Car. Ponselle Ellz. Rethberg G. Martinelle Lonis D'Angelo \*Lambert-Feasley LEHN & FINE 8-Su-WABO (Pebeco)

(Pebeco)
Eddle Cantor
Harry Einstein
Rubinoff
Ted Husing
\*Lennen & M \*Lennen & M 6:20-Sa-WABO (Hinds Honey & Almond Cream) 'Club Romance' Lois Bennett Conrad Thibanit Lee Patrick Ned Wever Don Voorliess \*Blackman

THOS, LEEMING (Baume Bengue) 8:30-F-WOR

Norman Cordon Lucille Peterson Choristers 4 Lon Katzman C Wm; Esty LIBBY MONEILL 5-M-W-F-WABO

'Adventure Hour' Albert Brown Patricia Dunlap James Andelin Jesse Pugh Karl Way \*J. Walt. Thomps arl Way

Walt. Thomps
LIFE SAVERS
8-M-W-WABO

8-M-W-WABC

Dlane & Her Life
Saver

Audrey Mason
Edward Nell

To Arden Oro

"Topping & Lloyd

LIGGETT

& MYERS

9-M-WABC

Kostelanets 9-W-WABO

9-W-WABC
Lilly Pons
A Kostelanetz Ort
9-Sa-WABC
Richard Bonelli
A Kostelanetz Ort
Neweil-Emmett
LORILLABD
(Briggs Tobacco)
(Muriel Cigars)
9:48-Sa-WEAF

'Sports Review
Thornton Fleher
\*Lennen & M
LOUIS PHILLIPPI LOUIS PHILLIPP
3 Daily Ex. Sa-Su
WABO
Barle, Liftle Frenc
Princess'
Ruth Yorke
James Meighan
Paul Stewart
Blackett

GEO. W. LUFT Hollywood Goss Jimmy Fidler \*Cecil, W-C

2:30-Su-WJZ 'Her Master's V Roland Young \*J. Wait. Thom LUXOR S-Su-WEAF

S-Su-WEAF
Saily of Taikies'
Bob White
Base! Loughrane
Henry Saxe.
Joan Blane
Marjorle Hannan
\*Lord & Thomas
MACFADDEN
\$ 30-F-WABC
(True Storg)

Relations'
Percy Hemus
Arnold Johnson's Or
Elsies Hits
Ned Wever
Howard Smith
Lucille Wall
Allyn Joslyn
Paul Stewart

8:30-Th-WABC
(Liberty)

Edwin C. Hill Edward Neil Fulton Oursier Arnold Johnson Lammot dn Po MALTEX 1-Sn-WEAF

PLOUGH, INC. 10-W-WEAF Guy Lombardo Bloardo Cortes Guy Lombardo Ricardo Cortes \*Lake-Spiro-C PREMIER PAB 9-Te-WEAF

\*Cramer Kasselt MET. LIFE CO. 6:45-Daily WEAF Arthur Bagley \*Direct Ben Bernie Phil Baker Morris-W. & B. J. L. PRESCOTT
(Oxol)
10:30 a.m.-Daily En
Sa-Sn-WABO
Jack Fulton Ore,
B. B. D. & O. R. MILES LAI (Alka-Seltzer)

(Aika-Seitzer)
(Aika-Seitzer)
WL8 Baro Danc
Ridge Runners
Ridge Runners
Lidge Runners
Lidge Runners
Lidge Runners
Lidge Runners
Maple City 4
(148-M-W.F.-WE
Uncle Erra', Ra
Station EZRA
Pat Barrett
Cliff Soubler
Carleton Guy
Nora Cunneen
Wade

WMODERN EGG PRINCESS PAT

\*McJunkin

FOTR & G'MBLE
S Daily Ex. SaSu-WEAF
(Crisco)

Vio & Sade
Art Van Harvey
Billy Idelson
Bernadine Flynn
8:30-Sa-WEAF

Bernadine Flynn

9:30-Se-WEAF

(Ivory Soap)

The Gibson Farm
Conrad Taibant
Jaok & L Clement
Lols Bennet
Don Voorheee Ore
5:45-Mw.F-WEAF
Ivory Stamp Club
Capt. Tim Healey
Blackman
\$115-Dotts MODERN FOO PROCESS CO. 4:15-M-WJZ Charles Sorce Harry Swan

\*Direct

OARPET MILLS

12:50-Daily Ex. St
Su-WaBO

5 Star Jones

John Kaul

Elisabeth Day

Herbert Rawlinso

J Anthony Jones

Florence Malone

Houston Richards

Eddle Marr

\*Blackett-S-H.

MOLLE \*Blackman

3:15-Dally Except

5a & Su-WEAF

(Oxydot)

Ma Perkins

Virginia Dayne

Margery Hannon

Karl Hubel

Will Fornum

Ches. Eggiston

\*Blackott

\*Blackett-S-H,
MOLLE
7:80-Th-WEAF
Al Bernard
Emil Casper
Theo, Carle
Mario Cozzi
Milt Rettenberg O
\*Stack-Goble \*Biacketi

8:15-M-W-ThWEAF
(Cams)

Dreams Come
True
Barry McKiniey
Ray Senatra Ore
\*Pediar & Ryan

MONTGOMERY
WARD
2-Sn-WEAF
Stories of The O
Testament
Harvey Hays
\*Haye McFarland BALSTON
5:15-M-W-F- WEA

(Purina)
Tom Mix Straight
Shooters
Percy Homus

\*Haye McFar:
BENJ. MOC
(Paints)
11:30 a. m.
WABC
Betty Moore
Lew White
\*Direct JOHN C.

Shooters
Percy Honus

1013-W-W32

1013-W-W32

1013-W-W32

102-W-W32

103-W42

104-W42

105-W42

105-W4 2:15-Sn-WJZ (Dog Food) Don Becker Dog Chats
\*Hearl, H & McI
MUELLEB C. 10:15 a. m. Dally Ex. 84-Su-WABO Bill & Ginger'

Lyn Murray

NATIONAL BISQUIT CO

NORSEO (Toothpaste) 11:45-M-W-F WABC

1146-M.W-F

W Butterworth
Milton
Milton
Loue Raderman
Lucien Schmidt
Guestz:
Wed., Giersdorf S
Wed., Giersdorf S
Wed., Giersdorf S
Wed., Giersdorf S
Vanck-Goble Noertwestern
TEAST
S-M-W-F-WJZ
Virginia Lee and
Jan Gerber
Dorothy Page
Bob White
Ellinor Harriott

Elinor Harriott

Ed Prentese
Virginia Les
Virginia Les
Hays McFarland
PACIFIO BORAX
9-Th-WJZ
Death Vall'y- Days
Tim Frawley
Joseph Beli
Edwin W. Whitney
Lonesome Cowboy
Joseph Bonime Ort
McC.Erick

"MCC.Brick
PACKARD
S:80-Tu-WJZ
Lawrence Tibbate
"Young & R
PEPSODENT
7-Daily Ex Sat Si
Wilfred Printing
Amos 'n' Andy
(Hair Tonic)
10:30-M-Wall

B Von Hallber \*Calkins & H.

\*Calkins & H.
PINEX CO.
1:30-Sn-W-F-WAB
Little Jack Little
\*Russell M. Seeds

PHILCO
7:45 daily ex. SaSn-WABC
Boake Carter
\*Hutchins

RED STAB YEAST

BISCUIT CO.

10:20-8s-WEAF
Kel Murray Oro
Xavier Cugat Oro
Benny Goodman (
Phil Duey
Frank Luther
Carmen Castillia
Connie Gates
Helen Ward
Lonie Alvares
\*McCann-Erick
\*MCCann-Erick 11-To-Tri-S-WEAL
Edna Odel
Phil Porterfield
irma Glen
Earl Lawrence

(Shampoo, etc.)
11:15 a. m. SuWEAF
Jack & Loretta
Clemens
Donahue-Coe

\*Donahue-Coe REMINGTON BAND 9-F-WABC A. Pryor, Jr., Dir. 'March of Time' Howard Barlow Ord \*B. B. D. & O. B. J. REVNOLDS

\*Stack Goble
STEWARTWARNER
(Alemite)
10:30-Tu-Th, WA
Hugh Barrett Do
Lysbeth Hughes
Bob McCoy
Art Thorsen
Horace Heldt
King Slaters
Steve Merrill
Jerry Bowne
\*Blackett-Sample Camel Cigaret
10-Tu-WABO
2-Th-WABO
Casa Loma Ban
Waiter O'Keefe
Annette Hanshav
Alice Frost
Jack O'Keefe
Lonis Sorin
Kay Renwick
Kyrby Sargent
Pee Wes Hunt
Wm. Esty STUDEBARE 9:30-Sa-WAB 8-M-WEAF

8-M-WEAF
Richard Himber
foey Nash
\*Roche-W-C
SUN OIL
6:45-Dally Exce
-Sa-Sn-WJZ
Lowell Thomas
\*Roche-Williams BITCHIE CO. AITCHIE CO.

8-Tu-WJZ
Eno Crime Cluee
8-W-WJZ
Penthouse Party
Jane Froman
Mark Hellinger
Gladys Glad
Sam Ahearn
Emil Coleman Ore
N. W. Ayer
ROSE LAIRD
(Commettes) SWIFT 8-Sa-WEAT

(Meat Products)
Sigmund Romberg
Wm. Lyon Phelps
Stuart Churchill
Leila Fisk
2:30-Su-WEAF WABC Rose Laird Gladys Gold \*Kelly Nason (Vigoro)
Mario Chamles
\*J. Walt Thomps (Footpads)
7.30-Tu-Th-Sa-We
The Strest Singe
Arthur Tracy
\*Donahue & Coe

TASTYEAST 12-Sn-WJZ Amateur Show Chubby Kane Horace Fehyl Johnny Johnson C Clements TENNESSEE PRODUCTS

S-F-WABC
Mrs. F. D. Roose
velt
Henri, Huret
SILVEB DUST
7:30-M-W-F-WAB
The O'Neille
Kate McComb
Jimme (Loma Plant Food 12:15-Su-WABC E. L. D. Seymour Sam L. Croot Jimmy Tansey Aee McAllster Jack Rubin Jane West rence Nordstrester Stratton
B. D. & O.
BINCLAIR
D-M-WJZ

9:30-Tn-WEAF
EA Wynn
Graham Mename
Eadwin Driehin Ore
\*Hann-Metzger
UNION CENTRAI
(Insurance)
5-5u-WVZ.
TROSSE: & Drums
Heisn Claira
Fless Claira
Uning Griggs
Wright Kramer
John Griggs
Wright Kramer
John Carr
Joe Curtin

J. Sputing Ton Carr Joe Curtin Edward Jorome Jack Rosingh Morgan Farley Porter Hall Guy Bates Partyn Mutch 13. Walt, Thompson J. Walt, Thompson

7-Sa-WARC

Boconyland
Sketches
Chaz Webster
A. F. Kaye
Arthur Aun
Late McComb
Isabel Wintonk
Robert Strauss
Edith Spencer
John Miton
Ruth Russell
William Stickle
\*J. S. Getchell

SOCONY VACUUM 7-Se-WARD

SPARES WITHINGTON 4-Su-WJZ Jolly Coburn Ore H Van Emburgh \*Edwin Wasey

\*Edwin Wassy
SPBATT
(Dog Foods)
5:45-Su-WJZ
A Payson Terba
\*Paris & Peart
SSS CO.
(SSS Tonio)
3.30-F-WOE
The Music Bog\*
\*Johnson-Dallis "Johnson-Daills
STAND. BEAND
S-Su-WEAF
(Chase & Sanbor
Opera Tabioida
'Il Travatore'
G. Martinelli
Rose Bampton
Hilda Burke
Robert-Wesde

Country
2-Th-WEAF
(Fielschmann)
Rudy Vallee and
His Conn. Tael
Dennie King
Viotor Moore
Tom Howard
George Shelton 7:38-Su-WJZ
Joe Penner
Stefanni Diamoné
Ozzie Neison Ore
Harriet Hilliard
\*J. Walt. Thomp.

STEBLING PE

STERLING WARD

S-Tu-WARD

S-Tu-WARD

S-Tu-WARD

S-Tu-WARD

France

Gus Haenschen Or

France

Toothowner

Grown Grown

Vivlenne Sogal

Ohman & Arden

Bert Hirsch

Walts Time

Walts Time

Abe Lyman Ore

(Philips Mag)
Waltz Time
Abe Lyman Ore
Frank Munn
Bernice Claire
S:30-To-WABO
Abe Lyman
Vivienne Segal
Oliver, Smith
S:13-Jasiy Ez, SaSi3-Jasiy Ez, SaFranklin, Adams, J
Francia, Smith
Ray, Appleby, Dir.
Sidaw, Th. W.The.

5:45-M-Tu-W-Th-WABC

WABC
(Callf. Syrnp F
Dick Tracy
Ned Wover
Lester Jay
Walter Kinsella
Charles Slattery
Rose Keane
\*Stack Goble

UNITED DRUG
4-Sn-WEAF
Rhythm Symphon
DeWolfe Hopper
- Street-& Finney
U. S. TOBACCO
(Dill's Best)
9-30-F-WEAF
One Night Standt
Plo Malone
Pat Padgett
Josef Bonlime
- McC.-Erick.

\*McC.-Erick.

VICE 7:15-M-W-F-WJZ

1:15-M-W-F-WJZ

Grace Moore

\*\*Cecil. W. C.

5-8n-WABC

Freddy Martin Ore

Vera Van

Donald Novis

Warren Hull

Warren Hull

\*\*Tory Binnid

Male 2

\*\*Young & R.

\*\*Young & R. Oung & R.
WANDER

(Ovatitine)
5:45-Daily-WJZ
'Little Orphan A'
Allan Baruck
Henrietta Tedro
Ed Sprague
Stanley Andrews
Shirley Pell

CHAS. WARNER (Sloan's Linament) 9-W-WJZ Warden Lawes in '20,000 yrs. Sing Sing'

20,000 yrs.
Sing (Vince)
-0:30-W-W-M2Z
John McCormack
\*Cocil. W. C.
WASEY - PROD'CTS
8:15-N-W-F.
WARD
Edwin C. Hill
12-Dally Ex. Sa-Su6:45-bu WARD
Voice of Experience

12-Dan.
WABU
6:35-Su-WABO
Voice of Experience
2-Su-WOR
Jacob Tarshish, The
Lamplighter
Bewin Wasey

Lamplighter
Erwin Washington

9:145-94-Wilz

9:145-94-Wilz

Adventures of Sherical

10ct. Holinosi

10ct. Wild

10

Charles F. Shriver has joined the staff of G. Wendel Muench & Co., Chicago. Previously with Liberty Magazine. Sinclair Oil is buying 'Kalten mayer's Kindergarten show on NB for a Chicago test.

Sponsors-Agencies

Jack Douglas' Relatives long a sustaining program over WINS, New York, has been sold to G. Lindholm Company, electric comb manufacturers for 13 weeks, Placed through Kelly, Nason & Roosevelt Advertising Agency.

Latherizer Shaving Cream, Long Island City, is considering radio, Kelly, Nason & Roosevelt agency, New York handles account.

Cleveland B. Chase Co. has sold 'Adventures of Billy and Buddy to N. W. Ayres for Sheffield Farms Co. to start March 25—10v times a week on WEAF, New York, at 6:45 p.m.

Oreg Trades Products, Inc., is atring four of the products over WINS, New York, see for a period of \$5 weeks. Daily the month only transcriptions only transcriptions only transcriptions only transcriptions. But Dye and Calonite & Acidine are the products of the product of the products of the product All placed through Heath-Seehof.

8. 8. 8. tonio inaugurated series of Friday night half-hour programs, billed as the Musio Box, March 8, on the Mutual Broadcast-March 8, on the Mutual Broadcast-ing System. Originating point is WLW, Cincy, with piping to WOR, Newark, and WXYZ, Detroit: Uses concert ork, from the Crosley staff, under direction of William C. Stosss. Account placed by John-son-Dallas, Atlanta.

Pittsburgh Plate Glass Co. opens on Mutual Broadcasting System March 18 with dally programs, escept Saturday and Sunday, from 9:45 to 10:00 a.m., with Don Carlos Marimba Band. WOR, Newark, the originating point. N. W. Ayer & Son the agency.

Tastyeast amateur program on NBC red (WJZ) network Sunday noons is now being supervised. by the Clements—Advertising · Co.,—of Philadelphia. Show is billing regularly Chubby Kane, nine-year-old warbler, Horace Febyl and Johnson Johnson's combo.

WOODBURY 9-Tn-WABC Bing Crosby Mills Bros eorgie Stoil Orc 7:45-M-W-F-WJ2 Danger dise

Elsie Hitz Nick Daws

CEUTICAL
4:30-Sp.-WEAF
Harry Reser
Hay Heatherton
Per La Centra
Jerome B. Gray
WM. WRIGLES
- BH-WABO
Myrit Wall
Donna Damerl
Lilinor Relia
Ray Hedge
Hay Hedge
Vincent Coleman
Redgo Knorr
Redgo Knorr
Redgo Knorr
Redgo Roy

6:45. Th. P.S. WARD
Margaret Brainer
Margaret Brainer
Mon Agustine Service
From Wartin
2:39-50-WAB
(Hills Nose Droubsic Hall of the Art
Ted Hammerstein
Ex. Sa-Su-WAB
(Line Nose Service)
Mrs. Wiges of
Cabbage Patch
Alice Frost
Joe Latham
Andy Donnell
Exting Service
May Donnell
May Do

Pat Ryan Blackett-S-11,

(Sal Hepatica) (Ipana)
Fred Allen
Portland Hoffa
Jack Smart
Lionel Stander
Elicen Douglas
Irwin Delmore
Minerva Plous
James Melton
Lennie Hayton
\*Benton & Bow

FIRESTONE

Gladys Swartho Vocal Ensemble Wm. Daly Orch FITCH 7:45-Se-WEAF

FLETCHER'S
CASTORIA
8-Sa-WABO
Rosy & Gang
Zora Layman
Harry Brewer
Chas Magnante
Ruth Carhart
Almee Deloro

Rosa Ponselle Detroit Symphony 9:86-Th-WABO

GENERAL FOOD

9-Th-WEAF
(Maxwell)
Frank McIntyre
Lanny Ross
Conrad Thibauit
Mnriel Wilson
'Molasses 'n' Jan
Gus Haenschen

Lanny Ross Harry Salter Oro Benton & B 7-Su-WJZ

Edgar A. Guest Jos Koeetner'e Oro Charles Sears Tom, Dick & Harr °C. D. Frey HUDSON MOTOR Kate Smith
3 Ambassadors
William Adams
Jack Miller Oro
Brooko-Smith

\*Brooke-Smith
HUMPHREY'S
(Medicine)
10:30 a. m.-S-M-W
F-WEAF
Peter de Rose
May Singhl Breen
Bob Emery
IBONIZED YEAST
7:15-Tu-Th-SaWEAF WEAF
Whispering Jack
Smith
\*Ruthrauff-R

y JERGEN
9:30-5n-WJZ
Walter Winchell
9:J. Walt. Thompson
JOHNSON & SON
(Floor Wax)
8:30-5n-WEAF
Tony Won
Hazel Dophelds
Emery Datoy
Ginna Vanno
Ronnie & Van
Ronnie & Van
\*Needham
\*Needham
\*Needham
\*Needham
\*Needham JERGEN

\*Hutchins
PHILIP MOBRIS
-TA-WEAF
Leo Reisman's Ore
Phil Duey
10:45 s. m.-Sa-WOE
Graphologist
Mme. N. Olyanová
\*Blow Co.

"Blow Co.
PILLSBUHT
10:30-Daily-W2Z
Today's Children
Tenna-Philips
Bess Johnson
Tenne Wicker
Lucy Gillman
Fred Von Amon
Jean McGregor
1 ann-Wy-WARC
Cocking Clow Uny
Mary Bills Ames
"Mutchinson.

Gene Arnold
Bill Childs
Mac McCloud
Joe Parsons
Cliff Soubjer
Harry Kogen
Federal

SMITH BROS. Rose Bampton Scrappy Lambert Billy Hillpot Nat Shilkret Oro "Homman, T. &

SELBY SHOE 8-F-WARD

#### FCC's Washington Hearings

Washington, Mar. 12.

Authorizing another high-power synchronization experiment, the Commish upped the power of both WBBM and KFAB, Lincoln, Neb. users of the 170 kg channel. Chicago transmitter won fight for maximum power and Nberaska station was authorized in return to go from 6 to 10 kw. Each operates unlimited days and on synchronized basis nights. Third power increase went to KXYZ, Houston, Tex., which received construction permit to go from 500 to 1 kw.

New station grant went to Southern Minnesota Broadcasting Co., Rochester, Minn., which was given construction permit to build a transmitter operating on 1310 with 100 watts. Recommended by Examiner R. H. Hyde.

Rochester, Minn., which was given construction permit to build a transmitter operating on 1310 with 100 watts. Recommended by Examiner R. H. Hyde.

WMBD, Peoria, Unlimited
Commish also authorized WTAD, Quincy, Ill., to shift from the 1440 to 500 wavelength, resulting in unlimited time for WMBD, Peoria, Ill., and appraved, a shift from 1210, to 1420-for WGBS. Springfield, Ill.

Refused three requests for reconsideration of grant made a month ago to Mississippi Valley Broadcasting Co, for new one-lunger on 1500 ke at St. Douls. Klekers were WILF, KBD and RWK, Ill' in St. Douls.

Reconsidering prior action, Commish suspended the grant and designated for peacing two curlier applications. Plea Tor WIP, Philadelphia, for power boost from 500 to 1 kw nights was carded for examiner following protest of WICC, Bridgepoor, Conn., while construction permit for new station in Milwaukee, Wis, on 1310 ke with 100 watts was recalled because of protest from WHBL. Sheboysan, Wis,

Applications slated for heartings included eight, pleas for new transmitters, due of them one-in pearing included. High the production of the control of the pearings included. High the production of the pearings included. High key house the control of the pearings included. High key house to the control of the pearings included. High key house the control of the pearing included of the pearing

#### German Radio Graft Case Ends with One Jailing, Three Fines

Berlin, March 3.
After months of long drawn out testimony, Germany's celebrated case against ex-directors of the radio system came to a close, one defendant getting \$42.780 fine and 18 months' sentonee, three others \$10,-180 fines. Other defendants were freed.

180 fines. Other determines freed.

Case grew out of alleged graft paid by firm printing the official radio mag to directors of the national radio system, then in private, hands but enjoying huge government subsidy.

ment subsidy.
Stiffest hit was Herbert Jenne-wein, but his heavy sentence took into consideration irregularities in

Into consideration irregularities in his income tax payments. Radio director Knoepfke diedwhile the proceedings were hanging fire. Case was built up by the Nazi press as a cause celebre when the party took over, several former employees of the radio system beings to the concentration camps from which they were later released.

"Golden Melodies," with orchestra under Fred Smith, and Jean Dick-inson, coloratura soprano, now rid-ing into New York on a Tuesday afternoon program fed to the NBC red circuit by KOA, Denver.

#### SYSTEMATIC ALIBIS

Station KOL Puts Strain on Ingenuity

Seattle, March 12. Notice on the KOL bulletin board: Notice on the KOL bulletin board: To members of the Floneers' cast: In future, when late at re-hearsals, in order to save time please give alibis by number: Alibi-No-1—Missed street-car. Alibi No. 2—Didn't know there was a rehearsal tonight. Alibi No. 3—Ran out of gas.

dinner.
Alibi No. 5—Had to mall a letter and couldn't find the Post Office.

They probably moved it.

Alibi No. 6—I have only a small part, and it starts on the 16th page, so I though you wouldn't mind.

#### WFBR Boots Blurbs

WFBR Soots Blurbs

Baltimore, March 12.

WFBR has tossed all the spotannouncements off its weekly (Sunday) 'Jewlah Program.' The period
was directed by Cantor Shapiro,
sung and spoken in Yiddish, and
supported by the spots interlarded
into its hour's running time.

Station is continuing period, but
is figuring on snagging a sponsor
to bankroil the program solo. A
rep is dashing to New York today
(Tuesday), where he will cast
around for a national account to
back the show.

#### Now on MBS

Barbasol "

Chocolate Products Consolidated Claar

Company

General Mills

Gordon Baking Company

M. Hohner, Inc.

Horlick's Malted Milk Thomas Leeming & Company The Lutheran Church

Philip Morris & Company, Ltd.

Scholl Manufacturing Company **Wasey Products** 

MUTUAL BROADCASTING SYSTEM

WGN-Chicago WLW-Cincinnati WOR-Newark WXYZ-Detroit

#### MUST GIVE DETAILS

Green Must Particularize Charge

Columbia's quest for a bill of par-ticulars in the breach of contract suit brought against it by Michael Green, Red Nichol's former manager, was approved last week Justice Valente in the New Supreme Court, Green is as court to award him \$50,000

the court to award him \$50,000 in damings.

Network deales that it played any Network deales that it played any Network deales that it played any the summary of the summar

#### **KSTP Sponsor Inquires** 'How's Your Petunias?' In Midst of Amateurs

St. Paul, March 12.

KSTP's regular Saturday night
amateur hour, for months a sustainer, is now commersh. And with
beaucoup gab.

Gardner Nurseries of Osage, Iowa,

re using one-quarter hour sand-viched into the middle of the show wiched into the middle of the show, so that listeners have to absorb what seems like endless sales spleiling about how many plants and shrubs and seeds and flowers they can get for only one dollar, for 15 minutes, if they want to stay tuned in and hear the rest of the tyros. In addition, to paying for the quarter-hour, Gardner also takes over the cash prizes schedule; \$25, \$15 and \$10, to the three top amateurs chosen every Saturday night.

#### **TELEVISION INTERESTS** PLAN MEET IN ROME

Berlin, March 3.
Reported here that television interests plan a conference in Rome
od discuss recent developments pretininely to a Geneve meeting where
the last Berlin agreement is skedded
or discussion.
Geneva is likely to apply itself to

Geneva is likely to apply itsen to jettisoning the authors' rights clause in the Berlin convention as well as taking up the impasse be-tween disc makers and broadcasters and checking up work on Lausanne wave-length allotments.

#### Paper Plugs Discounts For Dual Media Users

FOT DUBL MEGIA USERS
Kansas City Star, owner and operator of radio station WDAF, in a full-page advertisement in the Star, is offering a 25% discount to advertisers using both the pages of the Star and the services of WDAF.
Offer as given in the Star's page advertisement is: "Advertisers in the

advertisement is: 'Advertisers in the Kansas City Star receive a special discount. Any WDAF advertiser who spends an equal amount of money in the same calendar month in the Daily Sunday or Weekly Star for display advertising, is entitled to a 25% discount from the regular broadcasting rates.'

#### Changes at WAAW, Omaha

Omaha, March 12.—
Realignment of personnel, rates, and programs into effect at station WAAW, Omaha, Raiph Trotter gets post of program director replacing Phyllis Bader.

Phyllis Bader.
Added to the staff as announcers are Robert Tyler, full time and James Douglas, part time. Tyler, formerly connected with KSEI at Pocatello, Idaho, and at KFPY.
Basic rates for usual length programs is unaffected in rates but 30-word announcements are dropped entirely from the sales lists, and rate is jumped slightly on all other announcements.

Front Page Dramas Move Langlois and Wentworth, pro-ducers of Hearst American Weekly radio programs (Front Page Dra-mas) have swung over to Victor Studios for the weekly cutting. More than 220 radio stations in U. S., Canada and Australia take the

### Radio Lotteries Sweep Mexico: Sponsors Pay Double Rates. Half Becoming Prize Money

#### Add Sponsor Humor

Portland, Ore., March 12.
Van Fleming, KGW-KEX
staff artist, is in the doghouse.
Van writes and broadcasts a
program for a certain dentist
and-thought he'd-make a-testand find out how many people
were listening to, him. So he
spent about five minutes kidding his own act. Just call
up the Doctor? he kept saying, and tell him you heard
this program and 11's-lousyI mean tell him you heard it.

this program and It's lousy—
I mean, tell him you heard it.
I mean, tell him you heard it.
No sconer was the program,
over than the Doctor phomed,
red-eyed mad. Dozens of people had phomed him and told
him the program was lousy.
Not one said it was good. They
all used the same word—
lousy. In vain Van tried to
explain he had egged them on
to. do it, but the Doctor would
have none of it. Van was
fired from the program.

#### Okay Portland Baseball

Portland, Ore., March 12. New management of the Portland aseball club has signed a contract with the Oregonian's station KEX giving that station the right to broadcast this year's baseball games

broadcast this year's baseball games exclusively.

In previous years KEX has broadcast out of town games only by wire report. New contract includes games on the home field as well.

Mexico City, March 9. Lotteries conducted over radio stations in which \$400 in Mexican money or double that amount in merchandise are given away each week have swept Mexico like wildfire in the last few weeks. Stunt has become so prevalent that it is reported every-city-of any size in the country now has at least one station staging some type of lottery.

It is rated the most popular radio hour of the day. Station XEW in Mexico City, a 50,000-watter, has

36,000 members belonging to its lot-tery club. Because followers of the lottery glue their ears every day so closely to the loudspeaker, stations find it easy to sell commercial sponsors. to the loudspeaker, stations find it easy to seil commercial sponsors. As many as six sponsors divide an hour in 10-minute segments and pay double the usual rates. Half this sum becomes the prize money.

#### Pittsburgh Plate Glass **Sponsors WBT Minstrels**

Sponsors WBT Ministres

Charlotte, N. C., March 12.—
Dixile Mammoth Ministrels of WBT are back on the air with new sponsor. Pittsburg Plate Glass Company bankrolls show from 8:30 to 9 o'clock Friday nights.
All the old cast, including Cornbread Sawyer, Sluf. & Lochman, Gatemouth Setzer and Interlocutor Gatemouth Setzer and Interlocutor Circle. George Pragler's band making the music.

### **GEORGE**

THE GREEK AMBASSADOR OF GOOD WILL

Can Be Heard Every Monday, 9:30-10 P.M. CBS, COAST-TO-COAST

#### ON THE EX-LAX PROGRAM

HERMAN BERNIE 1619 Broadway, New York City

TOAST

### PHIL BAKER

ARMOUR AND COMPANY And Our Association Since April, 1933

KEN ENGLUND

Nation's Leading Writer on Home Economics 4-TIMES WINNER IN NATION-WIDE POLL

(1031, 1932, 1933 and 1934) Conducted by the New York World Telegram

America's Foremost Broadcaster

Cooking and Household Assistance

Personal Management JESSE S. BUTCHER, 400 Madison Ave., New York City

### French Radio Czar Reorganizes **Network: Series of Committees**

Management of the French national network has been reorganized by a series of decrees issued by Minister of Communications Man del radio czar.

New orders put regional station under control of councils on which owners of radio sets, dealers, muowners of radio sets, dealers, musicians, authors, newspapermen and other members of the general public are represented, all under super-vision and utitmate rule of the Mintater and his minions.

Each outlet is to have a manaffing council consisting of five officials of the Communications Administration, appointed by the Ministration, appointed by the Ministration and Mi

Radio's Ambassador of Song



**BROKE 4-YEAR RECORD** LOEW'S GATES, BROOKLYN

HEADLINING

LOEW'S STATE, New York This Week, March 8 roadcasting Every Sunday 5:30-6 P.M., WOR, N. Y.

FOR SALLY'S STUDIO America's Leading Theatrical 7 West 44th Street New York City

#### JANE WILLIAMS

SOPRANO Winner of the National Audition for Campbell's "HOLLYWOOD HOTEL" WARC, Coast-to-Coast

JUST COMPLETED 19 WEEKS OF BBOADCASTING FOR THIS PROGRAM Available for Bookings

Communicate with SENIA GAMSA 308 West 58th Street, New York

### GRACI BARRI

THEATRES

HERMAN BERNIE

### BOB

**BROMO-SELTZER** Every Friday—8:30 P.M. WJZ—NBC

Direction LOUIS SHURB AL MELNICK

ister; five representatives of trade associations of authors, musicians radio dealers or newspapermen, and ten representatives of the listen-

Latter ten are named by a reglonal association of listeners, to which anyone can belong if he can show he has paid his annual tax as owner of a radio set. Council of 20

Council of 20
Council of 20 does everything in
the way-of-running the outlet—
hires and fires employees, elects
programs and carries out orders of
the Minister, including co-operation
in national broadcasts.

programs and carries out orders of the Minister, including co-operation in national broadcasts.

Minister has the right of veto order of the Minister has the right of veto order order of the manner of the manner

Minister. It will meet once a month and supervise all the pro-grams in France.
On top of all this, Mandel's de-crees: proyide for a coordinating committee, consisting of state func-tionaries, chairmen of the regional outlet councils, and anybody else the minister wants to appoint. This board will keep programs of differ-ent outlets from conflicting, and will work out all sorts of ways for improving French broadcasting.

#### Wax Works

A. C. Spark Plug has had 60 an-nouncements recorded by World Broadcasting for placement on 50

Pittsburgh Plate Glass and Paints stencilling 39 quarter-hour mu-

Detroit White Lead is booking 13 quarter-hour discs of Singin' Sam on 12 stations.

United Drug has over 200 stations lined up for its spring Rexall brand campaign. Figuring to use five quarter-hour musical stencils in each case within five con days. Street & Finney agency.

Richfield Oil of California, re-newal for 52 weeks on 10 stations of the Jimmie Allen adventures Placed through H. C. Bernstein, Inc World Broadcasting System:

Sterling Remedy, program service on a week to week basis. Placed through Heath-Seehof, Inc. World Broadcasting System.

Walker Remedy, spot announce-ments for an indefinite period. Placed through Western-Barnette Agency. World Broadcasting Sys-tem.

Kuppenheimer Clothes, series of 13 minute announcements. World Broadcasting System.

Love-Making, Inc., series of 28 quarter hour transcriptions, has been sold to Lintas, Ltd., Australia. Placed through A. E. Bennett, chairman of. World Broadcasting board in Australasia and head of station 2 GB. World Broadcasting System

Broadcasting Abroad, Inc., yes-terday (Tuesday) announced signed with Bayer, Phillips Milk of Mag-nesia and Tangee, for 150 electrical transcription programs in South America. Starts production of 70 dramatized radiolets for Bayer, 40 for Phillips and 40 for Tangee.

#### Here and There

Dave Harman, ork pilot, has joined the staff of KTUL, Tuisa, Okla., as musical director, He will organize a 14-piece studio orches-

WLVA, Lynchburg, amateur pro-gram sold to McGehee Furniture Company. William (Tubby) Reevos is m.c.

Theodore C. Streibert, gen. mgr f WOR, Newark, is currently of WOR, Newark, is currently honeymooning in Florida. Marriage took place last week.

Ruthrauff & Ryan execs soup-and-fished the debut of the 'Circus Night in Silvertown' program Fri Night in Sliver day night (8).

Vivienne Segal is disposing of her Malibu Beach Cal, home, because radio contracts will keep her in New York for several months more.

Clarksdale, Mississippi's new sta-tion, WFMN, scheduled to go into operation this week, J. E. Wharton,

Nors Drummond new publicity writer at CBS, New York, succeed-ing Florence Marks.

Norman Link has returned to radio on a new commercial spon-sored by Pai Soap Flakes over WOWO, Fort Wayne.

Henry B. McNaughton has been made director of WTBO, Cumber-land, Md. Comes from Cleveland, where he has been serving as assist-ant general-manager of WTAM.

Stanley Peyton, former WLW an-nouncer, has joined station WINS, New York.

May Sprintz, known as the Sleepy Time Lady, has returned to WINS, New York, with her children's pro-grams. Vincent Sorey's string quartet accompanies the talks.

Al Sheshan, WCCO artists' bureau manager, in charge of the stage show for the Northwest Automobile show which runs eight days in the Mple. auditorium, March 9-16. Using WCCO talent.

Women's Twin Cities committee for National Union of Social Justice threw a shindig at the St. Paul Collseum and raised \$425 which they sent to Father Coughlin Fri-day (3).

Alex Woollcott made two appearances in the Twin Cities Thursday (7), one at the U. of Minn. and the other before the Minnesota legislature in the House chamber.

WHBY, Green Bay, Wisconsin (St. Norbert College) achieves 10th birthday on March 25th.

Frank Parke Wright has re-

Ross Wallace joins sales dep ment of WHO, Des Moines, He fram publication man,

Jack Wardlaw orchestra, a Dixie aggregation, invades new territory when opening March 22 at Peony Park, Omaha. Decamps Patrick Henry hotel, Roanoke, Va.

Beverage Factors, Ltd. (Shanghai Sling Punch) of Oakland, Cal., may do some spot broadcasting.

Charles H. Mayne agency, Los Angeles, gets the Iris Brand cof-fee account. Uses radio.

#### Audition Three Programs; One Sponsor Takes All

Richmond, March 12. Richmond, March 12.
Thalhimers, department store here signed for three different shows on WRVA. All three were auditioned consecutively one afternoon. Irvin Abeloff, of the local sates staff of WRVA gets credit for tying up the store for Trans-Radio. News Service, the Tobelogues, and a local platter program for Westinghouse refrigerators.

WAPI's Barn Dance

WAYI'S Barn Dance
Birmingham, March 12.
Saturday afternoon Barn Dance
lea abandoned year ago by WSGN
Is being picked up by WAPI.
Is and 25 cent week and admish of the public to hear something combarations of the public to hear something combarations. public to hear something coming around the mountain.

#### Two-Hour Sunday Show With Herbie Kay Band

Chicago, March 12. Chicago, March 12.

Chicago, March 12.

Chesto Kay orchestra has contracted for a 120-minute weekly commercial for Dodge auto. Will ride every Sunday morning from 9130-111:30 on WBBM, the local Columbia station. Show will also convey superferor.

carry guesters.

Deal, set through Ruthrauff &
Ryan agency here, will start on
March 31.

#### PRO RADIO

All Frenchmen in Radio Biz Group To Boost Trade

Paris, March 8. Associations grouping all commercial—interests in French radio trade—set manufacturers, importers, bulb makers, dealers and even eled-tric contral stations—are combin-ing in a central-group to be known as Pro Radio. Object is to pro-mote development of business. Trada—feats—that existence in

mote development of business.

Trade feels that existence in
France of only 1,500,000 sets, whereas England has 5,500,000, shows
there is something wrong. A little
collective boosting will do the trick,
they feel, and associations may get
together on a collective advertising
campaign, although no one yet has
decided where the money is coming
from.

#### More Gratis WXYZ Shows Go Over Canada Network

Detroit, March 12.
So popular are the programs that WXYZ, Detroit, have been producing and sending over the Canadian Radio Commission coast to coast so coast to the producing that they have been asked to produce additional coast. to produce additio

culiar part of the deal is that WXYZ does not receive a cent for its services, even paying the line charges to Windsor. This co-operation serves to cement a stronger eration serves to cement a strong friendship that has existed betwee WXYZ and the Canadian commi-

#### Brushing Up for Tilt

Los Angeles, March 12. Lee network is spendir Don Lee network is, spending around \$150,000 in modernization of two of its stations, KHJ, here and KFRC, San Francisco, preliminary, to the stations being boosted to 5,000 watts for daytime hours.

Both-outfits are currently 1,000 make and will be at this power

watts and will be at this powe hereafter only on night hours.

#### OLSON'S MINSTREIS

Nashville, March 18.
Olson Rug Company of Chicago is sponsoring the Lasses White Minstrels over WSM. There are 25 members of east.
Philip O. Palmer agency made

#### KFAR 10,000 Watts.

Lincoln, March 12. KFAB here was made a present from the FCC this week of a doubling in watt power. Link has been on a 5,000-watt basis for several years and talked a long time about jumping to 50,000, but when such action necessitated the station's operation plant being moved out of town, it came to naught. Now the decision says the etation will be given 10,000 watt privileges starting March 28. Lincoln, March 12.

given 10,000 watt privileges starting March 26. KFAB has just moved to new studios in the Hotel Lincoin, hav-ing vacated the Cornhusker hotel where its studios have been for six

#### Edgeworth Concert Series

Edgeworth Concert Series
Richmond, March 12.
Larus and Brother Company, Inc.,
manufacturers of Edgeworth smoking tobacco and owners and operators of WRVA, Richmond, have
launched a new series of Wednesday Evening Edgeworth Concerts:
A 30-pieco orchestra and a male
choir of 12 voices are used. Advertising is limited to as short plug near
the middle of the program.

#### Names for Auto Shows

Easton, Pa., March 12. Radio names to draw crowds to utomobile shows in Lehigh Vailey have proven successful this winter.
Rubinoff came to Bethlehem auto
show for a full week.

Allentown motor—show had the
Don Hall Trio of WEAF. Both
rated clots.

#### HEARST-WAAF DEAL

Chicago Comics Off WENR In

Chicago, March 12.
Hearst Herald and Examiner will have its Sunday comic section read over WAAP, local indie station, in

over WAAF, local Indie station, in a deal set last week.
Indie station was picked after Hearst tiffed with NBC here over time altotment for the Sunday supplement. Will go on WAAF every Sunday from 8-8:30 a.m., instead of the former hour of noon, which has become something of a traditional time for comic broadcasting in this territory. erritory.

#### 'Cappy Ricks' Offered

Chicago; March 12.
Columbia broadcasting system lugging a new script show for posible snap-up by agencies. sible snap-up by agencies. It's the radio counterpart of 'Cappy Ricks.' Show has been auditioned for all



#### UNCLE EZRA

(Pat Barrett)

Featured Comedian Sponsored by ALKA SELTZER

BLANKETING THE KEY CITIES OF AMERICA. NOW DOUBLING ON 2 NETWORES; OVER NBC.

UNIVERSAL MILLS

Address: c/o KTAT, Fort Worth, Tex.

### TIM and IRENE

RYAN NOBLETTE

"Hy Ya Boys" Goodrich Tire Program

Every Friday Evening WJZ-10 to 10:45 P. M. National Broadcasting Company

#### **GEORGE GIVOT**

THE GREEK AMBASSADOR

EX-LAX Monday, 9:30-10 P.M.

COAST-TO-COAST Columbia Broadcaeting See Direction
HERMAN BERNIE
1819 Broadway, New York

### LUCY

Featured Soprano

GOODRICH TIRES EVERY FRIDAY, 10-P.M., WJZ-

Dir: NBC Artista Service



104 Consecutive Weeks

### ON THE AIR

Armour's ★ Jester

# BAKER

March 17, 1933 — March 15, 1935

#### AND RE-SIGNED FOR ANOTHER YEAR!

with

#### HARRY ("BOTTLE") McNAUGHTON

Estelle Jayne—Artie Auerbach—"Beetle" Go-Go DeLys and Leon Belasco's Orchestra

Advertising Agency, LORD & THOMAS

A Carload of Orchids to My Writers Ken Englund—Arthur Phillips—Sam Perrin

Direction Lyons & Lyons and The Simon Agency



#### New Business

DETROIT

Ironized Yeast Company, skit transcriptions, started March 11 for 26 weeks, five minute programs Ruthrauff & Ryan Agency. WJR. Ford Motor Company, beginning

April 16, nightly 15 minute baseball summary; also daily, five minute box-scores of game, duration of baseball season, N. W. Ayer Agency. Both ovevr WJR.

Lcc Sims School of Music, 15 min ute inusical transcriptions; started March 1 to run indefinite. Philip O. Paimer Agency. WJR.

Old Age Pensions, Ltd., sponsored by the Townsend plan; started March 7: 15-minute talk, transcriptions, weekly for three weeks. Placed direct. WJR.

tions, weekly for three weeks. Placed direct. WJR. Industries Assa, two 15-minute musleal transcriptions weekly beginning March 19 for 13 weeks. WJR Othes, three mys-minute medium of the market weeks. WJR other three mys-minute medium of the market will medium. Placed direct WJR.—Indefinite. Placed direct WJR of the market weekly, for four weeks; started March 4; Tim Dolittle and Mountainers. McJunkin Advertising Agency. WJR.

#### ARTHUR TRACY

"THE STREET SINGER" DR. SCHOLL'S PRODUCTS ngs, 7:30-7:45 E.S.T.

WOR-WLW-WGN-WXYZ

Direction Rocke Productions

#### SAM HEARN

"Mr. Schlepperman' with Jack Benny 7 P.M., Sun., WJZ

Mark Hellinger's Penthouse Program 8 P.M., Wed., WJZ

Direction Rocke Productions

### GEORGE BEULER

CALIFORNIA PERFUME PROGRAM

NELSON S. HESSE East 50th St., New York City

### KINGSLEY and CHASE

ROXY REVUE

Opened at the Versallies Club ecial Arrangements and Material Exclusively by JEAN PAUREL Direction, WM. MORRIS

THE ULTIMATE IN NOVELTY PROGRAMS

### BORRAH MINEVITCH

REID'S ICE CREAM 

S. Beiger & Sons, series of 15-minute programs on Friday mornings,
for 52 weeks. WARD.
Manischecitis Matzoha, announcemented. WARD.
Garber Eagle Oil, announcements
twice weekly for an indefinite pertod. WARD.
Word Delicatives products, and
the period of the period of the period.
Ward of the period of the period of the period.
Ward of the period of the period

Targan Gleaner Chemical Com-pony, announcements twice weekly for an indefinite period. WARD. Berner's Drug Company, announce-ments twice weekly for an indefinite-period. WARD.

Tree Mark Shoes, daily named to the con-ments for ments for the con-pents for the con-

Shocs, daily announce-an indefinite period. ments for WARD.

ments for an indefinite period. WARD.

Barney Clothes, renewal, for it weeks on Five Star Final, Placed with the period of the p

Manufacture of the control of the co

WOR.

Sterling Compny, series of spot announcements for an indefinite period, conducting a name contest. WINS.

Feirview Cemetery Company, Sunday hour, for 26 weeks, presenting, Joseph Mendelsohn, baritone; Betza Roza, organist in Songs of the Heart, WINS.

Roza, organist in Songs of the Heart, WINS.

United States Lines, renewal, on Tuesday hour with Eisle Marta Trola and Hans Muenz in a German travelegue. WINS.

Line Wills, in the Company of the Company

Placed through Heath-Seehof, Inc. WINS.

Kolor-Bak Dye, daily program, for 52 weeks, presenting disk entertainment. Placed through Heath-Seehof, Inc. WINS.

Calouite and Acidine Products, daily program for 52 weeks, presenting Red Florita and June Irwin, transcriptions. Inc. March House, and through Language of through the seeks, presenting for an indefinite period. Placed through Bess & Schillin, Inc. WHOM.

Broadway Outlet Store, 60 times weekly, series of spot announcements, for an indefinite period. Placed through Bess & Schillin, Inc. WHOM.

WeIL

A. and Q. Shoe Company, six fiveminute periods weekly, for 13 weeks
starting March 15, Piaced by FrehiGrunow Refrigerators, two announcements daily, for 13 weeks
starting March 15. Piaced by PierceFhillips Agency. WFIL.
John B. Connelly, one 15-minute
John B. Connelly, one 15-minute
John B. Connelly, one 16-minute
John Women's Club of the Air program for 13 weeks. Placed by
March of Jime (newsres), tie-in
March of Jime (newsres), theMarch of Jime (newsres), theM

WIP.

B. J. Fur Company, 15-minute musical program once weekly, until May
25. Placed by Sternfield-Godley
Agency, WIP.
Tarpinod, three announcements
weekly. Feigenbaum Agency, WIP.

ATLANTA

Atlanta Journal is sponsoring over its own station, WBB, series of What Would You Do?, transcriptions. Answers to problems are printed day following broadcast in Want Ad section of the Journal, Sand Thursdayoe a week, Mondays and Thursdayoe on one-minute transcription. WBB.

Walker Remedy Company, Waterloo, Ia, 26 one-minute transcriptions:
WBB.

Grant and Company

WSB.

Grant and Company, Atlanta investment house, 101 100-word announcements. WSB.

American Cil Company, nine 50-word night-time announcements.

Carter's Little Liver Pills, 156 one-minute transcriptions: WSB.

Carter's Little Little Pulls, 156 one-minute transcriptions: WSB.

La Toursian Coffee (W. S. Quinby WSDM)

Boadway Outlet Store, 60 times weekly, series of spot announcement of the Coffee (W. S. Quinby WSDM)

La Toursian Coffee (W. S. Quinby WSDM

WEEL Watt & Bond, Inc., 364 participa-tions in Yankoe Network News Serv-ice, once daily. Through B. D. & O., New York. WNAC. . Gold Reckinsing Corp., 39 15-min-ute programs, Tuesdays, Thursdays and Saturdays. began March 4. Through David Malkiel, Boston. WNAC.

and Saturdays; began March 4. Through David Malikel, Boston. W. Filler & Son. 27 15-minute programs Mondays and Fridays, began march 15. Through Wood Putnam & Wood, Boston. WNAC.

Globe Newspaper Co., 32 15-word announcements, and 23 15-word announcements, and 23 15-word announcements, and 25 15-word announcements, two daily, renewal effective March Direct Do. 152 one-minute electrical transcriptions. two daily except Sunday, renewal effective March 1. Through David Malkel. Boston. WNAC.

AC Spark Plug Co., 52 one-minute sectrical transcriptions, two daily. State of the State of the

Through Harry M. Frost, Boston-WAAB.
Friend Brothers (Food products). 52 15-minute programs, Mondays, Wednesdays, Fridays, beginning March 15. Through Ingalls Advertising, Boston. WNAC.
Through Ingalls Advertising, Boston WNAC.
LOWN AS MINISTER OF THROUGH AND ASSESSION OF THROUGH ASSESSION OF THROUGH AND ASSESSION OF THROUGH AND ASSESSION OF TH

announcements, three daily, reflective February 4.
WNAC.
Jouce Brothers (Clothiers

WNAC.

Joyce Brothers (Clothlers) 105
temporature reports, one dally, began
February 10. Through Chambers &
Wiswell, Boston. WNAC.

Henley-Eimball Company (Hudson
Henley-Eimball Company (Hudson
Henley-Eimball Company Through
Advertising Agency, Boston.

WAAB.

JERSEY CITY

JERSEY CITY

Dif Corporation. Garwood. N. J.
one half-hold presenting an Indennite period, presenting Saliy and
Sam with the Dif Kiddles, originating from stage of the State theatre in
Jersey City. Placed through Dale
Kennedy, Inc.
WAAT.
WAAT.
Seven 1.5. minute—programs—weeklyusing disk service, for an indefinite period.
WAAT.
Tad Rubber Company, series of 12
smouncements for an indefinite period.
WAAT.
Time Tire Company, series of 12
amouncements weekly for an indefinite period. Placed through Bess
& Schillin,
Inc.
WAAT.
Time Tire Company, series of 12
amouncements weekly for an indefinite period. Placed through Bess
& Schillin.
WAAT.
Time Tire Company, series of 12
amouncements weekly for an indefinite period.
Placed through Bess & Schillin.
WAAT.
Charles Nestler, three 15-minute
periods weekly, for an indefinite period
WAAT.
Charles Nestler, three 15-minute
periods weekly, for an indefinite
John Mulins Furniture Company,
renewal on three 15-minute period.
WAAT.
JOHN Mulins Furniture Company
renewal on three 15-minute period.
Tom Mulins Furniture Company
renewal on three 15-minute period.
DUBUQUE, IA.

Midwest Timmermann Oo., three periods a week 15 minutes, children's program, locat, Dana Ward scripting. For 100 broadcasts. Hoppman Brake Service, daily spot

Hoppman Brake Service, daily spot announcement, Dubuque on Parade, For six months, WKBB. Farmers' Supply Co, daily spot an-nouncement, Dubuque on Parade. For six months. WKBB.

PORTLAND. ORE.
A. C. Spark Ping Company, 52 oneminute electric transcriptions. Two
broadcasts per-week, Tuesdays and
Fridays, night time, first series April
1 to June 29 and second series Aug.
18 to Nov. 16. Placed by Brothers
and Company Advertising Agency.
KOMPAN COMPANY ADVERTISES AND ADVENTISES AND ADVERTISES AND ADVERTISES AND ADVENTISES AND PORTLAND, ORE.

schedule, Monday, Wednesday and Friday, one year. Placed by Strees and Finney Advertising Agency, K. Stanco, Inc. (Nujol). 26 quarter lour electric transcription programs noon, Tuesday and Friday, stand March 8, 13 weeks, Placed by MocCann-Erickson Advertising Agency, KES. One and Cartwright, insurance, 13 five-minute programs, litt day. Thursday and Sunday, Schedule, one month. KEX. Bernard Perfumera, 27 two-minute announcements. Placed by H. V. Swenson Advertising Agency. KGW. Stone and Marpulla, jewelers, 53 weekly Sunday spot announcements. KGW. Stone and Marpulla, jewelers, 53 weekly Sunday spot announcements.

Excelcis Cosmetic Shoppe, spot an-nouncement service, one month, KEX.

KEX.
American Tile Company, 18-minute,
Program, one month. KXL.
Power Plant Engineering Company, spot announcement service, one
month. KXL.
Kaufman. Hat. Factory, 15-minute
Asily program, one month. KXL.
Asily program, one month. KXL.
Asily program, one month. MXL.
Asily program, one month. KXL.
KXL.

announcement service, one moment KXL.

Columbia Distributing Company, Globe Best, 15-minute, program, daily, one month. Riving Distribution, and Owen Glass, spot announcement service, one month. KXL.

### DeWOLF HOPPER

RHYTHM SYMPHONY

#### UNITED DRUG CO.

Sunday, 3 P.M., CST NBC COAST-TO-COAST Personal Manager

H. C. HOWARD

Fine Arts Building CHICAGO

RADIO'S NEWEST, LOVELIEST VOICE

#### BERNICE CLAIRE

(BAYER ASPIRIN)

Time"
(PHILLIP'S MILK OF
MAGNESIA)
WEAF, Every Fri.,
9-9:30 P.M.
Censt-te-Coast

Direction, LESTER LEE, REO BLDG., N. E 

and his ORCHESTRA WEAF NBC, COAST-TO-COAST

· WEDNESDAYS 2:00-3:00 P.M. EST 10:30-11 P.M. VICTOR : COTY

: : :

### ROY FOX

AND HIS

**BAND** 

ON TOUR

B.B.C. NETWORK

### EMERSON GILL

AND ORCHESTRA

HOTEL WEBSTER HALL-DETROIT MCA DIRECTION

# Radio\_Chatter

# New York

Frank A. Seitz, vice-prez of WFAS, White Plains, on the sick list:

list:
Rowland Field of Brooklyn Times-Union interviewed over WARD by Dick Weaver.
Lang and Squires added to the

Dick Weaver.

Lang and Squires added to the Shadow program.

Carl Hoff settled at last at the Hodow program.

Carl Hoff settled at last at the Hoff of the Hoff of

calist.
Rutus Steele, who by-lines 'The
March of the Nation' in the Christian Science Monitor,' birthdaygreeted on the air by his friend



NBC 7:30

Monday-Tuesday-Wednesday

"So-o-o-o-o-o"



# ABE.

CALIFORNIA ORCHESTRA COAST-TO-COAST

WARC-Tuesday, 8:80 to 9 P.M., EST (Philling Dental)

WEAF—Friday, 9 to 9:39 P.M., EST (Phillips Milk)

# LEON

NIGHTLY, CASINO DE PAREE Direction, HERMAN BERNIE 1619 Broadway, New York

# 0000000 fred allen's

TOWN HALL ... TONIGHT!"

HOUR OF SMILES

HOUR OF SMILES
with
PORTLAND HORT
JACK SMART
JACK SMART
LIONEL STANDER
JOHN HROWN
BELLEEN DOUGLAS
Malerial by Fred Allen and
Management, water Batchelo\$10, P.M., E.S.T.—WEAF

0

Cheerio (Charles K. Field). Latter gave extended description of Steelea pageant-jay. The Death of Ugh, produced in the Redwood Forests of California Thursday (1) Whee was at 11 trailing with the Winchell boot on Mrs. Guy Lombardo's death. Sympathetic reference was made prior to playing a Lombardo disk. Elsa Maxwell, party thrower and beard over WMCA. New Could be with the California of the California California of the California California of the California California

### Ohio

Tom Manning, WTAM sports-caster, back from broadcasting Florida with a terrific sun-tan.

John F. Patt, manager, WGAR, made Kentucky colonel (second million) and took wife for cruise to Florida and Cuba.

WTAM being completely redec-orated, as result of new three-year lease on its Cleveland plant;

Howard Bosman, radio veteran of 14 years, joining WHK's sales force March 15 under Burt Squire.

14 years, joining WHK's sales force March 15 under Burt Squire.

Helen Wyani pinch-hitting on WHK's organ until permanent suctions of the sales of t

of Doyothy Frederick and Balley Acon Bases the mc. 10b to Bob Monard Medical Parameters of the Monard Krell has replaced Johanna Grosse as organist on the Moon River slumber hour program of WLIW. Chory. Krell, a localite, is new on the atterney the mean appointed special sales rep of Crosley's WLIW and WSAI in Chicago, with office in the Wrisley Bidg. Selection made by B. A. Wegert, Crosloy sales mgr. Mutual Broadcasting System will be a selection of the Wisley Bidg. Selection made by B. A. Wegert, Crosloy sales mgr. Mutual Broadcasting System will and Netherland Plaza, Cincy. Initial program by Barney Rapp's ork, Gibson, and Phil Harris' combo, Netherland, WSAI and WFEE, Cincinal, are carrying telegraphic play-by-play descriptions of the Reds training exhibition games. They also have their regular baseball blasters at the club's conditioning blasters at the club's conditioning liminary performances for nightly airing. Walter Barber is doing the ground walter.

iminary performances for nightly airing.

Waiter Barber is doing the ground work for WSAI and Harry Hartman has the same role for WFBE. Spieling done by Don Hancock for the Crosley smallle and by Waiter Callahan for WFBE.

# Louisiana

Capt. A. C. Pritchard, general manager of WWL, received a re-quest from Lee Harpole, of Cape Sarichet, Alaska, asking the station to send him five pounds of cow peas

by parcel post.

The 300th birthday of the New Orleans public schools will be celebrated in a special broadcast over WSMB.

Orleans public schools will be celebrated. In a. special broadcast over Lillian. Gerson. blues. singer. hae Joned staff of WWL, New Orleans. Fortier High School band, winner of state school contest, has been booked for a series of Friday broadcasts over WDSU, New Orleans. For the March of the Committee of the C

Announcers moved mikes to window and gave graphic word description. Myra Butz, staff planist of WSMB, has been assigned to provide the music during commercially spon-sored health exercises by Prof. Ir-

sored health exercises by Frot. 1r-win Poche.

-Mrs. Anita M. Tolivar has inau-gurated an Italian language course over WWL.

Local newspapers now carrying Local newspapers now carrying news of WSNB, WWL and WDSU

in addition to program schedules. Heretofore stations not limited news

Heretotore Stations sot minicules no Space.
Peter Vacca of Los Angeles has peter to the Station of Los Angeles has been seen to the Coursa-day appearance of artists in addition to midnight show.
Chicory concern now bankrolling Chicory concern now bankroiling WSMB health period.

# Georgia

Faul Whiteman interviewed over WSB by Ernest Rogers, Atlanta and the state of the s

# Pacific Northwest

John F. White, Jr., producer at MBC San Francisco, has Joined the Starf of KGW in the same capacity. Shopping News Morning Mejodies that of the Market Shopping News Morning Mejodies the combined facilities of KKL, Portland, and KELM, Salem. Johnny Walker, the Rogues quartet, the KOIN, Portland, quintet and an instrumental ensemble are and an instrumental ensemble are not an instrumental ensemble are Rainbow's End'over KOIN and the Northwestern stations of the Columbia network.

KGW's new five kilowat RCA transmitter is now testing and is Robert Haines and Mona Foulee are heard in the Evening Song program over KOIN.

L. A. Pierce, formerly with Foster & Kielser agency in Fortland, has gone the state of KGW. REX. Fortland, has quit encently. He sings with Loveland's continuous states of the heights with a riew of the estates. Gil Davenais and Fre Pool, heard on KOIN, Fortland, were married recently. He sings with Loveland's recently in the specific proposed states and the states of the heights with a riew of the heights with a riew of the recently. He sings with Loveland's recently in Fortland, were married to the heights or he would be a ready with the program over from Carrol Hansen. Me fret does not be height with the recently of the support of KGW. KEX. by personally signaturing Portland department stores in a big way. The first time the trick has been done. Lipman Wolfe buys half produces a rest task and the recently of the support of KGW. KEX. by Personally signaturing Portland gover from Carroll Portland for some time intention and the recently in Portland. Section sheet himment of the recently in Portland.

Al Barnard, assistant engineer at KIDO, Bolse, Idaho, is the father of a boy.

# New England

Doric Albani, baritone airing through WHDH, Boston, goes on new schedule: Tuesdays and Thursdays, 10:20 to 10:30 a. Thursdays, 10:30 to 10:30 a. Thursdays and Fridays, 17:30 to 20:30 a. Thursdays and Fridays, 17:30 to 20:30 a. Thursdays and Fridays, 17:30 to 20:30 a. Thursdays, 17:30 to 20:30 a. Thursdays, 17:30 to 20:30 a. Thursdays, 17:30 a. Thursday, 17:30 a

scripting the Harmony Foundation Garment broadcast over WBZ, Garmen Boston.

Harold (Kit) Katan, WNAC, Bos-ton, control room, doing the house-work since his wife broke her ankle Feb. 10.

mooning in Florida.

Duke Dewey and his music transfer from WBZ to WHDH, Boston, the work of the work

in week.

Audrey

Deverill, WICC songstress, lead in 'H. M. S. Pinatore
April 1 at Stamford High school.

WICC alters: Dolores Hauford
and Mrs. Rachel Smith.

Jeanne Le Mieux, soprano at
WIXES, Waterbury, acquired by
NBC.

Felice Raymond, Melody Girl, with Joe Luciano, piano, and Don Ragoness, guitar, spotted Sunday noons at WICC. Bridgeport. Some strain of the second strains of the second strains of the second second

recuperating from a recent auto crash.
Gerry Harrison, Yankee Web's Director of Public Relations, back from Florida with a nice coat of several and the proper several at the last minute, and refused to so on WNAC, Boston, Station excispleading in the rain did no good. Frances Johnstone, the Francine of Francine and her Backelors, heard daily on WNAC, Boston, is heard daily on WNAC, Boston, is Leland Bickford, Ed-in-chief, of Yankee Network News Service, has a new book on the press, it is called News While It Is News, the TNNS slogan.

Dorothy Lout and Arthur Wall.
Dorothy Lout on the Cubs. Mate.
Programs it WPRO. Providence.

called 'News While It Is News,' the
YNNS slogan.
Dorothy Lovett and Arthur Wallberg assigned to the Cuba Mata.
Prove the Cuba Mata.
Prove the Cuba Mata.
Prove the Cuba Mata.
Prove additions to the engineering
staff of WPRO, Providence, are Elton Morde and George Sharpe. 'Staff
now consists of Howard Thornley,
chief engineer: Rudy Homstrom,
John Perl, and William, Lawrence.
In search of a good sustaining
program to fill a Saturday afternoon, spot, WDEY, Waterbury, Vt.
contacted the dramatic class of
Northfield Seminary. Giris averaging
about the Grant of the Control of the Control
Research of a good sustaining
program to fill a Saturday afternoon, spot, WDEY, Waterbury, Vt.
contacted the dramatic class of
Northfield Seminary. Giris averaging
about the Grant of the Control
Fill Seminary. Giris averaging
and Eleanor Royce and Bill Rose doIng Lives of the Grants' dramatic
sketch over WoDM, St. Albans, Vt.
Arthur Bostwick, tumpet solosit,
doing IS minute musical program
WDEX has innaugurated a Twilight Story Hour' daily as the last
feature before its closing in tire
afternoon. Script is animal stuff
and directed to very your Del.
Son. An Howard of the WEEL, BosSan Howard of the WEEL
Boston, handing out
loaded cigars following his election,
of WEEL Boston, handing out
loaded cigars following his election,
to the school board of Milton, Mass.

# Minnesota

Morgan Spencer, WTCN announcer, has started a DX program for late Saturday night and dubbed it Let's DX.'

Al Lennon, WTCN's chief en-lneer, fiew to New York on a deal or a new transmitter.

Earl Gammons back from N. Y.

via Detroit.

Announcer handling the CBS network airing of the Minneapolis Symphony over WCCO Saturday nights was chosen by lot at the studio, Ed Abbott the winnah.

Thomas Rishworth, KSTP's edu-cational director, and 'Uncle Tom' to the kiddles, has been averaging five talks a week before various school groups for the past four

weeks. Stanford Kroman, five years old.
Stanford Kroman, five years old,
emcees KSTP's Lyon Cub' program,
a niche in station's Children's
flour. Fie's so young (can't read)
that he has to memorize all his
chatter.

George Putnam, WDGY studio mgr., at home entertaining attack of measles. Roy Waters pinch-hit-ting.

ting.

KSTP presented a silver loving oup to the winner of the 1935 Minnesota Duplicate Bridge dournament, sponsored by the Bridge League of the Northwest. Cup remains in play perpetually, annual winner being given a tiny replica which he may keep.



# JACK LITTLE

AND HIS ORCHESTRA

IN THE SILVER GI And on Columbia Records
C.B.S. Coast-to-Coast Network
Thurs. Set. Sus.
11 P.M. 5 P.M. 11 P.M.

PINEX PROGRAM 

HOTEL ST. REGIS ROOF

# JOHNNY

AND HIS ORCHESTRA With MARJORY LOGAN and JIMMY FARRELL

WABC-Coast-to-Coast s. and Sat., 11.30 P.M. E.S.T. Columbia Broadcasting System COLUMBIA RECORDS

# CHARLES PREVIN CONDUCTOR

REALSILK'S SILKEN STRING CONCERT

N.B.C.—SUNDAYS 8- 8:30 P.M., CST 9- 9:30 P.M., PCT

10-10:30 P.M., MT Personal Representative W. BIGGIE LEVIN 612 No. Michigan Ave. CHICAGO

# LEITH

PINAUD PROGRAM

Every Saturday Evening at 6. WABC Exclusive Management Columbia Broadcasting System

LUIS

**ALVAREZ** 

VICTOR RECORDING ARTIST Direction, MARY SHANK

# Havana Hungry for the Americans, But Communists Just Won't Behave

By ABEL GREEN

Americans mean millions of dollars to Cuba, particularly Havana, every tourist winter season, and the natives are the first to realize it. But they blame everything for the International alarm on the local Communists, the hot-headed Havana students, and almost any other Cuban faction which happens to be diametrically opposed to the persential control of the land of the local and the state of the control of the land of the local and the window you barter for your run, or the big department store managers. That's why, they point out, every faithful to the courtey public building is as delicately risked as such a deed may be performed—but frisked he or she is, formed—but frisked as such a deed may be performed—but frisked he or she is, formed—but frisked he or she is, formed but frisked he or she is, f

assurances, somewheres around Morro Castle, or out near the La Playa beach, one hears the faint rumble of a pineapple that usually makes more noise than damage.

For, such is the aura of Havana today. With result that the West Indies' cruise thinearies all incluse Indies' cruise thinearies all incluse asteristed notations that 'it conditions don't permit landing in Havana, Jamaica (Kingston) will be substituted.

But the Americans prefer Havana. Up until this past week, when the political fireworks erupted anew, many an American tourist has been chancing the Havana stopoff with little or no qualma sai, so his or her

little or no qualms as to his or her

For. doesn't your motor driver as

safety,
For, doesn't your motor driver assure you that your embassy protects your and you've nothing to worry about? As one chauffeur observed, he's Spanish, not Cuban, and similarly, his Spanish embassy will protect him, just as the American embassy will take care of tourists.
What's more, overybody's very friendly: all want to reassure the American and Canadian risitors on the cruise liners that there's nothing to disturb anybody. In the pre-1929 manner, as with the English-speaking sendarmes in the Paris Montmartre, Montparnasse and the boulevards, the Cuban constabulary similarly is represented at judicious spots by English-speaking policemen-guides who even oversee that a visitor's negotiations with the chiefling can drivers aren't-subjected to Derham to sold the sold th

Ing. cab. drivers aren't subjected to too much of a gyp.
Perhaps the sole exception to this general affaility is at the Edem Concert, an open-air pseudo-class cabaret, which slaps on a \$1 couvert—charges 40c. for coffee and serves the cream, quite brazenly, at the table with the evaporated milk still in the can. Most of the others realize that the Americans and Canadians are more or less balcally free with the br. and don't try to overdo it.

Gran Casino, Nacional Show
Gran Casino, Nacional stages speclai galas every time a winter cruise
ship docks, tilting its regular \$2.50
club dinner to \$3 per head, but
worth it. There's no couvert; the
divertissement is ultra; the gala is
the last word; the vintages authentic and within season, and the hospitality 1096. This may be explained in part of course, by the
presence of full gambling facilities
on the premises—baccarat, roulette,
dice, DirGazge, etc.

presence of full gambling facilities on the premises—hagcarat, roulette, dice, birdcage, etc.

Show comprises two crack bands, the Castro Bros. International Ore, and Voz de Oro's native rumbs combo. (It's here that the Don Azplazu and Brnesto Lecuano rumbs orchestra held forth in the past.)—Big wow of the Casino Nacional is Young Nova, who fan-dances in Bross of the Castro Marchael and Castro and Castro and Estela, billed as the Chunn rumbs champlons are so

Havana wow of the moment.

Rene and Estela, billed as the Cuban rumba champions, are so good that they double into the

### The McCoy

The McCoy
This is a me coy native haunt, where four people with a flock of drinks walk out to a check of \$2.90. As soon as the management gets hep and tilts the ante it'll spoil everything, for the natives won't be able to handle the tariff. The show does better on throw money any than it does all seek not a time. They rumba like nothing else has been rumbaed hereabouts. Each version has a panfe story attached to it—just to take the curse off.

Hermanos' Coney Island is comparable to a native professional hangout—after all the talent gets through downtown they come to this outlying haunt for their own whoopee and bring the wise bunch with 'em. Thus, as son this occasion the Cuban Clark Gable and dematic services make it in discrete matter and the cuban clark Gable and dematic services maked in discrete make its services maked in discrete maked.

whoopee and bring the wise bunch with 'em. Thus, as on this occasion, the Cuban Clark Gable and a couple of ladies related to the diplomatic service, masked in discreet dominors, showed up for their own brand of Jolly moments, it's the Holman of Jolly moments, it's the London of Jolly moments, it's the London of Jolly moments, it's the London of Holman of London of Holman of London of Holman of London of Holman of London of London

any liquid and redecorations—and the Nacional shows how much it.cost.
Jai-Alai continues a must sport of native Cubans and all visitors.
Reserved scats \$1.50. An interpreter is in constant and courteous attended to your chair by manuals garcens, a daiquiri is 40c delivered.

Jai-Alai
There are two fronters

## Most Played on Air

To familiaries 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 relative standing, according to the approximate number of combined plays on WEAF, WIZ and WABO. Blue Moon Fare Thee Well, Annabolle I Believe In Miraoles lele of Capri Moon Turns Green Everyday Singing a Happy Song

Everyday Singing a Happy Song Things Might Been Different I Wae Lücky My Heart le an Open Book Lullaby of Broadway

Clouds
Sig Red the Rose
When I Grow Too Old to Dream
Little White Gardenia
Haunting Me
Believe It, Beloved
Sweet Musio
In My Solltude
You and Night and Music

# LYMAN BUYS IN ON H'WOOD, N. Y.

Abe Lyman has purchased controlling interest in the Hollywood restaurant on Broadway. Doal also includes control of the Pavillon Royal on Long Island. Lyman bought Jacob Amaron's interest in both piaces, the price stated to be \$75,000 : Lyman and Joe Moss now have 15% of the Pavillon Royal, with John Steinberg holding the remaining 25%. In the Hollywood Moss in more of an equal partner, Lyman's end being around 55%. Moss, per usual, will operate. Jack Dempsey served as intermediary in the deal.

the deal.

Bob Goldstein, manager of Lyman and his band, will represent the latter in the management of both places. Lyman in person and Lyman band units will, of course, be featured.

featured.

Hollywood restaurant deal stifles
the previously negotiated deal for
Lyman's taking control of the
Palais Royale, also on Broadway, in
association with Earl Carroll.

### Meller Spot Folds

Kansas City, March 12.
Old Town Hall in the Hotel Kansas Citian, where old-time mellers have been presented for several months, folded Saturday (9).

The hall and company were under direction of Louis Helborn and Frank White.

lect \$2,000 to \$3,000 a month and, despite the fact that jal-aial is generally conceded to be the world's most strenuous sport, the myth about many of 'em passing off at the age of 32, because of the terrific strain to the heart, is one of those popular failacies. Most of 'em live to regulation ripe old ages. What does happen is that an average of 10 to 12 fatalities per annum from accidents, due to the hard ball accidentally striking a player on the head, has given rise to the belief of an abnormal death rate directly resulting from the strain of the sport.

an abnormal deals of the life of the country of the

A visit to Havana isn't complete without an o.o. of the native dance-halls. That tops almost every-

halls. That tops amount thing.

There are other nocturnal divertissements of a sort which, combined with the accepted amusements, still make Havana the Paris of the Western World. That every development fourist is just as willing There are two frontons running currently—s fronton being a jaid all—casino. The -old—fronton being a jaid all—casino. The -old—fronton being a jaid to leave some bucks in Cuba is illustrated on every cruise slip, and the best players, although Weinever the on-board wireless natives claim that the best Basque natives can be one of the Weisern World. That every construction of the Weisern World. That every merchant is in the construction of the Weisern World. That every construction of the Weisern World. That every merchant is placed to the construction of the Weisern World. That every merchant is in the construction of the Weisern World. That every merchant is just as willing to leave some bucks in Cuba is inthe construction of the Weisern World. That every merchant is just as willing to leave some bucks in Cuba is inthe construction of the weisern world. That every cruise slip, and the on-board willing in the con-board willing in the con-board willing to leave some bucks in Cuba is inthe con-board willing to leave some bucks in Cuba is inthe con-board willing in the con-board wireless and the con-board wireless are supported to the con-board wireless and the

# All Kinds of Nudity, but Dress-Up Number Tops in Parisian Nitery

# 7G'S FROM AIR DISCS

MPPA Distributes Feb. Coin—Beats Jan. by \$2,300

Music Publishers' Protective Association is distributing this week some \$8,500 collected during February from makers of radio discs. Divvy among the publishers for January came to \$6,200.

# Sue Coast Spots for **Ducking Tune Bite**

Los Angeles, March 12.

Al Werthelmer's 'The Dunes,' at Palm Springs heads the list of entertainment spots where guests have been entertained with populuses without benefit of music license fee to the authors, according to string of complaints filed in Federal court by the American Society of Composers, Authors and Publishers.

ers. Five plaints comprise the latest batch of sults, with \$250 damages asked in each instance for asserted copyright violation.

# Fields-McHugh Wanted For British Filmusical

For British Filmusical
Hollywood, March 12.
Songwriting team of Dorothy
Fields and Jimmy McHaigh has been
offered the job of writing musical
score and numbers for a British Jinternational filmusical slated to star
Henry Hall and band; in addition to
various English radio talent.
Negotiations are now on for the
team to sign deal which would take
them to England for the assignment
for three months. Pair just finished
six songs for the Walter Wanger
filmusical, Every Night at Eight.'

# PEPPY 'TOO TIRED'

Shuts Chapeau Rouge for 'De Luxe' Role—But Biz Maybe Counted, Too

Peppy de Albrew's legit venture currently in the Broadway entry, De Luxe. caused him to fold his Peppy's Chapeau Rouge nitery Saturday (9). Says he's 'too tired.' Also admits that the state of business might have had something to do with it, as well.

Dick Gasparre, maestro at the Chapeau Rouge, is figuring on reopening the spot on-his-own.

### Digging Bands

Baltimore, March 12.

Baitimore, March 12.

Due to current jam-up with N. Y.

musiclars union the ABC regional
web has been burrowing out as
many orks in the 10 towns it covers
as possible. Local cog. WCBM, feeds
one nightly, Sieepy Hall crew, ensconced in Lord Baito hote!

ABC asked for others, but station
ABC asked for others, but station
other ork marking it compidered no
other ork markets.

# L. A. MUSIKERS OFFICERS

Los Angeles, Marchi 2.

Musicians club, affiliate of Decal Musicians club, affiliate of Decal rector of the seven director. The seven director of the seven director. Those re-decays W. B. Harrington, J. W. Gillette and C. H. Porter.

New habed

New board members, to replace Clarence Shaw and F. E. Whyte, who did not seek re-election, are Frank D. Pendicton and G. W. Teas-

### WAXING HULA TUNES

Hollywood, March 12.
RCA Victor has sent a disc reording crew to Hawall with a portable outfit to obtain 100 sides land music for the Victor record

oatalogue.

Platters will be made by various native bands and orchestras all over the islands.

### MONTE ROSA'S SHOW

MUNILE RUSA'S SIRUW

Monte Rosa, Italian restaurant
located on W. 48th street. New.
York, for years, is, installing a
floor show for the first time.
Show includes Frank Marino,
Peter Gallo, Maria Donia, Retta
Ray, Carlos and Carmencita; Maria
Castellrano and Dick Pecorora's
orch.

Paris, March 1.

New Tabarin show far outdoes everything which has preceded it. Costumes, dancing, stripping, all production than in previous shows. From the production of th

serve as introduction to the 1890 bath.

Citar enters ally dressed in the control of the control

# Hall's Long Run

Baltimore, March 12. Siccepy Hall's ork, current at the Lord Balto hotel, has had its option picked up again by the hostelry and will continue at spot till last of May.

Band opened last September and is establishing longost consecutive run any band has had around here in years.

## W. DOWNEY IN ARGENTINE

W. DOWNEY IN ARGENTINE
Buenos Aires, March 12.

Wallace-Downey-of-Musica-International Downey, Ltda, is here
from Rio de Janciro on an accord
between-Brazil-and-Argentine-Onpublic performing right-American
representative for a number of
American popular music publishers.

# MPPA'S COMPLETE REORG.

# Plugs Shift to Out-of-Town Spots: Pubs Furnish Wax: \$3 Deadlock

No indications of an approach

"No-indications of an approaching compromise between Local 802and the New-York Hotel Men's Association on the \$3 broadcast tax
issue were evident yesterday (Tuesday). All but the "NEC stations,
WEAF and WJZ, have revised their
late evening schedules as a result
of the local hotel operators' determination to stay off the air until
the \$3 tax is reschiede.
From the home office of the
American Federation of Musicians
it was learned yesterday that the
international has the situation, created by enforcement other 83 rule.

For M. will not intrude unless
the matter comes within its Jurisdiction. This can only happen if
a member of Local 802 appeals to
the international from a fine imposed as, a result of violating the
\$3 rule.

Several of the New York outlets
have met the loss of dance plokups
by shutting down their transmitters
anywhere from a half hour to two
hours earlier than usual. WNEW,
which previously closed at 4 am,
is calling it quits at 2:30 am, while
both WABC, the CBS key, and
WMCA have slipped their running
time by half hour each. In place
of pickups from dine and dance
spots, WMCA is using live studio
programs and transcriptions. WOR,
while carrying some dance musichas loaded up its late evening carrying some dance music loaded up its late evening

(Continued on page 52)

# **New Scoring** System for Music Plugs

New system for determining the relative rating of a performance is being devised by the American Society of Composers, Authors & Publishers. Shouldered with the job is a special committee appointed by Gene Buck.

Previously the market of action of the property of the pr

a special committee appointed by Gene Buck.
Previously the matter of settling performance values was left exclusively to E. C. Mills, the society's gen. mgr. Under the new method Mills will be relieved of his arbitrary dispositions and a member will know the types of performance that constitute a full plug, a half plug or a quarter plug.
Each full plug will be equivalent to one point, and the number of points accumulated during the previous three months will play a major part in determining the rating of a member at each quarterly royalty payoff.

# BANDS' WHITEMAN WK. ON 20TH ANNIVERSARY

The week of March 17-23 has been set aside as Whiteman Week by the dance band maestros to honor the pioneer in their profession.

Preliminary midnight banquet

pioneer in their profession.

Preliminary midnight banquet
at Jack Demnsey's place, New York,
March 14 will be attended by Richard Himber who fattiered the movement; Abe Lyman, chairman of arrangement; Fred Waring, Rudy
Vallce, tonstmaster; Jack Demny;
Ozzie Ncison; Johnny Green;
Preddy Martin; Ray Noble, and Glen
Grav.

Chicago committee comprises Jone

Gray.

Chicago committee comprises Jan Garber, Wayne King and Kay Kyser; Coast committee is headed by Guy Lombardo.

All the name bands and others on the radio during Whiteman Week will honor the jazz dean in one way or another.

Tanquet will be broadcast by Tanquet will be broadcast

VEAF at 12 a.m. Thursday morn-

# STOLEN BONDS

Greenfeld Charged With Selling in Balto

Baltimore, March 12. Aaron Greenfeld, a co-partner in the operation of the Manley Club, loop nitery, is being held in \$20,000 ball awaiting action of the Federal Grand Jury on the charge of hav-ing sold stolen bonds totaling nearly \$150,000 to the Equitable Trust

19 4150,000 to the Equitable Trust of Baito.
The bonds in question are alleged to have been thefted within the past year from banks in Dallas, New York, South Bend, Cincinnati and Pittsburgh.

# **ASCAP MAKES NBC DEFENSE**

American Society of Composers, Authors and Publishers has taken over the defense of the \$100,000 sult brought by Adolph Phillips, German actor-author-producer, against NBC. Phillips charges that the network violated the copyright law when it broadcast a tune out of "Alma, Wo-Wonst Du?" ('Aima, Where Do You Live''), German musical comedy, without first getting his permission. ASCAP assumed the task and cost of defending the action when it developed that the broadcast number lad come from the catalog of a society member, Remick, which NBC has permission to use under its blanket contract with the performing right organization. Remick published both a translation of the musical's book and the score some 2 permission to the succession of the society member, and the sore some 2 permission of the musical sook and the score some 2 permission of the musical comedy and that he had never authorized its American publication, He-included 'Alma' in a repertoire of German scripts he and his company presented at the 8th Street theatre about 30 years ago.

# **BURKAN'S TRIP DELAYS** 3 PUBS' ASCAP SUIT

Nathan Burkan's absence in Hollywood defers the test suits by three music publishers against the American—Society of Composers, Authors and Publishers until early in April. Robbins is suing on two causes, and E. B. Marks and Sam Fox have an action each, All are on more or less similar grounds, and by stipulation all four actions by the three music publishers will be tried simultaneously. Each take: exception to the

the three make positions will be tried simultaneously.

Each take: exception to the classification system of the Society and seeks, to recover additional royalty melons from ASCAP on the strength of claimed increased standing in importance,

—Burkan just got back and will handle the ASCAP defense. J. T. Abeles is counsel for all plaintiffs.

# Veloz-Yolanda in Palmer House with Own Orch.

House With Own Urch. Chicago, March 12.

Ted Weems band leaves the Palmer House on April 17 for a onenite tour. Will be replaced by the 
Freddy Martin orchestra, which will 
stick until May 30.

On June 1 Veloz and Yolanda, 
dance team, will come in with their 
own orchestra. Orchestra will be 
batoned by Shep. Ficids. Veloz and 
Yolanda band angle is to shape an 
aggregation which may suit the 
dance team for possible tour of bailaggregation which may suit the dance team for possible tour of bail-

Rosita and Fontana, baliroomists, replace Maurine and Norva at the Plaza, New York, March 18.

# IN ACCORD WITH NRA SUGGESTIONS

To Follow Pop Code Authority's Appointment-Revising By-laws and Operation Method—Membership Fee Rapped

### **OVERHAULING**

Music Publishers' Protective Association will undergo a reorganization immediately following the establishment of a permanent code authority for the pop music industry. Not only will the MPPA's constitution and by-laws be radically revised, but the organization's method of -operation. will be put through a complete overhauling. Reorganization of the MPPA will be along lines suggested by the legal department of the NRA. In an analysis of the MPPA as a trade association, the NRA's legal contingent has found that has found that has found that has one of the organization of the MPPA as a trade association, the NRA's legal contingent but the operation of the MPPA as the second of the most of the most of the most of the second of the most of the MPPA as the second of the most of the MPPA as the second of the most of the most of the MPPA as the second of the most o

'Not Representative' To make the organization really representative of the trade, NRA's lawyers pointed out, not only should this fee be appreciably reduced, but the method of electing officers and directors be so altered as to allow for a wider selection from the various business turnover strata of the ladder.

ous business turnover strata of the industry.

As the governing delegation of the MPPA now stands, it is without officers or directors who hold similar-positions in-the-American Society of Composers, Authors & Publishers. Wholesale resignations from the MPPA director came several months after the filing of the antimonopoly suit by the U. S. government.

ment.
View taken by the resigning publishers was that if the government prosecutors were inclined to hold that their filling of directorships in both organizations was contrary to the law, they (the publishers) preferred not to make an issue of the allegation. Their places will remain vacant on the MPPA board until after the reorganization.

Manno and Stafford, dance team, opened March 5 at Sylvan club, Dallas, replacing Antoine and Andre and Hank the Mule. Hank went to the Shreveport auto show.

# Music Industry Coded After 2 **Years' Effort: Separate Authorities** For Pop and Standard Divisions

# \$3 Angle

New York bands fear that the \$3 tax on the Local 306 A.F.M. combinations will have dire repurcussions in other re-

when the networks started piping in out-of-town bands to fill out the late dance hours, it may mean the popularization of these outlying combos at the expense of the New York

# **MUSIC INDUSTRY** FORMALLY NRA

Music publishing industry was brought last week under the jurisdiction-of-the National Recovery Act. Following receipt of the approved code from Washington, the code committee for the popular faction met. Wednesday (6) and nominated candidates for a permanent code authority. Ballots containing the names are now in the hands of all the active pop publishers in the country. Under the law the elections must be confirmed by March 24.

Washington, March 12.

Washington, March 12.
Two years of effort to obtain a code of fair competition for the music publishing industry reached a successful climar last week when the Industrial Recovery Board approved a pact splitting the industry into popular and standard branches. Agreement became operative Wednesday (6).
Settling the troublesome problem of rivalry between pop and standard publishers, NRA agreed to creation of separate code authorities

or rivairy between pop and standard publishers, NRA agreed to creation of separate code authorities governing each division and appointment of a co-ordinating committee to handle matters affecting both branches.

Reflecting the current government move to split up ASCAP and the Music Publishers Protective Association under the anti-trust laws, the Recovery Board stiputated in the order of approval that its action, or approval or subsequent amendments, is not to be regarded as approving, sanctioning, or condoning any of the acts alleged, as illegal in the petition field by the United States in Federal court in New York, last August against ASCAP and MPPA.

38-Hour Week

### 38-Hour Week

38-Hour Week
Final agreement provides a basio
work week of 38 hours with a standwork week of 38 hours with a standwork week of 38 hours with a standmits 40 hours annual wortine for
workers in indispensable positions
and required during peak business.
Extra time must he compensated at
rate of time and a half for all hours
over a seven-hour day and 38-hour
week. Peak period week of 46 hours
is-allowed, while \_emergency\_maintenance and repair workers are
guaranteed time and a half for all
hours over-eight per day or 40 per
week. week. Hour limitation exempts song

Hour limitation exempts song pluggers, outside saleamen, emergangy repair and maintenance workers, and executives. Regular employees are to get \$15\$ with a minimum of \$2c\$ for part-time workers. Code bans bribery of performers to piug song turnishing of special arrangements or orchestrations to performers and various advertising dodges. Latter clause bans purchase of space in benefit programs if the purchase is in effect a sift to or favor for any performer or is designed to 'puff, flatter, compliment, or exploit any performer, singer, or orchestra leader.' Other prohibitions affect practice

Other prohibitions affect practice of paying for use of publishers' music for phonograph records, broadcasting, transcriptions, motion pictures, or other forms of enter-tainment:

Tainment.

Tublication of any compliation of songs or lyrics without special written permission of copyright owners also its outlawed.

Divisional code authorities will be composed of five members to be elected by each braneh under the supervision. Of the divisional code committees and each "ca, will appoint two members to the coordinating committee, which will pick the fifth member. Government will name a ret to sit with each code authority and with the committee,
Temporary C. A.

Temporary C. A.

During a visit to Washington last
week John Paine was advised that
the present code committee is authorized to act as the code authority
until the permanent supervisory
quintet has been elected and installed. Permanent members of the
authority will hold their offices for a year. While the permanent code au-

While the permanent code authority is being elected the present executive group will concern itself with setting up the machinery for the radics administration, and adopting a set of by-lays to govern the authority's functions.

Capies of the cade, are being printed by the specement itself are expected to be, ready for distribution by Friday (15).

# Failure of Many Publishers to Sign **New Contract Steams Up Composers**

Slated for an attack by the writer writers involved about their price contingent when members of the Authors and Publishers hold their

preferences when disposing of the performing or any other rights to a work. One proposal made by the ob-

American Society of Composers, and Publishers hold their, annual meeting at the Ritz Carlon March 27; is the failure of the majority of publishers to signature the new membership contract. The present agreement among the members expires at the end of 1935.

Few major publishers have to date put their monikers to the new 10-year contract. Signers, include the put their monikers to the new 10-year contract. Signers, include the put their monikers to the new 10-year contract. Signers, include the put their monikers to the new 10-year contract. Signers, include the Spray and the provision which the recalcitrant publishers are contesting is the preamble to the contract which recognizes the writer's half of the money to that the preamble to the contract which recognizes the writer's half of the money to that the preamble to the contract which recognizes the writer's half of the money to that the preamble to the contract which recognizes the writer's half of the money to that the preamble to the contract which recognizes the writer's half of the money to that the preamble to the contract which recognizes the writer's half of the money to that the premise also suggest that the publishers who oppose this. New membership contract has been signatured by all the writers, as a faction, have okayed within the past two years, Original work and the demand of the SPA within the past two years, Original to the demand of the SPA within and the demand of the SPA within, after the propose this. The demand of the SPA within the past two years, Original to the demand of the SPA within and the demand of the SPA within and the demand of the SPA within and the presence of the demand of the SPA within the past two years, Original to the demand of the SPA within the past two years, Original two the demand of the SPA within the past two years, Original two the demand of the SPA within the past two years, Original two the demand of the SPA within the past two years, Original two the proposed that the provided two the proposed that the provi

# 'Capri' Leads **Both Coasts:** Feb. Biz Up

Even without any smash tune to serve as pacemaker for the list, the sheet music business came vigorously to life the third week of February, with the result that the first week of March found the going equal to what it was for the same period the year before. Hefty picking in plano folio sales during the past month of February Indicated that-there-was-a-marked-movement in all sections of the country to dust off the parior Ivories. Improvement noted during the latter part of February will obviously stay the chains from going through with their threatened shutdown of counters in the smaller syndicates and advised the state of the state

BRUNSWICK-No. 1

still holding that position in first week of March Among the runners up for February were With Every Breath I Take "Gramos). When I Grow Too Old to Dream (Robbins). Fullaby of Broadway (Witmark) and "Fare There Well, Annabells" (Witmark). Toward the end of the month there was an appreciable interest shown in The Moon Turns Green' (Berlin) 10ld Susanna Dusts Off the Old Plans' (Irving Caesar) and "Little White Gardenia" (Famous).

mous).

In the mechanical field there was a slight upbeat during February. Ray Noble led Victor's best six; Casa Loma registered as No. 1 for Decca, while Freddy Martin turned out to be Brunswick's white-haired her.

## Chi Better

Chicago, March 12.

Business bounded back in February, coming up into the higher figures again after having taken a slight slough during the sub-zero days in January. With the easting of the weather the saies started back to higher ground, particularly noticeable in the frost-bitten areas

noticeable in the frost-bitten areas to the north.

'Capri' replaced January' as the leading sheet sales and, with 'Loili-pop' rated as the big grosser during the past month, selling far ahead-of their nearest competitors. January' margin, being pureued closely by the newcomer, 'When I Grow Too Old to Dream'. Latter was out of the best seller list by a hair, and at its present pace should land high up in the blue-ribbon section.

Diec sales kept pace with sheet mude, rising sharply throughout the territory.

Coset Kespe Chin Up
Los Angeles, March 12.
Smash Love the sheet mustice counters in the counters and the counters are stated in January and led the February and led the February and led the February and led the counters are stated in January and led the stated in January and led the January and led the January and led the January and led the stated in January and led the January and led the stated in January

In strong.

Disc. market was firm though little in the way of outstanding numbers received in the local market.

Capti' ran strong on the Victor catalog, though topped by 'Blue Danube' for first position. Columbia kicked in with a couple of new recordings, 'Garden of 'Weed' and a 'Jay Fushy.

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING FEBRUARY BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song-No. 1	'Isle of Capri'	'Isle of Capri'	'Isle of Capri'
Song-No. 2	'On Good Ship Lollipop'	'On Good Ship Lollipop'	'On Good Ship Lollipop'
Song-No. 3	'Blue Moon'	'Blue Moon'	'Biue Moon'
Song-No. 4	'Dancing With My Shadow'	'Tiny Little Fingerprinte'	'I Believe in Miracles'
Song-No. 5	'I Believe in Miracles'	'I Believe in Miracles'	June in January'
Song-No. 6	'Tiny Little Fingerprints'	'June in January'	'Clouds'

### 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:

'Where's Smoke, There's Fire,' 'lele of 'lele of Capri' (Freddy Martin Orch.)
Capri' (Freddy Martin Orch.)

	Capri' (Freddy Martin Orch.)
BRUNSWICK-No. 2	You're the Top,' 'I Get Kick Out of You'. (Ethel Merman-J. Green Orch.)
BRUNSWICK-No. 3	'Object of Affection,' 'Written All Over Your Face' (Boswell Sis-J. Grier Or.)
BRUNSWICK-No 4	'Hi-De-Hi in Your Soul,' 'Sauce From Gravy Bowl' (Cab Calloway Orch.)
BRUNSWICK-No. 5	Little White Gardenia, '1'm Going Shopping With You' (Hal Kemp Or.)
BRUNSWICK-No. 6	Believe It, Beloved, Danoing With My Shadow (Freddy Martin Orch.)
COLUMBIA-No. 1	'Blue Moon,' 'Throwin' Stones at Sun' (Benny Goodman Orch.)
COLUMBIA-No. 2	'I Believe in Miraolee,' 'Don't Be Afraid to Tell Mother' (Jack Little Orch.)
COLUMBIA-No. 8	'Keep Rhythm Going,' 'Solitude' (Mills Biue Rhythm Band)
COLUMBIA-No. 4	'lele of Capri,' 'Madonna Mine' (Geraldo Gaucho Tango Orch.)
COLUMBIA-No. 5	'Blue Moon,' 'So Red the Rose' (Frank Parker-Russ Morgan Orch.)
COLUMBIA-No. 6	Because Once Upon Time, Tiny Little Fingerprinte (Johnny Green Orch.)
DECCA-No. 1	'Fare Thee Well Annabelle,' 'In Blue and Pensive Mood' (Casa Loma Or.)
DECCA-No. 2	Believe in Miracles, 'Dancing With My Shadow' (Dorsey Bros. Orch.)
DECCA—No. 3	'Tiny Little Fingerprinte,' 'I'm Facing the Music' (Dorsey Bros. Orch.)
DECCA-No. 4	'(t'e Unbelievable,' 'Whieper Sweet' (Bob Howard Orch.)
DECCA—No. 6	'Rhythm la Our Bueiness,' 'Star Dust' (Jimmy Lunceford Orch.)
DECCA-No. 6	'Isle of Capri,' 'Serenade to Wealthy Widow' (Lew Stone Orch.)
VICTOR-No. 1	'lele of Capri,' 'Grinzing Waltz' (Ray
VICTOR-No. 2	'Blue Moon,' 'Blue, Peneive Mood' (Al Bowlly-Ray Noble Orch.)
VICTOR-No. 8	Believe in Miracles' 'Night Wind' (Fats Waller Orch.)
VICTOR-No. 4	'Pratty Girl Like Melody,' 'On Good Ship Lollipop' (Rudy Vallee Orch.)
VICTOR-No. 5	'Because Once on Time,' 'Baby Brown' (Fats Waller Orch.)
VICTOR—No. 6	'Little White Gardenia,' You, Night and Music' (Al Bowlly-Ray Noble Orch.)

Every Breath I Take' (Tiny Boswell) Blue Moon' (Ted Flo Rito Orch.) 'On Good Ship Lollipop' (Ted Flo Rito Orch.) 1 Believe in Miracles' (Don Bestor Orch.) 'Little White Gardenia' (Hal Kemp Orch.) 'On Good Ship Lollipop' (Ted Flo Rito Orch.)
'Solitude' (Duke Ellington) Debutante Waltz' (Don Bestor Orch.) 'Old Faithful' (Joe Morrison) 'So Close to Forest' (Henry King Orch.) Garden of Weed' (Reginald Forsythe)

'Mueic Hall -Rag' (Benny Goodman 'Lullaby of Broadway' (Jack Little Orch.) 'Belleve in Miraolee' (Jack Little Orch.) 'Little White Gardenia' (Henry King 'Blue Moon' (Benny Goodman Orch.)

'Object of My Affection' (Boswell Sis.)

'leie of Capri' (Lou Stone Orch.) 'l Believe in Miracles' (Dorsey Bros. Orch.)

'Blue Moon' (Casa Loma Orch.) 'Fare Thes Well Annabelle' (Casa Lome Orch.) 'Believe It, Beloved' (Isham Jones Orch.) 'Cloude' (Emil Coteman Orch.)

Grow Too Old to Dream' (Glen Gray Orch.)

Grap Thee Well, Annabelle' (Glen Gray Orch.)

You're Everything to Me' (Claude Hopkins)

Ob You Ever Think of Me' (Claude Hopkins)

London on Rainy Night' (Ambrose Orch.) 'Garden of Weed' (Lew Stone Orch.) Blue Danube' (Ray Nobie Orch.)

'Clouds' (Ray Nobie Orch.) 'Blue Moon' (Al Bowliv-Ray Noble Or.) 'lele of Capri' (Ray Noble Orch.)

'On Good Ship Lollipop' (Rudy Vallee 'Believe in Miracles' (Fate Orch.) 'Dreaming a Dream' (Ray Noble Orch.)

'lale of Capri' (Ray Noble Orch.)

'Don't Be Afraid to Tell Mother' (Jim-my Grier Orch.)

Hula o Ka Aina' (Andy Iona Orch.)

Blue Moon' (Benny Goodman Orch.) Talking to Myself (Ted Weems Orch.)

'Stay Sweet As You Are' (Jack Little

June in January' (Bing Crosby)

'Fare Thee Well, Annabelle' (Rudy Vailee) Speak to Me With Eyes' (Eddy Duchis Once Upon a Time' (Fats Waller)

'Grow Too Old to Dream' (Paul White-man Orch.)

# new Hawailan tune, both of which were in some demand. Brunswick's Don't Be Afraid to Tell Your Mother, plattered by Tell Your Mother, plattered by the state of Colon's Booze Strictly Panama Canal Water, but the Nite Clubs Are Hot

3 Swell Songs with Frank Skinner Arrangements "Don't Worry, Sweetheart" by Chas. Tobias and MURRAY MENCHER

last week were Roy Wright, Joyce

and Marjorie, Virginia Gifford, and

"There's Nothing To Do Till Tomorrow"

By CHAS. TOBIAS and MURRAY MENCHER "What Did Sally Say?"

By CHAS. TOBIAS, JACK SCHOLL, MURRAY MENCHER

FORSTER MUSIC PUB., Inc. 216 So. Wabash Avenue, Chicago, Ill.

SOLLY COHN EASTERN REP.

Suite 709

1619 Broadway

New York

Colon, March 12. American tourist to Paname finds the nite life comparable to the

finds the nite life comparable to the U, S. of pre-repeal, so far as likeler is concerned. It's not se good. Panama on the whole is in a constant state of flux. If the not tourists, it's the military, or Canal Zone stop-offers, going east or west as the case may be.

Hence the niteries are geared for quick and mass turnover. The price in toto is right. Drinks are 49-590. a copy.

price in toto is right. Drinks are 40-60c, a copy. The three big niteries are the Atlantic, Moulin Rouge and Rich-mond, in order named. Atlantic has the most elaborate floor show, im-ported from the States. There's an m.c. who isn't tolerated for long be-

m.c. who isn't tolerated for long because the aervice men in the place are quick to holler bring on the girls. The song and dance specialists are likewise subordinated in favor of the line. Moulin Rouge and Richmond are more along the lines of taxl cabayast-dancehalls. If you're with your own party and buying drinks at a table, you dance with yourselves and there's no hoofing fee. If you're a bar fly and want a dance, it's a dime a crawl with the pick of some 20

or 80 house hostesses as dance

Richmond is rated the hottest mot of the three. It's more brash Richmond is rated the hottest spot of the three. It's more brash and brusque and features a colored dance-combo that goes to town on of the other dance combo. Hard goes to town on the combo that goes to the combo dance combo that goes to billing for the band boys. Hector, as mean an lvory ticker as has ever been heard around, is the sole nom-de-profesh for the planologist at the Moulin Rouge. Bill Sóme-body-or-Other likewise gives out Dinah' and m.c.'s the Richmond's Jazz-maniacs. The Atlantic has a set combo but anonymous, All do foxtrotology to marcaes rhythms, i.e., a hybrid rumba foxtrot, but hot. Best drinkery is Max Bilgray's Tropical, straight bar with a resistantal adjunct. Formerly had a floor show until Bilgray and

Mamie Keliy from Panama City (the Pacific side of the Canal Zone) made a deal to forget about the show.

"Let's Dance" Is Right! How can you help it when BENNY GOODMAN and his Orchestra are on that delightful N.B.C. pre-gram on Saturday nights? Try to stop dancing when they play:

"WHEN I GROW TOD OLD TO DREAM". "I WAS LUCKY" "CLOUDS"

"EY'RYTHING'S BEEN DONE BEFORE" "SINGING A HAPPY SONG" ROBBINS

MUSIC CORPORATION

JAY SEILER Personal Management

MAURINE and NORVA

PERSIAN ROOM, PLAZA HOTEL, NEW YORK

# VAUDE ACTORS ON A RAF

# **Demand for Specialty Singles in** Unit Influx Crowding Out Acts

Influx of units on the books of sircuit and Indie booking offices alike is steadily setting up a new type of talent in vaude. Where formerly, there were acts, there are now specialty people, with the former, whose ranks are already greatly depleted, now being crowded out of the field.

ly depleted, now being crowded out of the field.
Conditions are now such that unless an act has the qualities that lend it to a unit if can expect no more than about haif of the stage show playing time now around, and pany-time-less. Agents are finding it increasingly difficult to sell acts ing for productions.
Situation was highlighted this week on the RKO floor, when, with but one exception, Arthur Willi's eastern bock was crowded with the minnie revues. Only house playing straight vaude was the Albee, Brooklyn, but with a unit following. Bill Howard's midwest book was also leaded with units.

Bill Howard's midwest book was also loaded with units.

Pro and Con

To some extent the crowding out of the acts by speciality people is profitable for theatres, specialists' total salaries in most instances not mounting as high as a straight vaude show. From another angle, however, some bookers claim the specialists in the long run will hurt the combo houses through crowding out the acts. Sconer or later is attact loading, allike and, when the return to straight vaude becomes necessary, the acts will have left the business or deteriorated, through lack of playing time.

Fact that units are crowding out vaude does not only pertain to RKO, but also, Loew's, Warners, and Farmount, and especially the indies, which picked up-units at the start when the circuits were still cold on the minnie revues.

# **MORE 1-NITERS** BY AMOS-ANDY

Amos 'n' Andy go south April 20 for another stretch of percentage one-nite stands. Tour 1s being laid out by the William Morris office.

On their last tour, a couple of months ago, consisting of 21 single day engagements in as many towns, A. and A. averaged \$8,000 s week for themselves after deducting line charges of about \$400 a day for their nightly broadcast and which they pay.

# ST. PAUL ORPH'S VODE COMEBACK HYPOS BURG

St. Paul. March 12.
Following local Orpheum's highly successful resurrection of vaude, which Manager. Lou Golden has been showing week ends since last September, this town's gone completely stageshow-minded. Current situation has competish whipped up to fever heat.
Starting March.

fever heat.

Starting March 1, Publix brought vaude into its ace looper, the Paramount, competing day and date with the across-the-street Orph, Around the corner is Publix's Riviera, 1,300-seater, which has been showing run-of-the-mill program stuff, but with the Paramount policy change, this house has now gone berserk on newspaper advertising, also pulling some nifty street exploitation.

ploitation.

In the swim also are the Lyceum and Garrick, 15c for adults any stime-former gives a vause program headed by two big-time Chicago acts, feature, shorts, etc.—2½ hours of entertainment—all for the 15c; Garrick offers a stage revue, with a male quartet and Leonard Leigh at the organ, plue short film subjects.

### Suspicious

Agent called up.a New York indie booking office to break the aad news that one-half of a team booked for the following week had passed away.
Oh, yeah, said the booker.
Sounds like an excuse to get out of the date.

# **Amateurs Going** Into 30 Warner Houses in N. J.

Under an unusual three-way hookup, with a commercial sponsor. In the background, Warner Bros. will flood the stages of 30 New Jersey theatres with amateur shows during the next six weeks. Gus Edwards will run the contests.

Tie-up involves WOR, Newark, and the Fischer Baking company of that own, with the WB houses. All theatres participating, with exception of the Ritz, Elizabeth, which plays vaudeville, are ordinarly in straight pictures.

plays vaugevine, are orunary instraight pictures.

Finals start April 1 at the Branford, New York, in conjunction with a series of WOR nightly broadcasts from the stage, with Edwards pre-

# Dancer Sees Cruise From Hosp. Porthole: Show Biz Vacationers

Jimmy Struthers, of Eugenie Woodruff and Struthers, dancers, booked on the S. S. Lafayette cruise to the West Indies and South America, was hospitalized for 12 of the 18-days on board the ship during its itinerary from Feb. 15 until March 6. Stricken with a tropical fever and throat infection, the dancer dropped out of the ship's show, doing but two performances. The new Lafayette show department of the ship with the s

Trilling:
During Eddie Davis' absence from
his -filtery, a new show has been
booked into Leon & Eddie's including the To. Too Girls, Noble Sissle's
Rhythm Trio, Bernice Parks, Paul
Duke, Harry Warren's orchestra and
the Godoy tango combo.

### U. S. Acts Abroad

Berlin, March 1.
American acte playing central
European stands this month include
Roth and Shay and the Hazel Mungean Girls at the Hansa theatre,
Hamburg; Franklyn D'Armour and
Jack Lane, booked for the Scala.
Copenhagen, and Wilson Kerpel and
Betty at the AB-E. theatre in Paris.

### LEHR'S NEW ACT

Baltimore, March 12.

Raynor Lehr, who has been trouping in his own out, returns to your common the second of the

# PLAY ALL OVER

1,500 Acts Have Drifted Into Other Amusement Fields-Playing Beer Gardens, Niter-Restaurants, House Parties and Radio

ONLY 350 LEFT

Vaudeville actors nowadays are working sverywhere but in vaudeville. Conditions have trimmed down the number regularly employed in Tail and the act of the conditions are conditions are conditions are conditions are conditions. The conditions are conditions are conditions are conditions are conditions and the conditions are conditions and the conditions are actors from the conditions are actors from the conditions are conditions and the conditions are conditions. The conditions are conditions are conditions are conditions are conditions and the conditions are conditions. The conditions are conditions are conditions are conditions are conditions are conditions. The conditions are conditions are conditions are conditions are conditions. The conditions are conditions are conditions are conditions are conditions. The conditions are conditions are conditions are conditions are conditions. The conditions are conditions are conditions are conditions are conditions. The conditions are conditio

## Films Preferred

acts find quite steady employment.

Films Preferred

Pictures is, of-course, the-most preferred non-vaude spot of vaudeville acts, but the Hollywood gates open seidom to screen candidates from the vaudevillen acts, but the Hollywood gates open seidom to screen candidates from the vaudevillen acts of from the vaudevillen acts of from the vaudevillen acts of the most old days of vaude.

Radio, on the other hand, has made partial alonement for the inroads it made in the vaudeville busliess by absorbing much of the outward flow of vaudeville talent. At the present time approximately 500 acts, comprising, 1500, people, are doing their stuff over-local stations of some day landing on a network. Stations find the ex-vaudevillians particularly useful because of their long experience in entertaining the public and their knowledge from that of basic amusement values. Many vaudeville players on studio staffs are considered indispensable by the stations.

One anomaly created by the charged order of things is that their the ex-vaudevillians to become business men as well as actors. This applies especially to those out in the sticks with their own shows, but it also goes for the others. Engagements in department stores, at parties, musemin, resorts; etc., seldom permit one the luxuiry of an agent, and many who once considered self-representation unprofessional are now toting their own black books.

Marty White, agent, was awarded a judgment against Irving Aaronson, of Aaronson's Commanders, for commission due on a week's booking at the Pitt, Pittsburgh, Counsel for White is L' Robert Broder,

# May Be Paylowas and Canaries, but Dionne 5 Can't See Stage Until 18

# No Gag to Mgr.

As an exploitation stunt wherever he plays Buddy Doyle Garries a boy who 'plokets' the front of the theatre with a sign reading. "Infair to 'Organized Stooges."

Doyle couldn't use the stunt in Lynn, Mass., last week because the management—had-just paid off, a big legal bill in a fight to enjoin the unions from picketing the theatre.

# Midwest VMA **Optimistic** on **Vaude's Future**

Springfield, O., March 12, Vaudeville Managers Association was organized Thursday (7) at the Van Dyke Club, Mechanicsburg, O., with 25 theatre owners and mana-gers from Ohlo, Indiana, Kentucky, Michigan and Pennsylvania as members. Permanent organization and election of officers of the group is to take place during March or early

to take place during March or early April.

Optimistic reports on the return of vaudeville to houses in small and medium-sized cities in the midwest were given at the meet by Earl Myers, of Chillicothe, O., member of -the -Allied Theatre -Owners of Ohlo; Ray Anderson, of Muncle, Ind., secretary for 22 years of the National Vaudeville Managers Association; and Phil Chakerse, owner of theatres in Springfield, Wilmington and Greenville, O.

Other speakers were William James, of Columbus, honorary president of the Ohlo Motion Picture Exhibitors Association; and P. J. Woods, executive secretary of the same group. Gus Sun called the meeting.

# Jobless Tyros Find a Way to Beat Depresh: **Touring Canada as Unit**

St. John, N. B., March 12.

# **Colored Actors Guild** Is Under Discussion

md many who once considered selfprepresentation unprofessional are
ow toting their own black books.

Aaronson Must Pay

Marty White, agent, was awardd a judgment against Irving
Catholic Actors Guild, Jewish Thecaronson, of Aaronson's Commandrs, for commission due on a week's
owneel for White is L' Robert
Amount awarded White is \$158.

Toronto, March 12.

Toronto, March 12.

The Dinine quins become special wards of King George V and the monarch is guardian of their persons and estates until the five girls are 18, according to new legislation brought in by. Hon. David-Crolly minister of public welfare. The prospect of the quins ever becoming a stage attraction before reaching their majority is now. remote.

The government becomes directly responsible for the upbringing of the girls. A board of guardians, to be appointed by the cabinet, will, have full authority over the education and physical well-being of the children. With another picture to be made shortly and turther testimonial advertising contracts signed, the quins' trust rund will amount to the quins' trust fund will amount to around \$200,000 by May 23 next, according to reliable authority, when the quins celebrate their first

according to remeale account when the quins colebrate their first birthday.

Dr. Allan Roy Dafoe will be named one of the guardians, it is felt. All contracts in connection with picture, syndicate and advertising rights must be approved by the new board of guardians or these will be 'null and void and incapable of performance and may not be sued in any court. This will offectively block the \$1,000,000 suit for breach of contract field in Chriscape by Ivan Spear, head of the Century of Progress' Tour Bureau, against Frime Minister Hepturn, Attorner-General Roebuck and Dr. Dafoe, even should the U. S. courts find for Spc. 2.

Date, even snould the U. S. courts find for Spc...

There will be no more stage contracts for the Dionnes senior. The quins will be reared in the Catholic faith of their parents, the new legislation provides.

# **EXPECT CODE IN EFFECT SHORTLY**

Washington, March 12. It won't be long now before the ozen mutually-indorsed amenddozen mutually-indorsed amendments to vaudeville clauses of the film code become effective. Hope for final action on the changes, which have been kicking around the NRA since before Christmas, was revived Saturday (5) when evasive papers were discovered in the office of Alvin Brown, review officer, and, virtually on the threshold of the Recovery Board's sanctum.

Still keeping his fingers crossed, Deputy Administrator William P. Farnsworth refused to predict date when he expects chore to be washed

rarnsworth refused to predict date when he expects chore to be washed

# WANT KID HOOFERS IN FILM PRODIGY CLASS

Hollywood, March 12.

Los Angeles dancing masters want to place hoofing youngsters on the same basis as picture kids. Teachers Business Association, headed by Walter Wills, is pressing for legislation to take theatre tots out of jurisdiction of State Labor commissioner and put them under the mentorship of local board of education. Claim is that talented youngsters have biggest chance from five to eight, whereas present age limit is eight, with even older kids not allowed in theatres on certain days. New setup also would place theatrical minors under same strict supervision on health and education that now applies in pictures.

# DELMAR IMPROVES

Jule Delmar, vet vaude hooker, now with WOR's artist bureau, is recovering at French hospital, "New York.

Delmar was stricken two weeks ago with a heart attack.

### NEW ACTS

JIMMY DURANTE Comedy 20 Mins.; One Metropolitan, B'klyn

50

Metropolitan, B'klyn
It's the same Schnozzola, only
without Lou Clayton and Eddte
Jackson. Durante retains his knack
of winning an audience quickly and
Durante of Hollywood and the Durante of the old Parody Club is the
cut of his clothes, but latter must
still make a respectable tailor
shudder. He's wearing a deep brown
guaranteed to frighten away a
touch.

touch.

Instead of the ork he used to have behind him. Durante is now using the pit men as the butt of his rough-housing. He's also cooked up a bit with the house ushers, good for laughs all through his act.

for laughs all through lis act.
Durante closed the show here,
with applause running well into the
following film-formic spent 20 hard
working minutes singing, mugging,
throwing hats and part of a plano
at the musicians. They liked it,
They should, Scho.

KEENE TWINS (4) Acrobatics and Dancing

KEENE TWINS (e)
Acrobatics and Dancing
8 Mins; One
8 Mins; One
Reademy, N. Y.
Quartet of dancing tumblers, the
twins being two girls. Male
parthers may represent doubles but
don't look it from the left asise.
Very fast this act, with no letup.
Acrobatics fill the stage at a furious pace and not a second seems

Very fast this act, with no letup. Acrobatics fill the stage at a furious pace and not a second seems wasted.

Acrobatics are young and lookers. Same costumes are worn throughout. Turn might stack up as a regulation acrobatic opener, but the dancing flourishes provide a twist. Work hard for what they get, and get it.

### HELP WANTED

porter-creator women a land samples, is selling out his original samples. Box No. 12, Variety, New York

FOR RENT
10 West 47th Street
30x100 studio, completely outfitted
with tags of the security offices and shower facilities, suitable for school purposes.
Reasonable rent to responsible party.
Apply, MERMAN GLICKMAN & CO.,
Lic., 401 Broadway, New York

# STARR, ROLLO and DITSON

in "THEY'RE OFF" Thanks to BALABAN & KATZ

CHARLIE DAVIS and ORCHESTRA (13)
With Frank Parrish, Sally Gay
IT Minas. Three (Special)
- Charlie-Davis-was-long-the-band
attraction at the Holiywood restaurant, New York, and more recently
at the new Congress spot, also on
Broadway. Yaudeville is not particseveral major picture theatres over
the country with marked success.
When he isnas he generally stays
a long stretch. Night clubs are his
nearest background listing at the
Curtains part on the group ceattered over the stage on divans and
leaning against chairs. Sort of
conveys the frat house Idea. Men
are filled the stay of the stay
presentation. Instead when the
presentation. Instead on the band
stretch are selly best in the long run.
Act is dressly best in the long run.
Specialities include a thigh-siap-

Act is dressed informally for the most part.
Specialities include a thigh-siapplug notions bit and later an endplug notion bit and later an endplug notion of the state of the state

Chestra.

Davis himself has an ingratiating personality and gives the boys a chance at the spottight. Paced briskly and filled with good music, as mentioned before.

AL SHAYNE

AL SHAYNE
Songare, One
Songare, One
State, N. Y.
Al Shayne has been climbing
Steadily because of his iengthy stay
on the air around New York under
the same sponsor. Closely associated with daily broadcasts for quite
a spell, his personal appearance
resting the same sponsor of the same sponsor.
Older of the same sponsor of the same sponsor of the sponsor
or of the sponsor of the sponsor of the sponsor of the sponsor
of the sponsor of th

JERRY COOPER

Academy, N. Y.

Academy, N. Y.

Tenor from radio now before footlights. Appearance counts and Cooper has a commanding stage presence. Voice is clear and pleasant. A gracious manner also helps.

The control of the con



On a report that Famous Players and Loew's would merge, the latter stock went up to 32. Famous was around 80.

J. D. Williams, for First National, warned exhibs that unless they got together they would be wiped out of business.

Rumored that Marc Kiaw was about to close with a picture con-cern. Never interested in films.

N. Y. exhibitor body, in convention, protested against per-centage bookings. Still protesting Had been started with 'Miracle Man.'

Theda Bara was drawing down ground \$6,000 a week for her stage work. Her picture salary had been \$4,000.

Contracts called for the con-struction of 24 theatres in Cleve-land before the end of the year, In-cluded two major apots: 50,000 more seats.

Jake Lubin denied Loew's had given Stan and Mae Laurei a 60-week contract. They had 20 weeks with Loew, 20 with Howitz-Kraus and an option on renewal of the latter time. Now Laurel and Hardy and not worrying about routes.

Dardanella, pop music number, had sold 1,400,000 copies and regarded as not yet at the halfway mark. Tops was Missouri Waltz which had gone over 2,000,000. Dardanella expected, to beat that It didn't in sheet music; only sold more on the dight. It didn't in sheet r more on the disks.

Pittsburgh Gayety raised prices for Bedini's 'Peek-a-Boo' burley show, N. Y. ordered price dropped to 75c top.

Trust estate of Henry Astor sold 141 parcels at auction in the Hotel Astor. Sale lasted over 12-hours, getting \$5,159,075. Astor theatre brought \$790,000, the Bijou and Morosco going as one lot for \$350,000. The Shuberts and Soi Bloom bought

Rita Gould barred by Hebrew Actors Union from the Glickman Palace. Empire, opposition house, had no parallel attraction and she was held to be unfair competition.

Arthur Hopkins offered John Bar ymore in Richard III. Fair biz.

Waiter Damrosch and N. Y. Symphony headed for Paris. First European invasion—by an American

Indie film company announced it ad Reinhardt, Lehar, Oscar Strauss had Reinhardt, Lehar, Oscar Strauss and others under 10-year produc-tion contracts. Total sum repre-sented was around \$200,000,000. Then it got down to putting up, and the deal folded.

Georges Carpentier coming over to make a picture. After that Jack Curley had him sewn up for a 10 weeks' tour at \$7,000 a week.

Quick flash at the new income tax reports showed that managers had paid actors more than \$100,000,000 Pictures paid only \$35,000,000 of

# **50 YEARS AGO**

(From Clipper)

W. T. Carleton, opera favorite, re W. T. Carleton, opera favorite, re-tused to sing the night show in Newark after an apathetic matines reception. An understudy went on and Carleton and his wife sat in a box (for which they paid) and en-loyed the performance.

Actress of the defunct 'Sleba' co. got a judgment for \$40 back pay against Arnold Kiralfy (Irme's brother). Constable took his watch.

National theatre, Washington, burned Feb. 26. Tough luck, as the house lost the always profitable inauguration week. House 7as rebuilt as the New National. Fourth fire.

Chauncey Olcott was singing with Thatcher, Primrose & West's min-strels, but getting closer to operetta.

Percy G. Williams was advertis-ing for show people and lecturers! (Continued on page 52)

# **UNIT REVIEWS**

ANATOLE'S AFFAIRS

ANATOLE'S AFFAIRS

(PALACE, N. Y.)

Anatole Friediand has put more money and thought into this season's revue and Chartle Melson hurries it along as though he were getting paid by the job instead of the integral by the job instead of the frequent changes of costume and half a dozen sets. Latter are a bit garlsh, yet not ineffective, and the general effect is good though some to the cleaners. This goes mostly for the net bodices supposed to simulate flesh. They soil easily and should be watched. But that's not have the company of the season of the first more an overant and zero that there as movement and zero that there as movement and zero that there as movement and zero that there are movement and zero that there is movement and zero that there is movement and zero that there is movement and zero, and that simply ean't be hurried. Opens with a Times Sa, backing Opens with a Times Sa, backing Opens with a Times Sa, backing of the season on as a strike ploket, after the girls have opened, the season of their continues to be only the season of their course. Built up nice-parally the curse. Built up nice-parally supplied the season of the curse. Built up nice-parally supplied the strength of the curse. Built up nice-parally supplied the strength of the curse. Built up nice-parally supplied the strength of the curse sufficience of their course grant of the preserved of the strength of the curse. Built up nice-parallely supplied the strength of the curse sufficience of the strength of the curse. Built up nice-parallely supplied the supplied of t

Is. Line back in uniforms with long trousers for a tap against a backgroup of Radio City. Off in the first entrance and back with surprising speed from the third as the Rockettes, doing nicely with a precision dance in typical Music Hail costumes. Closes in for Harry and Frank Seamon, who contribute remarkably good hand lifts but still control of the control of th Line back in uniforms with long

they were back for a double encore and most of the house was voting. Immanette with her violin for a solo and then the line firls in an oriental dance that was not too oriental. She still fiddled and got in another solo while the tableau was Evelyn Dale. Acro stuff mostly with a couple of unusual dips. Irmanette hange on and Melson comes on to do his regular act with her and the lange on and Melson comes on to do his regular act with her and the limit. Showed into full stage again for a penthouse drop with tables and guests and everyone contributing, and the stage of the control of th

### BILL HOGAN UNIT (PARAMOUNT, OMAHA)

Omaha, March 10.

Of the hour-long stage show at the Par this week, two-thirds of the time is allotted to Bill Hogan and his band. Crew is a hotel organization augmented for unia. Headed east from the Los Angeles Billtmore for a stand at the Chil Edgewater Beach, and stopped en route.

Routine opens with Hogan out front thing his radio to various that the chil Edgewater Beach, and stopped en route.

Routine opens with Hogan out front thing his radio to various that come over the loud speaker. Then opens up to the vaude acts. Of these Joan and Jerry Jackson in their dance routine take the lead, standing the comedy Jouch and the unit could stand more, are Harris and Shore with front chatter and an adagto burlesque.

From the bandstand the Three Lower the house put their numbers over the lous put the lous p

rangement of Tune in January. Novelty turn is added by Barberina, and clever. Features of the standard of the

# VANITIES

VANUILES

(PENN, PITSBURGH)
Pittsburgh, March 8.
As condensed besigned of Broadway shows got the state of Vadious in the state of Vadious in the state of Vadious in general, including settings and costuming, it's a great flash for a two-bit audence but in material it imps like a wounded coott.

flash for a two-bit audience out in material it limps like a wounded. Collection of the collection of

urray, Charlestons, Sam (Continued on page 62)



The Star, London, on April 25, 1934, said: "As for the Diamond Brothers they are the funniest knockabout turn they are the funnist knockabout turn I have ever seen. Three of them appear, but I hope they carry other brothers as 'spares' in case of break-age, because they assult each other with extreme and dangerous violence.

Direction Arthur Fisher 1560 River

# PAULINE COOKE HARVEY STEPHENS

in "After Office Hours"

Now Playing
CAPITOL, New York
MIKE CONNOLLY, Pilot

### DOROTHEA ANTEL

226 West 72nd St., New York City Birthday, Everyday, Convalescent Greeting Cards

in Boxed Assortments, 15 exclusive and original cards to the box, \$1.00. Special discount on large quantities.
Write for Particulars

# TRACY and VINETTE

Now Filming in Jugo-Slavia CONCORDIA FILMS

# POWELL and NEDRA

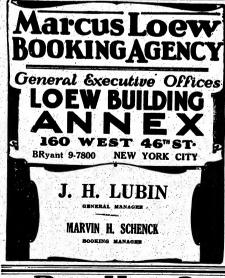
MODERN EXPONENTS OF ANCIENT ART

Present

# MYSTIC MOSAICS

NOW PLAYING CHICAGO THEATRE—WEEK OF MARCH 8th

Personal Representative—JACK KALCHY J



TH LATRES 1270 SIXTH AVENUE RADIO CITY NEW YORK

# A.F.A.'S CO-OP UNIT IDEA DROPPED

Plan of the American Federation of Actors to tour a straight vaudeville show compiled from among its members is off indefinitely. Inability to line up a sufficient amount of playing time called a halt to the

Another thing that tripped up the idea was what the AFA terms ex-orbitant demands of Indie theatre orbitant demands of Indie theatre owners. First AFA show was to have opened in Hartford, Conn., but was called off when the theatre demanded that the actors organization pay for the musicians, stage-hands and house crew, as well as 4500 more of the control of t

AFA may try again later in the spring or next fall.

# **CINCY INDIE GETTING** 14G IN 1ST VODE WK.

Cincinnati, March 12. The Taft, indle opposish to RKO on flesh and film, is registering a bang-up \$14,000 in its first week, Thurston as the headliner Price scale is 25-40-60c as against \$5-45°c for the competitive Shubert, which was taken over last week by

which was taken over last week by RKO for a stage and screen combo. Thurston will drag down about \$8,500 for the week. Located at 5th and Sycamore, in the Masoine-Temple, the -Taft 4: 9-off. the beaten theatre path, yet it has advantages over most of the other downtown houses for street parklard mannerness to the Government learner manners to the Government theatre and seats 2,500. Larry Sumbrock, manager, has the Taft leased for eight weeks. A former impressario of radio acts, he rear

Taft leased for eight weeks. A for-mer impresario of radio acts, he remer Impresario of radio acts, he reeently rented the Shubert, in one of
Iso off-legit weeks, and presented
Duke Ellington's band, some go-so
local radio talent and an Indie pls.,
with a straight 40c gate. It was the
first such lineup for Cincy in eight
moniths and grossed close to \$15,000.
Next week the Taft will offer Joe
Penner, Lee Twins, Jo and Jane McKenna, Willie, West and McGinty
and another act. Then follows Lum
and Abner, radio act, surrounded by
a revue. Ted Lewis' ork will be in,
for the fourth week. Hoadliners are
in on percentage.

# Tabbing Minsky Miami Burley Co. as a Unit

Miaml, March 12. Mianil, March 12.
Minsky-Weinstock outfit is fig-uring on sending out a cleaned-up version of its local burlesque stock as a unit with the title of 'Miami Galeties'.

Galeties.

Proposish includes a proposed trip over the Sparks circuit on the way north. Walter Reade has been contacted regarding a Broadway date at the Astor, New York.

# Peabody on RKO Route

Chicago, March 12.
Eddle Peabody setting off on a long RkO route which will carry him through the midwest and east up to June 1. Will spend four weeks at the Fox in Detroit.

After Lune Benberge, Addisons After June, Peabody's address will likely be Riverside, Calif., again

Nellie Breen, back from the Coast, is reuniting with Lester Allen for

### DE-FLESHING PITT

But Only Temporarily—Alvin's Fortnight Straight Sound

Pittsburgh, March 12.

Alvin, Harris de-luxer downtown, dropping stage shows for two-week run of new Will Rogers filcker, Life Begins at 40, opening Friday 15.
Top, 40c, will remain the same, however. It's the first time since Alvin inaugurated presentations last consecutions of the same of the same in th

October that they've been abandoned.
Move is only temporary, with shows scheduled to resume March 29 when Dorsey Brothers band, with Bob Crosby, comes in. Following week, Mary Brian is scheduled to open her personal appearance tour here.

That leaves Penn with only ficel in town for fortnight. Stanley, too, has no fleeh in sight, due principally, however, to inability to land names big enough to compete with Penn's line-up, including Cantor, Rubinom, Olsen, Shutta, Calloway and others.

# Mgrs. Luncheon Table **Booking Klatch Irks Detroit Club Bookers**

Detroit, March 12.

Detroit, March 12.
Unusual idea for booking talent for beer gardens and night spots has been developed here. Garden owners meet -on-Monday-for-lunch-and view acts for their respective spots. Novelty of the idea is that acts are not announced under their names, but are given a number. Beer dispensers sit at the festive board and between courses with soup spoon in one hand and pencil in the other, designate whether team number 4 or single number 16 will appear at their place. Strictly, lired at NRA code salary, so price does not tavor any particular ct.

These weekly studitions on the control of the source of the actors have not signified whether they like the idea or not.

# O.&J. and Gene Austin Unit Touring in Dixie

Spartanburg, S. C., March 12.

Unit featuring-Gene-Austin-Olsenand Johnson, Strong's Admirals and
a line of girls is roadshowing in
Dixis, playing reserved-seat stands
in the approximately 20,000 pop, and
up towns. Plays two-show date at
Carolina here March 29.

# Whitehead Ill

Ralph Whitehead, executive sec-

Ralph Whitehead, executive sec-retary of the American Federation of Actors, is very ill at his home in the Osborne hotel, New York, Whitehead has undergone five op-erations in the past two weeks for a serious ear infection.

# Saranac Lake By Happy Benway

Only one nitery flashing floor show talent, the Dion troups at the Overlook Inn. Twenty have shut on account of too much snow.

on account of too much snow.

Among newcomers who are showing up oke are Lawrence McCarthy,
Tommy Kearns, Maurice Pearson,
Joe Dabrowski, Murlei (Eddy Sisters) Cirhency and Beatrice Lee.

Eddle Ross, of the Four Carlton
Boys, perking up nicely with
pneumo-thorax and the Fischel

possing penning up there with process and the Fisched Dick Moore, who has been fighting a sleep of setbacks, now up for loungs room pictures. If you hear that Fred Rith, Ethol Clauds, Margaret Newell and Benway are always, smilling, it's new modars, thanks to Mrs. Wm, Morris. During February every patient received candy statuettes of Abe Lincoln and George Wastlington from Jerry Vogel. Many thanks to Mrs. Chet Dana (Betty Fuller), for the flock of new books shot into our library.

Ben Schaffer lost his father. He was 30.

Hen Schaffer lost his rather. He was 90.

Frisco DeVere, who has been bedding faithfully to regain lost poundage, now up at intervals in messhall, 'Mabel Looks Ahead' was well

Mabel Looks Ahead" was wellrendered at the lodge by a capable
cast. A C.C.C. camp road-show
sponsored by Bill Morris, Jr.

Dr. Karl Fischel New Yorking for
a dortnight on biz.

Team split about three years ago.

Saranso.

# ASKING LAW TO BAN MALE DOLLS IN N. Y

Albany, March 12.
Female impersonators will have to join the ranks of the unemployed if the Legislature passes a bill introduced by Assemblyman Bernard Austin, New York Democrat.

Anybody employing impersonators would be charged with a misdemeanor under the bill, which pro hibits men from wearing women'

# **Toronto Police Post** \$1,000 Reward in Abe Appleby Murder Case

Toronto, March 12.
Police have posted a \$1,000 reward in connection with the mysterious murder last week of Abe Appleby, owner of the Roxy, burlesque, whose body was found before the rified aafe in the manager's office. He had been shot twice in the back of the head.

Charles

Seen shot twice in the back of the head.

Charles F. Keen, 27, known to Detroit police as The Mustard King, was located in a downtown hotel, here for questioning and cleared himself of the crime, but was arrested on a charge of their after searchers discovered a diamond ring which had been stolen, from Georgina Napier, wardrobe mistress at the Roxy.

Keen's arrest resulted from information that he had been seen around the theatre before the murder was discovered. Police found an automation that on Keen and subsequent investigation was followed by the theft charge.

# They're Everything but Amateurs in N. Y. Houses

Albany, March 12.—
Schlne's Avon, Watertown, seems to be dodging 'amateur night' tag, but does manage to get local talent on its stage. For instance, Y.M.C.A. athletes staged an act entitled 'A Day at the Gym.'
In Troy, RKO Proctor's has ploked up amateurs through what it calls .Twew Talent-Night' once a week, Griswold and 'Rose theatres are also plugging locals.

it calls New Talent-Night-once week, Griswold and Ross theatres are also plugging locals.

In Albany, Harry Hellman has Opportunity Night at both the Royal and Paramount. Warner's Ritz has tied up with a local furniture store that broadcasts amateurs. Winner gets. a job doing a personal at the Ritz. House had no stage, but bullt a platform in front of the sorreen.

### Glee Club's Chance

Baltimore, March 12.
Johns Hopkins University Glee
Club (65) will sub for Frank Parker, who is pencilled in as headliner on next vaude bill at Loew's Century, starting Friday (15), for one day (Sunday) when Parker must filt back to New York to broadcast on

back to New York to broadcast on the Jack Benny-Jello half hour over the NBC network.

The Hopkins Gigers will appear at all three performances on the Sabbath. About yearly the Century brings the gang down onto its ros-trum for a single performance, but this will be initial time the club gete a full day in.

# LOUISE BEAVER'S CHI DATE

# Involved and Frenzied Finance Sees U. S. Co. Evicted in Japan

# Choristers Cleared in **Buffalo Burley Pinch**

Buffalo, March 12. Josephine Martin, one of the chorus girls arrested in the police raid on the Gayety theatre (bur-lesque) last week, was acquitted by a jury in City Court on a charge of indecent dancing. Similar charges against two other members of the troupe were dismissed at the same

Charging that some of the police had tried to get the girls to pose in the nude at headquarters, the at-torney for the defense called the ar-rests 'outrageous.'

# U. S. Law Would Curb Hauptmann Jury's Yen for Vaude Tour

Washington, March 12. Legislation to prevent the Hauptman jury, or any other jurors in criminal trials, from making a vaudeville tour was proposed in Congress today by Senator Duffy of Wisconsin: Measure stipulates it's illegal for any juror to move or travel in interstate or foreign commerce for the purpose of making any statement at any public performance for profit relating to anything that transpired at such criminal trial.

Penalties would include \$5,000 fine and one year in jall. Author of the bill said he was motivated by reports that agents offered contracts to the Flemington jurors. Congress today by Senator Duffy of

# Ted Lewis Opening Straight Pix House

Due to report at Metro for a pic-ture June I, Ted Lewls will play theatres in the meanwhile. William Morris office is setting the fill-in dates, which takes in RKO, Loew and Paramount houses.

Loew will open up Memphis the week of April 19 for the first time this season to play Lewis, but re-verts to straight films thereafter.

### UNION PULLS MUSICIANS

York, Pa, March 12.
Gertrude Avery Revue, playing
York theatre, indie, ran into embarassment this week when union
pulled its orchestra and left the unit
without music.

without music.

House has non-union operators
and the union objected the union
band working there. Management
rounded up five non-union musiclans, but minus rehearsals their performance was sad.

### KIMBERLY CLEARED

London, Feb. 27.
Joe Nathan sucd Leon Kimberly
for \$1,000, which he claimed due him
for salary.
Defendant was awarded the judgment, with costs.

### Capitol H. O.

Louise Beave, the mammy in Initation of Life, is extending her pa. tour to include the Regal, Chicago, April I. Regal has a strictly colored pa. The Contage.

# Inside Stuff-Vaude

That old axiom. The show must go one, was forced on Hickey & Anger when they had to charter a special train to get their Live Laugh and Love unit from Baltimore to Philadelphia in order to make a connection to Boston in time for a Friday morning opening at the Metropolitan there. Cost of shipping the cast like an Elks convention was 100 extra farce or \$144 for the 20 people. Total ra. cost to Boston was \$805.54. Producer's dilemma, came about because of Washington's Rithday.

when it's ordinarily \$462.84.

Producers' dilemma came about because of Washington's Birthday, which they didn't think the New York, New Haven & Hartford rr. eberyed until too late. This line pulled an early Friday morning train off its schedule, the only normal connection the unit could have made to get to Boston in time for the first show, with Paramount meanwhile insisting that the unit get to the theatre even if it had to fly. Only other way open was the chartering of the special to Philadelphia after the last show at the Hipp, Balto, to connect with an express to the Hipb.

Tokyo, Feb. 15.

Pantages Show has been tossed out of the Nippon Gekijo and is now waiting around the Imperial Hotel for a chance to use the other half of its found-trip ticket, salling Feb. 28.

Attractive.

Feb. 28.

Attraction is not connected in any way with the eviction order served Feb. 14, except in its failure to make as much money as the over-optimistic promoters thought it would. Trouble is entirely due to the tangles of Yosaburo Suzuki, fornier managing-director for Nik-katsu Pletures, who got into a financial jam and couldn't wiggie out.

out. Last fall Tameo Kajiyama, former

Last fall Tames Kailyama, former American vaude mentalist, convinced Suzuld that his connection with Rodney Pantages and Arthur Silber could be used to bring a first-class revue to this country, Suzuki got together enough coin for the \$22,500 guarantee demanded for the first four weeks and arranged with the Nippon Tusen Kalsha steamship line to make the tickets available for a company of 4 company had be a company of 4 company

bine and then re-rent it to Suzuki.
As the ship bearing the Pantage's company drew nearer, the price went up. It started at \$7,000° a. month and finally reached \$28,500 for the four weeks and two days between Dec. 30 and Jan. 28. There it stuck. Suzuki borrowed money at high rates of interest and had a house waiting when the show arrived. It opened Jan. 1 to excellent business, with Suzuki dragging down everything he could lay his hands on to, pay off the money-lenders. For some time the box-office was under attachment due to one of these deals. Later business was not good, certainly not enough to crack the nut of about \$86,000 which had grown on Suzuki's trees.

Negotiations cut down the rental for the second four weeks to \$31,000 and Suzuki somehow-managed to scrape together \$5,500 to take care of the first part of that. But he could not raise enough for the company.

At this point Kajiyama stepped

on the mes, pass occupied not relies enough for the company.

At this point Kajlyama stepped into the picture as guarantor as well as booker. He made a new deal with Suzuki under which each day's take, after a top-off for the picture, would be divided 60-50, Suzuki taking half and Kajlyama, half. Starting Jan. 25, he gave Silber his personal guarantee that he would make good any shoringe from such receipts. He says he made money for only four of the 14 days.

from such receipts. He says ne made money for only four of the 14 days.

At about the beginning of February, Suzuki disappeared. Nobody could find him, but Kuyhet Mogi collected his share of the receipts, which apparently continued to go to the money-lenders, for there was nothing available to take up the option for the balance of the month. On Feb. 9, both President Tsuneo-Kanemisu and Manasing-Director Taro Debari of the Nippon Geltjo Operating Company became impossible to lostes. Kallyrama wanted a that he could do it if he could only make a deal with someone to keep the theatre. But nobody with power to deal was available. Suzuki was in hiding from his creditors. Kanemisu and Debari probably figured that there would only had been supposed to the same than the could be for t

tons. Kanemitsu and Debart probability of the beart proposition. Moreover, the show hadn't been making money.

— On-Peb-14, Pointing-out-that-the-balance of \$45,000 had not been paid on the February rent, Debart went to the police and asked to have the company removed from his house. Police served the notice and there was no show.

# Variety Bills

NEXT WEEK (March 15) THIS WEEK (March 8)

Numerals in connection with bills below indicate opening day of show, whether full or split week

# RKO

NEW YORK CITY | Sthei Shutta | Takes (18) |
Gins De Quincy & L | For (18) |
Bob Rips | Leon & Macco |
Donny's Burke | Changages | Cockt'| |
Analot' 'Shatis' | Leon & Macco |
Analot' 'Shatis' | Leon & Macco |
Donnyis | Leon & Leon |
Leon & Leon |
Donnyis | Leon & Leon |
Leon & Leon |
Leon & Leon |
Donnyis | Leon & Leon |
Leon & Leon |
Donnyis | Leon & Leon |
Leon & Leon |
Donnyis | Leon |
Leon & Leon |
Donnyis | Leon |
Leon & Leon |
Leon & Leon |
Leon & Leon |
Donnyis | Leon |
Leon & Leon |
Leo

Great Yacople
Tilyon
1st haif (15-17)
Burnh'm Harris & S
Domby & Gang
Eddie White Keep Moving (One to fill)

WMINNEAPOLIS
OTPHEND (18)
GWYNNE CO
GWYNNE CO
GWYNNE CO
LEWIS & MOOTE
Eddle Peabedy
Liazed Arabs
Folies de Pares
Folies de Minic
(TROVIDENUE
Keith's (18)
Sameule' (10)
Cab Calloway Oro
ROOHESTER
HAUTIE 2 & L
Don Cumminge
Eddie South Libodge
Great Gretanos
Folies (18)
Folies de Pares
Fo (R) Bob Ripa
Popeye
Martha Raye
Vic Oliver
Bartell & Hurst

OFFICIAL DENTIST TO THE N. V. A. DR. JULIAN SIEGEL
PARAMOUNT BUILDING
This Wil: Nrs. James Wallington; Nrs. Pat Kelp

BOSTON
Bostom (15)
Parisian Scandals
(8)
Platinum Blondes
CMICAGO
Falace (15)
French casino Rev Hello Paris'
CLEVELAND
Palace (15)
Earl Carroll's Van's
(8)
George Olsen Oto

TRENTON
Capitel
lat haif 16-18)
Mangoan Tr
Norman Thomas
(Two to fill)
2d haif (2-16)
Don Bentor Cro
UNION CITY
Reiths Kelth's
1st half (15-17)
Bert Walton
Popeye
Vernon Rathbura
(One to fill)

# Loew

NEW YORK CITY

Capitol (15)
Dave Apollon Rev
Capitol (15)
Dave Apollon Rev
Capitol (15-14)
Larry Saunders Co
Burnal & Kless
Cone Orphania
1st helf (15-14)
1 & K. Lee
1 & Larry Saunders Co
Burnal & Kless
1 & Larry Saunders Co
Burnal & Capital
2 & K. Lee
1 & Larry Saunders Co
Burnal & Capital
2 & Larry Saunders Co
Burnal & Martin
2 & Larry Saunders Co
Burnal & Capital
2 & Larry Saunders Co
Burnal & Martin
3 & Larry Saunders Co
Burnal & Larry Saunders Co
Burn

Conzalies
(One to fill)
Metronolitan (15)
Albee Sis
Rooneys
Timbergs
Clarence Rock

Rubinoff
Parkyakakas
Ching Ling Foo Jr
H & D Dixon
WASHINGTON
Fox (15)
Ted Adair Rev
Fred Lightner Co
Everett Marshall
Michon Broe

# **Paramount**

Metropolitan (15)
Dorsey Bres
Dorsey Bres
Ches Fredericks Co
Mario & Florio
BUFFALO
Ted Lewis Bd
CHICAGO
CItlenge (15)
Citlenge (15)
Slate Bres
Harriet Hayes
Gautie (18)
Gautin Garay
Space (18)
Gautin Lagrage
Gautie (18)
Slate Bres
Harriet Hayes
Gautie (18)
Harriet Hayes
Gautie (18)
Harriet Hayes
Gautie (18)
Harriet Hayes
Gautie (18)
Harriet Hayes
Harriet

# Warner

ELIZABETH Vitaphone Girls Joe-Besser. Ritz (18). Tiariem Scandals PHILADELFHIA E Corp. See See Corp. Tappe State Corp. T

Dorothy Crooker
WASHINGTON
Earle (15)
J& M Mason
Roscoe Ates
Buster Shaver
Oliver & George
Vitaphone Giris
Georgie Tapps
(8)
Royal Uyenos

Frank Gaby Gine DeQuincy & I Boswell Sis WILMINGTON Queen
2d haif (14-16)
'Blackstone'
YOBK
Strand
2d haif (14-16)
'Bow'ry M H Fol'e

# Independent

State Lake (9)
Harris & Howell
Eddle Hanley
Rhythm Redheads
Maxima
Verne BuckLONG BEACH
Strand (8)

Adaglo 4 James Miller

Clifford & Clark
Rhythm Rev
Daum & Black
LOS ANGELES
Orphenm (6)
Frank J Sidney
Frank Jeaks
Capps Bros Sla
Edger Bergen Co
Al Verdl & Their
51/4 Arloys

# Fanchon & Marco

NEW YORK CITY
Roxy (15)
Salici Puppeta
Casting Pearls
Gao Foster Girls
Freddy Mack
Roxy Rhythm Oro
LOS ANGELES
Paramount (7)

Rube Wolf Bd
Fanchonettee
Corps de Ballet
Giee Club
Garland Sis
Ashley Dec-Garland Sia
Ashley Dees
PHILADELPHIA
Fox (15)
Ray Pepkins
De Roze
(Others to fill)
Oxford
1et half (14-18)
Cirillo Bros

Piymoth
1st half (14-17)
Hibbit & Hartman
Clifton & Brent
3 Radiosites
Duke & Glavid Rev
(Others to fill)
2d half (18-0 Rev
Miller Bros & G
Masters & Grayce
Tom Barry
(Others to fill)

Bebe & Rene

Bob Barlow
LEWISHAM
Falace
Kentneky Minat
Scott & Whaley
Ike Hatch

ucky Choir LEYTON

Savoy
M & H Nesbitt
Scott Courtney
Peggy & Sylvia
Holls Broe
LETTONSTONE
Righto

Biaito
8 Krakajax
NEW CROSS
Hinema
Hugh Ormond
Dennis 4-Rita
3 Zaroye
PECHAM
PECHAM
Hugh Ormond
Dennis (-Rita
7 Zaroys
7 Zaroys

Waller & Lea (Others to fill) PEOVIDENCE Fay's (18) Sizzlers Mason. & Yvonne Jones & Rooncy Balabatow & (Others to fill) WORCESTER Plymoth

# London

Week of March 11

Canterbury M. H. Lillian Burgiss 1st half (11-13) KILBURN Savona
Lillian Burgles
2d haif (14-16)
Geo Betton
24 Corona Babes
Dominion Dominion
Ramsey Rhythm
New Victoria
Act Superb
Trocadere Cab
Las Allen & 4
Arthur Prince
Al & Bob Harvey Zennaro
Fred Phyllis & A
Maurice
CHADWELL H'TH
Embassy

Embasy
Levanda
Mona Grey
Nixon & Morrison
CLAPTON
Bink
Lester & Andres
3 Magnets
Averard C. & Ros

Lestus Hank
S. Magnet Andres
S. Magnet Andres
S. Magnet Andres
S. Magnet Andres
Levand

Palace
Lester & Andree
3 Magnets
Averard C & Roy
WALTHAMSTOW
Granada
Billy Cotton Bd

# **Provincial**

Week of March 11

EDINBURGH
Regent
1st haif (11-13)
Francini Olioms
2d haif, (14-18)
Co as booked
Co as booked
Trancini Olioms
2d haif (14-18)
Francini Olioms

# Cabarets

## NEW YORK CITY

Armando's elo Flowerton suelo Flower: Bal Musette Arden & Duncar Geo Marechal Millard & Anita M Ferri

Barrel of Fun

Bigelow & Lee Benny des Arte Nina Allen
Justine Jai Tal
Brune

George Thorne
Angelita Loya
Fox & Ballister
Ralph Navelle Orc
Cafe International

Hotel McAlpin moves McAlpin mmy Blake arker 3 ank Farrell Ord essie Osbeck

El Chicorrito
Don Casanova
Rudy Hernandes
Cantine Barra
Raym'nd & Luoin
Gliberto & Jose Hotel Montclair Briceno
Don Jose Oro
Casino de Parce
Harry Stockwell
Roul & Reyes
Jack Powell Hotel Montclair
Leon Janney
Leota Lane
Rosita Ortega
Franco & Francir
Ruth Urban
Marti Michel Orc Hotel New Yorke Ozzle Nelson Oro Harriett Hilliard Florence & Alvare Central Pk. Ca Ethel Merman Maurine & Norva Leo Reisman Ore Chatean Moderne

Hotel Novarro

Hotel Novarro

Gay Adams
Thelma Loeds
Billy Militon
Maurice St. Clair
Gloria Day
Vic Rodrignez Oro
Nell Litt Orc

Leo risuman UfoChatean Moderne
Chite Ganche
Batty Bohker
Club Ganche
Senorita Leona
Club New Yorker
Lois Elliman
Lois Elliman
Lois Elliman
Lois Elliman
Lois Billman
Lois Billman
Lois Billman
Lois Billman
Lois Billman
Lois Hone
Reis & Dunn
Belsean
Durolle Alexander
Reis & The Compress
Bryant, Reiss A
Bryant
Lois Billman
Lois Bil Sid Austin Ore Cotton Club

Cotton Club
C C Rey
Mears & Mears
Nicholas Bron
Leitha Hill
Ophola & Pimien
John Henry
Swan & Lee
Lena Horn
Bill Balley
Jesele Scott
Dynamite Hooker
Cora La Redd
Cab Calloway.
Cog Rouse

Coq Ronge Joe La Porte Ore Cubanacan Rigo & Carmencita Miguel Di Grandy Miguel Di Granty Juanita Don Raphael Cordoba Ble Dawn Fatrel Clab Frank Farrell Ore Barker Trio Delmonico's

Delmonice's
Byrnes & Swar
Billy Mack
Gould Sis
Al White
Eddle Court
Durse Orc Dubonett

Josk De Barby Or El Chice Wences
Paco Cansino
Mignon Dallet
Rosita Rios
Francisco Ramos
Emillo de Torre

El Merocce
Irving Rose a Ore
Nano Rodrego Bd
Billy Milton
El Terender
D J Escarpintere
Crini Varela
Dinorah Argaden
Juanita
Ramon Quiros
Ferium & Mars

Essex House Glen Gray Ore Sandino & Fairchtic Dick Mansfield Or

Flying Trapece
Hezel Williams
Freddy Berrens Oz
French Casine

French Castes
Muriel, Santille
Muriel, Santille
Muster David
Watter David
Murie David
Murie David
Murie David
Murie David
Murie Bude
Glorie Glibert
Muriel
M

Dennis 4-Rita
3 Zeroys
SMEFR'RIP'S BUSH
Pavillon
Ramsay Rhythm 8
STAMFORD HILL
Begent
Bobby Hovell B4
STRATFORD
Rraadway Juan
Guittar
Emile Boreo
Noble Sissle Ore
Carl Hoff Oro

STRATFORD
Broadway
M & H Deschitt
Scott Courtey
Pegsy & Plyia
Holis Broadway
TOOTING
Granda
Chas Manning Bd
Claire Rowe & C
Joyful Jovere
Connor & Drake
TOTTENHAM
TOTTENHAM H'lyw'd Restau Phil Harris Leah Ray Eloise, Martin Sammy White Leah Ray
Eloise, Martin
Sammy White
Floree A Hartis
Vera Nizas
4 Diplomats
Edith Roark
Terry Lawlor
Barbara Biane
Mills & Kover
Virginia Vaughas
Hotel Connor
Jack, Star
Marion Martin
Pedro Via Cuban
Hotel Ator

Hotel Ast Jack Berger Ore Hotel Biltm Jack Denny Ore
Vernons
Ray Heatherton
Dot, Kay & Em
Barry Devine

Hotel Commodore Archie Bieyer Ore Hotel Delmonice Julie Gliespie Alex Fogarty Harry Tuker Ore

Hotel Edison Freddle Starr Ore Jerry Blanchard H & M Kane Hotel Fifth Ave Mishel Gorner Ore Horacle Zito Ore Editel Gov. Clinies Anthony Trini Ore Hotel Gi. Northars Ferduando Orch Hotel Lexington Jack Little Ore M Schuster Ore

Taft Gelli leo Hall Oro oretta Lee Thomashefaky's

Thomashefaky's
Boris Thomaskefay
Regina Zuckerberg
Sammy Colton
Ifarry Littman Oro
Florence Klug
Mine, Charova
Irv Bercowitz
Gertle Builman
Ches Doherty Rev Trenville Jim Miller Oro

Ubangi Cinb Ubangi Cinb
Gladye Bentiy
Allen Drew
Bili Bally
Teddy Hill
Versallies
Jos C Smith Oro
Rodriguez Oro
Betty Barthell
Kugenle Woodruff
James Struthors

Hotel Park Lane Max Bergere Orc Hotel Pennsylvani Hal Kemp Oro

Hotel Pierre Hotel Plans motel Plana

mail Coleman Oro

Medrano & Donna

Hotel Rits-Carltee
Rich'd Himber Oro
Josy Nash

Armeu Vecssy Oro

Hetel Recevett

Del Campo Oro

Bornice Parke

Pomercy Rev

Serita

Hatel St. Movier Ches Pares

Hotel St. Morita

Hotel St. Morits Cordobs Sis Loon Navora Oro Hotel St. Rego Johnny Green Ore Mariory Logan Mority Logan Hotel Vanderbilt Joe Moss Orc. Ectel Weylla Rosaleen & Seville Ranul & Reyee Larry Siry Ore Heats Weysham Congress Hotel Robert Royce Eddle Scope Patricla Norman Marcy & LaBelle J Cherniavsky (

Clab Alabam Trudy Davidson Virla Vaughn Bobby Danders Gloria Starr Hinton Sia Phyliss Herry Gale West

Cinb Aiglers
Kay Davison
Rosita
Aiglers Club Oro
Evelyn Camen
The Weismuellers
Kay Davideon
Sammy Kahn
Austin Mack Oro

Merchael Brown Karthern Karthe Austin Mack Oro
Clab Minues
Frank Sherman
Corlies & Palmer
Erceile Sis
Helene Carol
Adelina Dossena
Hope Parker
Maurie Stanton's

Loscarget d'Or Harriet Page Loss & Eddle's Del Poso Oro Ron Perry Orch Drake Hotel Karre Lebarons Edgewater Beach Alta Warsawske Herbie Key Ord James Kozaks Ore Embassy Club

Maison Lafitte
Max Dolin Ore
Thamara Sinirakay
Maison Voyant
A Valentino Ora
Spivy
Rita Belle

Mayfair Yacht
Walker O'Neil
Monte Ross
Frank Marino
Peter Galio
Maria Donia
Mon Paris

Gene Fosdicks Or Lucien La Riviere Mary Ailce Rice Arnold & Hawkins Herrerra Oro

Rocky Twins
Helen Gray
G & C Herbert
Eddle Elkins Ore
Lester Lannin Ore Number One Cinb Mimi Muriel

Mimi Muriel
Paradise
NTG Rev
Sally Rand
I Aaronson Ora
Elenore Woods
Elenore Woods
Rosecoll Roland
Rosecoll Roland
Bernice Lee
Jayne Manners
Ching Ling Foo
Rels Park Ling
Max Bergers
Max

Endor & Farrell
Donna & Medrane
Marcello Luzzate
Jolly Coburn Ore

Reno Merry-Go-Ruth Denning Rone Dudes Val Olman Ore

Hitts Duties
Vial Olman Ore
Hits Tower
Nat Harris, Ore
Bevor-Plans
Bob Grant Ore
O & C. Herbert
Florence Harbert
Rooits & Fontans
Joz Zetour Oro
Antice Low Coode
Alice Low Coode
Alice Low Horse
Bobby La France
Ut Bradley
Vercalie Sig
Heyward Fewerr

Dolores Reade Billy Roy

Village Barn
Jerry Blanchard
Sammy Walsh
3 Boston Giris
Dolores Farris
Eddie Galo
Account & Jonesco
Julie Wintz Orc
Josh Medders
Tulle Wints Orc Village Nat Club

Village Not Club
Jack Fagan
Sheer Bros
Boebs Monet
Allien Cooks
Val Vestoff
Milton Mann Ore
Waldorf-Asteria

Joe Buckley Orc

Harry N. E. B Harry Harris Al Wagner Phil Furman Harry LeGrand Sid Raymond

Hi Hat Club

Consuolo
Hai Lelloy
Carmen Castillo
Xavier Cugat O
Henry King Ore
Beauvel & Tova

### CHICAGO

Blackhawk Kay Kyser Ore Beverley Kirk Alex'nd'r & Swan Frances Willer

Al Trahan
Yukon Cumeron
Nick Lomg Jr
Miles & Kover
Betty Kean
Gus Arnhelm Oro College Inn

Art Jarrett leleanor Holpi Olive Olsen Chas Chase Chae Agnes Orc

Hi Hat Cinb
Elaine Manzi
Muriel Love
Claire Powell
Elaine Powell
Elaine Powell
Elaine Powell
Elaine Powell
Elaine Powell
Elaine Powell
Elaine
Elaine Colosimo'e
Don Enrico
Adolaide Keroff
Gano & Rita
Mary Novells
Arthur Gretlow
Bob Tineley'e O

Hall Hiatte Ore
Opera Clob
Opera

Billy Gray
Nan Blackstone
2 Roberte
Joe Marino
Maurie Stein Ore

Royale Frolics
Joe Lowie
Giggles Regan
Bebe Sherman
Marge & Marle
N & O Detrick

N & O Detrick
Doloree
Cecil Blair
Henri Lishon Gre
Terrace Gardene

Terrace Garder
Roma Vincent
Alice Blue
Saita & Anis
Hank, the Mule
O'Brien Girle
Stan Myers Ore
Via Lage
Riok & Snyder
Chicak Stantey
Peggy Laurie
Lou Blake Ore

Lou Blake Ore
Walnut Boem
(Bismarck Hotel)
Art Kannel Ore
Barinof & Earlyne
Lillian Laverne
Florence Schubert
Ted Travere
Jee Perrone's
J. Marengo Ore
Murray Peck
Line Sie

Embasay Club
Evonne Faith
Ruth Joffee
Pep & Ginger
Roy Fox
Lou Shate!
Danny-Alvin's-Ore
French Casine
Faris-Vienna Rey
Tom Gertun's Ore Earl Rickard Eddle Dander's Ord

LOS ANGELES Ballyhoo Les Hite Bd Myra Mason Murray Sis 6 Counts of Rhythm Gene Austin Candy & Coco Joe Merlin Oro Hollywood Stable Beverly-Wilsh Beverly-Wilshire
Orville Knapp Oro
Ramon & Rosita
Biltmore Bowl
Jimmy Grier Oro
Rhythm Rascais
Beatrice Hagen
Dariene Waldere
Cafe de Parce Hollywood S Paul Law Oro Hotel Boose

Joe Mariln Oro Mazie Richardso Louise Walker Gray & Hudson Marcell Inn Roy Herbeck Oro Marcell Inn
Tommy Lymau Or
Falmerae
Chuy Perex Oro
Gypsy Serenaders
Edith Davis
Dina De Tolly
Howard Jarrad (Agua Callente) (Agua Callente)
Nirvanna
Julian Mariorle
Bustrice Ynez
Armida Tovara
La Francon
The Caelnoe
Merinas Flores
Bobby Maytorone
Benite. Bd
Cecoannt Grove

Palomar
Dick Jurgens Ore
Parls Inm
Bert Rovere Ore
Singing Waltere
Pirrone'e
Joe Marengo Ore
Sharry'e Frankle Masters Bd Cotton Cinb Sharry'e Bob Miller Ore Mills Broe 1 Midnight Steppers

# Russ Pic Starts Riot In Bucharest Cinema

t Grove

Bucharest, March 1 Recent exhibition of a Soviet film, first one released in Roumania, at the Regale theatre, precipitated a riot among the radical element here, when a group numbering 200 arrived at the theatre to protest the show-ing and proceeded to oust the pa-

Timely intervention by police pre-vented serious consequences to those who resisted.

# \$3 Deadlock

(Continued from page 47) schedule with organ music and script acts.

schedule with organ music and script acts.

Fuzzied most by the situation are the music publishers. With neither side showing an incilination to music promise, the publishers can't decide promise, the publishers can't decide whether to let things ride as is arroute out their professional staffs to make contacts with the various bands that the webs are bringing into New York. Most of the publishers are doing their contacting in these spots by phone, while a latree number of publ labers are doing their contacting in these spots by phone, while a latree number of publishers are doing their contacting in these spots by phone, while a latree number of publishers are doing their contacting in these spots by phone, while a latree number of publishers are doing their contacting in these spots by phone, while a latree number of publishers are doing the latter resource constituted a new professional to the business of song exploitation.

Song pluggers are contronted with an unumput situation in latter resource consistency of the latter publishers are contronted with an unumput situation in latter publishers. Song pluggers are contronted with an unumput situation in latter publishers are contronted with an unumput situation in latter publishers. The list safe is a supplied to the publishers are controlled in the latter publishers and the latter publishers are controlled with an unumput situation in latter publishers. The list safe is a supplied to the latter publishers are controlled with an unumput situation did so the situation in latter publishers. The list safe is a supplied to the latter publishers are controlled with a unumput situation and the latter publishers. The list safe is a supplied to the latter publishers are controlled with a unumput situation did so the situation in latter publishers. The list safe is a supplied to the latter publishers are controlled with a supplied to the latter publishers. The list safe is a supplied to the latter publishers are controlled with a supplied to the latter publishers.

dance music. Simultaneously obseure or neglected out-of-town bands are becoming the network plugs while the fair-harde lads so assiduously cultivated by the song pluggers can't do much for the pubs. Some of the orchestra leaders who have gotten a minimum of courtesy from music houses are resported euloying their sudden promised courtously from music houses are resported euloying their sudden promised. inence.—Palsy-walsy stuff from the pubs is in marked contrast with the formality dished out previously to the small outfits not on the webs.

Philadelphia, March 12.

Philadelphia, March 12.

New York union ruling on dance remotes has brought Philly bands into prominence. WIP alone shows an increase of two hours in pumping of network music, while WCAU and WFIL are sending to their respective webs a whole new schedule of dance remotes. Added to the net this week for either new shows or schedule increases were Vincent Travers ork from the Pennsylvania, Leo Zollo of the Ben Franklin, Jina Fettis from WCAU, Billy Hays on NBC through WFIL as a studio suspitainor, Del Regis from the Roof Pierre and all of WIP's dance spote which include six hotels here.

# 50 YEARS AGO

(Cotinued from page 50) Told that a good spleler could average \$30-3100 "for himself" each week and that he had taken a net of \$30,000 out of Canada the previous year with seven shows. Sold 'electric' liver pads.

Michigan was trying to put over a state tax on circuses in addition to the local reader. It did not go through. Held unconstitutional.

Trapeze performers were en to decorate the new Pension Office in Washington for the inaugural

Chinaman from the interior visited the Chinese theatre in Sas Francisco. Started a riot and the house wrecked.

Minnesota solon introduced a bill requiring men and women to be seg-regated in skating rinks. Only drew a guifaw.

Frank Damrosch, brother of Walter, was leader of the Denver Cho-rus club and a resident of that city.

Irving, Booth and Barrett were playing overlapping dates in Bos-ton and all doing well. Not all Skakespearean.

Dramatic shows in the dime mu-seums were doing so well that a number of better class players were eyeing the spots. Chief obstacle-was the daily matinee, but museums then gave only two shows a day. Later 10 or 11 shows daily was the

Discovery made that drop curtain in a Phila, theatre alleged to have been painted by Gustave Dore had

Pittsburgh had a new one; a membership skating rink. To keep out the riffraff.

# SUN. MAY BREAK UP EQUITY

# Equity Taking Up Rehearsal Pay **Next: Not Sure of Best Procedure**

Pay for rehearsals was made the special order of business by Equity's Council last week but after deliberating it was dedded not to press the issue too rapidly. That was not surprising in view of the tumultuous general meeting a week ago when the conservatives defeated the younger group within Equity.

ago when the conservatives defeated the younger group within Equity.

A committee was named to confer with the managers. It was reported the Council is fully in accord with the rehearsal pay step, yet there may be no final disposition of the issue until Frank Gillimore returns from a cruise. He sailed last Saturday (9).

Since there is no basic agreement between Equity and the managers, the actors' association could adopt rules whereby producers would be. Coreed to pay for rehearsals Council Congration of the sailed for the sailed and move without first feeling out the temper of the managers towards it. That managers might chisel on salaries if Equity made such a demand without conference, appears to have deterred the Council from taking any action. That sort of managerial actic would mean that the actors would really be paying themselves for rehearsals out of their own salaries, it is felt.

Feeling among producers towards schemal. Formerly money regarded the idea are revolutionary but latterly several leaders are known to have conceded that the right of actors to get sustenance money during rehearsals is a logical modern trend, especially in face of engagement scarcity.

Idea is, for players to receive \$25 weekly after the first week of rehearsals, which is the probationary period during which the producer may dismiss the player without swithout taking without the producer on wall and the producer of the producer of the player without swithout taking without the producer on wall and the players are three additional weekle at most, the sustenance only without swithout taking without the producer on wall and amount to much. Sustenance money during rehearsal and only proposal is to have the allowance apply to all classes of players. be changed, and one proposal is to have the allowance apply to al classes of players.

# No Reviews Till After New Play. 'Panic,' Closes

Panic, a drama in verse, is the only opening on Broadway this week. It is slated for a single public performance Friday night (15) as 48.55 (op. Although there will as 48.55 (op. Although there will be only the property of 'Panic,' a drama in verse, is the

pacity. Understood the sponsore do not expect to clear any profit but anticipate establishing of Phoe-nix, this being its first Broadway

Beaute Panic is not a commer-Beaute Panic is not a commer-cial venture. Equity made a con-cession in the usual two weeks minimum salary requirement, Phoe-nix players getting but one week's pay. Possible a third performance may be given Saturday in conjunc-tion with a group called New Masses. No extra pay would go to the cast for the third performance, however.

however.
--- Panic' has to do with the Wall Street collapse.

## STEFFES' DILEMMA

Has Fine New Theatre, But Doesn't Know What to Do With It

With only two weeks left before the Shubert theatre will be ready for occupancy, following completion of a \$30,000 remodeling bob. W. A. Steffes, new proprietor of the house, is still undecided as to what policy to install.

Steffes has been in a quandary as to what use to put the theatre to ever since its acquisition several months ago. He has considered dramatic stock, vaudeville and pictures, but there are obstacles in experiments of the state of the st

# **ACTORS' DINNER CLUB TO FOLD**

After operating for more than three years the Actors' Dinner Club le announced to suspend Saturday (16), increase in the number of five meals as against those paid for, and the rising cost of food, being the reasons. As many as 300 dinners have been served nightly. That total has dropped off, more than 33% and at one time recently, when 195 were at table, 159 were on the cuff.

when 155 were at table, 159 were on the cuir.

Dinner Club was started, as an emergency measure to ald professionals out of jobs. When in difficulties last summer, it was pointed out that it could not be expected to become permanent. Yet appeals from those aided deferred the discontinuance and donations tided the club over a decident of the club over the country of the country o

time.

Club was operated in several spots before locating at the hotel Woodstock. System was to serve dinner to non-professionals for \$1, half of that going to pay for an actor eating graits. Hotel actually received 90c for two dinners, 10c going to the club. There was nightly—entertainment—along—with—the meals, well known players general. ly entertainment along with the meals, well known players general-iy appearing. Had the club been able to maintain a 50-50 percentage between paying guests and those eating free, it might have been able to go along indef.

### Colleen Scrams 'Farmer'

Hollywood, March 12 Henry Duffy's legit production of Farmer Takes a Wife at the El Capitan is now uncertain, as Colleen Moore has walked out after being set for the lead.

### Harrison Back Soon

Harrison Back Soon
Richard B. Harrison, star of The
Green Pastures, who was ordered
to bed for a complete rest at the
end of the first week of the colored
classic's return Broadway date, is
expected to rejoin the show at the
44th Street theatre next week.
Seventy-year-old player is still in
the hospital, but is reported regalning strength.

Pastures was slated to report for
three weeks in New York but last
week business held to profitable
proportions despite Harrison's defection and it is expected his reappearance will bolder box office
Interest.

# DISSENSION ON SABBATH SHOWS

Equity Still Adamant but Admits Probable Defeat -Lower Salaried Actors Figured to Line Up in Favor of Measure—Showmen Preparing New Pro-

### UNION ANGLES

Despite the victory of the old line embers of Equity at its recent meeting, internal dissension may split the organization wide if it persists in opposing Sunday shows

Certain percentage of members Certain percentage of members, of the higher salary class, don't want Sunday performances, Others, for whom Jobs are scarce, are willing to work on any and all days, and it so ordered by managers will likely do so, regardless of Equity

and it so ordered by managers will likely do so, regardless of Equity rules.

With both bills which will legalize Sunday performances in New York favorably reported out of committee, they will probably be passed in Albany this week and signed by Governor Lehman pronto. Only opposing factor in show business is Equity, although that organization reluctantly admits it expaliant in the reluctantly admits it expaliant in the reluctantly admits it expaliant in the considering restrictive rules whereby members would get the breaks' when the time comes. Sunday legislation will straighten the inconsistent situation along Broadway, where almost every other type of amusement has been running Sundays except legit. Sunday observance groups have figured in perpetuating that system over a long stretch of years, yet, when the same influences brought about arrests for the violation of old blue langers were unable to give Sunday night shows because Equity barred its members from appearing. Coming of Sundays will be accompanied by readjustments of legit will compete better with pictures and other amusements that way, although some of the benefit performances on Sundays have been capacity at the regular scale.

capacity at the regular scale.

# Monday Nights

Monday Nights

Because the new law will stipulate that actors must have a six-day week, it is likely that Monday nights will be dropped. Elimination of the mid-week matines hardly figures as an alternative, because that would be counter to the law, since players would still appear seven nights. Premierso on Sunday nights is another possibility, but may not be general in view of opposition to general may be not be general in view of opposition to general may be not be countered to the desired opening nights, assumption being that Sunday openings would not command class first nighters.

Fquitty, in virtually conceding de-

command class first algaters. Equity, in virtually conceding defeat on the Sunday 'thing, has not withdrawn its opposition; and is looking for vulnerable spots. It is pointed out that stage hands are paid double time if working Sundays and legit shows. Equity may demand the same measure of extra double the stage of one-eighth.

demand the same measure of extra compensation—two-eighths instead of one-eighth. In the compensation of the compensation—two-eighths instead of one-eighth of the compensation of the comp

# More Federal Relief for Show **Biz Likely: Government Favors** Expansion of C. C. Camp Shows

## No Yank Gals

Chicago, March 12.
Statistic snoopers last week got all excited because they discovered that in the entire city of Chicago there was not one American, woman on the legitimate stage.

No women at all in First Legion at the Harris while all the femmes in the DOyly Carte troups at the Erlanger are English.

# 'LIFE' TO ROAD WITH LINE INTACT

"Life Begins at 8:40," winding up on Broadway at the Winter Garden, Saturoff, and the Winter Garden, and it, will be one of the few heard of the winter of the Show girls in the ensemble.

Usually the lookers in musicals stick for the New York engagement only and are replaced when the show plays out of town. Life girls informed the management that they would tow, however. Probable reason is that there are no new Garden maybe dark until late in the spring when another revue tentatively called 'Going Places and Doing Sings' is due. Some casting for that show has been done but rehearsal date not set. However, there is a reported plan to spot a 'Vanities' in the Garden, Lee Shubert and Earl Carroll possibly combet and Earl Carroll possibly control of the Winter of the Winter

# BRADY OVER SILLMAN, ARBITRATORS DECIDE

Arbitration-of-a-claim-for \$250-by
Leonard Siliman against William A.
Brady was decided in favor of the
latter. Matter concerned Fools
Rush In, which, lasted a week and
five days at the Playhouse last fall.
Brady backed the show and guaranteed the salaries which Silliman
agreed would not exceed a total of
\$2,500. Actor, who appeared in and
directed the revue, however, filed a
supplimentary salary list with
Equity in excess of \$2,900.
Upon the show's closing Brady
withheld the amount claimed,
charging branch of contract, in
which the arbitrators agreed.

ment is limited they are willing to work every or any day of the week at the repular scale.

Probable that some shows will scratch—Sundays. Legel: looks—to fresh audiences from among the inpouring crowds from suburban points, it is the only day those citizons are able to visit New York. Opponents to Sunday legits claim that this class of theatre patron cannot afford legit scales. That is still to be proven, and its the theory for expected lower admission prices. Frequent playing on Sundays of legits for the State Relief-Fund has been generally productive. to extra pay to the deckhands still to be proven, and the proven that the provent of the provent Fund has been generally productive are being toughcond up and made of good grosses. That, of course, ready for extensive truoping if the goes to hits, however.

Washington, March 12.

Expansion of rederal relief for unemployed actors and musicians is in the offine. Depending entirely upon the outcome of the current upon the outcome of the current upon the outcome of the current was a superior of the current of t

cash.

Númerous plans, generally falling into one of two major categories and involving either subsidies to producers or revival of the road, are under consideration. Relief officials,

producers or revival of the road, are under consideration. Relief officials, Equity leaders, recovery administration exces, and others interested have been engaging in a round of parleys to learn the exact unemployment situation among musicians and performers and to debate legal and practical aspects of a multitude of aid suggestions.

Producer subsidy proposition remains under consideration, although it is extremely doubtful if these mains under consideration, although it is extremely doubtful if these that this idea will be attempted, first being shortage of cash and second involving legal obstacles. Government, attorneys are generally agreed that the Reconstruction Finance Corporation, with its authorizing the substantial security and in view of the gambie involved in any substantial security and in view of the gambie involved in any assistance from this source is alm. Unless

### Unless

Unless
Unless
Unless Congress puts too many strings on the \$4,000,000,000 relief fund sought by President Roosevelt, F. E. R. A. officials plan to urge state administrators to make added provision for putting jobless actors to work. Present policy of leaving decision up to states will be maintained, no nation-wide federal program being considered.

Government and only sketchy fight many considered.

Government being employed under the present set-up, but officials said 'good work' is being done in New York and California particularly. Over 300 jobs have been created by sending 20 companies on a tour of C. C. c. camps in the New York area; five more units are working out of Boston; quite a few actors are being employed—on diffusion of the control of the control

crail other urban areas are being assisted.
Government expects to continue and possibly expand the C. C. C. entertainment program, since tree manurerists are highly enthusiastic about the project and the boys in the project and the project and the boys in the project and the projec

One benefit, exces pointed out with a laugh, is that lots of actors

# Tent Biz Stumbling Into Oblivion; See New 50% Drop in Canvas Legit

Chlcago, March 12. All winter the tent boys were talking that this summer would see an intense revival of the outdoor legit field, especially in dramatic stock and ren. But with spring roll-

stock and rep. But with spring rolling around quickly and the time for casting just around the bend the boys are losing their optimism rapidly. Now they are beginning to the control of the tent and the spring their optimism rapidly. Now they are beginning to the tent and the spring the spring the spring the spring to the spring the spring

## Through the Years

Through the Years
Only ones likely to take shown out
this spring and summer are the old
stand; bys such as George Swept,
Eskel-Offford, George, Robeson-and
Harley, Sedler, which means that
the number; of tent shows on theroad this summer will be counted
on the fingers of one hand or maybe
one hand and a half.
For several years the tents have
been able to get by begause of the
outdoor aspect during the summer,
but this advantage has been taken
away entirely due to the almost
universal trend to retrigeration in
even the smallest of picture houses.

# **Eva Le Gallienne Asks Audience to** Help Her at B. O.

lttsburgh, March 12 Pittsburgh, March 12. Eva Le Galllenne, who has told audiences where to get off in the past, turned\_the\_other\_cheek here past; turined the other-cheek here last week and begged to patronage. Following a performance of "L'Ats-lon" at the Nixon, actress-manager stepped up to the foots and, Instead of delivering a regular curtain speech, as was expected, asked the customers to go out and send more people in to see the show.
"I want you to do me a rayon," she told the 'small 'crowd, 'I want to know why there are so few of you here 'tonight, I wonder whether Pittsburgh is interested in zegod things, 'I've always believed in the road, but this is one of the smalles.

Pittsburgh is interested in good things, I've always believed in the road, but this is one of the smallest houses we've pised to. I and my company do not believe in faking.

Some stars and actors, seeing this they do not believe in faking.

Some stars and actors, seeing this read that they do not believe in faking. They do not believe in faking. They do not believe in faking they do not believe in faking. They do not be not believe they do not be not believe they do not be not believe that each member of our company has given his best. Then Miss Le Gallienne went into a detailed account of how she had split with the Shuberts only a week before.

They wanted to law to 2550.

"They wanted to play to \$2.50 or cancel the Pittaburgh engagement, she said, 'but I refused to break fath with the public and finisted upon a \$2 price. The Shuberts are interested in large profits. I'm not.' At this, Miss Le Gallenne asked. At this, Miss Le Gallenne asked the Dolyty Carte Opera. Company the week before had drained the town ef ready theatrical money.

Upon receiving several answers in the affirmative, she said: 'Well, do me a favor anyway, won't you!' Go out and get a few more people to come here and see our show.' They wanted to play to \$2.50 or

### Engagements

Engagements

Hugh Rennia, Dovothes Duckworth, Walton Scott, Jack-Sheehan,
Marjoric Lytell, William Foran,
Owen Martin, Martin Gabel, Matt
Briggs, Dennie Moore, Leigh Whipper, Eleanor Audley, Harold Grau
and Harry Davenport, Three Men
on a Horse' (Chleago company).
Maurice Wells, Athur Plerson,
Frank Monroe and Alfred Kappeler,
Woman of the Soll.
Woman of the Soll.
The Woman of the Soll and the Soll an

# Another Straw Hat

Day Tuttle and Richard Skinner are set with summer theatre plans, at the Westchester Playhouse, Lawrence Farms, Mt. Kilsco, N. Y. Barn will open its doors on sixth annual season June 24 and will conclude. Sept. 14.

In addition to summer theatre, pair will conduct a summer dramatic workshop in theatre aris in association with Mme. Daykarkhanova. Day Tuttle and Richard Skinner

# DUCAT SCRAP **NOW UP TO** PRODS.

Washington, March 12.

Washington, March 12.
Responsibility for dicket control enforcement was laid squarely before legit codists today as William P. Farnsworth passed the buck by asking what the code authority proposes to do.
Indicating that agreement on the ticket committee recommendations and control plan will be scrapped if codists are unwilling to raise funds and launch a vigarous enforcement drive. Farnsie quitzed codists on whether they intend to prepare a budget and have any expectations of trying to force brother managers and brokers to conform to licensing requirement and ducat distribution limitations.

and brokers to conform to licensing requirement and ducat distribution limitations.

Future action will depend entirely on codists' attitude, with all indications that the government is on the verse or dropping the whole ticket scrap.

Administration's attitude is that the managers originally desired to ban scalping and other abuses and if they do not desire to enforce this, the government is not obligated to do their dirty work.

### ALLENTOWN DATES

Easton, Pa., March 13.
Lyric theatre, Allentown, has been leased to Easton Amusement Company, which plans several legit

road shows.

George M. Cohan in 'Ah, Wilderness' is booked in for March 22 and Eve LeGallienne in 'L'Aigion' on March 26. Harry Gammett is manager.

# Paging Ham Clive

Cincinnati, March 12.
Local police are seeking the whereabouts of Hambleton Cilve, 59, actor, known in private life as Robert Grant, to claim money in his name in the Bank of England, acording to a letter from H. W. Grant, 19 Skipworth street, High-fields, Leicester, England.
Money is part of estate left by Grant's deceased father, Job Grant. Beneficiary was last heard from in Cincy in 1921.

# **FOUR MUSICALS** IN THE WORKS

Rodgers and Hart are doing the Jumbo circus musical for Billy Rose. They are being replaced by Dietz and Schwartz as tunesmiths

Dets and Schwarts as tinesmiths of the new Harry Kaufman (Kay)—Shuberts' musical, a revue, for which they were set originally. Redgers and Hart in turn are a substitution team for Jerome Kern and Oscar Hammersten 2d, who were to have fashioned the score for Jumbo' (book by Hecht and Mac-Arthur), but blowed out due to, & Metro film contact, Both musicals, slong with the new Earl Carroll revue for the Winster Garden, hope to debut Easter Monday, and possibly also a George White Scandells will come in early in the summer. August much for the Broadway musical talent and agents.

# Geddes Gets Break At Last: Four Plays Done in Succession

Iowa City, Ia., March 12.

Iowa City, Ia., March 12.

Marathon entertainment might well describes an experiment in play production at the University of Iowa theatre, April 18 and 16, when four comedies written by Virgil Geddes, now working here under a dramatic art fellowship, will be presented.

Comedies will start in the after and considered and conditions of the control of

# All Actors Get Same Salary at Theatre Union; Closing 2d Season

# PLAYS OUT OF TOWN Mystery of Boardwalk Asylum

Asylum
Pasadona, Cai, March 6.

Yasard, druma in three acts and four
most presented at the Pasadona Conmost presented at the Pasadona Conmost presented at the Pasadona Conpasadona Conpasadon

When Glimor Brown, head of the Pasadena Community Playhouse decides to make one of his rare stage appearances, that's news for hile part of the country. It also means that the production is con-siderably above Pasadena's average. 'Mystery of Boardwalk Asylum' ls good theatre: Playhouse went out

of its way in every department and has produced a play that compare favorably with coast professional

Play itself has qonsiderable his-tory. Written by Dr. Cecil E. Reynolds, one of the country's outstanding brain specialists and in-ventor of most modern technique in brain surgery, particularly the re-moval of tumors, it has authentic background. Reynolds admits he's stage struck and has in the past few years practically deserted his pro-fession for the thespic art. A close friend of Charles Chaplin, he is at present doing a featured role in the Chaplin picture. Play was worked over by Chaplin and when the word

a got out that the comic was Intergested, it became necessary for Holitywood to trek to Pasadena to see

what was what it working is

workmanly Job, with both author

and adaptor displaying a good

knowledge of the theatre and mys
tery psychology. Dr. Julius, an

Bristian psychiatrist, operating a

the psychiatrist, operating a

tery psychology. Dr. Julius, an

Bristian psychiatrist, operating a

tery psychology. Dr. Julius, an

Bristian psychiatrist, operating a

the psychiatrist, ope

Completing its second season, the Theatre Union, a non-profit organization, shapes up as one of the most unusual stage experiments among independent groups developed within the past several years. Union, which describes itself as a social theatre, will have presented four plays when Black Fit opens next week at the 14th Street Civic Reperiory Theatre.

Only one of the three preceding shows operated out of the red, and, although proposing to function next season, outside financial aid is being sought.

sought.

Union is not reservory but some of the same players are re-engaged for successive shows, regular professionals being used. All players, whether, leads or bits, receive the same salary—140 weekly except in the case of junior players, who get 428, as established by the legit code. Should money be made on an engagement, the players get a bonius, shares all being equal. Only show and the same salary—140 weekly except in the case of junior players, who get 428, as established by the legit code. Should money be made on an engagement, the players get a bonius, shares all being equal. Only vided wis store of the players get a bonius, shares all being equal. Only vided wis store of the players of the Union.

Initial play, Tence on Earth, did not gearn back the production outlay due to losses. In the starting-weeks. Saliors of Cattaro, which closed March 2, just about got back its production cost.

At the start of the movement it was financed with contributions from 200 persons in literary and stage circles. It is now looking for a sinking fund of \$50,000, a modest sum in the theatres business, according to the prospectus. Union for similar guident of \$40,000, a modest sum in the theatres business, according to the players of failures.

Regular admissions are topped at \$1.50, there being no tax because the venture is classed by Washington as educational, Group's principal draw is from so-called cultural and political organizations which buy blocks of tickets at a discount up to 40%, and for that reason the groups of the season of such promotion 30,000 theses for Stevedore' were soil becomes are comparatively small, Because of auch promotion 30,000 theses for Stevedore' works of such promotion 30,000 theses for Stevedore' works of such promotion 30,000 theses for Stevedore' works of the case of the contribute to according to the contribute to according to the contribute to according to the contribute of the

If desired.

Other similar groups formed outside of NewTork which pian to present the same plays as the Theatre was the Union, include the Drama drie Union, include the Drama Union, Chicago; Contemporary Theatre and Hawthorne House, Los Angeles; New Theatre, Philadelphia; New Theatre Players, Bostoni Workors Theatre, Baltimore; Theatre of Action, Detroit, and an unamed organization in Sas Francisco.

### DAYTON STOCK MERRE

DATTON STOCK MEBBE

Dayton-O, March 12A local group of influential citizens, headed by Judge Prederick W, Howell, municipal judge of Oakwood, a suburb, is endeavoring to raise funds for an eight weeks' stock, season.

Several Broadway actors would form the nucleus of the company, with suest stars from week to week. As yet no available theatre is in sight. Harry Gresham, director for the late Dayton Players, would be with the company in the same capacity.

# Galloping, but Where?

# American Ballet Displays Contempt for B. O.—White Ties Out Front Would Help

By CECELIA AGER

The American Ballet is to the Monte Carlo Ballet Russe (which gave it the big idea) as the Group Theatre is to the Theatre Guild. It is made up of about 26 very young and very earnest ballet dancers, some of whom are American, with a worship of art and a contempt for commercialism stamped all over their sefous and awkwardly mode. serious and awkwardly made

their serious and awkwardly made-up Taces.

Not to be out-snooted, the com-mercial theatre public, which is hoity-toity in its own way, evident-ly can't see the American Ballet, either. According to the program caught Thursday (7), the American Ballet and the commercial theatre public just do not seem to be bud-dies. The Music Hall Rockettes can always be counted upon to make a straighter straight line; in fact, they make a straight straight line; and

neither the production, the person-alities, the wit, nor the chic reputa-tion of its predecessor. Its best draw is the novelty of its title. The American Ballet is honestly artiess, the Ballet Russe artfully artiess, the naivete that made the Ballet Russe in chanting, in spite of the fact that it became the smart thing to see, springs from the essen-tial foundation for an art as esoteric as the ballet—a bedrock of sophisti-cation.

The economy of the American

cation.

The economy of the American Ballet's production is not offset by the imagination needed to blind the audience to its filmshess. Only in the ballet Transcendence' does it make use of the mitigating effects and illusions of the theatre's lighting equipment.

The American Ballet offers pleasantly conceived, seriously executed and recommendations of the control of the seriously executed and recommendations.

straighte straight line; in fact, they make a straight straight line; in fact, they make a straight straight line, and, and the make a straight straight line, and the make the make find the straight line and the straight

# **Inside Stuff—Legit**

Femme contingent in 'De Luxe,' at the Booth, N. Y., has not been without its Hatfield-McCoy angle since the show opened. Foud seems to have simmered since the troupe reached New York, but over in Boston the pot was always boiling.

It centered around coestumes, particularly furs. Situation developed

the pot was always colling.

It centered around costumes, particularly furs. Situation developed into a contest, but one of the women remained aloof. In the excitement the rest of the women forgot about her until opening night in Boston when, upon her first entrance, the silent one burst upon an unsuspecting cast wrapped in sable

Meanwhile, it's all said to be rather a lark to Eisa Maxwell-reputed \$750 a week.

John Colton vs. Harry H. Oshrin, his former attorney, was on the verge of settlement until Oshrin insisted that the pending lawsuit be dismissed against him and discontinued forthwith. Colton preferred to keep the action alive until the settlement was satisfied, and so the matter is going back into the courts, briefs to be filed before Referee Herman Hoffman.

Suit arises from Oshrin legally representing the piaywright for many years until a money matter created a breach between them.

Though Matt Allen, of the El Capitan theatre, Hollywood, was successful in having practice of passing out cut-rate tickets outlawed as code violation, it is again bobbing up in Los Angeles.

The Mayan, with 'Pop Goes the Weasel,' carried on five wecks with 25c service passes, and the Scottish Players had a short run at the Philharmonic, home of opera and symphonies, with two-for-one tickets. Practice may be up shortly for another airing, several managers complaining.

With George Cohan back in New York this week, playing the Brooklyn Academy of Music (13-15) in 'Ah Wilderness', it was reported he had cancelled Saturday there in order to attend the Lambe' Gambol and ball at the Waldorf. Cohan is honorary chairman of the event. Theatre Guild had no information about Cohan's intention and stated the show is booked at Princeton, N. J., Saturday afternoon and evening. Understood Cohan will at least make an appearance at the Gambol after the night show at the university. after the night show at the university,

Beaucoup publicity garnered in L.A. dailies for both Charlie Chaplin's latest picture and the current Pasadena Playhouse show, 'Mystery of Boardwalk Asylum,' with the comedian reported tiffing with his old friend, Dr. Cecil Reynold, co-author of the chiller. Stories leaked out that Chaplin had attended rehearsals and volunteered directorial advice. While Chaplin was quoted as burned over the incident it was pointed out that the playwrighting doc and Mira McKinney, playing one of the show leads, both are in Chaplin's forthcoming picture.

Associated Press is polling the New York dramatic critics as to the best legit performances on Broadway for the season now drawing to a close, According to Percy Hammond the stunt is being supervised by best legs percentage to Percy Hammona the standard Research Mark Barron.

An identical poll was made by Vanishy at the conclusion of 1933, which then promptly forgot to repeat it.

Road company of 'Accent on Youth' is being considered by Crosby Gaige, Chicago being the main objective. Robert Henderson, identified with drama projects at Ann Arbor, Mich., would be interested in the second company for which a name male lead is being sought. 'Youth' is now in its 12th week at the Plymouth, N. X.

When 'As Thousands Cheer' played New Haven recently, Marilyn Miller and Chet O'Brien, her husband, motored there to visit the cast in which she was one of the stars when the revue played the Music Box, N.Y.

After the performance Miss Miller hosted the company at a local hotel

Bidding for the picture rights to Bishop Misbehaves', Cort, N. Y., is claimed started at double the figure first reported, and according to the John Golden office five film firms are interested. That would put the starting price at \$20,000.

Although George Jessel considered going into the Chicago company of Three Men on a Horse, the idea is now cold.

# Bebe, Ben, Skeets Fine \$6,000. Bost.:

# 'Dodsworth' 14G's

Boston, March 12.

While 'Dodsworth' continued—on its merry way, in its fourth week, at \$14,000, 'Hollywood Holiday' hypoed the Hub legit group last week by opening Thursday (7) at the Plymouth. Getting a good play from film fans and those who go for easy, light comedy. Garnered something like \$6,000 on first four perform-

'The Drunkard' at the Copley was ven a much-needed financial lift ven a much-needed financial lift at week by a femme angel and re-itant publicity seemed to perk up z. Lapped up about \$1,800 for the ird week.

hast ment a builety seemed to perk up bits. Lapped up about \$1,800 for the third week.

Ina Claire comes in with 'Ode to Liberty' next Monday (18) at the Shubert for a two-week visit.

Ina Claire comes in with 'Ode to Liberty' next Monday (18) at the Shubert for April 18-27, and the Metropolitan Opera company opens one week of repertoirs at the Opera House, April 10. Opera seats nearly all taken now, and the standard operation of the Company opens one week of repertoirs at the Opera House, April 10. Opera seats nearly all taken now, and Estimates for Last Week.

'Dodeworth' (Colonial, 4th week).

Walter Huston in a smartly staged plece with widespread appeal has been leading, town gince opened. Welly week). Played four-performances last week to tune of excellent \$6,000. Bethe Daniels, Sen Lyon and the Minhouse mob as well as the least regulars.

# 'Roberta' \$12,000

Indianapolis, March 12. Indianapoils, March 12.

'Roberta' stopped off at the Eng-ilsh for four performances (6, 6, 7).
Gross for three days approximated a very satisfactory \$12,000.
Indiana, which was pre-billing the coming of the pic by the same name was forced to remove all display from its lobby during the run at the legit house.

# LE GALLIENNE WEAK \$6,500, PITTSBURGH

Pittsburgh, March 12 Not much response for Eva Le Gaillenne at the Nixon last week, actress-manager's L'Alglon getting less than an approximate \$6,500 a \$2 top. Was first session for the

### Shows in Rehearsal

'Ceiling Zero'—Brock Pemberton-Warners, 'Journey by Night' ('Trip to Pressburg')—Shuberts, 'Potash and Perlmutter' (revival)—Joseph K. Watson, 'Three Men On a Horse' (road)—Alex Yokel.

'Woman of the Teil'—John Campron

Cameron.

'Black Pit'—Theatre Union.

'The Dominant Sex'—Bushar

k. of Letters'—Dmitri

# CARTE \$20,000. **LEGION' 11G. CHICAGO**

Chicago March 12.

Chicago, March 12.

Local legit managers let the public down again, after the public down again and again again again to legit theatre. Locked as if the managers had a chance of educating the public to legit again but they let the opportunity sills of the public to legit again but they let the opportunity all the public to legit again but they let the opportunity sills of the public to legit again but they let the opportunity again again

# **'LIBERTY' MILD** \$8,500, PHILA.

Philadelphia, March 12.

Philip atill has to get along with a-single-legit house and promises of bookings at other theatres are very much a matter of mystery.

The property of the state o Philadelphia, March 12

less than an approximate \$6,500 at \$12 top. Was first essaion for the star under her own management split coming with Shuberts when split coming with Shuberts when she insisted upon playing at \$2 top. Wouldn't have made much difference ether way here. Wilson's legit season is likely in face of a foct of recent bookings. House, dark this week, relights Monday (13) with 14fe Begins at \$140. Will mark start of the hit revue's toad tow and selling \$330s, stiffest legit of wilson's legit with 14fe Begins at \$140. Will mark start of the hit revue's toad tow and selling \$330s, stiffest legit of wilson's line week. Tolights Monday (13) mark start of the hit revue's toad tow and selling \$350s, stiffest legit of the start of the hit revue's toad tow and selling \$350s, stiffest legit of the start of the hit revue's toad tow and selling \$130s, stiffest legit of the start of the hit revue's toad tow and selling \$130s, stiffest legit of the start of the hit revue's toad on Rain from Heaven' and also poetform and the following week the long-rom-legit of the start of the

# All Kinds of Alibis on Broadway; **Too Few New Attractions in Sight**

Broadway is the street of ailbls when business is off, but early this week the number of reasons constituted some kind of a record. In come tax, bleak sky, rain, Fathe Coughlin on the radio and a dash of Lent combined for a real blue Monday in show business. With the deadline for payment of the federal tax dated for Friday (15), offish attendance is anticipated all along the

deading for payment of the federal tax dated for Friday (15), offish attax dated for Friday (15), officer of the dearth of new shows. One experimental offering this week (Fanic' in verse) for one performance, is the premiere card, while next the tension of the propagation of the state of the propagation of the state of the s

hary, the lext milit accounted for an example of the control of th

and show profitable.

'Anything Goes,' Alvin (17th week)

# **ABBEY SURPRISE** \$9.500 IN L. A.

Los Angeles, March 12.

At the more or less bargain price of \$2 tone of the control of \$2 tone of \$2 tone of \$3 tone of \$

# GOOD AND BAD

Whiteside Fair \$5,000 in Scattle, but Off in Portland

Seattle, March 12.

First road show in moons got fairblz-at-the-Metropolitan-last-week.
Next will be Abbey Players for
week opening April 1.

Estimates for Last Week
Metropolitan (University Theatres) (1.483, 55-1,65), Walker
Whiteside in Master of Ballantrae,
Whiteside in Master of Ballantrae,
and the state of Ballantrae,
and th

Walker Whiteside with his road unit Master of Ballantare hit a bo, nosedive for one day at the Benson auditorium here. Attendance was way off. Poor exploitation and nabelocation of house didn't help. Previous Whiteside road units have done excellent bis here.

# D'Oyly Carte to Canada On Final No. Amer. Lap

Chicago, March 12.

After two weeks, in town the DOply-Carte Gilbert-and-Sullven-players will head for a week in Detriot. and then skip to Canada. Will play Toronto and Montreal before leaving the continent,
Dated to stil from Montreal on

(M-1,350-\$4.40). Musical front run-ner as popular as ever and leading candidate for summer holdover; over \$32,000 weekly.

over \$32,000 weekly.

'Awake and Sing, Belasco (4th
week) (D-1,000-\$3.30). Attention in
Sunday columns a favorable break
for Group Theatre's presentation;
pace of \$5,000; should improve.

'Children's Hour, Elliott (17th
week) (D-922-\$3.30). Dramatic
standout looks good into warm
weather; steady draw, to strong
\$12,000 with estimated average of
\$12,000 with estimated average of

\*\*De Luxe,\*\* Booth (2d week) (D-708-\$3.85). Drew unfavorable press, and chances of high-cost show doubtful; first seven times quoted over \$8.000; \$5.50 premiere and second night sellout helped to that figure.

"Escape Me Never," Shubert (8th week) (CD-1,387-34.40). Essed off to \$20,000, but that was again best money among the dramas; final month; should hold to that figure or better.

month; should hold to that figure or better.

"Fly Away Home," 48th St. (9th week) (C-869-\$3.30). Takings slipped under \$4,000, but maybe even break; some bidding for picture rights result to the state of the stat

doubtful if much over even break at \$4,500; disappointing Saturday, discontinuous and the state of the state

Soes of the course income and the course of the course of

gagement.

Times Have Changed, National (3d week) (D-1,164-\$3.30). Press attention on performance strength, but attendance slight; not over \$4,500 second week.

but attendance slight; not over \$4,-500 second week.

'Tobacco Road,' Forrest (86) week) (D-1,107+33-30). Run leader around \$5,000; house rented and, with operating hook-up small, that figure betters even break.

Other Attractions Imperial; drama in verse

Other Attractions

Panic, Imperial; drams in verse
slated for two performances—
Thursday and Friday (14-15).

The Green Pastures, 44th Street;
50 111,300 with understudy. Richard B. Harrison due back next week,
and repeat may span spring,
and repeat may span spring.

Martin Green Green Green Green

Martin Green Green Green

Flowers of the Forest, due Appl 8.

Rain, Music Box, revival, Inad

week.

week. Distaff Side, Barrymore; re-turn date (2d week). "Moscow Art Players," Moj otic; final week. American Ballet, Adelphi; polding ever this week.

# Plays Abroad

### STOP PRESS

London, Feb. 22.
Ravue presented by Clifford Whittpy, produced and directed by Hissard Short; lyrice
and music by Irriga Herlin; skotches by
Moss Hatt and Ureater Nevman; coatumes
Moss Hatt and Ureater Nevman; coatumes
at the Addohn theater Feb. 21,
foatures Dorolty Dickson, Phyllis Monkmun, Laurence Antersou, Charles Colline,
Ettin, Sylve.

stages, all the Actions and settings. Styles

The much hemided 'Stup Press'.

The much hemided 'Stup Press'.

The much hemided 'Stup Press'.

Clifford Whitley's revue is founded on 'As Thousands Cher', augmented by excerpts from The Band Wagon.' Three's a Crowd' and Frace the Music' Show cost \$90.000 to the Show cost \$90.000 to the

# VALLOMAS

('Confession')...

Play in three acis by Frink Mary at the Belvarosi theatre, Budapest, Cast, Elma Bullo, Antal Pager, George Nagy, Baroti, Bora, Z. Molnar.

Beivirosi theatre, Budapeat. Casti. Elma Boria. 2 Mhonger, George Nagy. Baroti Dens. 2 Mhonger, George Nagy. Baroti Dens. 2 Mhonger, George Nagy. Baroti Dens. 2 Mhonger, George Marchael Castilla Castil

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confided to him for the purpose of conducting some scientific experiments: Circumstantial evidence is against him and Karle, his fiancee, state of the control of the contr

# Proces d'Oscar Wilde

('Trial of Oscar Wilde')
Parls, March 1.
na in three acts by March 1.
starring Harry Baur. Presented by
tte Pax and Lucien Beer at the

Draina in three at tand, storring Harry tand, storring Harry and Geuvrey Parls, Oscar Wilde. Walter Lord Queensberry. Lord Alfred Douglas Frank Harris. Page Boy Carson. Carson Schief Justice Collins. Alderman. Harry Baur
Edouard Tressy
Jean Borguet
Andre Fouchs
Jose Squinquel
Horace Devault
Marc Vaibel
Baymond Narlsy Marc Valbel
Raymond Narlay
Robert Ls Flon
Lefavre-Bel
Raymond Marcel
Michel Tonry
Marcel Herry
Rene Sterr

# A HAROM SARKANY

('The Three Dragons')

Budapest, Feb. 24.

Comedy by Sandor Hunyady at the
Vigszinhaz Budapest, Cast Hona
Titkos, Ella Goth, Gabriel Rajnay, Paul
Javor, Alexander Goth.

A spirited, original and charming comedy which depends greatly on-tle-leeal color for success, but its lovable odd types might be adapted to any similar background.

Hero is a middle-aged country gentleman who has been sowing wild cate and squandering the family fortuned until he has been put un-

# **Current Road Shows**

Week March 11

Abbey Players, Biltmore, Los An

Abbey Players, Biltmore, Los Angoles, Wilderness, Temple, Stranson, 11. Temple, Wilce-Bare, 12; Academy of Music, Brooklyn, 13-15; McCarter, Princeton, 16.

'As Thousands Cheer, Memorial Aude, Louisville, 11-12; Ryunan Aude, Nashvillo, 13; Tivoli, Chattanooga, 14; Temple, Birmingham, 15; Auditorium, Memphis, 16.

'Dodsworth, Colonial, Boston, D'Oyly Carte Repertory, Erlanger, Chicago, Eva Le Gallienne Repertory, Ford, Baltimore, 11-13; Colonial, Notfolk, 14; Lyric, Richmond, 16-16.

First Legion, Harris, Chicago, Follies, Carlton, Providence, 1-12; Court Square, Springfield, 23;

11-12; Court Squarc, Springfield, 13; Parsons, Hartford, 14; Shubert

New Haven, 15-16, "Hollywood Holiday," Plymouth

'Hollywoos Boston.
'Mary of Scotland,' Royal Alexandra, Toronto, 11-13; Erlanger, Buffalo, 14-16.
'Ode to Liberty,' Chestnut, Phila-

'Ode to Livery, Casaland Aude, Roches-delphia. 'Roberta,' Masonic Aude, Roches-ter, 11; Capitol, Albany, 12-13; His Majesty's, Montreal, 14-16. 'Sailor Beware,' Cass, Dotroit.

der the guardlanship of his three sisters—the three dragons of the title. Now it's his son who is sowing wild oats in the city and getting into debt—on account of a famous actress—the aunts—think, Daddy is actress—the aunts—and pay the prodigal—sons debta—and bring him home. With money in his pocket again, the prodigal father feels like an old, war, horse when the prodigal father feels like an old, war, horse when dragons hard-earned money about like a real gentieman, spends nights singing and dancing to the music of gryspy bands, son and fathor have her to be, but a hard-working, honest artist. When the money is all gone, the dragons take charge again who, marries the joil reprobate and makes a man of him, while the boy marries his cousin, whom he cared for all along. On the stress—the discussion of the actress, the most formidable of the kind-half, or a supplier, and supplier, and bills of the interest of the actress, ther with great spirit and Bills doth is admirable in the part of a capable, marnish country squires, the most formidable of the kind-half, and the programs will probably be a popular success, and ought to go on the screen.

# MAN OF YESTERDAY

Play in three acts admitted from the renew of the Bommart by Dion Tither-free three	Lond	on, Feb.	26.
French of Jean Bommart by Dion Tither- dige. Fraganted by Aice Rea at the St. Katherine Lindon Ann Todd Faul Galloway Rev-Marrison Gall Galloway Rev-Marrison Gall Galloway Rev-Marrison For Tevor Eric Messier Legis Banke Harrison Legis Banke Harrison Legis Banke MW Braham Lindon Harrison Legis Banke MW Braham Lindon Harrison Lindon Harrison Lindon MWIlliam Lawrenco Allan Jayes Madeline Brett Gillian Lind Moter Masson Bromisp Davanport	Play in three acts adu	apted fro	m the
adge. Prasented by Alec Res at the St. distill's chaspo.  Ann Trade Real Calloway.  RexHarrison A Nurse.  Gley Raine M. Braham H. G. Stoker D. Trevor.  Eric Mensiter Sir Goorge Rowland.  William Lawrenco.  Mulliam Lawrenco.  Madeline Brett  Gillian Lind Me. Masson. Bromisp Davesport Me. Masson.	French of Jean Bommart	by Dion ?	fither-
Martifis theatre.  Katherine, Lindon Ann Todd  Raul Galloway. Rev. Harrison  Galloway. Rev. Harrison  Grey Raine  Braham Holpey Raine  Dr. Trevor Eric Mensiter  Lames Brett Leelle Bunke  Sir Goorge Rowland. C. V. France  William Lawrence. Allan Jasves  Madeline Brett. Ullian Lind  Madeline Brett. William Lind  Mrs. Madon. Bwilliam Lind  Mrs. Mrs. Mrs. Mrs. Mrs. Mrs. Mrs. Mrs.	adec Presented by Alec	Pos et i	he Dr
rall (Malloway) Rex Harrison  Hope Raine  Hope Trevor, Eric Memiter  Leelle Bank  Sir Goorge Rowland, C. V. France  William Lawenco, Allan Jeave  Milliam Line Brett, G. W.	Martin's theatre	HOR ML.	ne or
rall (Malloway) Rex Harrison  Hope Raine  Hope Trevor, Eric Memiter  Leelle Bank  Sir Goorge Rowland, C. V. France  William Lawenco, Allan Jeave  Milliam Line Brett, G. W.	martin a theatre.		
rall (Malloway) Rex Harrison  Hope Raine  Hope Trevor, Eric Memiter  Leelle Bank  Sir Goorge Rowland, C. V. France  William Lawenco, Allan Jeave  Milliam Line Brett, G. W.	Ratherine . Lindon	Ann	Todd
A Nurse. Gipsy Raine Mr. Braham H. G. Stoker Dr. Trevor Eric Messeiter James Brett Nurse. Leele Bunke Goorge Rowland C. V. France Madeline Brevenco Allan Jeayes Madeline Browner Robert Mason Bromley Days Mrs. Mason Winifred Evense Mrs. Mason Winifred Evense	Paul Galloway	Rev. He	rrison
Mr. Braham H. G. Stoker Dr. Trevor Eric Messeiter Lames Brett Leele Banke Sir Goorge Rowland C. V France William Lawrenco Allan Jeayes Madeline Brett Gillian Lind Robert Mason Bromley Davenport Mre. Mason Winifred Evane	A Nume	Calney	Palne
Dr. Trevor. Eric Messiter James Brett. Leelle Bunke Sir Goorge RowlandC. V. France William Lawrenco. Alian Jeayes Madeline BrettGillian Lind Robert Mason. Bromley Davenport Mre. Mason. Winitred Evanse	Mr Droham		Chalene
Sir Goorge RowlandC V. France William LawrencoAllan Jeayes Madeline BrettGillian Lind Robert MasonBromley Davenport Mre. MasonWinfred Evane	Mit. Branam	n	Stoker
Sir Goorge RowlandC V. France William LawrencoAllan Jeayes Madeline BrettGillian Lind Robert MasonBromley Davenport Mre. MasonWinfred Evane	Dr. Trevor,	. Eric M	essiter
Sir Goorge RowlandC. V. France William LawrencoAlian Jeayes Madeline Brett			
William LawrencoAlian Jeayes Madeline Brett	Sir Goorge Rowland.	C. V.1	Frunca
Madeline Brett	William Lawrence		Tanco
Robert MasonBromley Davenport Mre. MasonWinifred Evans	William Dawlenco	· · Allan	2657.63
Mre. Mason Winifred Evone	madeline Brett	Gilliai	a Lind
Mre. Mason Winifred Evone	Robert Mason Bro	mley Day	ennort
HenryFrederlok Piper	Mre. Mason	Vinifred	Evane
Prederios Piper	Honry	des de el el	771
	and the contract of the contra	rederion	Piper

This play is an adaptation from the French. In plot, it's just another story of amesia, the central street accident, loss his memory and goes back to the time he was riddled—with shrapnet during the war, and imagines he is still in a military heopital. Inclience is the fact that a similar case is reported in this morning's newspaper simultaneous with the reviews on the play. Flege seems to have lost a loss, good theatrical entertainment. Lealle Banks is the titular character and the supporting company, while perfectly competent, calls for no special individual mention.

## FOUR, FIZETEK!

(Waiter, My Bill!')

(Waiter, My Bill!')

Budapest, Feb. 25.

Play in three acts by Vilmos Rozvanyi
and Rezzo Szirmai, at the Bathlenter
teestre, Budapest, Cast: Margit Makey,
Louis Geliert, Erzel Borsony, Aladar
Sarkani, Inner Czobor.

Sarkad, Imre Cabor.

A play of good Intentions but noor results. It is not that Third Floor Pack! Here is a kind of saint in the guise of a poor walter who is trying to make everyone happy in the misorable tenement house where he lives and where everybody is lives and unstrated.

All the lodgers owe him money, so they nearly lynch him, and when the sum to the s

# Plays on Broadway

### DE LUXE

two acts and five scenes by mfield and John Gearon; pre-etaged by Chester Erskin at N. Y. March 5, '85; sets by r; \$3.85 top. Draina in ..... Melvyn Douglas

Somewhere along in 1917 Louis Bromfield wrote this play. It was to have been done by the Provincetown Players, but something hap-written and the should either have had it; produced then or forgotten all about it. Bromfield as a novelst won the Pulliter Prize once, but DeLuxe' is transparent and phoney. At one point rich know, the price of everything and the value of nothing. That's one of the best of the epigrams the characters are constantly throwing out and it's good example of what masquerades here as Wiromfield's bent for the type, of character-portrayed here — the over-sexed, drink-crazed neurotics that form the Toth of European society—is shared by a French playwright, Edouard Bourdet. Bourdet wrote a

is saved, the vamp reforms and marries and the waiter discovers that he really loves the good, kind and innocent girl.

A slum legend with poetic touches but overdone and lacking sincerity. Louis Gellert makes a speciatly of such parts, and does well in them between the control of the small and inexpensive suburban theatre which has cimbed to the rank of a first-rate stage in the course of d feet of the control of the small and inexpensive suburban theatre which has cimbed to the rank of a first-rate stage in the course of d feet of the control of the small and inexpensive suburban theatre which has cimbed to the rank of a first-rate stage in the course of d feet of the course of d feet of the course of d feet of the course of t

# FOR THE DEFENCE

London, Feb. 27.

Drama in two acts by John Hastin,
Turner; produced by Matheson Lang
the Duke of York's theatre, Feb. 28.
Raiph Keeble. Bestrix Thomas mai. In the Loundon, Feb. 27.

mai. In the Loundon, Feb. 27.

mai. In the Loundon, Lang at Duke of York's theatre, Feb. 28.

Duke of York's theatre, Feb. 28.

Main of Loundon, Lang at Lang a Kall.
Lt. Ranger Bell.
Dr. Howard Lord.
Captain Hunter.
Sir Philip Holbrooke
Elizabeth Holbrooke.
Kay Sa Maid.
Kay Southsy.
Inspector Randall.
Sir James Taske.
Justice Barrow.
Charice Pemberton,

play with similar characters, story and the same basic setting, the Hotel Ritz in Paris, about six years ago. He called it: Le Sex Faible' (The Weaker Sex'). It was a Paris litt and a Broadway flop. (Bourde's International Control of the Control

Louis Bromfield adaptation, just as a coincidence.].

Chester Erskin has given 'De Luxe' an exceptionally the product of the control of the c

But it's a finish.

Jo Melziner's sets are beautiful and effective and work very smoothly. There's at least one distance of the set of the set

### Cornell in Balto First

Haltimore, March 12. Katharine Cornell will open her Katharine Cornell will open her next production. Flowers of the Forest, by John Van Druten, in Baltimore at the Independently booked Maryland, with four performances in three days, April 8-10 at \$3.30 top. Show, will come in. on. Sunday. (4) and relicarse till the formal public and relicarse till the formal public day. After leaving Baltimore it will inve a prompt debut on Broadway the following Monday (12), at the Martin Beet fleare. Martin Beck theatre.

Martin Beck theatre.

Production will be the first one in years in which Miss Cornell is playing not to be stuged by her husband, Guthrle McClintic. Auriol Lee, who directs all of Van Druten's plays, will stage, with McClintic supervising the general production.

# I. MILLER

Stride with "STROLLIES" A New Shoe for a New Season at a New Price

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The "Strollle Bag." for Spring. \$2.00

1552 Broadway (Cor. 46th Street) Open to 9 P.M.

# Mangan Back at Rex, Paris, but Loses Ambassadeurs; Line of 48

Paris, March 8,

Francis A. Mangan, who was to have staged shows at the Ambassadeurs Restaurant this spring, is out of that spot but is coming back to the Rex. film de luxer for whose ing the American producer created stage shows in 1931.

ated stage shows in 1931.

Mangan, now in England, will take a show to the Palais de la Mediterranee, swank casino at Nice, and then will come north for a production at the 'Rex on March 22.

This puts him back on the boulevards, whither he has been trying to return for three years.

vatus, whitee is has been typic to return for three years.

Spili with the Ambassadeur's follows a trip to London by Pierre Foucret, new this of a show Manuschill with the following a trip to London by Pierre Foucret, new the following the

with a view to booking acts. Proba-bly will take a number from the Savoy and maybe one or two from the Palladium.

Boronski is to leave in a few days for the Riviera to look over talent there, and then will ook U.S. acts in Germany. Ambassadeurs will open April 25, according to present part of the property of the property of the Albert. resular head watter and

Albert, regular head waiter and

Albert, regular head watter and me, of the Ambassadeurs in former years, and now at Maxim's, whose current success is largely attributed to his presence, is returning to the Ambassadeurs for the season.

Foucret, a young man, is an automobile racing driver, son of a wealthy old Paris showman who owns the Moulin Rouge and other buildings. Elder Foucret is also directly interested in the new Ambassadeurs concern, which took over from Clement Hobson. Latter retains—a-mimority-financial interest.

Thirty-two line gitle for Man-

tains a minority mancial inferest. Thirty-two line girls for Mangar's show at Nice left Paris last night, convoyed by Jim Witterled. After the engagement at the Palais de, la Mediterranee, company will split in two parts, one to play the Pathe Palace, Lyons, and the other the Pathe Palace, Lyons, and the other the Pathe Palace, Marseilles. Then a third group of .15 will come over from England, all joining for the Rex show with a total line of 48.

Mangan is also working with Mistinguett on a revue, or which three

Mangan is also working with Als-tinguett on a revue, of which three scenes have already been laid out. No spot has been found yet for the show, but it may go on at the Mou-lin Rouge, Mistinguett's old theatre, which is not doing so well for Pathe with its present vaude-film policy.

# NO PAY, 48 HOSTESSES ANKLE IN SHANGHAI

Casanova failed to pay 48 danging hostesses. Girls struck, taking their hoy friends out with them. Next day they advertised in North China Daily News, "We, dancing partners of the Casanova, have moved to Ladow's Tavern, 33 Ningpo Road."

of road.

Girls brought action in the U. S. Court for China against the American owner. U. S. marshal agreed to act as I.O.U. collector for the girls, money received to be paid out pro rata.

# Lith Ballet Next

Paris, March 8. Paris agent of Sol Hurok has booked the Lithunanian State Ballet for an American tour. Dancers are now in London and will sail shortly.

shortly.

Troupe is led by Vera Nemchinova, and includes Obuchov and Zveren, also of the old Diaghley. Russlan ballet. They are encouraged by the success in the United States of the Monte Carlo ballet. There are now 85 dancers in the troupe, but it is expected to be built up to a bigger personnel figure.

## PRIZES FOR DRESS-UP

Paris Legit Mgr Offers Souvenirs to Males in Dress Clothes

Paris, March 3. It pays to wear a dinner jacket or tails to local theatre. Robert Tre-bor, manager of the Theatre Michel, where 'Private Lives' is current, where 'Private Lives' is current, started the season by fighting with the critics, who didn't want to dress for his opening. Now he's offering a prize to every spectator who comes in a stiff shirt. Gifts are distributed to eligible males by girl ushers during first in-

# **PARIS LEGIT ACTIVE AGAIN**

Paris, March 5.

Parisian art theatre spirit, fa-mous before the war through such houses—as the old Theatre Antoine-and Vieux Colombier, is being re-vived in a new little theatre in Montparnasse, known as Petite Scene.

and vieux colomoler, is being revived in a new little theatre in
Montparnasse, known as Pettle
Scene.
Run. by Mme. Marie-Ange Ri,
vain in a sort of barn in the Rue
Falgulere, Pettle Scene company
from time to time gives perform
ances which are halled by local
color of the service of staring.
Lates productiones of staring.
Lates and the service of staring.
Woman of No importance, 'adapted
by Guillot de Saix and M. SaintMarc. Piece has curlosity value
only, and producers don't pretend
life a good play or commercial possibility, but as result of putting if on
they're getting heavy credit for
maintaining Parislan spirit of theatrical innovation. Wilde play was
first produced in London in 1833.
Legit season in general is reswakening, 'in the sense that new'
plays are opening again after a long
period of nothing but revivals.
Comedie Francaise-this-week-openedMadame quinze,' a costime play by
Jean Sarment on Louis XV and
Mme. de Pompadour. Sacha Guitry's 'New Testament' has been
moved from the Madeleine to Renalssance to make room for Joys of
Capitol,' operetta by Jacques Bousquet, Abert Willemetz and Raoul
Moretti. Ocurves is putting on a
new Maurice Rostand play on Oscar
Wilde.
Nouvelle Comedie, little Montmarks house which had success

Wilde.

Nouvelle Comedie, little Montmartre house which had success with its first plece this season, Jacques Natanson's 'Summer, will open with a Noel Coward adaptation titled 'Serenade a Trois' in a few days, with Blanche Montel and Jean-Pierre Aumont, Saint-Georges is rebearshipe new Hend Diversions. is rehearsing a new Henri Duvernois play, 'Rouge,' and the Pitceffs, mopping up Pirandello's 'Tonight We Improvise,' are readying a new place by Steve Passeur for the

# CHINESE TALENT FOR RUSS LEGIT. FILMS

Mei Lan-fang, China's greatest female Impersonator, who was ballyhooed through America two years ago, has left Shanghal for Moscow with a troupe of 14.

Moscow's bid for his services was a matter of argument for months. Butterfly Wu, leading clnema actreas, departed on the same Sovieto bact for Vladivostok. She has a studio engagement there.

# New Head Named for Belgrade Nat. Theatre

Belgrade, March 1.

Dr. Branislay Vojnovitch has been appointed director of the Belgrade National Theatre. He has already been installed in his new position.

Belgrade National Theatre has

# Plays Abroad

FOR THE DEFENCE (Continued from page 56)

(Continued from page 50) to London to live with a friend, who in turn introduces her to a middle-aged barrister, who happens to be single, and who happens to foll in love, with her, and who happens to be the brother of the law-pens to be the brother of the law-pens to be the brother of Jolo.

### BARNET'S FOLLY

Comedy in three acts by Jan Stewer, presented by Barry Jackson and Roy Limbert
duction by H. K. Aylilf.
Hannah Mudge.

Muried Aked
Hannah Mudge.

Muried Aked
Hannah Mudge.

Muried Aked
Hannah Mudge.

Many Jerrold
Lucy Lennacott.

Many Jerrold
Lucy Lennacott.

Many Jerrold
Hettle Burridge.

Judy Hallott
Hallabeth Burridge.

Judy Hallott
Hallabeth Burridge.

Jan May Agate
Sam Burridge.

Rainb

Some years ago Sir Barry Jack.

son produced "The Farmer's Wife in the Court theatre. It dinn't start off very. successfully at first but the house rent was cheep and salaries low. Being a man of means, Sir Barry Jet it run for a few weeks, by which time, for no few weeks, by which time, for no discovery it began fo draw, and continued to do profitable business for an extra extended run.

Barnet's Folly resembles it in some respects, in that it is a bucolic manner in the second of the se

Folly than in The Farmers Wife; it is, on the whole, very much better played, and the production is more elaborate and effective. On the opening night the quidence critics were fulsome in their praise. Plot is elemental, Author has done one clever thing, however, in that whenever the situation—becomes seriously in high them.

someone enters and breaks the ten sion. Jolo.

### TARANTELLA

Budapest, Feb. 26.
Musical comedy by Karoly Kristof and
Julius K. Halasz, with music adapted
from the compositions of Suppe, at the
Varosl theatre, Budapest.

Julies at manage, with the life of Franz Shubert and with a score adopted from his compositions, was the first to exploit the data score adopted from his compositions, was the first to exploit the face of the f

# STOCK TRYOUTS BY UNEMPLOYED TALENT

Beriln, March 3.

For double purpose of taking up slack in actor unemployment and giving youngsters a chance to show their stuff, the Waliner theatre has

their stuff, the Wallner theatre has been taken over by the actors' verein for productions, already in rehearsal, are 'Minna' von Barnheim' and 'Der Vetter aus Dingsda'. First produced by Stage Association collective and second by Eduard Kuennecken's collective.

Berlin directors have been favited to drop in for rehearsals and several availed themselves of opportunity to look over unknowns.

Belgrade National Theatre has several Availed themselves of opportive houses, one where operas are given and the other for plays.

Previously directors were appointed from among political followers of the party in power. Dr. Vodnovitch, however, is purely a theatrical man.

# Goebbels Promises Aid to German Provincial Theatre: Reviews Year

PRIESTLEY'S DUO

Basil Dean Doing Both-One Al-ready Touring Provinces

London, March 12, London, March 12, J. B. Priestley's new play, 'Duet in Moonlight' is being tried out in the provinces and due in London soon. Another Priestley drama 'Cornelius,' is about to go into re-hearsal for the Duchess theatre Basil Dean producing both

# TWO OF 3 NEW PLAYS CLICK IN LONDON

London, March 3.

Gaston Baty's play, Crime and Punishment. from Doctolewsky's bases, F. 8.

Dasey, F. 8.

Dasey,

# COMEDIE'S PLANS NOT SET; TWO TOURS SURE

Hasn't yet been finally decided whether the Comedie Francaise will shut down for four months this year for remodeling, as planned, but

shut down for four months this year for remodeling, as planned, but there's already a rush of theatre owners to offer their houses to the ace trouge during the removation period.

In the second of the second of the second state theatre, which has been offered to the senior trouge by its director, Paul Abram. Ambassadeurs and Theatre des Champs Elysees also have been offered, and Leon Volterra has asked the Cornedie if it wouldn't like to park in the Marigny. Baron de Rothschild has not offered his Theatre Pigalle, but some members of the Comedie would like to ask him for it, as it is one of the finest houses in town and is idle.

Whether a shutdown takes place or not, two tours seem-likely to be undertaken by the Comedie; one in Italy, isating two weeks, and taking in Turin, Milan, Genos, Florence in the control of the fines of the fines, is the second of the fines. The first half is the second of the fines of the fines of the fines. Florence is the control of the fines of the fines of the fines of the fines. Florence american second of the fines of the f

America.
Senor Palma, manager of the Cotomb in Buenos Aires, has left Paris
after a conference with Emile Tabre,
director of the Comedie, and hely
cable from Buenos Aires if the accord he arranged with Fabre is ratified.

# Best German Plays

Berlin, March 3. Dietrich-Eckart prizes for be German stage plays went to Max Geisenheyner's 'Petra und Allah', Paul Reding's 'Deutsch-Sudewest'

Berlin, March 3.

Assistance for provincial theatres was promised by Dr. Gobbles in Essen in an effort to rebuild them to be a superior of the superior of the

He didn't mention which news-

paper or when.

Theatre isn't something for the upper 10,000, he said, but for the entire people, and cited changes in the Grosses Schauspielhaus, re-

entire people, and cited changes in the Grosses Schauspielhaus, renamed Theatre of the People, where more than 1,200,000 persons had seen plays during the first year. It may take two or three years before theatre is placed on a strong financial basis and able to give people artistic nourishment. he think: Aubinger, president of the Theatre Chamber and himself a noted actor here, substantiated Dr. Goebbels' statements, saying there are no empty theatres in Berlin at present. Bankrupteles and fraud practiced on actors and actresses in former days, have disappeared, Laubinger said. He traced this-to the rigid rules laid down before directors could secure theatres or put a cast into rehearsals.

# **GUITRY'S 3D WEDDING** A SECRET TILL DONE

Paris, March 3.

Sacha Guitry pulled a fast one on the theatrical mob here when he married Jacqueline Delubac, his leading woman.

Although by Freinch law banns must be posted in front of the city halt lend days before any wedding, informing the world of names, age and previous condition of servitude and previous condition of servitude dispensation from the Department of Justice and didn't publish anything. Wedding plans were an actual secret except to the actual legal witnesses of the marriage, who were Francis de Croisset, Pierre Mortier, Max Maurcy and Albert Willemets, all legit big shots. Guitry had a big crowd to funch, after the ceremony, however, inviting them on the excuse that it was his fittieth birthday.

Steve Level Willed J.

### Stagehand Killed By Backstage Bullet

By Backstage Bullet
St. Marlen, Germany, March 3.
A stagehand was killed here during performance of Andreas Hofer,
drama by youthful cast.
During the play shots were called
for back stage. Stage hand hit
cartridges with a nall and stick,
Bullet caromed, striking deckhand
in chest and killed him instantly.

# Mex Subsidy Cut

Mexico City, March 9.
Government has whittied this year's subsidy for Palace of Fine Arts (National theatre) down to \$45,000, of which but \$14,500 is allowed for theatrical entertainments. Geisenheyners Petra und Allah, Subsidy, is pretty email, when it is Paul Reding's Deutsch-Sudewest and Irma Derwein von Drygalsky at Its disposal from Sept. 29 last, when it was inaugurated, to Dec. 31. Authors, publishers and actors composed committee which made omy program is said to be responselections from 800 plays entered.

Another juicy plum of the N. Y. State Service fell into the iap of a newspaperman, with the appoint.

State Service fell Into the lap of a newspaperman, with the appointment of Waiter T. Brown, head of the AP's, Albany bureau for the past four years, as secretary to Governor. Herbert H. Lehman at a yearly salary of \$12,000, Brown, \$35, is the youngest man who has held this position in years, Joseph J. Canavan, former night city editor of the old N. Y. World, filled the post until last summer.

city editor of the old N. Y. World filled the post until last summer when Governor Lehman appointed him to the State Parole Board. Brown will assume his new duties after a brief vacation. His successor as director of the AP's Albamy bu-reau is Morgan M. Beatty.

Ban Strikers' Broadcaste

A new element has been intro-duced into the Newark, N. J., Led-ger Guild strike by an injunction issued by Vice Chancellor Berry restraining the strikers from broad-

restraining the strikers from broad-casting falsehoods by radio or other-wise. As result, WOR barred fur-ther broadcasts by the strikers. Saturday afternoon pickets pa-troled in front of Banberger's de-partment store carrying signs saying Bamberger advertises in the Led-Bamberger advertises in the Led-Bamberger advertises, in the Led-partment of the pickets was a striker, but interested laymen.

Facsimile Bibles A. Foerster, publisher of Leipzig brought out a facsimile copy of Martin Luther's 1534 Bible in two

Dallies Refuse Debunking Ade

Dallies Refuse Debunking Ade
Both the N. Y. Times and N. Y.
Renald-Tribune turned down ads on
Fartners in Plunder, new tell-itall-book, because of fear of hurting clients. Book is another debunker, destroying illusions about
advertising and commodities on the
general market. First such tome
was '100,000,000 Guinea Pigs.'
Particular ads dailles refused
mentioned the fact that one of the
biggest refrigerator companies was
keeping a low priced home electric
feebox quir of the market, although
completed, in order to sell its higher
picted stock. Herald said nothing
reflect stock. Herald said nothing
the said class but only in .amtimes said class but only in .aming the company and not generalizing.

### Md. Prese Election

Md. Prese Election

Elécted late at annual caucus of the Maryland Press Association, or ranization composed of newspâpermen, on sheets other than Balto rags, were: Samuel Shanahan, to presidency of group and David Jen Gressen of the Caston (Md.) Star-Democrat, succeeds John Worthington. Jenkins, publisher of the Annapolis Evening Capital and the Maryland Gazette takes Shanahans, previous office. At the pow-pow, a meeting of the code authority for supervising newspapers was field. The Maryland state authority is daministered by Pete Stromberg, of Elizott City. On the board are Shanahan, Jenkins, Leo Moore, of Havre de Grace, and Capital Ca

shut the get-together.

### Berlin Dailies' Error

Berlin Dailies Error
Berlin press let itself in for
plenty of trouble recounting Mrs.
Astor Dick Flermonte's boat trip to
Italy. after her glove slinging hubby,
by referring to her as 'Lady Astor',
Boulevard sheets went all out on
story. B. Z. am Mittag broke yarn
with wrong handle for Mrs. Flermonte. Nachtausgabe rewrote the
story, apparently without checking,
making the sam mistake, oy Astor,
member of Parliament and daughter
of an old Virginia family, are raising cain.

Illustration Show March 19
American Institute of Graphic Arts will hold its fifth exhibition of American book illustrations beginning March 19 in the gallery of the Architectural League. In addition to illustrated books issued the past year, a group of unpublished illustrations will also be shown.
Judges who will award prizes for the best entries comprise Henry Hart, editor of Putnam's; Eleanor Treacy, art editor of Fortune, and Luclan Bernhard and Edith Halpert.

## Book Hawksters

Los Augeles, March 12.
A five-foot shelf on wheels.
Thut's the latest setup for bookworms since the mobile londing library started a new vogue here. Trailer stocked with 500 volumes makes door-to-door stops in the noighbor-hold with the second with the second with the week of the week was the wagen.

wagon,
If the thing clicks, the spon-sors promise a fleet of rolling librarics by summer.

### Doubleday's Film Ed.

Growing interest of book publishers in motion pictures is indicated by the appointment of a motion pic-ture editor to the start of Double-

by the appointment of a motion picture, editor to the staff of Double-day-Doran, book publishers. She is Leda Bauer, former eastern story editor of United Artists.

Miss Bauer starts pronto, her assignment being to contact studios the first job of the sort although most publishers have been paying more and more attention to film rights within the past few years and all the major houses now attempt to get a piece of the screen rights on all book publications. This feature is practically forced on new contracts, although established authors don't give up any of their screen rights to the pubs and the Authors League frowns on the practice.

### Busy Beth Brown

Busy Best Brown

Beth Brown as guest speaker at
the Booksellers' annual dinner Feb.
28 and spoke on Lovell Thomas
hour March 4, both times telling
about Ladd Hobo. March 29 she
is to appear at the Barbizon Plaza.
"Tween times she's working on
her new book and lecturing on divorce as a by-product of her 'Man
and Wife.' Speaks for about haif
an hour and then an open forum
on the topic.

N. Y. Fiction Guild's Elections.
New officers have been elected by
the New York unit of the end of the
Fiction Guild. They are, Frank
Gruber, president; Richard B. Sale,
vice-president; Mary W. Tinsley,
secretary, and Wilton E. Mathews.
Local branch of the American
Fiction Guild no longer quartered
with Arthur Burks, one of its
founders and leading spirits. Burks
doing—considerable—scribbling—nowand moving about. N. Y. Fiction Gulld's Elections

Scully Doing Another
Another Frank Scully shut-in
story has been contracted for by
Simon & Schuster. Book slated for
appearance next October will either
be titled 'Still More Fun in Bed,' or
Fun in the Next Bed,' His other
Fun in Bed is now getting a
Danish translation.



# **Best Sellers**

Beet Sellers for the week ending March 9, as reported by the American News Co., Inc. Fiction

	riction .
	'Come and Get It' (\$2.50)
)	Heaven's My Destination (\$2.50)
	Porty Days of Musa Dugh (\$3.00) Ry France Williams
	A House Divided (\$2,00)
	Road of Ages (\$2.50)
	white Gate (\$2.00) By Warwick Decring
	Non-Fiction
	'Skin Deep' (\$2.00)
	Fersonal History: (\$3.00) Vincent Choose
	Why Not Try God' (\$1.00) Ry Mary Distress
	While Rome Burns' (\$2.75)
ď	'Rats, Lice and History' (\$3.75)
1	'Ships' (\$3,00)

# Book Reviews

Literary Tea Party
John Farrar, perhaps the one
among the book publishers who
most enjoys pranks, has thought up
a new one that is bound to get
answ one that is around town. It most enjoys pranks, has thought up a new one that is bound to get considerable chatter around town. It was he who deylsed. The President Vanishes, among other stunt books, and now he comes forth with a book tamely and innocently posing as The Smiling Corpes, by Anonymous (Farrar & Rinehart; \$2). The title is the only bad point of this exceptional varn, which is exceptional only because of the idea it. tional only because of the idea it are Bernard Bergman, editor of the New York American lit page, and Philip Wylle, novelist and ad-man

volumes are replicas of originals in the University library of Lapizig, containing 125 woodcut initial letters. First volume is Old, second New Testament. Cannot be purchased singly. Volumes leather bound like Balderhain bound original: Good original 1534 Bibbes are bringing \$2,000 today. Reprint fac-similes are priced at about \$12. It seems there was a literary tea attended by everybody who is any-body literarti. Among: the visitors were Dashlell Hammet, G. K. Chesterton, Sax Rohmer and W. H. Wright. Then came the murder. And this quartette of ramous dick manipulators set out to solve it, while Alex Woolloott, Johnny Chamberlain, Jim Thurber, Dorothy Parker and oractically everybody else. berlain, Jim Thurber, Dorothy Parker and practically everybody else, gets in their way. Robmer finds a Chinaman who belongs to the mysterious order of purple foes. Wright, it seems talks just like Philo Vanice, amokes the same kind of regies, and does all kinds of deducting and belt of the control of suys. Chesterton sits in his chair and calls people over-to-bullcombits. guys. Chesterton sus in the and calls people over to philosophize

All of them pin the crime on dif-ferent people, but the dumb flat-foot O'Casey, of course, figures out the real killer. It's a grand lark,

Von Stroheim Misses Erich von Stroheim now blossom forth as an author. The director actor, in his first published novel

shows that he's still flamboyant and still as fond of wide and handsome gestures. His book, Paprika' (Mac-aulay; \$2.50), doesn't hold much for anything but circulating libraries.

Quickie on Lindy Kidnapping

lesuing 2-Bit Pamphiete
Recently-organized New Horizon
Press gets started with a pamphiet
series to be called the Library of
Social Justice. Pamphiets will be
uniform in size and will sell for
two bits each, Each of the issues
in the Library of Social Justice will
be numbered, with first to be a selection from William Morris' poems,
entitled. Chants for Socialists.
Publishing plans of the New
Horizon Press are wide, and include
regulation-size books and possibly
a mag.

leading 2-Bit Pamphlete

### Fan Mage Go H'wood

Hollywood and Screen Play, two of the Fawcett group of film fan magazines, will hereafter be edited in Hollywood. Heretofore the copy in Hollywood. Heretofore the copy has cleared through the Minneapolis office, as will still be the case of the other Fawcett mags. Motion Picture Classic and Screen Book. Murphy McHenry is in Hollywood. From the eastern office to edit Screen Play, with Jack Grant to edit Hollywood.

Maureen Fleming to Miami Beach Edwin Corle has returned to the

John B. Flynn has taken a place ir Pelham.

James Truslow Adams in from

Danish edition set for 'Now in ovember.'

Thyra Samter Winslow cruising in the West Indies.

N. Laurence Roberts has a new literary agency.

Rita Welman getting to be quite an expert speech-maker.

'Growth of the Soll' is the newest Modern Library addition.

Jungle, by Ferreira de Castro (Viking), banned in Ireland.

Theodore G. Joslin getting his notes ready for a lecture tour.

S. S. Van Dine has finished a new ne, 'The Garden Murder Case.' Richard Grant, author of 'Mar Hater,' is really J. Calvitt Clarke.

Harrap's have British publication ights to Hendrick Van Loon's

Dorothy Leffler, on a leave of ab-ence from Bobbs Merrill, now in

Japan.
Printings of Mary Pickford's slim
book, Why Not Try God?, now total
\$5,000 copies.
Third printing and \$5,000 copies on
Lloyd Douglase 'Green Light' prior
to publication.
Life a La Henri' has been changed
to 'Those Rich and Great Ones' for
British publication,
Greenberg thinks times are better
(Continued on near \$2).

(Continued on page 62)

Thayer's Latest

Whipple takes the case from its very beginning and follows it through its various ramifications. It's a good journalistic job. It may be found, however, that the dailies

be found, however, that the dames devoted such an overabundance of space to the yarn while current that people are pretty well fed up with it.

There's always a certain amount of interest in a new Tiffany Thayer book, because it's so hard to tell what he's going to do next. His latest is 'A Cluck Abroad' (Double-day-Doran; '23), and won't bother anybody much—except those few who buy a copy to read it.

who only a copy to read it.

It's the weakest Thayer yet, with
a manufactured, unbelievable yarn
of a country girl who goes to Europe and becomes the belie of the
party on a millionaire's yacht. Not
for films.

Stery of Today

Most college stories irritate college men, who realize that the writers are conforming to the conforming and getting away from facts. The steril ingham is being different in Young Gentlemen, Rise' (Farrar & Rinehart, \$2), which is the story of a quartet of members of the Yale class of '28, but chiefly of Gene Davidson, who started in an advertising agency and wound up in a filling station, glad to have that Job.

Nothing bitter about the writing.
It accepts the times with Nothing bitter-about-the writing-it accepts the times without moral-lating-and-seeks simply to give one clinical case. Salty in spots, but not soo much so, and an under-standing account of one man's ad-yentures before and in a panic. It's adventures before and in a panic. It's and the seeks and seeks and seeks appreciation of the seeks and seeks appreciation of the seeks and seeks and extreme of pessimism or optimism. Too gloomy for a picture, but great

### Triple Angle

Vicki Baum, whose 'Grand Hotel' derived quite as much notice for its pattern as its content, offers another interesting study in form in her 'Men Never Know' (Double-day-Doran, \$2).

day-Doran, \$2).

It is a study in psychological reaction rather than a plotted atory;
an unfinished relation which is
stopped at the point where it might
have worked to duliness, it's
novelty is that it is the same story,
thrice told, from the viewpoints of
the man, the woman and the husband. In spite of this, the story
does not become repetitious at any
point, and presents a better point, and presents a better rounded whole than the relation from any single point of view. She scores another bullscye.

### Romance in Revolution

monance in nevolutior.

Most authors—who—piek—on—the
American revolution for their theme
select, as a matter of course, the
same general—pattern. Barbara
Webb in her 'Aletta Laird' (Doubleday-Doran, \$2), goes farther afield
and pitches on Bermunda for the
locale of her romance between her
bergine and the courter of a heroine and the captain patriot privateer, proying on the is-lands for supplies of sait and munitions.

It's a story of Gypsy life in Hun-gary and was obviously written with one eye to possible screening in Hollywood. Maybe that's what's the factor with it and maybe it strains too hard that way to even make a likely filmization. The basis of the book is the little known fact that many Bermudians Quickie on LIndy Kidnapping
One of the most enterprising book
efforts in some time is The Lindbergh Crime by Sidney Whipple, as
member of the United Press staff,
wrote most of it previous to the
trial in Pienington, and then filled
went along, or observed as the trial
went along, or observed the staff of the
with him. Entires the great out to the
rushed out in very quick order.
Whinple takes the one server. were secretly or openly in sympathy with the Americans. Not highly imabsorbing portant writing, but reading for the moment.

### Omnibue of Crime

Of the newer, tougher, rougher, school is 'Hangover Murders', by Adam Hobhouse (Knopf; \$2). Plenty rough and plenty tough, with loads of action and a sufficiency of gore. Should please all but the finitely whodunit readers and could make a good film.

Should prease an box the whodunit readers and could make a good film.

All the Washington bigwige are supposedly mixed up in Brain Trust Murder, by Diploma! (Coward McCann; 32). In the very housewhere the heads of the brain trust meet to think over plans for helping the president, a murder cocurs. No-body was anywhere near and it bear the little of the figure out. The basis in the little gene department sets out to dope out who the dirtly cur can ban dope out who the dirtly cur can ban grant and the season is Third Omnibus of Crime' edited by Dorothy Sayes (Coward-McCann; 32.50). Miss Sayers has gathered togother 52 stories for the book, making a volume of 316 pages. It's well selected and pretty thoroughly inclusive. Fine to fill out many a dull haif evening.

# Future of Film Code

(Continued from page 7)

new law, which would be limited to two years in conformity with the President's wishes, contain a provision requiring revision of existing codes within a "limited period." Aim is to provide a way to readjust the code in accordance with changed requirements of the

basic act.

Overhauling of enforcement methods, granting of authority to impose 'limited codes,' restatement of the policy of Congress in more definite language, requirement that findings be made before codes are approved, and modification of the auti-trust exemption were other suggestions, by the Administration spokesman.

The enforcement machinery

spokesman.

The enforcement machinery should be strengthened, Richberg said, by providing for equity proceedings to block violations, fines for violations of codes or rules, compromise of liabilities, authorized findings of facts on employee compilaints, and use of cease-and-desist orders by Federal Trade Commission to bolster administrative methods. tive methods.

tive methods.

The anti-trust change recommended was variously: interpreted by friends and foes of the Blue Eagle. Richberg urged that the perfected statute restrict the present exemption from the anti-trust laws by providing that cooperative activities legalized by code provisions-shall-be lawful only when the codes themselves have been written in compliance with the anti-monopoly requirements of the act. This concession was termed of you significance by Senator Bonch and monopoly requirements of the acc. This concession was termed of you significance by Senator Borah and other champions of strict regulation of big business, but Administration sources contended such a provision would mean a substantial change in the present set up.

change in the present set up.

With Congress sniping from so
many angles, the NRA was either
stalled or cavaling in low gear with
numerous film problems hanging in
the air, Rosenblatt, Deputy Administrator William P. Farnsworth,
and other attaches of Division Five
ever beautiful the problems of the contraction of the control of the control

Legit Ticket Control

The legit ticket report, calling for

Legit Ticket Control
The legit ticket report, cailing for
either abandonment or rigid enfforcement of the control scheme,
was shoved one side along with the
rows involving Hollywood's producer-actor and producer-writercommittees. Other minor matters
pertaining to amusement industries,
likewise were being sidestepped as
long as possible pending a go-ahead
eign from the front office.
Earlier indications that the 1934 gn from the front office. Earlier indications that the 1934

Earlier indications that the 1934 rumpus over the film code might not be revived were dispelled Saturday '9) when the Senate probers agreed to let a sub-committee plan the investigation program. Administration—leaders. at first tried—to.

the investigation program. Administration—leaders. at. first tried iowash up the inquiry in short order but later gave ground and allowed a smaller group of witnesses and despres study of compaints.

Clarence Darrow and Lowell Mason, leaders of last years sigzing assault on Rosy, the Code Authority, and the code, are due to testify some time this week along with parada of other individuals inside and outside the Government. White House leaders spiked plans of NRA foes to put Mason, in a key spot as committee counsel but agreed to let him participate as expert witness on monopoly charges. on monopoly charges.

Further extended delay in acting on the zoning and relearance schedules for representative sections of the country looms as a result of the Film Code Authority's action last week in approving a rehearing on phases of the Los Angeles sked. Continued procrastination on vital code issues seems certain so long as the impression persists that the NRA may not be continued in its present form past the middle of June.

The New Haven, schedule was Further extended delay in acting

The New Haven schedule was The New Haven schedule was summarily rejected and sent back to the local board in N. H. the preceding week, and no attempt was made last Thursday (7) to introduce or act on other leading skeds for Kansas City and Milwaukee, now pending. Unless a special session is called this week, it will be 10 days owners before the Code Abthority of the Code of the Code and the Code of the

After hearing the application of tion of Miss the Fox-West Coast Theatres for an comedy types,

adjustment on zoning matters as officially okayed by the Authority about two weeks aco, the CA: voted to look into certain phases of the LA: setup as emphasized by these Fox theatre officials. But no action was taken to defer the time when this schedule is to become effective, namely. March 31.

namely, March 31.
Charles Skouras, William T.
Powers, Charles G. Buckley, Edward
Alperson and Mike Goldberg appsared for Fox-West Coast at the
code meeting in N. Y. on Thursday.
Decision on the matter was deferred
until after John C. Flinn, executive
secretary of the Code Authority, investigates personally on the west
coast. Flinn left Saturday (9) for
Los Angeles, and will report back to
the Authority in N. Y. before any
adjustment is made.

While meany members of the Alt.

while many members of the Au-thority do not anticipate any re-versal of the CA. action in approv-ing the Los Angeles sked, the ques-tion of setting up definite zoning and clearance schedules for New Hayen, Milwaukee and Kansas City seems more distant than ever.

seems more distant than ever.

The C.A. yote of 5 to 3 in rejecting the New Haven sked was typical
of the Code Authority's tempo as
presently constituted. Such rejection came in the face of the rather
apparent effort of the New Haven
heavy to desire a special see a mediaboard to devise a schedule as speci-fically outlined in advance by the

A.
To numerous leading codists this To numerous leading codists this apparently reflects the current spirit of holding off approval on important industry matters. So long as the onslaught on the Blue Eagle continues in Washington and the legality of much of the NRA is in question, code spurts foresee a continuance of this attitude.

These tactics even were reflected in the way in which members of the Authority remained away from last Thursday's session. The burden of business was acted on by an almost 100% representation by alternates.

ternates.

aminost form representation by arternates:

The C.A. approved the plan of having the chairmanship of the Standing Committee of Extras a revolving one. This will enable all members of the confinities to act in turn as chairman.

Much of the confab last week was devoted to hearing cases sent up from local grievance boards on appeal. Decisions were handed down in 33 cases. W. P. Farnsworth, deputy administrator, as usual-was on hand for Compilance Director Sol A. Rosenblatt. A. Rosenblatt.

# Gordon Perry Enters Nag in Gd. National

Toronto, March 12.
With the purchase of Trocadero by Gordon Perry, president of the holding company which operates the Royal Alexandra, town's only legit Canada will have an entry in the Grand National at Aintree this month. Marks the first time in history that a Canadian owner's have ever been carried in the fa-mous English race.

mous English race.
Well known-as an exhibitor of
jumping horses in U. S. and Canadian show rings. Perry bought
Trocadero a month ago, but kept the
purchase quiet until he was sure
Cullinan would ride for him.

# On the Hoof

(Continued from page 1)

(Continued from page 1)
ers, but either not known or used
as such, when first, brought into
films. But in their past few lifetures both have reverted to dancing types. Ruby Keeler danced in
her first picture, in addition to
playing a part, and was among the
first, if not the original, to land in
this double way at the start.
Scarcity of dancers on the screen
dates back to silent picture days
when first etringers like Mae Murray, I-ren- Castle - and - Valentino
were about the only ones to get
anywhere.

Demand for ballroom teams for Demand for ballroom teams for numbers in the big film nusicals has been in effect for some time, but the Hollywood chance for single dancers who can talk is only a recent development, and the dancers are thanking Astaire.

It is significant of the hoofers signed thus far that, with exception of Miss Keeler, all are light comedy trues.

# Home, Sweet Home

Clerk in a Broadway hotel told the house dick to toes out a stew who was hanging around the lobby and the mug was escorted to the street. Soon he returned and was aired again. After the thrigh election a cop was called and found the fellow weeping. Foliceman told him to behave and go home. That's what I've been trying to do, said the stew, but they won't let me. He was a registered guest of the hotel.

# Am I Blue

(Continued from page 1) ing the week. And even if they didn't get killed, Blue's bankroll would have been, because he needed a 4,000 capacity to break even,

The bike race that didn't, cos Blue \$1,500.

Blue's next venture was a leas on the nite club room in the Floridian hotel. He didn't find ou

Floridian hotel. He didn't find out until too late that the rest of the hotel is kosher and the littery would have to be ditto. Blue couldn't see any future in running a kosher intery, so he ist that one lay too.

By way of recuperating in the morth. Blue is now assembling an 18-people vaudewille-unit-for-percentage dates in the south. It will include Jack Lenny, Buddy and Betty, Swant Twins, Pearson and Oafrow, Marion Eddy (single), a six-place band and Ben (Am. I). Blue.

# **Even Funnies Tout 'Em**

# H'wood Mob Discovers Hot Tips on Plugs in Cartoon Strip

# WRONG IMPRESSION

Tax Still Goes on Imported Booze-\$2 Excise Per Gal.

A generally erroneous impression in the U.S. and abroad is that new regulations permit import of liquor, like perfumes, clothing, etc., up \$100 per person, sans duty

quor must be paid at U. S. cus-in New York or any other It averages \$2 per gallon.

# Cooper's, Hickory House Have Money Trouble

Hickory House, Inc., and Harr

Hickory House, Inc., and Harry-Cooper's Restaurant, Inc., both holding companies for Times Square eating places, resorted to the law last week for relief from their credifors.

Hickory House filed a petition with the New York Federal court in which it asked for permission to reorganize under the provisions of Section 77E-of the bankruptcy-law. Schedule attached to the petition stated that the assets were \$44,084, and the Habilitles \$18,373. In the and the liabilities \$18,373. In case of Cooper's restaurant, the sets were assigned for the benefi creditors to Walter L. Bryant.

# Hollywood, March 12. Studio employees have gone screwy over supposed race tips given daily through the Fontaine Fox cartoon layout appearing in the Los Angeles Times. Strange angle is that those who dope out the car-

Hollywood, March 12.

is that those who dope out the cartoons have cashed in on several
winners. Result is purely a coincidence for the Fox strips are made
at least eight weeks in advance ofrelease by the syndicate.
Same impression has persisted
about practically every cartoon
strip during the past 20 severy cartoon
strip during the past 20 severy cartoon
strip during the past 20 severy cartoon
was the Mult and Jeff strip. All
cartonists have denied any knowledge of what was going to happen
at the tracks but they can't kill the
impression.

at the tracks but they can't kill the impression.

Eddie Mills, Fox p.a. at the Westwood studio, was at one time one of the outstanding handicappers in the east. During that time he devised a gag system to hand to chumps who bother him.

Last-week at-Santa Anita a \$2 beton each race, according to the Mille system, would have netted the bettor \$175 no one day's card. Mills system also picked Azucar.

# PULL 8-HOUR LAW TO **NIP COAST MARATHONS**

Los Angeles, March 12.
Provision in the state labor law has just been discovered which may put an end to marathons; walkathons and other such endurance

tests.

First hit were promoters of a walkathon in San Jose, but a halt was called by a deputy labor commissioner; who threatened arrests applicable provision

For show people as well as laymen, this Guide to general amusements in New York, first inaugurated here in 1926, is revived and published weekly in response to repeated requests. Vauerr lends the guidance of its judgment in the various entertainments denoted. No slight is intended for those unmentioned as text will be switched weekly. The lists are of Vauerr's compilation only and as a handy reference. It may serve the out-of-towner as a time saver in selection. was called by a deputy labor com-missioner, who threatened artests under the applicable provision which prohibit women from work-ing more than eight hours at day in places of amusement.

Since then Thomas Barker, depu-uty in charge of the Los Angeles to the company of the com-letters from ministers, clubromen and other association members, re-questing that he-bear-down-on the endurance contests by invoking the endurance contests by invoking the eight-hour law.

eignt-hour law.

Santa Ana last week passed an ordinance, effective immediately, barring marathons and the like. Culver City council has refused to grant permits for such exhibitions. CADILLAC CHANGES HANDS

Similarly the new pictures in the Broadway first runs and combina-tions are covered weekly in the reviews, the film gross boxoffice story and the standing box on Page 8 which indicates the new films for next week and the week after. BEST FILMS ON BROADWAY

'VARIETY'S' BROADWAY GUIDE

PLAYS ON BROADWAY Current Broadway legitimate attractions are completely listed and commented upon weekly in the Legitimate Soction.

In that department, both in the comment and the amount of the gross receipts of sach show will be found the necessary information as to the most successful plays, also the scale of Admission charged.

FILMS ON BROADWAY

Paramount—'Ruggles of Red Gap' (Par). Radio City Music Hall—'Roberta' (Radio).

# HOTCHA NITERIES

Barrel of Fun, Ubangl in Harlem, Nut Club in the Village, and King's

Barrel of Fun, Ubangi in Harlem, Nut Club in the Village, and King's Terrace in Times Sq. are antificiently heated for the hectic nocurnal addicts. Lou Richman's new 1935 version of the famed Dizzy Club is another lively entry. New Front Boor has taken\_the\_place\_of\_the\_now. suttered Onyx Club as the fave musiclans hangout. Less hectic but equally hilarious, Eddie Davis' saucy songs at Leon & Eddie's and the mauve-decade gang-singing at Gay 90's are surefire for lively diversion and divertissements.

Harlem has a number of open-door and hideaway hot spots, but they must be guided by insiders, principally professionals. Any number of Times Sq. side-street dialecteries are also good diversion if yearning for different type of atmosphere. Mimile .Faubourg-sion if yearning for different type of atmosphere. Mimile .Faubourg-sion if yearning for different type of atmosphere. Mimile .Faubourg-sion if yearning for different type of atmosphere. Mimile .Faubourg-sion if yearning for different type of atmosphere. Mimile .Faubourg-sion if yearning for different type of atmosphere. Mimile .Faubourg-sion if yearning for different type of atmosphere, mind the Cafe International, and any number of Italian eateries. Latter have about in the Broadway belt without taxi-ing. However, authentic Fiamenco entertatiment like El Chico in the Village, and Havanaese like the Cubanacan in the Spanish sector of Harlem, are well worth the trips. Jack Silverman's Old Roumania on the lower east side has gone Times Square hotchs with its nocturnal divertissement.

### 'CLASS' AND 'POPULAR' NITERIES

"CLASS' AND 'POPULAR' NITERIES

Smarter east side (mostly) spots include the new Versailles, an ultra room, El Morocco, House of Lords, Jack and Charlie's, Club New Yorker, the new Stork Club, all fave oases.

Rainbow Room in Rockefeller Center; Johnny Green at the St. Regis hotel; Leo Reisman's music at the G. P. Casino getting a big play; the Savoy-Plaza, the Waldorf, Ozzle Nisson at the Hotel New Yorker; and the Place Piqualle are among the smarter supper hooferles. Eve Symington's return to the latter has further upped biz.

French Casino's 'Folies-Bergeres' revue-le still the top cabaret money-getter, but the new Casino de Pares show is now once again an important nitery factor as befits the pionser in the cabaret-theatres. Of the new starters, Jack Dempsey's chop house is doing wow biz. Paradise and Hollywood among the outstander mass cabarets.

\*\*RECOMMENDED POPULAR SHEET MUSIC-\*\*Lovely to Lock At--Peach of a Fields-McHugh-Kern foxtrot ballad out of 'Roberta', RKO-Radio filmusical.

\*\*Boom'-Rodgers and Hart's nitry ditty from 'Miseissippi', Paramount's forthcoming screen musical.

\*\*March Winde and April Showers'-Highly seasonal foxtrot ballad with a good déea.

March Winds and April Showers'—Highly seasonal fourtot ballad with a good idea.

If the Moon Turne Green'—Every so often along happens a nay idea in pop song and the public devoure it as it does almost anything elss that's new and original. This is such is ance and a merited song hit. 'An Revoir, L'Amour —Above ayers as waitz ballad from the Chevaller picture, 'Folles Bergere de Paris'.

'Fare-Thee-Well, Anabelic'—Possibly the best novelty ditty so far this year. From 'Sweet Music' (WB), and by Dixon-Wrubel.

CADILLAC CHANGES HANDS
CAdillac hotel, N. Y., Broadway,
landmark, passed into new hands
this week when the Middown Hotel,
Inc., took over operation of the inf
from A. Schulte. New interests
also control the adjoining bus
terminal, which prompted leasing
the inn to afford protection from
competitive bus lines in the vicinity,
Harry A. Day, former manager of
the-Imperal-hotel, assumes post-of
managing director.

### MARRIAGES

Annunciata Garratto to Lawrence Power, in New York, March 5. Both are members of the opera company at the Hippodrome.

Marjorie Seaver to Anthony Ug-rin, March: 4 in Agua Callente, Groom is cameraman at Fox. Bride

Groom is cameraman at Fox. Bride is film actress.

Inez Mortensen, film actress, to Kenneth Bowen, March 5 in Lass Vegas, Nev. Groom is assistant manager of Embassy theatre in Los

Angeles,
Adelaide Howell to Baron Adam,
Henry Pavlovski, in Atlanta, March
10, Bride is a singer with Paul

Whiteman.

Ruth Leyser to Rudolph Frimi,
Jr., March 13, in Hempstead, L. L.

Bride is daughter of Billy Leysen,
Hollywood publicist. Groom is son of the composer.

Mr. and Mrs. Chick Sturdivans, son, in Yuma, Ariz., March 1. Father, is an exhibitor in Yuma and Somers ton, Ariz.

ton, Ariz.

Mr. and Mrs. Mervyn LeRoy, son,
March 6, Los Angeles. Father 6

"Im director. Mother is daughter of
Harry Warner, president of Warner

Bros.
Mr. and Mrs. Bob. Posey, girl
March 4, in Lancaster, Pa. Posey
is Valletr's correspondent in Lan

# Broadway

Lent denting the niteries.

Joe Rubenstein in from Chi.

Mrs. Julian T. (Rose) Abeles all-

Cieo Brown to make some Decci Joe Seider, theatre operator, in the Par building now.

Jimmy Cannon has connected with Erwin Wasey

Jimmy Cannon: has connected-with Ervin Wasey.

Mariene Dictrich gave a cocktall party Sunday Atternoon.

First floor show opens at Leon and Eddle's tonleist (13).

John C. Pilan planed to Los Anseld Comment of the Co

year.
Long Island golf courses draw biz over the weekend despite the

ud. Bob Taplinger, of CBS, now has n. interest in Rose-Dor health

an interest in tope-care farms.

M. Royer, stylist and fashion creator for Fox, heading back to Coast.

Yacht Club Boys, back from Florida, may go into the C. P.

pe Minor and Edward Root return to the Savoy-Plaza

may feurn to the Savoy-Plaza, London, London, New high-speed surface cars have been placed in use on the Broadway line. B. B. Kahane and J. R. McDonough in town for one of those board meeting:

meetings.

Jack Silverman, of the Old Roumanian, goes to Panama for a rest
March 21.

Palara Sullivan formarly with

manian, goes to Panama for a rest
March 21.

Robert Sullivan, formerly with
WMCA, now on the copy desk at
WMCA, now on the copy desk at
a couple of days and scurried for
California.

Melva Cornell (Mrs. Marc Lachmann) to the Coast via the Canal
any minute.

Paul Yawitz on the verge of closting for a Sunday radio column on
Mike Clonic, Hearst-Metrotores
Califor, in-thief, back from a motor
trip to Florida.

Harry Cooper has added a bar
Harry Cooper has added a bar

Mike Utoline, Hearst-Metrotones colloct, in-chief, Lack, from. a motor trib of Florida.

Colloct, in-chief, Lack, from. a motor trib of Florida.

Milliam Morris agency taking Ted Claire under its direction for Europe, picts, etc.

Octavus, Roy Cohen-divides—his time between Broadway and his made Elimingham in Imparts the Incredible them that George Latt has grown a mustachlo.

Lou Lipistone, back from a West Indles cruise, scrammed to Chicago yesterday (Tuesday).

Jock Lawrence found the snow-storm to much and hopped a rattler

yesterday (Tuesday).

Jock Lawrence found the snowstorm too much and hopped a rattler.

With the Onyx closed, the Front
Door on the same block is the new
musiclains roctumal hant.

Pearl Garon new vocalist with
Pearl Garon new vocalist with
The same to the same block is the new
musiclains are the same to the same t

Nat. Dorfman has a few film scripts pending and hies to the Coast this week for a summer so-

ourn,
L. Porter Moore out of Garden's
advertising department to handle
publicity for U. S. Brewers Assoclation. elation.

Jerome H. Wolff has formed Warwick Film Enterprises to distribute Indie, domestic and foreign

tribute Indie, domestic and foreign product.

Maic Lachmann now holds forth at the Hotel Elysee. Formerly domiciled at the Edison, which is

some hop.

Sam Goldwyn is under doctor's care with a sore throat, and his sali-ing for Europe is set back for a third time.

Ing for Europe is set back for a third time.

The Jesse Block-Goodman Ace klablash feud at the Friars goes on and on, with even the kiblitzers boding interest.

The Jest McCarthys' house is being done over again while they're fing done over again while they're fing done over again while they're fing done over again while they're found that we have a start the Christmas first time was after the Christmas first time was after the Christmas and the work of the

# CHATTER

In Brooklyn after completing 'Shoe String Follies', her first.

Enoch Light and ork, with Mary Danis, return to New York March 24 after playing the winter season at the Rongy-Plaza, Miami.

It have been been a support of the Rongy-Plaza, Miami.

It have been a support of the Rongy-Plaza, Miami.

It have been a support of the Rongy-Plaza, Miami.

It has the Rongy-Plaza, Miami.

It have been a support of the Rongy-Plaza, with the way fair Saturday night.

(9). Maybe it was imagination.

Intercollegiate Fencing Association at Hold Commodor on March 100, at Hold Commodor on Marchon at Ho

Hawks, talking a. European Jaunt right after the hockey series next month. The state of the stat

the afternoons this spring, with the evenings devoted to Railbow Room patrons per usual.

Ruloff Cuttens played host to the Lynn Farnols at their Connecticut extensive the control of the

the berth, some months ago and rejected.
In cable from Moscow telling of a long signer of Americans at the common signer of the signer of the

M.—Leone Bracker for Jeff MacCarthy's department of the Hays organization are now hanging in the outer office of the Film Code Ad Broadway niterie found a new dodge to avoid honoring due bills. A party of 30 women came in for dinner on calietys, but couldn't get their wraps out of the coat room and the coat of the coat room and the coat of the coat of the street that we have a safe of the street has ween's heavy sales splet, the pediatro cents more for sales tax, please.

Alter Harry Burns had sone for a half a buck for a pair of leather shoe laces on strength of the street has wher's heavy sales splet, the pediatro cents more for sales tax, please.

Alter Harry Burns had sone for a half a buck for a pair of leather shoe laces on strength of the street has where a least the control of the street has been departed by the control of the street has been departed by the control of the street has been departed by the control of the street has been departed by the street had been d

hall the persistent trickie of the claret.

Noah Beery sang a couple of songs and copped the AMPA luncheon Thursday (7) at the Motion Flore the Motion Flore the Couple of the Couple of

Almon, we describe the second of the second

# London

Dudley Leslie has new play ready. Gordon Daviot up from the coun-

ry. Universal has optioned George Hilde Heller going to Vienna for

Universal has optioned George Curzon.

Hildé Heller going to Vienna for operation.

Kimberly and Page to broadcast helper gould be the control of the contro

Belle Baker plays Glasgow week of Feb. 25, after which she goes

home.
James Bridie adapting comedy by
Bruno Frank under title Storm in
a Bucket.
Gerald Sanger, editor-in-chlef of
Fritish Movietone News, back from
New York.
J. T. Grein and Oscar-Ebelsbacher
founding Theatre and Film Plo-

founding Theatre and Film Pro-neers, Ltd.

Love on the Doie, despite rave notices, closes at the Garrick after four weeks.

Barry McKay and wife (Natalic Hall) of, to Egypt on a belated

Hall) off. to Egypt on a belated honeymoon.
Ganjou Prothers and Juanita off to Australia for Tommy Holts.
The Stream, by Beatrice Mayor, to be translated into German by Anna Albert.
Edward Knoblock still waiting for the control of translated into German by Anna Albert.
Call of the Company o

erland after two weeks' stay with Erloin-Remarque
Ten-Minute Alibi' closed Feb. 23 after over two years' run at four different theatres.
Committee of exhibitors visited Chancelor Exchequer, once. more seeking tax relief. Chancellor ils-

Arthur Dent wearing a fezz at premiere of 'Abdul the Damned,' British International's super at the

Regal.
The Small Man has been com-pleted at Cricklewood. It will be released in Great Britain by Universal.

Leon Bamberger negotiating to take Marie Rambert's Ballet over to the Scala, Amsterdam, and The Hague.

Hague.

A fire broke out in Wardour street, the heart of the film district, Feb. 25. Unfortunately, no film was destroyed.

25. Unfortunately, no film was destroped.
Lady Foves, who sold her estate to. Alexander. Korda for a film studio, lunching with him at the Embassy.
Lucky Break, Leslie Henson show at the Strand theatre, is, not such a lucky break for the cast. All took a cut.
Madge Stuart, widow of Dion Titheradge, joining Edward Stituing and his company of English players in the fail:

Titheradge, Johning Edward Stitling and his company of English pinyers in the fail.

T. C. Falrbairn and Mme, Estelle discussing a production of Neila Negra's Schumanin play Spring. Schumanin play Spring Schumanin play Spring Schumanin play Spring Hole of Schumanin play Spring Falled German managers Eugene Robert, Robert Clein, Victor Barranovsky and James Kichi all here on the look-out.

Roberta' (Radlo) will be next attaction at the Carlton after Benfaction of the Carlton of the

Armstrong, author of 'Ten Minute Allbi,' opening Westminster theatre

shortly.
'Mary Read' closes at the Phoenix,
March 2, after a three months' run.
Succeeded by new Arnold Ridley
play, 'Glory Be' after try-out in

Succeeded by new Arnold Ridley play, Glory Be after try-out in Glasgow.

New and Gammoit-Britan New will all Gammoit-Britan New will are exceeded at Lords Cricket Ground during 1935 season.

Will Mahioney wants Helen Gill-Bland, who played opposite him in played opposite him in the control of the control

which Londoners dld not seem to get.

While Raymond Massey and Gladys Copper are playing at one theatre in Manchester week of March 18. Left will; produce a new-play at another house in the same the complete of the seem of the complete of

## Paris By Bob Stern

Fritzi Massary back in France.

Jan Klepura singing at Opera Somique, Jeanne Aubert singing at Escho-ilers' dinner. rges de Bouhelier writ

illers' dinner.

Saint-Georges de Bouhelier writling memoirs.

Marguerite Moveno back from
Ralph Knapp and Bob Krier now
back in Paris.

'Chocolate Soldier' revived at
Trianon-Lyrique.

Gina Manes getting divorce and
returning to films.

Mouety-Bon grey.

Mylos, French clown, decorated
by French Academy.

Luigi Pirandello reported leaving
for Hollywood in May.

Alice Cocea to play in Molnar
place. The Unknown.

Julien Divivier may make film

Julien Divivier may make film

Julien Divivier may make film

Grock, famous clown, writing an

operetta in which he'll star himseif.

Betty, Spell taking lead in 'Folles'

Betty, Spell taking lead in 'Folles'

Botty Spell taking lead in Folles Bergere' following death of Edith Mara,
Paul Poiret touring North Africa
with 10 mannequins and 1,500

Premier Flandin in the Fox pro-ection room to see newsreei clip of

Argentina, Spanish dancer, re-turning to Paris in recital at Opers

Argentina. Snanish dancer, returning to Paris in rectual at Opera
March 24.
Germany exempting Maria Chapdelaine, French prize film, from
taxatlon in Reich.
Jane Renouardt, taking back management of Daniou, to put on Rene
Dotin revue. Why Not?

Caroline, "new Loois Vet Mice in
Caroline," new Loois Vet Mice in
Caroline," new Loois Visit staking
to Hollywood clothes which show
Hollywood influence on Paris styles.
Newspaper Intransigeant inauguteling, new cinema on Grands
in Paris Mice and Caroline, and Caroline, and Caroline, and Caroline
Paris Minesa.

Boulevards, next to must leine.

Tension Minosas, Jacques Fey-der film, held over for aix weeks at the Collsee. Reported averaging \$1,000 awek.

Max Dearly, actor, writing a Max Dearly by polyther populods, in which is up to bulbly play the lead himself next season.

Berlin By Tom Wilhelm

Helene Breest dled. 'Die vollkommene Frau' bought by

'American Tragedy' (Par) at the Louis Graveure well received in

'Lives of a Bengal Lancer' (Par), holding up well.
Arnold Ridley's 'Ghost Train' at English Players. UFA readying 'Der Ehestreik' presently uncast.

English Players.

UFA readying. Der Einstreik' presently uncast.

UFA readying Der Einstreik' presently uncast.

Kabareit der Komiker reopened, but barely gasping.

Trude Mariem, recovered, resumed role in 'Ehe in Dosen.

Theodore Bilmer, finished scoring 'Theodore Bilmer, finished scoring 'Theodore Bilmer, finished scoring 'Theodore Bilmer, finished scoring 'Theodore Bilmer, finished School, and the Comment of the Comment

aret. UFA Pavillion am Nollendorfplatz doing well with an all Disney pro-

doing wen who were gram.
Viktor de Kowa better and resumed performances. Das kleine
Cate.
Rosalond von Schirach guesting
as Santuzza at Deutsches Opern.

as Santuzza at Deutsenes Haus.
Cari Froehich cast Else Elser as the Carl Froehich cast Else Elser as the Carl Froehich Carl Froehich Carl Hans Koerner drew lead in Czar Hans Koerner drew lead in Czar und Zimmermann' in Theatre des Westens.
Hölnrich Bitsch's Das Kreuz im Brunneri set for Deutsches theatre memiere.

Heinrich Bitsch's Thas Kreuz im Brunnen's set, for Deutsches theatre premiere. Plaza has Robert Stofz's Wenn die kielnen Yeilschen bluhn' for end of March, Ruth Eweier, Froeilien find, get-ting rave for her 'Ich Iver dieh Du fuer mich'. Deutsches Opernhaus renewed Hans Meins Nissen's pact for an-other year.

Juer mich.

Deutsches Opernhaus renewed
Lana Meins Nissen's pact for anBeitsches Opernhaus renewed
Lana Meins Nissen's pact for anSchiller theatre bought Rico Doetal's Die Vielgeiebte operatia for
end of March.

Moscow Nights, French pic with
Amelie Hochselt ma ch. Carl
Lucle English leading Wenn ein
Maedel Hochselt ma ch. Carl
Boses's Alboe film.

Lucrt Richards 1708 tover new proLucrt Richards 1708 tover new proLucrt Richards 1708 tover new proTheatre des Westen merman. Tor
Johannes Riemann will film Lahar's 'Eva' with Hans Ruehmann
and Magda Schneider.

Johannes Riemann will film Lahar's 'Eva' with Hans Ruehmann
and Magda Schneider.

Johannes Riemann will film Lahar's 'Eva' with Hans Ruehmann
and Magda Schneider.

Johannes Riemann will film Lahar's 'Eva' with Hans Ruehmann
and Magda Schneider.

Johannes Riemann and Konstantre am Nollendorfplatz.

Jan-Riveron alternating in lead'ofDer Trompeter von Saechigert.

Will Kurt Ublig at Plaza.

Will Kurt Ublig at Plaza.

Will Kurt Ublig at UFA lot.

Catharina Reichert and Heinrich
George, Merry Wives' patients, both

"Theatre an Schlumger overnum has

Krach im Honterhaus' with Maxlmillian Boetchewn and Peter Peter.

Theatre an Schlumger overnum has

Krach im Honterhaus' with Maxlmillian Boetchewn and Peter Peter.

Thear Schledown and Peter Peter.

Theo Shall back from England

with Wanger's flight to France.

Eugene Kloerfer took over Emil

Josef Klessalla's mine play, Tront

unter Tage, 'moved into Kammerspiel, where it looks good for a long

Schiller's Dan Carlos' set for

Stattliches Schauspiellaus for late

processing the second of the s

# Hollywood

Joe E. Brown on the flu list. Fred Datig on a desert vacation Buck Jones gets a swimming pool Harry Milstein dragged north by

Helen Morgan juggling film fers. Hal Horne showing the wife the sights.

Helens Costello around town Grant Garrett through at Para-mount. Mel Murphy's cracked ribs have knitted.

Duart Lab exec Arthur Gottlieb

Denimy Lamson in with Dick Polimer. William J. Rollins, Jr., hit town

bv "Tobacco Road" set at Belasco March 18:

Nate Krevitz pulled out for In

Con Conrad finally threw away Leo Morrison recuperating from legal joust.

Cliff Work did an in-and-out from Frisco. Harry A. Ross renewing ac-quaintances.

Louis Schnitzer now with Lichtig & Englander.

James R. Grainger due to Coast in two weeks

Harry Ruby kibitzing the Cubs a Catalina Island. Jack Robbins an interior dec-

Catalina Island.
Jack Robbins an interior decorator would-be,
Danny Danker buying a hilltop-in
Outpost Estates, vyeing Hawali for
that honeymoon,
Lou Hart, Skouras, New York, p.
a, here for a visit.
Fred Keating battling: a troublesome sinus attack.
Jim Lundy in
as Radio publicist.
Nils Asher must pay \$138 for
cuffed groceries.
George Sackett over-seeing Bert
Levey's Seattle office.
Mary Brian changed her mind
and will do personais.
Doug Montgomery got over the
fluin Mohave Desert.
Mctro testing Lona Andre, former
Hugh Herbert and the missia

pix.

Barney Briskin and George Milner pocketed those \$25 Columbia sales prizes,

prizes,
Sid Silvers, rid of a tooth infection, sending the dentist a bill for
laughs. Bud Lollier to Sacramento to fight tax legislation inimical to picture

rox falled to take up its option Tito Coral, Spanish language

On 11to player. That 11 grand commish suit against Janet Beecher was settled

for \$530.

Gregg Toland got a four-year photographing contract from Sam Goldwyn.

Musicians' prexy, Frank D. Pendleton, back on the job after 10-day lliness.

day illness.

Howard Seiter sold his interest in film dancers casting agency to Maurice Kosloff.

Arthur Houghton out after longfur slege. Jeda Marinoff laid low

film dancers casting agency to Maurice Kosloff.

Arthur Houghton out after long
Arthur Houghton out and the long
Arthur Houghton out and long
Lieut Com. Park Dougail fighting
the war over again with his old bud
dies on film row. Diagree in Hollywood trying to get an appointment
with Mike Baicon.

Nina Mae McKinney has a pale
white Rolla, and Dave Gould sports
a George Weeks adaption for L. A.
carly in April for confabs on Gaumont. British product.

Everybody, including the perpetual layoffs, aguawking about the
Judge Frederick Goldsmith gave
studios one-day lookover last week,
then hopped for Texas.

Jack Doyle, Irish warbling heavycoons and at Warmers.
Clarence Brown's Hungarian find.
16-year-old Maritz Gervay, here
under contract to Metro.

Mrs. R. William Nell gestling over
March also on the mend.

After three years on the Coasttwo of them in radio. Will adbrey is
yetting ready to move east,
Specially wrapped cigars, with nospecially wrapped cigars, with notype company of the company of the contype of the company of the coasttwo of them in radio. Will adbrey is
yetting ready to move east,
Specially wrapped cigars, with notype of the company of the company of the company

After three years on the Coast.

Ramon Pereda in town to pick up

# CHATTER

equipment for Pruducciones Percia, which he heads in Mexico City. Sam Nathanson, Barney Briskin and George Milner-each sporting a \$25 check from Col sales drive.
Dr. Thomas F. MacLaughin back at Metro, technical advising, after being laid up with an old warwound.

Vice-prez Morris Goodman, in charge of sales for Mascot, in town from New York to confab with Nat Levinc.

Levine.

Jo-ann Gay, four-year old Texas
niece of Mozeli Britonn, gets part
in Frank Borzage's 'Stranded,' at

Warners.

A skunk chased into a wardrobe tent by a dog at a Fox location and doing exactly what a skunk would be expected to do, cost the studio \$5,000.

### Minneapolis By Les Rees

Max Roth, Columbia district man

stax Moth, Columbia district man-ager, in town.
Eddle Ruben laid up a few days with measles.
Man Abrasans, MG exploiter, Inditive Abrasans, MG exploiter, Inditive abrase manager, marconed by sleet storm in Dulutis.

ager, marconed by sleet sform in Duluth:
Gladys Goth of Columbia office start back on job after two weeks?

S. B. Keller, Warners Bros' traveling auditor from New York home office, a visitor.

Nicollet hotc: inaugurating Wed. Nicollet hotc: inaugurating with Jack Wallerich and his band:
W. R. Prank, head of local indice heatre group, recuperating in hospital following operation.

Bennie Berger circuit reopening Bennie Berger circuit reopening in a fact of the start of

here April 2 and 3 to discuss pians for fighting industry code more vigorously.

The property of the property

# Madrid

Vicente Padula in town

Curtain up on bulifight se Edgar Neville preparing se

otel Fomentor reopening in the

Baleares,
Gong, music hall, reopened after
police clamp.
Fox Movietone moving to more
spacious quarters.
Federico Moreno Torroba, composer, elected to Academy of Fine

arbieri and Excelsior, music s, shuttered on indecency

halls, shuttered on indecency charges.
Enrique Disceptole, ace Argentine tango, composer, and Tania, war-bler, at Casablanca.
Five-centimes being added to the care and motion pic ducate at Ma-laga, in observance of .The Day of the Poor," with proceeds to the

# Rio de Janeiro

John Day bound for Buenos

John Day bound for Euenos Aires.
Mariane and Robers continue at the Urca.
Nat Liebskind, Warners g.m., still south on inspection trip), and bride here on honeymoon trip.
Jake Glucksman here few days stopover on way to States.
American girls floor show due open new casino in Ipanema.
Earl Leslie to Hollywood after completion of his run in Buenos Aires.

F. Serrarador, vet exhib, acquires Cine Basil Circuit in city of Sao Paulo. Glennon, Fox production man, here shooting background shots new Warner Baxter film.

warner Baxter film.

No air-conditioned cincmas for Rio. Theatre owners have decided to gang up against this improvement.

Shanghai By Cal S. Hirsh

Wedding bells soon for Henry Nathan, maestro at Cathay Hotel. Almee Semple (MacPherson) striking her stride in Shanghai,

Armer Senjus arrivals in Shanghai, striking her atride in Shanghai, France. Reed expecting to bring China's Dionne Babies (seven at a birth) to America soon.
Del Goodman, Fox Film rep for the Far Bast, just returned from a trip to Manila and Singapore.
Kina and Boris, formerly Moscow, headlining Cathay Hotel show. Headlining Cathay Hotel show. Armatong good Quiris Trio, from Vienna, going strong at the Del Monte Nite Club, as are Three Colbert Sisters, Bill Chambers has the orchestra. North China government put a ban on bobbed hair in public. Chinose actresses and sing song giris are vigorously assailing the measure.

cirile see a vicesees and sing song cirile see a vicesees and sing song cirile see a constant of the circumstant of the circums

York.
At Paramount, sumptuous Oriental dance palace, Cowan and Balley sweeping Chinese off feet. Two months more to their contract. Mia Monna and Caloris are a fine adagto couple in the show.

# Vienna

Equity trouble here, too.

Josef Hans Bunzel divorced.

Honorary grave for tenor Williams

Franziska Gaal holiday-making in Kitzbuchel

Richard Duschinsky writing skit Grete Natzler to star in 'DuBarry' for B.I.P., London.

'Lives of a Bengal Lancer' (Par)

Three-of-a Bengal Lancer (Par) called Bengall here.
Local Shubert Society to concert in Rome and Venice.
Annie Rosar ato portray Frau Shanes Rosar ato portray Frau Shanes Rosar ato portray Frau Shanes Restanding Contract at Josefatadt.
Hans Thinig directing Grand-Pop' by R. V. Igler at Volks.
Heinig Biebtreu and Ewald Bal-shanes Restard Restard Shanes Restard Rest

atre.

Wilhelm Gymes to direct 'Venus
of Vienna' revue here and in Lon-

don. Ian Heesters east as film star Valentino in like-named mus—al at

Valentino in like-named mustfal at Volksoper.
Sacha Guitty's New Testament and Fordor's.'A Woman Unfaithful-to alternate at Reinhardts.'
O. L. Preminger signing new comedy, Fenelope Waits, by local Per rep Karl Burger for production facility and the property of the property and Hans Jary as leads.

# **Mexico City** By D. L. Grahame

Misha Elman booked for a concert eries here in March. Ramon Peon, film director, jailed or injuring a man with his car.

Drive against fortune tellers here Carnival in full swing throughout

Sonora state has banned manufac-ure and sale of such native hard rinks as tequila and habanero.

will arrange programs for it.

Babes in Toyland' (MG), retitled
Once Upon a Time There Were, Tro
Heroes, 'here current, ple whacko.
Here Is My Heart' (Par) next most
popular current film.

All-glass curtain of Palace of Fine
Aris (National theatre), supplied by
Hiffany's, New York, 'for \$250,000,
on yiew to 'tourists 'twice weekly,
No 'charge, but passes are necessary.

Woman'), comedy, yanked after one show at the Teatro Maria Teresa Montoya, name house of Mexico's junior ace dramatic actress, because of mediocre biz.

James of the control of the control

# Westport By Humphrey Doulens

Harry Archer in Miami. Cecii and Faithe Holm off to Flor

lda. Dave Burns cntertaining at Foun Dave Burns chest tain Inu. Mario Chamlee commuting to

Mario Chamies Chicago, Maury H. B. Paul out looking over his place. Colony reading Rita Welman's new novel.

ew noyel.— Horace MacMahon joins Sailor, leware on tour. Gertrude Hitz commutes for her

Gertrude Hitz commutes for her raulo broadcasts, ira Hards is the dean of local theraulo broadcasts. Ira Hards is the dean of local theStata Alberton has completed new novel and play. Carol Dempster will occupy her new home this spring. Kate Enos has arrived from Nice and bought old Ruth St. Denis studios.

dio,
John Paul Stack again handling
publicity for Pat Powers' Longshore

club.

Bill authorizing special tax for municipal concerts reaches legisla-

municipal concess the ture.

Lawrence Laugner will have a curtailed season at the Country Playhouse this year.

Farmer Harry Puck, late of Great Neck, talks crops with Homer Mason and Marguerite Keeler.

# Chicago

Al Borde and Jack Fine back from week in the east.

Al Borde and Jack Fine back from a week in the east.
Ed Morse scramming to Florida for a look at the sun.
Ed Morse scramming to Florida for a look at the sun.
Ed Morse scramming to reviews now at the Senate.
Ben Feldman now managing the United Artists for B. & K.
Miles Concannon dolling up the Rodsevelt with new carpeting up the Rodsevelt with new carpeting. The results of the senate of the

George Wood supervising the vaude booking for Paramount in

verons vaude booking for Faramount was a booking for Faramount St. Billy Diamond readying to move across the hall in bigger Woods building quarters.

Michael Todd should be setting tired of that New York-Chicago commuting-by-this-time.

Thode Corratt will again head for Thode Corratt will again head for local American Theatre Society seasons.

Nate Platt will be the next B. & K. exec to gallop away on vacash; will make for Coast in a couple of weeks.

# Cleveland

By Glenn C. Pullen

Can-Dullo on Texas barn Job Can-Dono S., Storming trip.
Archie Bell, hit by bad ticker, is taking sun cure in Florida.
Bob Snajdr, feature mag editor of Pce Dee, in hospital with pneu-

Cee Dee in hospital with pneumonia.

Roger Sterns, New York society planist, imported by Statler for cocktail salon.

State of the state. Our time is dirty, but our food is clean.

Stanford Zucker, band booker, set up cocctails in honor of eightpound baby boy.

Harry Fropper and Joe Bock.

Harry Fropper and Joe Bock.

Cluster Deauville.

Howard Gould opened indie publicity offices for niteries, conventions, theatres, etc.

George Stevens, manages of

ture and sale of such native hard diriks as tequila and habanero.

Mexican Symphony ork has been placed under jurdediction of the public education ministry, which will arrange programs for it.

"Babes in Toyland' (MG), rettiled Once Upon a Time There Were-Two Herces,' here, current plc whacko Herces, here down the herces of the herces of the herce

Pittsburgh By Hal Cohen

Vance King now a p.a. on the Coast for the Motion Picture Acad-

Harvey Gaul, former crick, lectur-ing on music and drama for the clubs.

Gerritt Kraber, Tech drams with Group Theatre, goes 'Panic.'

Jerry Blanchard sailing for South America for some cafe work in the

Mary Brian booked to open her personal appearance tour at Alvin

Ed (Hippo) Segal scaling down from his 250 pounds with tap-dance

Ed (Hippo) Seal scaling down from his 250 pounds with tap-dance from his 250 pounds with tap-dance Tommy Flynris band returns to Show Boat next-week; replacing Lee Crosley outfit.

Joe Falvo liss abandoned that unit and is playing dance dates with his bandoned to the Metro Crosley and the season of the Metro Crosley and the season subscription play for ATS.

John Harrises worlt make their annual spring trek to Coast until bocky season ends, season subscription play for ATS.

John Harrises worlt make their annual spring trek to Coast until bocky season ends, season when the season with the season of the season of the season when the season of the season when the season of the season

advertising starf doling some stelling with the Pittsburgh Playhouse. Dixie Fassnacht, of Southland Rhythm Girls, related to Fassnachts of Obberammergu Fassion Play.

March March Play Fassnacht of Charles of Obberammergu Fassion Play.

The Start of Charles of Char

few weeks.

Ruth Miller has turned down University of Pittsburgh's offer to stage chorus numbers in Cap and

University or stage chorus numbers in Cap and Gown show. Fost-Gazette editorial staff tossed dinner for W. U. Christian, managing editor, on his silver anniversary with the rag.

# Rome

Number of films submitted for registion in Italy for past 22 years total

28,779.

Script of 'Gold in the Ocean' completed and will be produced by
Quaglie, president of the Board of
Directors of the Sorima.

Quagite, president of the Board of Directors of the Sorima.

First film to go into work at the by Faola Morelli. Marco Electrope merly Henry King's aide at Unisversal, will direct.

New film, 'Mudundu,' result of an expedition into Italian Somalliand which touched on the Abyssinian frontier, will be released by the Astronetics will be released by the Astronetics of the Company of the Company to present Firandello's This he will follow with a presentation of Alessi Rino's 'Savonaro'a' and 'Filght of the Vulture's at the Florentine May celebration.

# Boston

By M. C. Fox

Len Libbey in Florida.
Angeline Maney added two new dogs to her collection.
Jacques Renard reported leaving Cocoanut Grove March 20 to go on

Coconnut Grove March 20 to go of tour.

Massachusetts showmen hopful that Sunday dancing on stages is that Sunday dancing on stages is Governor James M. Curley.

Buston Garden looks now like the following bushles spot for dog racing. Holders of nun race licenses admitted to the stage of the following test, hall not to start building yet. hall not to start building yet, hall not to start building yet, hall not to start building yet.

Joe Gallo, local haircutter, billings, himself at the shop and in newspaper add as the irreducts buther in characteristic start in the start buther in the start building to doubt a start building yet of doubters. Those who consider themselves rood at figures have it all doped out that the new horse track in Endeather who was track in Ende

# **OBITUARIES**

### CHARLES A. WOODIN

CHARLES A. WOODIN
Charles A. Woodin, 48, manager
of the Capitol theatre, Mauch
Chunk, Pa., died March 5 after a
lengthy illness. He was operated
on about a year ago for complications and never fully recovered.
In his early years he was a stock
and road player, appearing with
many well known companies. He
went overseas with the ensineer
well the service of the companies of the
was prominent in overseas entertainments during his rest portods.

all ments during his rest periods.

He went to Mauch Chunk about

(vears, ago to manage the old

pera House, which later was con-Opera House, which later was con-verted into the Capitol, and since then he had been a leading figure in all civic enterprises of the town Survived by his widow, a brother

### EMMA LATHROP BUTLER

Mrs. Emma Hiles Butler, 89, known ou the stage as Emma Lath-rop, died in Englewood, N. J. March 8. She would have achieved her 90th year had she lived until March 24. She was a guest of the Actor's Fund.

Actors: Fund.

She made her stage debut in 1879 in "Joshua Whitcomb," the predecessor of 'The Old Homestead, with Denman Thompson and later toured in Shakespearean repertory. Later ane played both with the E. F. Proctor and Henry-V Donnelley stocks in New York. Her jast appearance was in The Country Boy-in 1910.

### C. A. McFARLAND

C. A. McFarland, 50, died. March fat his home in Portland. Ore, fol-lowing a long illness. He was a member of the Baker Stock com-pany when it was under the man-agement of George L. Baker, and later was leading man in the Selig Polyscope company of Chicago. He was a charter member of the The atrical Mechanics' Association.

atrical Mechanics' Association. Mr. McFarland was a first lleutenant during the World War.

He survived by his widow and one brother, Victor F. McFarland, Funeral services were held in Portland, with interment in Lincoln Memorial Park.

### STEVE REED (LE GARDEUR)

STEVE REED (LE GARDEUR).
Stephen LeGardeur, 52, known, on
the stage as Steve Reed, blackface
comedian, singer and dancer with
the Al G. Fields minstreis, died
March 8 after a brief illness in his
New Orleans home.
LeGardeur entèred the show business as a boy and took part in many
of the old musical shows and minstreis in New York, Chicago, and
other cities as-far back as 53 years

other cities as far back as 35 years ago. During recent years he was one of the staff artists on WWL in New Orleans. His widow, a son and two stepdaughters survive.

BABY DOE TABOR
Elizabeth (Baby Doe) Tabor, 75,
widow of H. A. W. Tabor, who built
theatree at Leadville, Colo, and
Dervor, in the '89s, died in poverty
in Leadville last week. She was
guarding the, Matchless mine, one
of the sources of the Tabor wealth,
which faded during the panic of '93.
Tabor abeatre, opened in Denver in
1881, 18 still youning as a combine. which faded during the panic or '93. Tabor theatre, opened in Denver in 1881, is still running as a combina-tion stage show and picture house. The Tabors were the subjects of 'Silver Dollar,' book, 'and the War-ner film of the same name.

EDITH MERA

Edith Mera, star of current
Folics Bergere show and leading
Parls musical comedy and film
actress, died Feb 24 at a Parls
clinic. Immediate cause of death
was anthrax abcess on lip, but
overwork is said to have con-

tributed.

Miss Mera, as well as appearing in Folics, was making film in Billancourt, 'Divine,' based on Colette novel. Continued to work on stage and in studio despite high fover.

WILLIAM C. WALSH
William C. Walsh, 53, who operated stock companies in Denver,
Columbus, Des Moines, Omaha and
San Diego, died of a heart attack
March 8 in Hollywood. Deceased
was credited with discovering many
picture players, including Jean
Muir, Lyle Talbot, James Dunn and
Victor Jow.

Widow, former Dora Clement, actress, survives. Interment in Holly-

HENRIETTA ST. FELIX CHASE
Mrs. Henricita St. Felix Chase,
70, one of the St. Felix Ststers who
were in the cast of the original
Black Crook, 'died in Port Huron,
Mich., March 7. With her sisters,
Clementina, and Charlotte she was
a sensation as a juvenile trio in the
then naught; spectacle. Her sisters
survive her, both resident in Port
Huron, survive Huron,

### FRANK LESLIE OLSON

FRANK LESLIE OLSON
Frank Leslie Olson, 24, died in his home in Brooklyn March 6 of a heart attack. He had played in Mac West's stage version of Diamond Lil,' in the Greenwich Village Folles' had Earl Carroll's "Vanities,' He had also done nucle vaudeville work, all under the name of Olson. Survived by his mother and two brothers. Interment in Brooklyn.

### SELENA M. WALDON.

SELENA M. WALDON.
Selena Margarct Waldon, 70, died
in London, Feb. 24.
Practically everybody in show
business who visited London knew
her. She worked as principal wig
maker for Willy Clarkson for the
past 44 years, On the death of her
employer some four months ago,
there was little left for Selena to
live for. So she just pined away.

CEDRIC F. LAWRENCE

Cedric F. (Sid) - Lawrence, 739, died
March 4 in a Watertown, N. X.,
hospital a few hours after his
daughter, had found him, ill of, a
heart attack in his office at Schine's
Avon theatre, where he had been
manager since August 15, 1933.

Besides his daughter, Mr. Lawvence is survived by his widow and
mother. mother.

MAX NEWMAN
Max Newman, 48; one-tine film
salesman out of this territory, and
brother of Mike Newman, Columbia
coast exploiteer, died March 7 in
San Francisco from a cancer of the
bronchial tubes. The widow sur-

bronental tubes. The window au-vives.

Deceased sold film for Universal and Warner Bros. a number of years ago. In recent years he has been a practicing chiropractor.

# JOHN RUHRAH

Dr. John Ruhrah, pediatrician who has been associated with the U of Md. hosp in Baltimore for some years, and who, for past 13 months has been giving lectures on children's health on a dairy-sponsored commercial weekly over WCBM, died at Mercy Hospital March 10,

## SOPHIE KISLINGBURY

SOPHIE KISLINGBURY
Sophie Kislingbury, 85, who under her professional name of Sophie Berl, was wardrobe mistress for Flo Ziegfeld, died March, 6 in Los Angeles, Internent logally March, 9. She was the mother of Beth Berl, the dancer: Another daughter and a son also survive.

# PAT WILLIAM SKELLY

PAT WILLIAM SKELLY
Pat William Skelly, 73, long
Identified with San Francisco the
atres, died in that city Feb. 28 and
was buried in Holy Cross March 2.
He served for 35 years at the
Columbia under Jacob Gottloeb, and
had been connected with the Geary and other houses.

# ERIC FORBES-ROBERTSON Eric Forbes-Robertson, 70, brother of Sir Johnston Forbes-Robertson died in London March 10 as the con-

sequence of a street accident. He was better known as a stage direc-tor than actor, staging many of his brother's productions.

### JAMES COLE

James Cole, formerly manager of the Rialto theatre, South Norwalk, and brother of the late Barry Scan-lon, manager of the Considine cir-cuit, died at his home there, March 5. Interment locally...

### EDWARD D. COE

Edward D. Coe died in Pueblo Colo., Feb. 27, after a brief illness He was a well-known musician and for many years a member of th musical team of Coe and Kessler.

### EDNA REMING BARNES

Edna Reming Barnes, 52, character actress, died March 7 in Los Angeles of cancer. Funcial services in Hollywood.

### LOUISE EMMONS

Mrs. Louise Emmons, 85, who had Knauth Marge played character parts in pictures Leonard Leon

since 1909, died March 6 in Holly-wood.

Mother of Evelyn and Maybelle Ross, of the Do Re Mi trio on CBS, died in New York March 5 after a long-Ulness.

Father, 77, of Ben Westland, western division exploiter for Uni-versal, died March 1 in Los An-

Father 69 of Harold Whitman booker at Universal's Los Angeles exchange, died Feb. 28 in L. A.

Mrs. Cora Searles, 76, said to have been an actress, died in Los Angeles March 5,

Mrs. Liebert Lombardo, 84, wife of a member of Lombardo orches-tra, died March 2 in Los Angeles

William Vincent, 68, father of Allen Vincent, screen actor, died March 1 in Spokane, Wash.

# Literati

(Continued from page 58) vill publish 19 titles, his bigges list vet, this summer.

Emmet Gowen back to Tennes to write a new novel which Revna & Hitchcock contracted for.

Charles Morgan has dropped his roposed blog of George Moore Joseph Hone doing it instead.

Louis Bromfield's new novel. 'Mar Who Had Everything, ready, He sails back to France March 28.

Four out of the five Whittlesey House books published in January and February are in second print

ings.

The Grass Grows Green, by Hortense Lion, into a second edition a full month prior to publication. Due out April 2.

Elizabeth Madox Roberts' new book, 'He Sent Forth a Raven, 'took

her five years to write, but its under

00 pages long. Fred Jackson, author of Bishop

300 pages.long.
Fred Jackson, author of 'Bishop Misbehaves,' current legit play, has written a novel, 'Pantoutle,' which has been taken by Knopt.
Hardbolfed note from Esquire, the mag, to a contributor: We are holding your story for a second reading, but don't be too optimistic.
Irving Kolodin who helps review.
Irving Kolodin New hole seview.
Irving Kolodin New hole seview.
Irving Kolodin New hole seview.
Irving Hole House which the Oxford University Press will publish.
Michael Feesier has sold his novel,
Tully Dressed and in His Right
Mind, 'to Knopt for June publication. Story is a fantasy. Feesier is on the Coast in Metico's writing department.
Cosmonolitan Meszaine Festures.

on the Coast in Metcos writing op-partment.
Cosmopolitan Magazine features Ted Husing's story Ten Yagars Be-fore the Mike' in its April Issue. Underlying theme of yarn will cover the development of radio during past ten years.

### Cantor

(Continued from page 1) (Continued from page 1)
builder and produces. The Lebn &
Fink people for example, who are
entruating the new Layed show to
Canton, observe that it would be
worth a fee to them if Cantor told
them to stay off the air completely
rather than leopardize the good will
of a product.
Advice from Cantor on the construction, presentation, and commercial angle of an air show is because Cantor believes that (1) as a
ranking radio star and (2) as a ve-

ranking radio star and (2) as a vet-eran showman his advice may mean something. New Lyan show for evenue to

New Lysol show for example is Cantor's idea of a 109% femme personnel including the announcer, orchestra, talent (possibly Jane Froman), et al.

Cantor does not plan to restrict himself to any one group of sponsors or any one agency in this venture.

# **LETTERS**

When Sending for Mail to VARIETY Address Mail Clerk POSTOARDS, ADVERTISING or CIRCULAR LETTERS WILL NOT BE ADVERTISED LETTERS ADVERTISED IN

Astro Zondhi Baker Jack Bentley Musical

Kingsburg H C Knauth Margaret

McKitterick G B Milliken Robert M Reed Claude N Stapleton Ann Tompson Frank

### NEWARK NICE

Branford and Proctor's Each Strong

Newark, March 12 (Best Exploitation: Loew's State)
Business will show no flops or
slams this week, with the straight in the real lead, the former at \$10,000 with 'Living On Velvot' and 'While the Patient Slept' and the latter near \$10,000 with 'One More Spring and Women Must Dress. The others will be led by the Newark with over \$12,000 for 'All the King's Horses'. 'Sequola' at Loew's is going to surely \$12,000. An excelt stage show at the Newark will

ient stage saw do no harm.
Locw's State had g preview showing of 'Sequoia' Aor specially selected school tenchers, It was well received and brought in a stack of approving letters. Picture opened very hicely.

Estimates for This Week

Estimates for This Wesk Branford (WB) (2,966; 15-65)—
Living on Velvet (WB) and While the Patient Slept' (FN), Kay, Francis sure to bring some coin to this house in anything and gross will probably, reach \$10,900 or more, Last week Sweet Music (WB) was just that at \$12,000.

just that at \$12,000.

Capitel (TVP) (1,200, 15, 25, 35, 40).

White (In VP) (1,200, 15, 25, 35, 40).

White (In VP) (1,200, 15, 25, 35, 40).

Lost City (Prin), Myrna Loy driws in this town and the coalesced serial will probably mean something lere. Should be about \$4,000. Last week 'Bengal Lancer (Par) and Straight From the Heart' (U) not bade at \$4,300.

bad.at. \$3,800. Little (Franklin) (299; 30-40)— 'Uomo di Corragio' (Luce), Con-tracted second week not more than \$550, Only \$1,560 on first. Okay, but house expected much more. Not the sort of film to play at the opening of Lent.

sort to aim to play at the opening of Left.

State (2.78); IR-Tp-"Sequota (MG) and vaude. Nice enough
opening and if if were not for fears
of the future the estimate would be
higher than the \$12,000 or better
predicted. Film got a hand on opening show. Last week "Shadow of
Paramount-Newack (Adams-Pac)
(2.248; 16-99)—All the Kings
Horses' (Par) and "Music Hall Follies" on stage. Lack of names hurts
pleasing film. But good stage helps,
maybo over \$12,000. Last. week Car
with: \$14,000.

with \$14,000.

Proctor's (RKO) (2,300: 15-55)—
One More Spring (Fox) and
Women Must Dress' (Mono).
Should be nice with nearly \$10,000.
Last week Enchanted April' (Radio) and Murder On a Honeymon'
(Radio) good at \$9,000.

GRA data good use 19 de 10 de

# Unit Reviews

(Cotinued from page 50)

and Collettes. It's their show, almost in its entirety. Murray holds the unit together in read rashion, on the unit together in read rashion, or and with the Charlestons. He gets away with a lot on the blue side and a harcm-bedroom skit is plenty hot for a picture house crowd.

Gais are used chieffy in paraded of handsome production, aplashes, done with the usual Carroll fair for color and ensemble. High spots are Murray's bit with Mitton Charleston, always sure-fries, and the mill: Color and the mill color and the mill

# Martin Johnsons Un Col., Wash., to Big 8G: 'Roberta' Socko

Washington, March 12. (Best Exploitation: Keith's)

(Best Exploitation: Keith's)

Only two spots are doing anything big this week and both of the state of the st

mouth may builed best pub gag by start. Keith's pulled best pub gag by packing femmes on top of show-cases at fashion show of original start cracked fashion pages wide open as well as drama sections.

### Estimates for This Week

cracked tashon pages wide open as well as drama sections.

Estimates for This Wesk.

Fox (Kosw) (3.43; 25.35-69)—
Vanessa" (MG) and Casino de Pares unit on stage. Nice notices of the control of the con

# U's Profit

(Continued from page 5)

year in the past quarter of a century in which some take sale of. Universal has falled to appear in

Universal has failed to appear in print.

I have never sought to send any of these fakers to jail for criminal libel because, to tell the truth, their libels have hurt them more than the print of the send of the print of the send of the print of the send of

has never harmed anyone. It has not me rich in dollars but it has me rich in friendships and in fidence and in all the things vendure.

## DETROIT

(Continued from page 10) Looks like about \$9,000, fine. Last week 'Scarlet Pimpernel' (UA) just average at \$7,500.

week 'Scarlet Pimpernel' (UA) Just average at 37,500.

Fisher (United Detroit) (2,978; 25-30-40)—Glided Lily (Par) and White Cockatoo' (WB) Gradette Cockatoo' (WB) And Gradette Cockatoo' (WB) And Gradette Cockatoo' (WG) About \$4,800.

Adams (Bainban) (1,770; 25-40)—Silver Streak (Radio) Duals should streak (Radio) and Murdet on Honeymoon' (Radio). Duals should streak (Radio) and Murdet on Honeymoon' (Radio). Duals should streak (Radio) and Murdet on Honeymoon' (Radio). Should stake the Cockatoo' (Radio) (

### Stock Market

(Continued from page 6)

(Continued from page 5)
2½, and Westington common, at
3½, off 2½.

Although it reached a new top price
for 1935. Columbia Pictures certificates on the stock exchange, the
stock was down three points at the
gong at 41. The new high was 45%.
Lowwa pfd, also made a new top
for the year at 104%, but in
the other peak was hung up by
Eastman Kodak pfd, at 151. This
issue sported a 5½ point gain at
the close.

RKO debentures translated.

Eastman Kodak prd. at 151. This issue sported a 5% point gain at the close.

RKO debentures touched a new close the close that the close was at the close that the close was at 5% points. There are plenty of shorts known to be active currently in this stock although there is no particular reason for the 3s stock 5% points. There are plenty of shorts known to be active currently in this stock although there is no particular reason for the 3s stock from the fact that many fancy priced leaders were sold all week. There is the feeling in some circles that Radio B had had its play for also weakened to touch a new '35 low at 50%, the closing quotation. At this price, the stock was off 1%. For A stock showed considerable sloppliness. It never dropped below 3%, and wound up at 3%, down %. The only issue in the Amusement sector to show an advance attee the cerence stock was Westinghouse common was off 2%, weakness in Westinghouse common was off 2%, weakness in Westinghouse common was off 2%, weakness in Westinghouse common looked like one of those common looked like one one of those common looked like one one of those common looked like one of those common looked like one of those common looked like one one of those common looked like one of those common looked like one one of those common looked like one one of those

ferred. up fractionally at 94%. Westinghouse common was off 2%.

The weakness in Westinghouse common looked like one of those things in the face of the annual statement issued Monday. While not as 11 was far from being unfavorable. The consolidated net income for 1934 was \$189,663 which is equal to \$2.37 per share on, the preferred compared with a net less of Behind the big move in Columbia Pictures certificates was the company's report showing net profit of \$191,918, after taxes and charges. This compares with \$404,582 or about \$2.25, a share for the six

months ending Dec. 30, 1933. The report showed cash on hand rising to \$748,525 compared to \$653,423 on December 30, 1933.

months ending Dec. 30, 1933. The report showed cash on hand rising reports allowed cash on hand rising the provided of the pro

ure and low point. The nign was 52 Athe 7 were steady, finishing at 103% and unchanged on the week. Losses of helf a point were chalked against General Theatre Equipment bonds, Ketht 6s and between 105, the closing price, and 105%. The high for the year is 106. Doubt and indecision on legislative matters now before Congress alumn in market values.

Summary for Week Ending Monday, March 11:

# STOCK EXCHANGE

LAW	Solos.	Thomas and rate. High, Low, Last,	ehg.
	1: 000	American Shat	:56.
	16 900	Col P. etc. (1)*	-3
6373	3,000		- %
100	10 000	General Film and (1)+ 2014 10 10	- 36
	5 000	Fastman Kodak (5) 1214 117 120	-2
			+514
	230		- %1
	8,200		. —1 ´°
	72,800		-11/4
34	100		-114
			-77
	700		= %
	. 700	Madison Sq. Garden	- 71
27	1,000		31
2%	38,300	Paramount cus	31
/2	12,600	Pathe Exchange	78
131/2	2,800		-11/4
	89,800		- 14
	3,700:		-1%
	20,000		-5%
1%	15,000		- 14
2%	25,100		- 14
16%	220.	Do. pfd	
34%	- 82 600	-West ing house	-2%-
90	- 80	Do. pfd. (3½)	+ 14
s stock	extras	† Paid this-year on account of accumulations. 1 New	v1935
New 19	35 LO.Y		
	90 s stock	\$\frac{\psi_6}{\psi}\$ \ \ \text{1,000} \ \ \text{25} \ \ \text{26} \ \ \text{26} \ \text{26} \ \text{26} \ \text{26} \ \text{27} \ \text{26} \ \text{27} \ 2	### 1.000 American Saal.

high. New 1935 low	CURB
17% 11% 9,46	0 Columbia Picts. (1)*
31/4 21/4 80	0 Translux (106)1
801/2 42% 28,00 76 58% 173,00 77 59, 220,00 751/2 601/2 200,00 761/2 583% 363,00 104 201 42,00 82 27 5,00	
and the same	OVER THE COUNTER, N. Y.
112 122	Col. Bdcast. A
• Plus stock extras.	† Paid this year. ‡ New 1935 high. § New 1935 low.

## Quick Bonds

Dallas, March 12.

Dallas took out adoption papers on Tex. legislature's unclaimed baby Centennial by buying \$1,319,800 worth of \$2,000,000 issue in first two worth of \$2,000,000 issue in max two days offered. Issue launched at meet where \$1,252,100 in bonds subscribed in 90 minutes. Magnolia Petroleum led with \$100,000 plunge.

# **MICH EXPOSITION OPEN BUT KICKED AROUND**

Detroit, March 12.

Detroit and Michigan Exposition opened nine-day engagement Saturday (9) in Convention Hall, found considerable resistance in large manufactures and the same statement of the part. City, boasts of, 31 lines that lead the world in their respective manufacture, and only a few of them are represented, in face of flamboyant advertising that state's well-known industries would be in. Even Ford and General Motors gave the promoters the go-bye.

Faced with gobs of space to be filled, the managers of the event, none identified with show, business, turned to girl-shows, freaks, surrend to girl-shows, fr

turned to girl-shows, freaks, games, rides, etc., to fill the gap. Industrial exhibits are arranged

Industrial exhibits are arranged in topsy-tury fashion as witnessed by pitchmen with needle threaders, women's hygiene alids, dandruff remover and brassiers demonstration; in fact, every kind of a spiel but exeme cure are sandly and a spiel but exeme cure are sandly and a spiel but exeme the spiece of the spi enterprises.

enterprises.

On Monday (11) the police ordered the closing of all games, including even the guess-your weight scales and the con game. Withdrawal of these jazzer-uppers no help whatever, killing what little life the show had possessed, and ombittering life of Lew Kane, in charge of the midway and concessions.

sions.
Ordinarily, the sloughing of midway devices is the work of lice censor, Lester Potter.

New York.

Sherman Sound Studies, Inc.; senioral Sherman Sound Studies, Inc.; senioral and business; capitul suck. 100 shares.

The sherman avenue, New York; Wilfred N. Smith, 4310 Skillman avenue, Queens, and Irving Felcher, 51 Chambers street, New York.

7 Fox Film Corp., 122 ew. York, All Star Brondcasts, Inc.; filed by mpany, 1775 Broadway, New York, Newburgh Academy of Music Operat-g Corp.; filed by Scott & Sneed, New-

ing corp.; filed by Scott & Sneed, New-burn Statement and Designation Radio Institute of the Andhie Arts, Inc.; 19-23 Dover-green, Dover, Deley, Deley, general radio business; New York office, predicate; not capital stock; filed by C. V. Ryan, Albany, Chairman Saturdaw Moraing Heatre, Inc., New York, Chairman Saturdaw Moraing Heatre, Inc., New York, Paris, 72 Wall street, New York, Change of Longon and Street, New York, Change of Longon and Street, New York, Change of Manne.

Incorporations

NEW YORK

Albary,
Charles March Productions, and the street, all of Brooklyn.

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Charles March Productions, Inc., pictures, and the

# Chi Circus Price War in Offing; H-W Show Takes Nelson as Name

# **Buck Jones' Rehearsal**

Cleveland, March 12

Buck Jones, horse op'ry actor, is stopping motor tour of vaude personals to join Milt Hinkle's rodeo at Equestrium as guest star for seven days.

Doing his bull-whip cracking act and also seene from one of his movies with 'Charger,' his white horse. Rita Tybell, his wife, also putting on a bit of fancy riding.

Buck regards present rodeo date as necessary training for coming picture work, having not done any strenuous horse-back stuff since De-

# ANOTHER INDOOR SHOW CRASHES ON FINANCE

Lexington Ky. March 12: This town is bust for indoor cir-

cuis promoters.

Col. W. E. (Billy) Green, who backed the most recent winter venture here, was lodged in jail when he was unable to provide \$500 bond on a charge of obtaining money under false pretenses.

under false pretenses.

Under the auspiees of the Junior Order, United American Mechanics, the show opened Thursday night (23) in the city auditorium. The engagement, billed for five days and nights, halted suddenly Saturday when the box office receipts were attached by performers and others who sought to collect money claimed due for services. Green was first arrested Saturday on a warrant charging, breach of peace, but that charges was filed away in city police court.

Out.

On the charge of obtaining money under false pretenses, Miss Laverne Bennett accused Green of having taken \$32 from her to assure her winning the title of "Queen of the Circus." This title was to have carried with it an award of a diamond ring, Miss Bennett alleges. Green denied the charge.

Green denied the charge:

BOX-office receipts of the show
were attached twice Saturday night,
first by a constable who served an
attachment for local musicians who
comprised the circus band. The attachment netted \$9.85. A short time
later another agent of the law visited-the box office and found the circus till empty. He held a writ from
a local sign company.
Green had assembled a half 2-

a local sign company.

Green had assembled a haif dozen circus acts for the show. One of them jumped here from South Dakota and others came long distances. The performances got away to a bastart. The attendance being almost

start, the attendance being almost nil.

An indoor promoter who attempt-ed to put on a circus here three years ago landed in jall when he was unable to meet the salary de-mands-of-performers.

Sues City and Shrine

Baltimore, March 12.

Baltimore, March 12.

Bee Jung, ascallast, has brought suit in Common Pleas here for 375,000 for permanent injuries sustained at the Baltimore Stadium June 2, 1934. The city of Baltimore and Boumi Temple, local temple of the Mystic Shrine, named as defendants.

Miss Jung reoltes that she was employed in a performance given by the Shrine on that date. At the conclusion of her act she was refused assistance in dismantling her rigging and was forced to attempt to do the work hersoif. She alignes that the lights were turned off and a-truck backed into one of the gruy-loss throwing her turned off and

Chicago, March 12. Price war in town between the new Indie Cole Bros, circus and the Hagenbeck-Wallace-4-Paw outfit of the Ringling interests is readying as the two tricks prepare for their day-and-date gallop this spring. Ringling trick will have the edge,

as the two troks prepare to their day and state gallop this spring. The control of the control o

Canton O., March 12,

Canton, O., March 13.

Both the Hagenbeek-Wallace-4Paw and new Cole Bros circused will head east immediately after the closing of their respective Chicago indoor engagements, which end cated this week.

Hagenbeek-Wallace show will stick close to its customary apring route after leaving Chicago, picking up a few dates in Illinois, Indiana and Ohio, and will then move into Pennsylvania. Only Ohio date definitely set thus far by this show is Dayton, O., May, 24. The Cole show is understood to have picked out a few choice spots in the Buckeys' state, to break the jump-east.

position units are certain to be congaged in a billing war, as early contracting will bring the two shows close together by the middle of June. At Johnstown, Pa., the Cole Brosshow is contracted for May 28, while the Hagenbeck-Wallace will follow it in June. 31. As the two shows near New York state there will likely be closer play dates, with some stands a day part. While the passed up to both shows early in the season, but will be combed upon their return-from-the-east-about the

# Pooches in Portland

Portland, Ore., March 12

Dog races may be held in Oregon City this summer, the city receiving \$6,000 in rentals for Kelly Field, ancording to reports reaching city of-ficials. It is understood that City Commissioner Riley of Portland is asking the Portland council to key asking the Portland council to levy a tax on races and falling, in this move he is taking steps to bar races from Portland. It is, believed that if a tax is levied or the races here of from Portland the promoters will move to Oregon City, Burf Wirstew, California dog Face promoter, has a five-year lease on Kelly Field.

# Films Tag Deisler

Hollywood, Ma. 12.

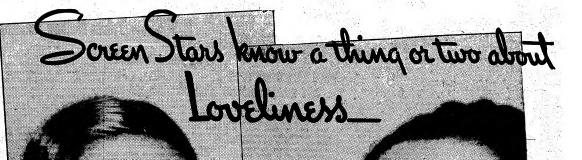
Roy Deisler, European ac 1 st, formerly with the Flying Catery, is set to do swinging tree sints and half-raisers with anima's in Universal's serial 'Call of the Sav-

age, a jungle thriller.
Universal is making tests of the trapezer for possible dramatic parts.

### Coming Back

Yakima, M. ch 12.

Indications point to revival of Washington State Pair here and the legislature has been asked to appropriate \$100,000. Grounds and buildings would be turned over to Yakima-city and county to be used for recreational purposes.





They never let Cosp Skin spoil their

You can use cosmetics as much as you wish . . . if you avoid choked pores the Hollywood way

CKIN DELICATE? Then you'll want to read charming Merle Oberon's advice on loveliness!

"I use cosmetics," says this fascinating star. "But my skin is delicate. I have to be very make-up out of my pores. That's why I use Lux Toilet Soap. I'm taking no chances with Cosmetic Skin!"

Ann Sothern, too, guards against unattractive Cosmetic Skin the Lux Toilet Soap way. Screen stars know enlarged pores, duliness, tiny blemishes

... the warning signals of this modern complexion trouble . . . spoil any girl's good looks!

# Cosmetics Harmless if removed this way

Lux Toilet Soap is especially made to remove cosmetics thoroughly so they can't choke the pores. Its rich, ACTIVE lather that sinks deep down into the pores gently recareful to get every bit of stale moves every trace of dust and dirt, stale rouge and powder. Use it before you put on fresh make-up during the day, and ALWAYS before you go to bed at night.

Your skin needs this beauty soap 9 out of 10 screen stars use! Try Lux Toilet Soap to-

Maurice Chevalier Ann Sothern Merle Oberon TOILET SOAP NOW SHOWING LOCALLY

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Vol. 118 No. 1

NEW YORK, WEDNESDAY, MARCH 20, 1935

PRICE

# I 'CONEY ISLAN

# **Kellogg Not Sure London Radio Entertainers Speak Good English**

Battle Creek, Mlch., March 19.

Kellogg's Corn Flakes would like to bankroll a bedtime story series to bankroll a beddime story series for the British kiddles, but the cereal packer can't decide on the accent. Program would be broad-cast across the Channel from station Radio Luxembourg.

Michigan millier became leery about using a tale spinner from Britain liself after hearing a sample recording shipped over from London. Puzzled by the woman's Oxonian accept, the necker except.

London. Puzzled by the woman's Oxonian accent, the packer exee re-marked. If I don't know what she's talking about, I don't see how the English youngsters can be expected to do any better.'
Kellogg may begulle the British kids with recorded versions of the 'Singing Lady' (Irceno Wicker) program which has been on NBC for over five years. Meanwhile, no contracts have been made for time on Radio Luxembourg.
Question of programs for English

Radio Luxembourg.
Question of programs for English
listeners presents quite a problem
to American merchandizers anxious
to crash' the United Kingdom via
radio. Couple of notable flops due
to Incorrect guessing already
chalked up by Yank advertisers.

# PATHE NEWS ON AIR UNDER SPONSORSHIP

Radlo having already entered the newsreel field through 'March of Time,' the compliment is about to be returned with Pathe News going on the air under commercial sponsorship.

Interested backer is the Emerson (Bromo Seltzer) company, whose present Nile Variety program comprising Bob Hope, Jane Froman and Al Guodinan's orchestra goes off the sir atter April 5, and may be replaced by the newsred idea.

Pathe deal involves the use of the regular may be regular to the regular may be regular readings would have to be arranged so as to conform with radio's sightless requirements, and with the radio use in mind.

Pathe News is the oldest newsreel in the field. Interested backer is the Emerson

# When Amateurs Demand Billing They're Pros!

Philadelphia, March 19

Ray Perkins, beginning a vaude date here tying in with his ether amateur show, is learning the difference between amateurs and professionals.

segmals.

Perkins carries with him a small mateur unit, and now advises that he dividing line between professionnilsm and working for Art's take it when the initiates get wise and clamor for billing.

Ho's having that trouble.

### Caught

Hollywood, March 19. Hollywood, March 19.
Some friends from the east, visiting James Barton in his dressing room on the Radio lot, asked the comedian whether his work in pictures has tended to eause him to forget

dancing.

To prove that he can still hoof, Barton got up and went into his da..ec.

A passing supervisor, hearing the footwork, poked his head into the dressing room and exclaimed, 'Doing an Astaire, eh?'

# 'MARY DUGAN'S' **COURTROOM CIRCUIT**

Courtrooms in county seats all over the country may be converted into theatives for a legit troupe's one-nite stands it negotiations being carried on by the William Morris office materialize. The show involved is Trial of Mary Duxan' legit hit of 1927, and later made into a picture. Rights to the proposed courtroom production have been obtained from Al Woods.

Woods.
Proposition calls for a cast of 18, plus an advance man and manager, with dates on percentage at \$1 or \$1.50 top, and under local charity sponsorship if possible. Since all the action in 'Dugan' transpires in a courtroom, no scenery is necessary, which eliminates stage hands. In addition to using the regular court paraphernalla, including the judge's bench, jury box witness stand, etc, cast will work without makeup.

makeup.
Audiences will use the regular spectators' scats. Average scating capacity of county courtrooms is 250. Play is to be given at night only so as not to conflict with regular court business.
Louis Epstein is handling the dead for the Morris office, Arrangements are being made to start the tour in Pennsylvania.

# A Male Rand

A Wale Rand
Entitlemen, March 12.
Chinaxing the steady and progressive stream of animated solo
dances that stemmed from Sally
Rand's success with the fan, the
burg is now getting a 'silver dance'
by fellow working in a night club.
Billed as Freddie Phillips, ad copy
reads, 'A living imace in silver, See
his daring dance clad only in silver
spangles.'

# AT \$20,000,000

Mayor Kelly Okays Request for Coin Loan from Gov't to Convert Exposition Grounds Into City Playground

### VISIONS

Chicago, March 19.

Deal is now on to preserve the Century of Progress as a permanent high-class' Coney Island under the tag of 'Chicago Fair.' It will be a \$20,000,000 park on the Northerly Island section of the World's Fair grounds and will comprise a bathing beach, rides, chuies and other red noise dealers, which was the state of the section of the section of the section hall which will be located on the maintain at the present 22rd street entrance to the Fair to cost \$7,000,000. According to the plan the cnitic layout should be open to the public by the summer of 1936.

It is expected that the \$20,000,000 loan would be repaid in about 25 years, based on an estimated annual Income by the permanent Fair of \$1,500,000. Convention hall is designed to \$20,000,000 park on the Northerly

of \$1,500,000.
Convention hall is designed to seat \$5,000 \(^1\) people which would make it the largest in the world. Angle here is that ft would get the bulk of summer conventions due to its location right on the lake front. It will also be able to handle concerts, opera and pageants.
Northerly Island would have the (Continued on page 63)

# Reading, Pa., Notes Prosperity's Return; Overcrowding Squawk

Reading, Pa., March 19.

State 'safety first' officials have taken notice of overcrowding conditions in local theatres. First slign of returning prosperity here is the jamming in theatre lobbles, waiting jamming in the tree to be provided in the property in the first week, even an Pridars, once the worst of the week. Town was over-theatred, but now two main stem houses are closed, into the turned into groccey. Instead of reopening closed theatres, owining companies are permitting overcrowding, a condition state inspection bureau officials are this week warning managers against.

Managers not very happy over struction, as this season, regardless of Lent, is the first in five years in which they have been doing some

or Left, is the first in the years in which they have been doing some business. They kept open and accommodated the public in the lean years and now expect a little leeway on the crowding regulations.

# PERMANENT FAIR Actor Is Artist—No, He's Laborer; Courts at Odds. Arbitration Hit

## Neo-Archaeology

Madison, Wis., March 19.
Fritz Joachim, instructor at
the University of Wisconsin,
recently discovered Vaniery
and converted its so-called
English, especially the headlines, into a game to be played
at faculty teas.
Idea of the game, at which
Mrs. Lloyd K. Garrison, wife
of the dean, is said to be proficient; is to allow so many
minutes for the best and
the controlman.

# N. Y. EXCHANGE **MAY QUOTE BY RADIO**

Radio is expected to supplant the telephone in New York stock ex-change activities. In recent weeks exchange officials have been testing with radio in the matter of transmitting stock quotations from the exchange floor to the quotation room on the 14th floor.

Speed that is possible in such transmission by radio during an active market is the principal fac active market is the principal fac-tor which is expected to sway of-ficial decision in favor of broad-casts where now such work is done by phone. In addition, radio use would release a number of 'tele-phones on the floor of the exchange for other activities. Quotation room-is the source from which-outside-truders and brokers obtain informa-tion while stock trading is in actual progress.

progress.

Aside from the initial cost of installation, exchange officials believe the use of radio in this work will be less costly than phone transmission, besides speeding up the serv-

# Snubs Films

Clifford Odets, Group Theatre actor and playwright, whose first Sing.' Is current at the Belasco, New York, doesn't want to go to Hollywood. Play is in its fifth week

Los Angeles, March 19.

Los Angeles, March 19.

Is an actor on a ritist or a laborer?

Lack of conclusive legal definition on this point threatens the validity of the arbitration clause in the standard player contracts written by the Academy of Motion Picture Arts and Sciences and Actors Equity and has temporarily fogged—all—conciliation—awards—made—by these organizations.

Court foil, showing Vital need of

these organizations.

Court joit, showing vital need of lawfully fixing the status of the actor in his employe relationship with producers came in a ruling by Superior Judge Robert W. Kenny-last-week-in the dispute hetween Universal Pictures and Warren Hymer over a \$1,000 picture salary contract.

salary contract.
Judge Kenny held that an actor
is a laborer.
Under this interpretation, actors
are not amenable to the California
statute providing for lawful settlement of dispute on contracts by arbitration—a provision of the California Code of Civil Procedure on
which the Academy and Equity
conciliation ciduses are based and
operated. operated.

Issue came before the court when Issue came before the court when Attorneys Milton M. Golden and Arthur V. Kaufman for Hymer restated a motion by Attorneys Loeb, Walker & Loeb for Universal to have the award of the Academy in favor of Universal affirmed. The (Continued on page 58).

# EASTER MORN SERVICES BALLY BY CHURCHES

Outdoor Easter morning services, which have been a tradition at the Hollywood Bowl, have now reached the competitive stage, with a new organization apringing up to give the city-bigger-and-better services. Federated Church Brotherhood, representing 500 churches, will stage its sunrise event at the Collscum, the home of University of Southern California football. Organization is planning to advertise seating space for 105,000 persons. Hollywood Bowl capacity is 30,000 and always filled an hour before the services start at 5:30 on Easter morning. Outdoor services are also to be advertised by Forest Lawn cemetery.

# Huey's Court Composer

New Orleans, March 19: Castro Carazo, leader of the or-hestra at the Hotel Roosevelt, has

wood. Play is in its fifth week and Odets has turned down five pleture writing contracts to date.
Latest and highest bid is from Metro for \$700 a week, as opposed to Radio's \$600 weekly, but Odets \$300 week

# Legislation for Fed'l Control Of Film Biz May Be Offset by **Church's Tenets for Moderation**

Washington March 19 Washington, March 19.

Drivs for-Esderal legislation outlawing block booking or regulating
the film industry is gaining momentum rapidly with indications that
committee hearings on pending proposals to hop-tle picture producers
will open in Congress some time in
Anril

April.

Spearhead of the campaign is the recently-introduced. Petrongil bill, which less speak that the which is made than measures advocated in material and looks to have some chance of getting onto the law books. Sponsors of the proposal—which would prohibit offering of films in groups and the proposal which would prohibit offering of films in groups and the proposal which against the proposal which would be compared to the proposal which we can be compared to the proposal which will be compared to the proposal which we can be compared to the proposal which we can be compared to the proposal which we can prohibit offering of films in groups at group pilec only, and require distributors to write synoness into all contracts—expect House Intersections of the committee to air their demands for Federal action next month. No definite date-has been fixed, but it is virtually certain that committeemen will look into the measure when legislation demanded by President Rooseveit is out of the way.

tain that committeemen win committee the measure when legislation demanded by Fresident Roosevelt is out of the way.

Although industry observers and obbytets poch-pool the proposis, and the proposis, and the proposis of t

tion of block booking, censorship, and mere supervision.

Play-for-Catholic backing-is-being made by sponsors of the measure. Pettengill expects to get substantial support from local church groups throughout the country. He looks for resolutions from Knights—of Columbus councils, Daughters-of Labella, and similar church substantials. Much favorable comment. sidiaries. Much favorable comment has been forthcoming from Catholic Mellar Council, which sponsored the Liegion of Decency, has not committed itself formally.

Industry-leaders here are plinning lots of hope on the Catholic distate for governmental censorship and figuring that prelates will not come out in behalf of the anti-block faw. Expect this to be their strongest

out in behalf of the anti-block law. Expect this to be their strongest weapon, in view of the church's po-litical strength, but supporters of the bill maintain the Catholic or-ganizations will not stick up for the (Continued on page 50).

# Ether Scripter Signed For Metro Filmusical

Hollywood, March 19. Hollywood, Match 19.

Bud Pearson, witling. Bort Laith
and Fred Allen air material, has
been contracted by Metro to work
on a new musical with Sid-Silvers
and Jack McSowan. McGowan, who
came here to write Thoudway McJody
of 1935 with Silvers, has also
hen ticketed.

ody of 1935' with Silvers, has also been tickcted.

Work on the new yarn starts as soon as Silver and McGowan return froin 20th Century, where they are loaned to write the book for Sing, Brother, Sing,

Alice Faye's Fox Filmusical
Hollywood, March 19.
Alice Faye draws the top fem
spot in Lou Brock's filmusical for
Fox, Argentina.
Picture is slated for production
the first of April, with the playerin Saturday (18) from New York
to get back on the studio payroll
after vacation layof.

## Just a Pal

Hollywood, March 19.
Discussing the screen possibilities of a radio singer, an executive remarked, after seeing the lad's first picture, 'He has a great future as the hero's

# STAN LAUREL POUTS **OUT. HARDY TO SOLO**

Hollywood March 19 Team of Laurel and Hardy has been split, with Stan Laurel leaving the Hal Roach employ Friday (15) after the team had been in aviste

the Hal. Roach employ. Fridas vins the Hal. Roach employ. Fridas vins after the team had been in existence seven years.

Laurel claims he was fired, being called into Henry Ginsberg's office and informed his contract, which had until May 7 to go, had been terminated as of that day (Friday).

Back of the split is the refusal of Laurel to sign a new term contract with Roach inder the terms submitted by the company. Laurel was lodding out for a year's pact calling the company. Laurel was lodding out for a year's pact calling the company of the company which he expressed to the first will replace the L& H series with a new group to be known as The Hardys, which will feature Oliver Hardy, Patsy Kelly and Spanky MacParland, the six-year-old kid MacParland, the six-year-old kid. MacParland which will response to the company series.

Stan Laurel's reputed ambition to produce his own pictures is reported in the east as the reason behind the split of Laurel and Oliver Hardy

spline sast as the reason beams the spline sast as the reason beams the sast's understanding is that Laurel and supported that he add outgream convinced that he add outgream to the sast of the sast

George Bancroft was proposi-tioned in New York last week by Laurel as a possible screen partner, but Bancroft asked to see stories

# 'Way Down East' Again

Hollywood, March 19.
Fox will remake the old D. W.
Griffith 'Way Down East' some time
late in the spring.
Henry King. who will direct the
flim; Howard Estabrook, writer, and
a camera crew are now in Waterville, Maine, filming Ice-break-up
sares, on the Icennobee river, that
see on the Icennobee river, that
flimed later at the studie

# RESUME SHORTS APR. 29

Writers Report to WB B'klyn Studio April 15

arner Bros. shorts production studio in Brooklyn resumes shoot-ing April 29. Sam Sax, head of WB shorts, returns from a cruise tion April 11.

tion April 11.
Writers and composers report back to that Vitaphone studio April 15, a fortnight before production



### WILL MAHONEY

The Edinburgh Evening News ald: "This American comedian as an original and irresistible sense of comedy. He is an experience, this dancing on and playing of an out-sized xylophone nakes that obvious.

M. Morris Agency
Mayfair Theatre Bidg.
New York City

# SAPOLIO NELL **GWYNNE' FOR** HAYS O.K.

British & Dominion (United Artists) has finally reached a compromise with the Hays office on Nell Gwynne and the picture will be released in the U. S. in the near future. British picture was shown to the trade at the Astor, N. Y., last summer but was shelved by request of the Hays office, which said it couldn't come in under the production code.

Hays office at first couldn't see, any way of okaying the picture, but a series of aspollo moves have been

any way of okaying the picture, but a series of sapollo moves have been worked out. Considerable cutting will be done and a number of titles interposed to make way for them. Also a new sequence will be shot for a prolog. This will be made in London.

London.

Capt. Richard Norton of B. & D. has been in New York for the past six weeks fighting the issue and completed all the details over the weekend. He will probably sail for England toward the end of the week to see the changes carried through.

# Rains' B'way Play?

Claude Rains, under contract to Universal, arrived from London yesterday (Tuesday), following the completion of "The Clairvoyant" for Saumont-British. Rains, is set for the title role in "The Hunchback of Notre Dame, remake, but may go into a Broadway legit in the in-terim:

### GRACE MOORE'S NEW TAG

MURLE NUMES NEW 1AIT

Hollywood, March 19.

Love Me Forever supersedes

Wings of Song as the title for the

next Grace Moore-Tullo Carminati

picture at Columbia,

Victor Schertzinger, who directed

the duo on 'One Night of Love,' will

again be at the helm.

### SAILINGS

March 23 (New York to Paris) Maurice Chevaller (He de France) Maurice Chevaller (He de France).
March 23 (New York to Los Angeles) Claudette Colbert (Virginia).
March 22 (New York to London).
Mauch 22 (New York to London).
Mauch 26 (So. American crusse).
All Trahan, Yukona Cameron (Britannic).
March 17 (Los Angeles to Honolulu), Noel Coward (Maiolo).
March 16 (So. American crusse).
Mr. and Mrs. Gilbert Gabriel, Mr. and Mrs. Gilbert Gabriel, Mr. and Mrs. Gilbert (New York to Paris).
March 16 (New York to Paris).

March 16. (New York to Paris).
Frank Schoonmaker, Robert Ritchie,
Anne Roselle, Lyda Challapin, Maurice, Schwartz, Edward Relkin, O.
Sprecher (Champlain).

# FAMOUS FIRST NIGHTS

The following descriptions of memorable theatrical premieres is a compilation of stage, screen, concert or nile club openings which, for some odd circumstances or another, stand out in show business. They will be recorded vollhout thought to chronological order. The reasons for the distinction of each premiere range anywhere from some historical significance, in connection with the debut of an artist, novelty show venture, play or company, to some other attendant excitement backstage, some colorful occurrence out front, or merely because of the gala circumstances. This is to be a continued series.

### Sarah Bernhardt

Sarah Bernhardt

(Paisce, N. Y., May 5, 1913)

The date of Sarah Bernhardt's opens at the Palace on Broadway is important in show business battery. Not suit because it marked the engagement in vaudeville of the world's greatert actress, at the unprecedented salary of \$1,000 per day, but also because it 'made' the Palace. Up to the Bernhardt booking the Palace ran a 'poor second on Broadway to Hammerstein's. The Palace had been opened a few months earlier by the Orpheum Circuit in Opposition to Hammerstein's, which held the United Booking Office (Keith) franchise for the Times Square district. That the whole deal smelled of politics is another story.

The Palace could not break down Hammerstein's hold on Broadway to reven dent it, until Bernhardt came along. Bernhardt gave the Palace its first profitable week and this convinced Willie Hammerstein that the Palace could not break down Hammerstein's hold on Broadway. Bernhardt had opened her 'vaudeville tour, a few months before in Chicago. Her Palace engagement lasted three weeks, and on the third and final week the house grossed \$22,000 and made a profit of \$6,000.

Bernhardt so pening sketch was 'a Christman Night Under the Terror.' The late, Lou Tellegen was her leading man. On this same Palace bill week of the Weich, Mille, Tregicieska, Mandahon, Dipismond and Clemence: "A week of the palace season of the content of the competing bill at Hammerstein's that week comprised Yeleska Suratt, Elizabeth Murray, W. C. Fields, Albert, Yon Tilzer and the Great Howard.

# 'Potash and Perlmutter'

Potash and Perlmutter'

(Cohan, N. V., Aug., 16, 1913)

Start of a cycle of Jewish clock and sulter comedies. Presented by A. H. Woods in the face of opposition within show business and out. Theatre was controlled at the time by George M. Cohan, Sam H. Harris and A. L. Erlanger.

Cohan and Harris were invited to buy 50% of the show. After witnessing a full dress rehearsal they not only refused but told Erlanger that If he permitted the play to open they would declare themselves out of the theatre's operation. Despite even more determined religious objection, the play opened as scheduled and the next day the line at the boxoffice stretched around the corner of 42nd street.

Totash and Perlmutter', established the late Barney Bernard and Alexander Carr as stars. Woods was in Europe when he read the script and decided to put it on. He cabled his brother, the late Martin Herman, to gather a cast. Bernard, Carr and Louise Dresser-were the first-players engaged.

# RANDY LEAVES CORRAL

Par to Comb Campuses for Brone Peeler, as Scott Upped

Hollywood March 19. Paramount has graduated Rar dolph Scott from westerns. Studio aoin scott from westerns. Studio wants to build a new name, possibly a lad from one of the western col-leges. After scouring the field of Hollywood brones, college ideas ap-peals to the studio.

peals to the studio.

Plans are to continue producing horse operas, but possibilities are that the stories will be new, with the studio dropping the Zane Grey remakes for this season, at least.

# Velez. Young Personals

Lupe Volez is on her w for personals, this time as a single. inus Johnny Weissmuller. Starter

innus-Johnny Weissmuller, Starter is Kansas City Friday (22), with Minneapolis and St. Paul following William Morris office arranged. Roland Young is also set for stage dates. A. & S. Lyqns booked him March 29 at the Michigan, Detroit, with the Chicago, Chi, following.

# Fox Grooming Austin, Bing as Comedy Team

Hollywood, March 19: Following the first rushes on 'Redheads on Parade,' Fox is mulling the idea of contracting Herman Bing and William Austin as a comong and William Austin, as a com-cedy team. Both work together in the picture. Deal may go through if the studio can locate story ideas. Bing has made biggest strides among the small character people in the past year, Austin is a for-mer contract player at Par.

# METRO SIGNS LOUIS PAUL

Metro has wrapped Louis Paul around a four-month writing con-tract. Paul's first novel will be

ARRIVALS

Laura La Plante, Irving Asher,
Jeanette Smits, Winston Merrill,
Lucien Mandelik-Weiner, Alfred
Weiner, Gyles Isham, Claude Rains,
Molly Lamont,

# Feldman Lawing to Force Agency Sale. Mrs. Schulberg Ouits

Los Angeles, March 19.
Agency squabble between Charles K. Feldman and Ad Schulberg over dissolution of their agency partnership will be aired in Superior Court March 25. Mrs. Schulberg has been ordered to appear before Judge Emmett J. Wilson and show cause why she should not be enjoined, during she should not be enjoined, during relief suit filed by Feldman and the special court of the should be should

Inc.

In his-suit Feldman-declares that his former partner agreed to sell him her half interest for a total of \$50,000 in an amicable split-up, and hant he wants the bargain fulfilled. Mrs. Schulberg, on the contrary, as the second of \$60,000 in an amicable split-up, and hant he wants the bargain fulfilled. Mrs. Schulberg, on the contrary, as the second of the contrary, as the second of the contrary, as the second of the contrary, as the contrary of the contract considerations, promised by Feldman, she says, were never fulfilled, and the intended contract, therefore, never clinched. The consideration Mrs. Schulberg refers to, without specification for the contract of the stocks, she maintain price of her stocks, she maintain the holds to be a legal pact for—sale—at the \$60000-digure, and states he is prepared to make the first \$15,000 payment as specified. In his suit Feldman declares that

# Benny's Delayed Start

Jack Benny finally got away Monday (18) for his Coast huddle With Metro on Broadway Molody. Comedian must be buck by Friday (22) to relicarse for his regular. Sunday night broadcast. Benny has a three picture of the with M-G plus an express proviso for his okay on scripts. He couldn't make the plane hop last week, at planned,—because of bad living weather. Harry Lee accompanies on the ride both ways.

# PIX SHINE UP TO RADIO

# Studio Subsidy for Stock Seen As Best Developer of New Talent

Hollywood, March 19. Where is future motion pictur talent to be developed? That's one of the most important questions in of the most important questions in the industry. Those who scout falent claim that as a feeder for pictures the stage has proved of little use in the past two years. It's okay for names; after they have be-come established, but as a training ground it's not what it used to be,

they argue.

Practically every method of devisioning talent in Höllywood has been discussed. Metro has its school on the lot, operated by Oliver Hinsdale. Paramount, For and Radio have similar schools. School idea has worked out well enough, but takes too long, does not permit the training, necessary to produce power than the product of the lot of th duction has been true of the stage. Gone are the stock companies, rep companies, vaude and burlesque, prime fields for building screen per-

sonalities.

Set example of what can be done with stage training is at Hollywood's back door, the Pasadena Community Playhouse. There are a. flock of other little theatres in this town, but they present plays with little or no thought of giving youngaters a start. Pasadena has a three-year course, trains kids not only in acting but in stage technique, scenery ing but in stage technique, scenery painting, dancing, directing and pro-ducing. List of the school's gradu-ates who have made good in pictures

ducing. List of the school's gradustates who have made good in pictures
is long.

Nearest Hollywood ever; got to
getting on the proper track was a
proposed subsidization of Jessie
Bonstelle, in Detroit by Metro, but
Miss Bonstelle died before anything
happened.

Subsidizing idea is up again, sponsoyed by Paramount's Ben Plazza
and Warner's Max Arnow, both
reliable to the state of the state of the stage
track of the state of the state of the stage
track of the stage of the stage
track of the stage weekly, a gman investment considering the possible returns, and chances are that, with name players sent to the company as guest stars, stock company would break even.

# PAR'S 'VIRGINIA JUDGE' WITH WALTER C. KELLY

Hollywood, March 19.

Hollywood, March 19.
Paramount is to make a picture
around Walter C. Kelly's characterization of the Virginia Judge.'
Octavus Roy Cohen is being
brought on from the east to write
the story. Cohen only okayed a six
weeks' contract plus a four-week

### Hecht and MacArthur's Side Chore for Goldwyn

Side Chore for Goldwyn

Ben Heeht and Charles MacArthur, between productions of
their, own for Par release, have
agreed to adapt Barbary Coast' for
Sam Goldwyn. Hecht-MacArthur.
writing combination will get \$3,000
for the Barbary' adaptation.
Howard Hawks, director, arrived
in New York yesterday (Tuesday) to
confer with the writers on the
picture. Instead of Anna Sten,
originally slated for Barbary', now
probable, that Mirlam Hopkins will
star in it. Gary Cooper is intereated in the male lead and has
said so, but doubted that he can
be borrowed from Par,

### METRO TEMPTS COWARD

eviously Coward Sald He'd Make Another for Hecht-MacArthur

Hollywood, March 19,
Probable that on his return from
China, Noel Coward will go to
Metro under an actor-producer con-

He was in a confab with Louis B

He was in a confab with Louis B. Mayer and irving Thalberg before leaving for the Orient and given a proposition which he will decide on while in the Far East.

When in New York, Coward-expressed himself pleased with the one picture he had just completed at the head just completed at the head in the completed in film acting he'd do so for the same combination.

# ONLY ONE FILM STARTS. PAR PROD. LULLS

Hollywood, March 19.

Not recovered—yet from its production exec switch, which now has Henry Hers bru and Dande Lubitsch. Lubitsch was the second of the sec Hollywood, March 19.

executive conferences—but—plans—to return to the Coast studio shortly.

# 10%ers Lock Horns In \$223,400 Suit Over MacMurray Pact

Los Angeles, March 19; Los Angeles, March 19.
For assertedly persuading Fred
MacMurray to discharge Arthur S.
Lyons as his contracted agent, the
latter has brought, \$223,400 damage
sult against Zeppo Marx in Superior Court.

perior Court.

Complaint filed by Attorney Martin Gang for Lyons is the first time this means has been invoked in an effort to penalize, alleged-raiding of clients: by competitive reps. Although fully aware of MacMurray's one-treat contract. Lyons charges that Marx wrongfully induced the actor to cancel his pact on Dec. 15 last. On the same day MacMurray signed a contract with Paramount whereby he will receive at least \$234,000, the court document receites.

In addition to the \$23,400 the In addition to the \$22,400 the agent would have received as commission, had not the contract been abrogated, Lyons, demands \$100,000 for asserted damages to his reputes an agent, and another \$100,000 as exemplary punishment.

### Lesser's Dix Dicker For Two Westerns

Hollywood, March 19. Sol Lesser is after Richard Dix for two westerns. Dix's Radio contract allows some outside work.

The Dix pictures would be in addition to Lesser's George O'Brien

# AIR DEPARTMENT

Ethering Held Strong Publicity Asset for Contract Players - Radio Platters as Air Trailers

### EYE TO TELEVISION

Hollywood, March 19.

Hollywood, March 19.

First real recognition by a film company of radio-as-an-adjunct for the utilization of its picture talent has been made by Universal, which has organized an ether department to foster a more general use of its contract players.

This is diametrically the opposite view of the other major companies, excepting RKO, due to its NBC tic. While other companies, professing generally an opposition to the air as a competing-business and grudgingly allowing its personnel on the air, Universal is plunging into radio on the theory that broadcasting will further the interests of films and keep its contractees before the public beyond the possibilities of films. Company intends to go into radio on a wholesale scale. Back of the plan admittedly is an eye to the future and television. Set up this week, with Louis Landfield and Gene Grent in charge, Intends to condine

Radio department set up this week, with Louis Landfeld and Gene Grant in charge, intends to confine all of the radio appearance of its players to broadcasting exclusively-for the picture company. With the department's inception the loaning of its players for radio programs other than those controlled by the studio is out. All contracts here studio is out. All contracts here a will carry a clause that the studio controls all rights to the players radio and television appearances. As a starter the film company will utilize its contract list for a series of disc. programs to be built from stories owned by the studio and previously made into films. These records will be distributed generally to ratio stations. Studio will cast some of its better names in top spots in the program, and use in supporting is twofold. Bigger-names will assure the circulation of the records and Universal figures it will get an advertising value for the lesser knowns.

Studio will not attempt to get any direct advertising for its pictures in these discs to be offered for general release. However, plans cover a wider—use=of-discs for-air trailers

wider—use—of-discs—for-an-trallers for their pictures. This type of rec-ord will be for the use of film ex-changes to broadcast in their-teri-tories ahead of picture, showings. Plus this record program the stu-dio will put on a campaign to get its contractees on commercial programs in the fiesh. Encouraging this rou-tine for film players by a company-point of Universal is that the day of film opposition to radio is over and that the currently wise to be set for the future, when celluloid will for the future, when celluloid will play a heavy part in television.

# M-G Pacts Quartet Incl. McGuire for 'Ziegfeld'

Métro has issued new contracts to Stuart Erwin, Elizabeth Allen, Vir-ginia Bruce and William Henry. William Anthony McCuire has also signed a one-year contract with Metro to produce Great Zieg-feld', recently-taken-over from En-versal.

# WILDHACK'S METRO PIC

# UNIVERSAL'S OWN Scribes Taking the Fall for That Maybe-We'll-Move Studio Feeling

# Just Telegrams

Sidney Skolsky.

Hollywood, California.

Has your Rivoll pass been stolen or lost stop somebody used it 15 times for Cilve of India 18 times for Folies Bergera and air times for week's engagement of Right to-Live. Would appreciate your checking this and letting us know if we can pick up the pass for you.

United Artists Corp.

United Artists Corp.,
New York City.
Am outraged please pick up
Rivoll pass and mail to me.
Find out name of party using
it. I believe it has been stolen. I will then give pass to my family. They will use it justly. Skolsky.

# HAS HUNCH TO MAKE ONE IN FLA

Lew Brown hops to the Coast late this week to complete arrangements for an indie filmusical production in Florida, Will sign crew, people, et al., in Hollywood.

al., in Hollywood.

Florida production idea is favored
by Brown for reasons of closer
proximity to Broadway and also for
ballyhoo as a made-in-Florida production, especially at this time
with the film bunch hollering about
California taxes. California taxes.

Cantornia taxes.

This is apart from a songwriting chore which Brown has on the next Cantor film for Goldwyn.

# WB Keeps '3 Men' For \$100,000: Mag Yarn Cantor's Next

Warners having decided to keep Three Men on a Horse, its own financed Broadway legit, Samuel Goldwyn has closed for Clarence Buddington Kelland's soon-to-be-published Satevepost serial, 'Dream published Satevepost serial, Dream Land. This will be Eddie Cantor's next picture and will be made this spring. Goldwyn's final bid on '3 Men' was \$30,000.

—Bthel Merman is set in the cast. Norman Taurog will probably disert

Norman Taurog will promasily direct.

Original intention was to skip making a Cantor this spring if Three Men' was not available, but Cantor aiready has given his notice to abandon the Pebeco broadcasts April 28 when the first 13 weeks evalues.

leaves for the Coast

Cauter leaves for the Const-ground May 1.

Warners, in Jidding in "Three Men' at \$10,000, birtually secures the picture rights, for nothing, since the flim from owns 50% of the stage-production. Wils will get back 225,-000 of the managerial film rights half, the other 25 (28 going to Alex Yokel, who presents the show, and seweral, who are interested, with him.

him.

While it then seems that the cost of the rights to Warners is \$75,900, its share of the stage prescribtion's profits may equal or top that figure as two or three road, companies are in sight and one for Lon-William William Willia

Hollywood, March 19.
Condition of unrest due to the state tax situation and the possibility of an industry scram from Hollywood has all companies working way below normal. Result is a depression. era for all talent, with likelihood it will get worse before the situation is ironed out.

First to feel the effects of the slowing up are witers. Most of the major lots are overboard on scribblers currently-and-the-execs are going over the lists preliminary to a wholesale slashing.

holesale slashing. Expectation is that many week-

Expectation is that many week-to-week writers will be on the side-walks within the next couple of weeks. Few scribbler contracts expiring during that period will be taken up.

For the first time in more than a year the major pinits, are soliciting each other-trying-to loan out-their contract scenarists. This is particularly true of Paramount and Metro, both overboard on seribes. For also has lines out for writer loaning. loaning.
Directors and talent also will later

Directors and talent also will later feel the force of the slump unless the tax thing is settled soon. Viewpoint of the studios is that with the possibility of having to jump the state in the offing that it would be folly to load themselves up with commitments, and that, while the situation is in the air, they will only make sufficient pleatures to fill—the minimum—release requirements. requirements.

### Shirley's Big Top Yarn

Hollywood, March 19.
Following rushes of the circus sequence in Shirley Temples' Our Little Girl.' Fox is looking for a 100% circus yarn as the next for its kid.star with Poodles Hanneford.
Latter leaves next week to join

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# INDEY

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# PAR'S FUTURE ADMINISTRATIVE SETUP **BRINGS IN MORE NAMES FOR BIG POSTS**

Joe Kennedy and N. L. Nathanson Deemed Out by Choice—Vanderlip Still Talked Of for Board Chairmanship

As Paramount's final reorganization nears consummation, many names are constantly under discus-sion for all kinds of positions.

sion for all kinds of positions. The situation has resolved itself into a question whether the future administrative setup of Par shall be amateur or professional from the show biz angle.

Joe Kennedy wouldn't consider the Paramount job. That's official. So, far as N. L. Nathanson is concerned the showled accept a Paramount; offer even if made. Among the financial downtown savants who have had intimate contact with the industry, the feeling is attorn for an experienced administrative setup. However, there

savaties who have nan intimate confact, with, the industry, the feeling in strome, for an experienced administrative setup. However, there were the control of the pleture who are new and who are new figuring, on outsiders.

Matthew S. Sloan, head of the Katy railroad, for example, is not out of the ronning for an important observable. A second of the ronning for an important observable. A second of the ronning for an important observable. A second of the ronning for an important observable. A second of the ronning for an important observable. A second of the ronning for an important observable. A second of the ronning for an important observable and that's the kind of man needed at Par. However, kendell's chained as the ronning of the finance committee, he is large that the post without pay and the finance committee, he is large the ronning of the finance committee, he is large that the post without pay should be a salaried post but that Portington angle is likely to kill the idea. Eugene Leake, Par trustee, is stated to have Chemical Bank backing-him for the post—If-heake gets the job it may carry a salary? Jrank. A. Vanderilp is still the leadname mentioned for chairman of the board.

Whether there will be an executive committee and whether this committee will comprise only operating officials or outsiders who will draw pay or not is not yet fig.

ured.

Some of the management lads
have been also courting charles
McCulloch Chicago banker, who
represents the claims of the First
National and the Continental bank
of Chicago.

# B.&K. Refinancing Reported Straining Par Groups' Dealings

Relations between the Paramount trustees and certain creditors groups are stated to be strained because the state of the strained because the state of the state

able at 8%. It is stated that the new notes condition that B.&K. cannot pay any dividends while any of the new notes are outstanding. This deal is stated to have been concluded by the tustess around—a—month—ago, but was submitted to creditors only recently.

Observers also aver that friction Observers also aver that friction arose between trustees and creditors after the trustees had submitted the refinancing deal on B.&K. under the impression that the deal was saving Paramount around \$300,000 annually. This was a mistake, as creditors are stated to have proved that the Paramount company's saving on the deal amounted roughly to \$275,000 over a period of five years.

# FOX SIGNS BARBARA BLANE

Barbara Blane, from the nite clubs and vaudeville, clicked in a New York sercen test last week and goes to Hollywood for Fox.

Girl is due at the studio May 15.

# Disgruntled \$52 Par Shareholders **Delay Stock Filing**

Certain Paramount employees who bought stock under the oneyear plan, paying \$52 a share, have ignored notices with respect to filing the wlock on a reorganization. In some instances they are reported

the wock on a reorganization.

It is a some instances they are reported embittered.

The company, through George I. Schaefer, is urging all employees who hold Par stock to immediately file their acceptance of the reorganization plan. In his notice Schaefer cites that Judge Coxe found the plan Tair and equitable, does not discriminate unfairly in favor of-any class of creditors or stockholders and is feasible.

Making the notice countrywide for all branches, Schaefer suggests that acceptances of the reorganization plan be discussed with W. B. Cokell in New York; A. C. Martin, studio comptroller in Hollywood or the nearest district or branch sales manager.

# COL. SEES 200G CHANCE ON 'HAPPENED' REPEATS

Columbia thinks it has a chance for a gross between \$200,000 at green dates on the "Academy award winner. It Happened One Night." Picture is setting a big return play.

Exchanges are getting as high as one of the original rental price for the original rental price for a grown as a grown of the original rental price for a grown as a grown of the return a laying off the return engagements.

# Gable, Harlow Delay 'China Seas' Washup

China Seas' Washup

Metro's 'China Seag' is about
tymied with the company, caught
up on photographing around Clark
Gable and Jean Harlow and tryingto keep busy by producing the stunt
stuff. Miss Harlow is working on
the retakes of 'Reckless' and Gable
is washing up on 20th Century's
Call of the Wild.

Unless both players are available
immediately, the company will have
to shut down. 'Gable insists out taking a forthight's avacation before reporting at his home studio.

# Launch New Indie

Hollywood, March 19.
Leslle Simmonds and Sig Neu-fold have organized Premier Pictures to produce nine action fea-tures at Talisman Studio, with un-titled initialer slated to start around

Premier's plan is to line up estab-llshed top bracket freelancers for three pictures each.

### Diva's U Test Oke

Hollywood, March 19. Following testing of Mary Mc-Cormic, Universal is likely to close a deal with the opera singer for the feature spot in Sing Me a Love

Sons.'

Miss McCormic, currently on a Coast concert tour, would do the pleture before returning east. Film is skeded for April production.

# SPEEWACKS OFF METRO

OTLEWAUKS OFF METRO
Hollywood, March 19.
Sam and Bella Speawack are leaving the Metro writing staff after two and a half years. Just finished a spy, yarn, The Black Chamber, and are now an route to Mexico City.

Hom. Mexico-the couple will go to New York to resume playwinghting.

# Par Ouiz on Coast

Los Angeles, March 19. Under writ by Federal Judge Harry Holzer, Ralph A. Kohn, as

Harry Holzer, Ralph A. Kohn, as former director and officer of Paramount-Publix, has been instructed to give his deposition and to submit books and records of the corporation in connection with Paramount-Publix reorganization proceedings in N. Y.
Interrogation will take place before Frank P. Doherty as special commissioner on March 28, and will be conducted by Samuel S. Isseks, New York attorney, to bring out certain phases of the corporations affairs, on petition off Charles D. Hilles and Eugene W. Leake, trustees.

# WB BUSIEST. SIX IN WORK

Hollywood, March 19.

With six features in work, Warner studies top all other plants for activity this week, and will likely hold the lead for several weeks to come. Two other productions, one being the initial Marion Davies starrer for Warnera, Page Miss cameras before April 15 before the cameras before April 15 before the cameras before April 14 features to go to complete the total of 60 pictures for the Warner and First National programs for 1934-35. Studie expects to finish the ball ance of the program around the middle of June to start on pictures for 1935-36 season.

# Neil McCarthy Held On Coast by Legal Biz; Cohen-DuPont Still Open

Hollywood, March 19.

Hollywood, March 19.
Neil McCarthy was suddenly de-layed here on business and will not head for New York for another two or three weeks.
He is Emanuel Cohen's attorney among others and a possible Du-Pont bld for Cohen's indle produc-tion activities was one matter the Coast barriater was to have taken up on the-eastern-end.

# Ready 'Lovers Island' As MacDonald Tuner

Hollywood, March 19:
Lovers Island is being readed as
the next musiker for Jeanette MacDonald at Metro. Cast will include
stage and radio talent to be brought

on from New York,

Edgar-Allen Woolf and Fiorence
Ryerson are doing the script from
their own original.

# Chi Censors on Rampage Again;

Slice Crime Scenes as Pix Nix S. A.

After having alumbered peacefully for more than a year the Chicago Censorship board is again tearfully for more than a year the Chicago Censorship board is again tearfully for more than a year the Chicago Censorship board is again tearfully for more than a year the Chicago Censorship board is again tearfully for more than a year the Chicago Censorship board is again tearfully fully for more than the peace of the full that the survey of the country. After
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# Par Gets Mussolini OK on Garibaldi Pic

Hollywood, March 19.
Paramount's pian to make a picture based on the exploits of Garl-baild have met with the approval of Mussolini and Italian government

officials.

With E. Alexander Powell, former war correspondent, writing the yarn, studio asked the Italian government for an OK. Not only does the Italian government approve, but has invited Part to go to Italy for scenes. This, however, is unlikely.

# Lloyd's 'Milky Way' For Par Figured To Yield Him 250G

Hollywood, March 19.

Paramount and Haroid Lloyd have come to terms on a deal that will star, the bespectacled comic in The Miky Way. Studio will fi-

# **WILL ROGERS RENEWS** WITH FOX 2 MORE YRS.

Hollywood, March 19.
Will Rogers and Winfield L.
Sheehan went into a brief huddle
at Fox Studios last week, with the
comedian emerging with a new
starring contract with the companythat holds him with Fox through
1985-97. Rogers' present agreement
with the company-does not expire
until the end of this year.

Starting conditions are not controlled for
stretch is understood to revoke for
Rogers to star in minimum of four
pictures annually. Hollywood, March 19.

# Pete Smith Stints on Desert While Recouping

Desert While Recouping
Hollywood, March 19.
Recuperating from his recent illness, Pets Smith has resumed work
on the service of the service

## FIELD'S 'FLYING TRAPEZE'

Hollywood, March. 19.
Paramount has signed Clyde
Bruckman to direct W. C. Fleids in
his next picture.
Will be titled 'The Flying Tra-

# **WB BOW-OUT AS** WIS. THEATRE OP. REPORTED

Milwaukee, March 19. Warner Bros. is reported preparing to leave the Milwaukce territory as a theatre operator. Of ficials of the company met here over the week-end and announced

over the week-end and announced that the booking of the theatres would henceforth be done out of the Chicago offices.

Reported that the state Warner theatres will be taken over for operation, by Saxe, Amusement Enterprises, now playing all Warner product first run in the nabes, Saxe, a year ago, took over a slice of the old Fox organization and has been

# Loew's Morros Bid For N. Y. Cap Denied As Bowes Bows Out

Major Edward Bowes' departure from the Loew organization as vicepresident of Metro-Goldwyn-Mayer and executive head of station WHN (radio) will have no immediate eflect on his post of managing director of the Capitol theatre on

rector of the Capitol theatre on Broadway, It was reported, but denied by Loew's, on Monday (18) that overtures had been made to Boris Morros to step into Bowes' spot at the Capitol. Morros, at present, operating head of the Paramount, operating head of the Paramount of the Par

Bowes' duties at WHN, the Loew metropolitan radio subsidiary, are being taken over by Louis K. Sidney, who also retains his executive position with the theatre circuit. Sidney in addition has lately taken considerable direct interest in oper-ation of the Capitol, concurrent with Bowes' lessening activity at the de-luxer.

luxer.

Bowes' amateur program on WHN will be handled by Jay C. Flippen, who is quitting vaudevilles for the ether mc. job and a year's contract. Bowes' NBC broadcast-ling commences Sunday (24) as head of a weekly commercial (Chase & Sanborn) amateur program.

# FRANK JOYCE DIES AFTER YR.'S ILLNESS

Frank Joyce, 43, died Sunday (17) at the Good Samaritan Hospital, Los Angeles, after a year's illness. Joyce was born in Kansas City,

Doing a vaudeville act with Dave Bender for four years, he enlisted in the Navy and after the War went into the hotel business. He oper-ated the Joyce and Coolidge hotels in New York and three hostelries in Florida.

in New York and three hostelries in Florida.

He came to fiollywood in 1928 to handle the business affairs of this sister, Alice-Joyce, and some-other-artists, which led to the formation of the Selznick-Joyce partnership as an agoncy. It became the biggest talent agency in Hollywood and has so remained. Not only handling the top flight players, directors and writers, Selznick-Joyce also represents: many important studio executives and producers. Agency has offices here, New York, London and Parls and will continue without change.

The wildow, Dorothy West Joyce, which was and a sister, Mrs. Clarence Brown and Clarence Brown

# Film Dana's 'Mast'

Hollywood, March 19. Hollywood, March 19.
A film version of Richard Henry
Dana's "Two Years Before the Mast'
will be produced by Walter Futter,
with Tom Keene in top spot.
Picture is slated for release via
the independent market.

# CALIF. GOV. SALVES PIX

# Pathe's Plan for Indie Film Units Via F. D.: Precursor to Own Pic Prod.

Pathe plans to finance individual picture units and release through First Division, Approval of the Pathe Exchange, Inc., reorganization plan early this month paves the way for such a set-up. Stock-holders okayed the authorization of collateral-secured notes up to \$4,000,000 in order to provide funds for future expansion

Such expansion.

Such expansion primarily will be
in the nature of financing various
producing units for First Division's
program.—Later—this conservative
policy may be shifted to permit
Pathe's emergence as actual pro-

sire of First Division to release

Desire of First Division to release a higher type of agreen production, is partially behind the move. The company's attitude is that some of its present program material's not best suited for better first-run showings. With its March of Time' newsreel crashing deluxers, belief is that the company will be able to sell a better grade of pictures may be suited for better first-run showings. With its March of Time' newsreel crashing deluxers, belief is that the company will be able to sell a better grade of pictures max seasons. The slant is the return from the sale of film stock to these producing units by DuPont Film.

Some such idea, when the returns from was submitted, is contained in the letter sent all stockholders by Stuart W. Webb, president of Pathe. In it he stated that the re-capitalization plan, proposed would contribute to the continued progress of the company, which, in turn, would effect indirectly a further increase in the value of the Film of the submitted in DuPon Film.

Sime the bulk of the revenue on which Pathe must depend for diviwhich Pathe must depend for diviwhich Pathe must depend for divimust be seen to be s

# Disney Taking Mickey to Nev.:

Hollywood March 19.

Threatened exodus of the film in dustry from the state, took form last week when the Walt Disney company withdrew its certificate to engage in intrastate business in California. Company hereafter will operate as a Nevada corporation.

While the studio which turns or Mickey Mouse, Silly Symphonies and other animated shorts has no present plans for moving its physical assets across the state line, it was explained that the move was made in protection of its interests should the tax burden militate against profitable operation. It was made plain, however, that should it become necessary to move bag and baggage out of the state, the trans-

baggage out of the state, the transfer of facilities could be made within a week, as no elaborate studios would be required.

Also, it is pointed, out that the studio is far enough shead of its production schedule that a week or two lost would not have any harmful effect on its release commitments. Studio is manning all shifts to keep shead of its sked in the event of an evacuation of present quarters.

# 'Glory' Anchors Hatrick

Hollywood, March 19. With 'Page Miss Glory' scheduled to get into production around the end of this month, Ed Hatrick, gencral manager of Cosmopolitan will remain on the Coast until late in April. Picture will be the only Cosmo release by Warners until late this fall.

this fall.

Supporting Marion Davies are Pat
O'Brien, Dick Powell, Mary Astor,
-William Gargan—and Frank—McHugh. 'Glory' will be directed by

# PRODUCER CUT OF NET OUT AT PAR

Hollywood, March 19. With present salary and percentage of profits agreements with producers on the lot expiring in June Paramount is talking to the executives to sign straight salary tickets without participation in net profits of the pictures they produce.

The company, according to report first tried to renew on the old basis

features an individual makes during a year, became effective in June. 1933. The deals were renewed last June for another year, with William Le Baron drawing in the neighborhood of \$150,000 as his cut of profits of the pictures he produced the first year of the system.

# U Summons Kohner To U. S. for Confabs With H. M. Warner-McKay, U Lawyer

London, March 19.

On cabled instruction from Carl Laemmle, Paul Kohner, Universal's European representative, sails to-morrow (20) to report on the situation in England and the Continent and be present at production con-

and do present at productive ferences. So bringing with him opKohner an umber of European scripters and talent. It has with him papers for Willy Forst, actormegger: Fritz Kortner, actor, Martia Eggerth, actress, Anatole Litwak, director, and Ladislaus Fodor, playwright, All of them are figured for Hollywood.

Kohner will also bring with him a print of 'Abdul, the Daymed, British International feature, which he wants U to buy for American distribution.

# H'WOOD POWWDW

State's Chief Executive As sures Films Against Any Prohibitive Tax Measures Drastic Tap Could Force Industry Out of the State

3% SALES IDEA

Governor Merriam, in town yes-erday (Monday) for a luncheor terday (Monday) conference with Louis B. Mayer gave the industry assurance that there will be no prohibitive or confiscatory tax measures passed at Sacramento. He insisted that a state tax at one-third the Federal bite is necessary.

Governor added that the tax pro gram would be spread out not to oppress any one particular group. He warned that legislative failure to enact a reasonable tax measure may bring on an initiative move by the voters for adoption of the Olson plan calling for a nlp of around 75% of the Federal schedule,

Advices from Sacramento indicate that the legislators there are pulling their punches in the proposed tax plan to sock the picture industry.

tax plan to sock the picture and dustry.

Just what form any-tax increase will take is conjectural, but it is certain an upping will be felt all around, although not bearing down on any one class or industry.

Sentiment is growing stronger here for income tax abandonment in ravor of a 3% sales tax on tangible purchases. Such a levy would apply on film rentals and other industry—transactions—of a similar nature.

apply on him rentals and order industry-transactions—of a similar
nature.

Firting With Pix

Several other states, besides Florida, have been sounding out the industry, through legal representstives here, on the possibility of moving the film industry within their
confines. Arizona and Nevada notably are offering the picture biz
the same brand of sunshine as California, plus easy taxation.

The studios last week acted as if
they mean business. Friday (15),
Frank Pelton, Metro plant chief, left
for Florida for a survey of locations
there. He then goes to New Jersey,
Delaware and Connecticut for a
similar purpose. Same day, both
Fox and Metro began taking inventory of all their departments for
a checkup as to just what can be
moved the survey of the survey of the concontrol of the survey of the concontrol of the control of the concontrol of the control of the contension of the conserved contension of the co

(Continued on page 62)

# Schulberg-Kohn-Erpi's \$3,500,000 Unit **Producing Plan for Par Hangs Fire**

# Nick Schenck at Studio

Hollywood, March 19.
Nicholas M. Schenck arrived here
yesterday (Monday) from Tuscon,
Ariz., where he has been resting for
a week.

a week.

He will be at the studio two to three weeks conferring on Metro production probrems with Louis B. Mayer and other execs.

# PAR FINANCING WANGER, JAY PALEY OUT

Hollywood, March 19.—
Tift between Walter Wanger and his financial backer, Jay Paley, over the returns on The President Vanishes' has Paley out of the company as of last Friday (15) and Wanger getting the finances for the remainder of his program from Paramount. Wanger's deal with Paramount was for a 65-55 spilt. Paley figured that with President Vanishes' costing 4400,000 and returns so far reported totaling 4300,000 and returns so far reported totaling 4300,000 and returns Paramount speed to a 75-25 deal, he (Paley) would withdraw. Wanger talked to Par which turned him down but agreed that if Paley wanted to bow out the studio would assume the financing of the four remaining plectures on his current program. Percentage remains 65-36.
Studio wanted Wanger to produce on the Paramount lot but he book of the Paramount lot but he paramount lot but he book of the Paramount lot but he book of the Paramount lot but he paramount lot bu

# FEM DIRECTOR FIRST G-B H'WOOD EXPORT

Hollywood, March 19, First Hollywood talent member to be engaged by Michael Balcon for Gaumont-British is Maude Howell, who left here for London to be co-director of the two George—Arliss

B. P. Schulberg's proposal of a \$3,500,000 film unit partnership with Paramount is hanging fire. Schulberg and his associates can receive reconsideration from Par receive reconsideration from Par receive will the proposal of the proposal of the proposal cultivation. Schulberg's associates include Anghip A. Kohn, former Paramount: company official and Erpl, equipment subsidiary of Western Electric.

With Zukor suddenly called, east on executive company business and Schulberg on the Coast helping his wife straighten out her agency business litigation, the matter is temporarily suspended. The proposal was publicled because—of the objections voiced by the Fortington-Hertz creditor group. This group object-departicularly to the manner in which the Schulberg proposal was pubmitted. There were objections voiced with the proposal proposal was pubmitted. There were objections for the proposal was pubmitted. There were objections for the proposal was pubmitted to proposal was pubmitted to proposal was pubmitted. There were objection production expense by Par Islelf of approximately \$1,500,000 over a period of two years. The Schulberg proposal was submitted to creditors of Paramount by the Par trustees on Thursday (14). Meeting turned out to be unexpectedly exciting and lasted for almost three house the proposal was submitted to creditors of Paramount by the Par trustee on Thursday (14). Meeting turned out to be unexpectedly exciting and lasted for almost three house for the popposal was pubmit and the trustees and the latter's counsel, the Root firm, endorsed the management and that the trustees and the latter's counsel, the Root firm, endorsed the management's action. It was felt that, in the face of such approval, the creditors would-hesigner and the proposal of the Paramount management and that the trustees and the latter of counsel, the Root firm, endorsed the management's action. It was felt that, in the face of such approval of the Paramount management and the proposal to make all of the purity pictures were to the

\$3.590.000.

Paramount was to release and put up 50% of the production cost on each film, receiving in return 50%, of the net profit. The other 50%, profit went to Schulberg and Kohn, who were to put up one-sixth of the production cost of cach film, and Erpi, which was to put up one-third of the production cost of each film and ditionally have the films made, on its own lot.

# U CONVENTION SET FOR MAY 25 IN CHI

Pictures

Universal Pictures yesterday (Tuesday) announced the dates for the company's annual convention, heing the first company to set a convention schedule. Universal sales representatives will convene in Chicago May 25, for a three-day seasion this year. Coincident with this announcement was the arrival in New York yesterday of Jetry Sheckheim, story editor at Universal City, who will complete the story line-up for hext season. This allows him about 10 weeks for the purchase of material before the convention starts.

## Lee Flits East, Balcon Lingers in Hollywood

Hollywood, March 19. Arthur Lec, Gaumont-British v.p. In this country, left by plane Sunday (17) for New York.

He came here with Michael Balcon, who stays on for another two or three weeks.

East, Expect Deal Decision in 30 Days

The deal of Warner Bros to take report. Mcrvyn Le Roy heading over Universal is still pending.

Harry M. Warner returned to Roy Monday (18). Willard McKay, attorney representing the as an investment, distinctly apart Carl Laemolie Interests, came in on from Warner Bross. Piers Autionaly Sinday (17). Laemonie may take Vitaphone Corp. and other companies that three Warners move negotiations to center in New York head. Purchaso of U would be those long-term contracts to various members of the present Unitary aversal organization.

High a Must Warner setting up the Learning Sr., has repeatedly denied production personnal, according to law my negotiations.

# **Amusement Issues Drift to Lower** Levels with Gen'l Market Slump

All stocks firmed up on slightly diminished volume yesterday (Tuesday). Many amusement issues scored fractional gains to a whole point. Loew's common, Columbia Pictures certificates, Pathe A and Technicolor were features. Amusement bond list was steady to higher, with best strength being displayed by Paramount-Publix liens.

with beat strength being displayed by Paramount-Publix itens.

Stock prices continued to fail back during the last six trading days sending: the Dow-Jones Industrial averages well below the 100 level. These averages\_closed on Monday at 97.01, only slightly above the week: Low mark was 95.05, reached on Monday (18).

With such a persistent rush for lower levels, the Amusement Group lower levels, the Amusement Group lower levels, the Amusement Group der of market. Result when the days of the sending of the week Low and the word was a sending to the word of the week of the week of the week lower levels, the word was a sending the word of the week to the week to

# Loew Execs Take Another Look at Chicago Sites

Chicago, March 19.

Loew execs in charge of real estate and building operations returned to Chicago last week for another look-around.

Among them were George Swartz, Robert Lynch, Nick Lloyd and Harry Moskowitz.

Harry Moskowitz.

Loew's claims it will build theatres in Chicago, or anywhere else to-provide outlets for Metro pictures in Chicago, where had a such as in Chicago, where indox such as in Chicago, where indox and the chicago to get and agreed not to play Metro this year in protest against compulsory percentage contracts and designated playdates.

During the past week the Independent Theatre Owners Ass'n of Greater New. York endorsed the action of the Chicago group, and promises support without indicating what less support without indicating what New Jersey unit of sulfied. Stee Ass'n also has gone on record as favoring the Chicago move by the exhibs there.

## 'LOVE' LOCKED IN

Woman Laws Lab For Refusal to Surrender Print of Film

Los Angeles, March 19

Los Angeles, March 19.

The picture "Love in September" has brought anything but love in March 10r those disputationsly 'in-March 10r those disputationsly 'in-March 10r those disputationsly 'in-March 10r those disputationsly 'in-March 10r those of the March 10r those of the

# McCARTHY QUITS COAST

Hollywood, March 19.

J. J. McCarthy, overseer of publicity and advertising for the Hays office, winds up his Coast business and heads for New York this week. Has been here two weeks, installing new staff.

### DIXIE HOWELL'S 1ST U PIC

Hollywood, March 18.
Universal has bought Karl Tun-berg's While the Crowd Cheers, football story as the first for Dixle Howell, all-American gridder, recently contracted.

# Yesterday's Prices

. Sales.	High	Low.	Last i	hee
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000 Fox A.,	974	854	874	1.7 -
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1.800 Loew	34%	24	2484	
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22,000 Do ctf	9 70%	- ROW "	70%	- 7
1,000 W. B	49	49	49	100
	100	97.7		. 11

# PAR BOWS OUT OF N. Y. RIALTO; MAYER'S DEAL

In lieu of an uncompleted less ind equipment in the theatre, Paramount writes off indebtedness of over \$50,000 on the Rialto, N. Y., as of May 15 next under a deal reached following the decision of new owners of the property to close the house down on that date. Along with the closing of the theatre on May 15 at midnight, all stores in the Rialto building also must va-

cate. Paramount steps out of the Rlalto entirely under the deal reached, without owing the landlord any money, but in lieu of cancellation of back rent and other indebtedness it turns over the Rlalto as it stands, including all equipment and furnishings.

including all equipment and furnishings,
At the same time Per dissolves its operating arrangement with Arthur Mayer, who has personally signed a 20-year lease with the Campagni people to take over the new Rishto when built. The Midtown Operating Co., of which Mayer is president, and through which Mayer operates the Rishto for Par under-a salary and percentage arrangement, comes to an end.

salary and percentage arrangement, comes to an end.

The Par lease on the Riatto had until Oct. I to run, but new owners of the Riatto property wanted to build over the summer so that the new house would be ready for fall operation. Estimated it will be ready to open around Oct. 1.

# It Was 'Spuds' Then But Big Potatoes Now

Los Angeles, March 19. H. Clyde Harms, as guarantor of loans to the old Larry Semon Productions for the making of Spuds in 1926, is tagged with \$175,857 judgment in favor of Equity Shares,

Judgment in favor of Equity Shares, Inc., by Superfor Judge Robert W. Kenny.
Equity Shares is successor to Mo-tion Picture Capital Corp. through which the loans we cleared.
Amount adjudged is the agreegate on 29 promissory notes, endorsed by Harms as secretary of the Semon company. company

### NEW 'MARCH OF TIME' CO.

st. Corp. Sets Up New Price Schedule for Exhibs Rebates

The March of Time Distributors just organized, is to take over distribution contracts between March of Time, Inc., and First Division, latter continuing to handle actual physical distribution.

actual physical distribution.

A. completely new price schedule has been arranged for. future selling of March of Time, being based on a national survey of theatres, volume of trade in various localities and national magazine sales. Despartment of Commerce figures were used to learn retail sales.

— Under the new sales set-up provision for re-writing of contracts where the rate has been found excessive have been made.

ROY E. Larsen is president of the new corporation; Raiph Roian and Hichary H. Thomas v.p.'s, while Fred McComell, Pat Garyn and Richard Beck, Jr., will act as field representatives and principal territorial sales chiefs for the new firm.

# Speed Up 'G-Men'

Hollywood, March 19.
To speed production and coddle the budget, Warners has been working its James Cagney starrer, G-Men, in three units.
William Keighley is directing Cagney and other principals in the dramatic action, while Bill McGann has been lensing exteriors and Bobby Connolly has been putting Ann Dvorak through hoofing routines with 24 nite spot girls.

# SHOW STOCKS **OK DESPITE SELLING**

in the general stock market, which now has run for about three week with little let-up, 12 amusement issues listed on the N. Y. stook exchange and curb failed to show heavy losses as compared with the low prices of last July, except in one instance.

instance.

Of the 12 stocks, the only mejor loss was sustained by Patha A, which was down 3% points at the close. Monday (18), as compared with the late July lows of last year. Four other issues—Radio common. RKO, Paramount certificates and Warner Bros. common—sustained only minor losses.

Six amusement bonds fared even better. The only casualty of these better. The only casualty of these

Str amusement bonds fared even better. The only cisualty of these six was Warner Bros. Hens, which were only off \$2. The others in most instances displayed healthy gains, this being particularly true of the Paramount Hens.

The decline in Pathe A stock is readily accounted for by the commendation of the paramount in the will be the commendation of the paramount in the commendation of the stock as a lessue from trading on the stock exchange.

change.
Following is a comparison of the lows for the week ending July 28, 1934, and the closing prices on last Monday (18): July

20. 10. 20.00		Close	
and the first of	Wk.	March	and the
Stocks	Lows	18	Change
Columbia Pic	. 2114	40	+181/2
Consol. Film.,	1%	416	+ 21/2
East. Kod	9716	117 %	+1976
Fox A.	814	8%	4 %
Fox ALoew	20%	8356	+121
Par. ctfs	2%	214	- 4
Pathe A	15 %	12	- 3%
RKO	114	114	- %
Warner	234	214	- 4
Tech:	13	1476	+ 1%
Trans-L	144	234	+ 14
	ONDS		
Gen. Th	6	614	+ 1/2
Loew	100	10456	+ 4%
Par-F-L	44%	69%	+24%
Par-Pub	43%		+27
Do ctfs	4234	70%	
Warner	51	49	- 2
			100

# L. A. TO N. Y.

John Auer.
Travis Banton:
Reginaid Barker.
Jack Benny.
King Charney.
Maurice Chevaller.
Bobby Crawford.
John Curtis.
Larry Darmous Larry Darmour. Mary Eiiis. Wiliiam M. L. Fiske. John C. Filnn, Al Friedman. William Git.
Billy Grady.
Mirlam Hopkins.
Maude Howel.
Geo. S. Kaufman.
Arthur Lee.
Harry Lee.
J. J. McCarthy.
William S. Paley.
Eric Pommer.
Cesar Romero.
Bradford Ropes.
Jerry Sackhelm.
Lupe Velez. illiam Gitt. Lupe Velez. Mark Woods.

# N. Y. TO L. A.

Jack Benny Jack Benny
Dave Chasen
Octavus Roy Cohen
Bob Glilham
Harry Lee
Paul Parry.
Jery Sackheim.

# **Inside Stuff—Pictures**

Counter-threat of Loew's theatre department saved the circuit's plans for productions and permanent m.c.'s in its deluxers when the stages hands union demanded extra men on the crews. Union asked for four additional men at Loew's Jersey City and at the Paradise, Bronx, when latter house adopts the policy Friday (22).

Instead of acceding to union's demands, operators threatened to jet's the presentations at the Jersey-City and substitute vaude, at the same time reducing the present stage crew by two. Union then withdrew its demands.

A first line director is on the spot on the Coast as result of his fond-ness for playing practical jokes on the set. His antice have already resulted in a femme extra garnering 5,000 from him in lieu of a suit which she filed for injuries while another studio employee was sent to the hospital as a result of one of his pranks. Despite the serious result of these two incidents, the director continues with his playful tricks. Several company employees and extras filed affidavits of recent incidents with the Hays office, all of which have been made known to the pro-ducers.

General viewpoint of subsequent run houses is that if they can hold a picture a week they're lucky, but such is not the case in down-town Los Angeles. Here sub-run houses often play films longer than the deluzers.

e deluxers.

Ralto played the double bill of Hell in the Beavens, and Limehouse luss two weeks, and "Foreaking All Others' and Don Juan' nine days, the Copperfield now heading for two weeks. The Fresident held donte Cristo' and 'Marie Galante,' on a dual bill, for two weeks.

Metro-is trying to devise a method of softening the Garbo attitude towards publicity. Several ideas have been submitted for the breakdown. Most favored is the system used by President Wilson in press conferences, that of allowing the interviewers to write their questions, submit them to Garbo for a reply. Not known how the press people will-go for this which is one of the studios worries. Meanwhile, studio has developed Garbo's 10th Anniversity Picture' as the bally line for her next, 'Anna Karenina'.

To protect workers against injury, and to prevent possible damage suits against the company. For has set a 20-mile speed limit for the streets of the Fox Movietone plant at Westwood.

Speeders will be clocked and names turned in by extra traffic cops added to the staff by Police Chief Joe Riley. Latter will act as judge for each violation, and guilty parties will have their cars barred from the studio grounds.

Speed order was issued by Winnie Sheehan.

Film star nixed a leading man for her latest picture. Actor was plenty miffed, but now figures it was his greatest break. He bounded out of the tempestuous star's whelle into an independently produced picture for release by the same major company. With both films previewed around the same time actor is drawing raves, while star's picture, from which he was exiled, is the studie's nothlem child.

New development among N. Y. neighborhood houses in recent months was the indis theatre manager who advocated the elimination of all premums and prizes because he claimed they hurt his business. After the battles under the Film Code Authority over such prize awards, the statement of this exhib was all the more startling. He charged that premiums brought him little additional money at the box office, added to his overhead, and ruined biz at his house the night before and the following Aug. following day.

Double billing and a shortage of prints have formed distributors in Los Angeles to sanction tagging, once-known-as-bloyeling. Recurrence of practice is costing the exhibitors pienty in transportation charges and fines, the latter resulting from speeding motors for the night's transfer of prints from one house to another. Disruption of screening schedules isn't helping, either.

Previewing by Radio of Taddie at the RKO Hillstreet, Los Angeles, on the first Monday night of Roberta's run there, cost the house hundreds of dollars through turnaways.

Overflow jam necessitated closing the b.o. at 8 p.m. Preview was for advance glimpsing by daily newspaper critics, pic having previously been viewed by trade press.

Major producer-distributors have discovered the existence of scores of useless publicity channels which have probably been burning up \$1,000,000 or more a year in stills, photographs, publicity, postage, etc. Distributors, in checking up, have found, that certain racket syndicates use, stills-in-all-kinds-of-advertising for which permission has not been

After much talk on retakes of 'Devil in Women,' Paramount has shipped prints east without change.

Josef Yon Sternberg's contract calling for a final say-so and the fact Mariene Dictrich is east and unavailable for reshooting influenced the decision to release as is.

Pat Scollard, former v.p. of the old Pathe company, is now assistant to Herbert B. Swope, chairman of the board of Keith-Albee-Orpheum, Scollard's appointment was made about a month ago. For the present he assumes the tasks of Frank Alstach, assistant to the president of RAO, vacationing on the Coast.

Mort Blumenstock will continuo to supervise advertising for the Warner chain, in addition to dutes as assistant to Joe Bernhard, general
theatre operator. He has Lee Blumberg, formerly in Philadelphia, and
others as and assistants. Warner operators in the field requested that
Blumenstock continue directing the advertising for the chain.

Plan of Warners to play host to key city critics, taking them to Hollywood to see 'Midsummer Night's Dream'-being filmed, was called off because studio speeded up production on picture too fast. Idea was to pay all expenses, critics being expected to send back stories on the production as it advanced.

Manner in which Allied Operators Union is gaining hooths in several sections of Greater New York has Local 305, amiliated with the American Federation of Labor, aroused, Allied operators are reported winning over an average of four houses a week within the last 45 days.

Although reported to have bought-in-on Harry H. Hartman's operaction of the Orpheum theatre, San Drego, Harold B. Franklin insists held still footloose and fancy free.

Franklin states he's still undecided whether he'll go production of

Federal Judge Julian Mack has set May 1 as the date for hearing 20 the Fox Metropolitan Theatres reorganization.

# FRANCHISES FADE OUT

# Film Code Assessments Now Looks | DISTRIBS-EXHIBS To Be on % Basis-Indies' Objective

Washington, March 19.
Code Authority of the motion picture industry appears to have anticipated the result of the new Recovery Administration policies in setup and adopting a percentage basis for raising the necessary operating expenses for running the film code.

New-resultations

basis for reising the necessary operating expenses for running the film code.

New regulations which were announced yesterday (Tues) specify that in the future no budget will receive approval which provides forcertain fixed minimum or maximum contributions on selding scales assessment of the firm of the f

dodo.

The result of the new order killing the elaborate and arbitrary system now used means that the indies demanding a percentage basis will achieve their goal.

Government announced exceptions only on showing unusual circumstance. It is explained that the intent of the new policy is to spread the administrative expense as evenly as possible.

### BANK NITE SUITS

Patron Wants \$125 Prize and Ex-

Mineapolis, March 18.

Sustaining a demurrer and dismissing the case, Judge Clyde R. White in municipal court here ruled in a suit brought by Local Lebers sained the manufacturer of the court here ruled in a suit brought by Local Lebers and the court here with the court here are the court of the court o

binding because there was no consideration.
S. P. Halpern, local attorney, unsuccessfully set up the defence in
a bank night case before the local
grievance board that the board
lacked any jurisdiction in the matlacked any jurisdiction in the mataction of the control of the consurpers under the Constitution to
regulate intrastate business and
therefore cannot delegate such authority. The board issued a cease
and desist order against the De
Luxe, St. Paul independent neighborhood bouse, on the Publix circuit's complaint, Halpern announced
he will appeal to the Code Authorcut's complaint. Halpern announced he will appeal to the Code Authority and. If nocessary, carry the fight to the U.S. Supreme Cout—The board also issued cease and desist orders against two other independent theatres in bank night, and lottery gift night cases ingituted by the Publix circuit in a campaign to put the show business in the Northwest back on a sound legitimate basis. The circuit now has obtained eight cease and desist orders against bank night and similar cases, losing out in only one.

Hollywood, March 19.
The business of changing
picture titles is becoming
much less complicated than it
used—to be. Disliking—the
handle, 'Under the Pampa
Moon, 'Fox switched over to
'Gaucho Loves.'
Now it's boon' merely a
matter of adding an 'a.'

# **Cross-Picketing** Put Up to Rosy By N.Y. Theatres

on the operator union battle in their area which has broken out anew with Allied and the IATSEchartered local, 306, going to work against each other again after proagainst each other again after pro-tracted inability to settle their dis-putes. The 306 local is preparing to picket every theatre in the metropolitan district not employing its men and Allied meantime has started picketing theatres using 306-men.

metropolitan district not employing its men and Allied meantime has started picketing theatres using 306-men.

It is men and Allied meantime has started picketing theatres with the meantime has a started picketing the startes which are picketed no matter which are picketed no matter which union they sign with, the matter may be placed aquarely up to Compliance Director Sol A. Rosenblatt on the ground that nothing, was done before and that now all kinds of scales are in effect, in alleged violation of the code.

Rosy has sidestepped the union quarrel in New York as much as possible, it is charged. The whole matter of union scales was to go to arbitration, with original thought of the complex of the control of the cont

# New Extras Group for Those with NRA Cards

Hollywood, March 18.

New organization for registered extra players is in process of formation, featuring an anti-strike policy and with announced aim or from invasions of non-pro. Tattle trone invasions of non-pro. Tattle trone invasions of non-pro. Tattle trone after American Society of Chiematographew-in-setup, it.-will have group insurance plan. Membership is open only to recognized extras who get on the NRA preferred-light, if and when that's an soffshoot of the Hollywood Picture. Players Association, sole organization outside the Screen Actors' Guild Junior section. J. Buckley Russell, a member of Extras Standing Committee is president.

# FEAR INFLATION

to Tie Selves to Straight Rentals-Cheaper Dollar Bugaboo Again Grips Midwest

### PERCENTAGES

Chicago, March 19,
Product franchises, covering pleture deals, over a period of three,
five and 10 years at a clip, are rapidly passing out of the industrial
scene as far as the exchanges are
concerned. Whereas formerly the exchanges were only too glad to certifycircuit deals on a long-term basis
as a guarantee of play dates over
many years, the distributors are
now hacking away from any tie-upof-product for more than a single
season. Money situation is too
much in a state of flux at present
for the distrib to agree to a set
price for product even as close as
1937.
Circuit chieftains syndetical.

for the distrib to agree to a serious of a serious of the distributor that the day is rapidly approaching when the circuits and major houses will have to go out into the open market every year to buy product on a competitive basis. The reason is the general apprehension among time exces that infiation is on its way. Film men again visualize the devaluation of the dollar serious of the dollar in view of this the distribution of the dollar in view of this the distribution of the dollar in view of the the distribution of the dollar in view of the the distribution of the dollar in view of the the distribution of the dollar in view of the the distribution of the dollar in view of the the distribution of the dollar in view of the the distribution of the dollar in view of the deal with the view of the deal with the deal since the distribution in part of percentage pletures in the deal since the distribution of the distribution of the deal since the distribution of the distribution of the distribution of the day of the

on long term deals.

Theatree Wonds The first tree Wonder

The arrest from their side hesitate to signature for franchises which cail for percentage deals considerably higher than present contracts. Many of the franchises now in existence call for straight rentals. All theatres are more than willing to contract right-how on a franchise basis for as long a period that the distributors would agree to, but the exchanges are steering clear of these long-termers.

Franchise situation in Chicago has broken up within the past year, and with the coming of the new season there won't be any local franchises. The last of the Mohicans is the Metro-Goldwyn slate whose

is the Metro-Goldwyn slate whose present 10-year franchise expires next year.

### C.A. AGAIN POSTPONES

Meeting Next March 28 — Blue Eagle Being Stalled

Failure to iron out wrinkles in the price schedules, as they affect zoning in the Los Angeles code schedule, will prevent the regular Code Authority meeting this Thursday for the second successive week. It also will further delay any consideration of the Kansas City, Milwaukee and New Haven zoning and clearance, schedules which were to have been rushed through after the LAs sked had been definitely passed on more than a month ago.

John C. Flinn, executive secre-

on more than a month ago.

John C. Flim, executive secretary of the C.A., will not be back
from Los Angeles until March 25
or laten—This—week's—session hasbeen postponed until March 25 as
a consequence.

If the Blue Eagle gets a new
lease on life beyond June, the feeling in inner code circles is that
C.A. members will become better
behaved and rest days to business.

C.A. members will become better Claire Boothe Brokaw and Rosen-behaved and get down to business.

# NRA Gives C. A.'s More Time to Stall: Can Now Take 30 Days on Decisions

# Fed Up

Chicago, March 19.
Chicago film men, who
frankly state that they regard
the local grievance and zoning
board as a 'Joke,' are rooting
for the scrapping of the film
code with the Recovery Administration's minimization of
industry codes.

# 3D EXHIB ASS'N ALL SET AND **OPERATING**

hibitor organization, the third in the field and known as the Independent Theatre Owners Association of the United States, has been established.

established.

Nucleus of this fraternity has been working on he q.t. for the last few weeks and the entire nation-wide set-up will be functioning by the end of the year.

# Rosy Prefers Private Law if and When He Quits, but Not Now

Washington, March 19. Sol Rosenblatt today denied the recurrent yarn that he is on the verge of stepping out of his Govverge of stepping out of big. Government post with the NRA and taking a film industry position. He admits still a desire to return to private law practice and end his Government career.

The film code boss observes. Nobody would expect me to quit NRA is under debate and Congress to the NRA is under debate and Congress.

is investigating the past operation of this administration.

# DEFER PAR AND WB PLEA IN ST. L. CASE

By special arrangement with the Department of Justice, Paramount and Warner Bros. will not have to plead to indictments in the St. Louis anti-trust action until Just before the trial of the conspiracy of the state of the state

### FARNSY'S ADDED POST

TARNSY'S ADDED POST

Sol Rosenblat, divisional adminlatricor nas notified the Film Code
duther to nas notified the Film Code
duther nas notified the Film Code
duther nash to nash the code
duther nash the code
duther nash the code
ministration member of the C. A.
willhout-vote.—Ramsworth, who has
been acting for Howenblatt at numerous recent sessions of the authority in New York, was named under
Article 2. Section 2C, which states
that the administration members having no personal interest in the moing no personal interest in the mo-tion picture business.

The other two members are

Washington, March 19.

Fight to speed up deliberation y Code Authority and subsidiary hoards was lost last week when

by come authority and substidity boards was loat last week when the Recovery Admini-tration approved in original form amendments giving the codists the right to extend the time for decisions on appeals by 30 days.

Although urged to nix this proposal and take counter-steps to expedite action. NRA gave codists what they asked the control of the common that the common the common to the control of the common that the common the common that the c vauceume labor clause changes, the Covernment put its scal on the long pending will do ow washer among the continued of the continued until a better set of ideas has been concepted.—Another change in codists of the continued of

# New Griefer Headache

Jos Angeles, March 19.

Although bank night has met with the diffavor of the grlevance board, another stunt has entered the local field. It is the 'Fascingation' screen game on which the patrons play the wheel with coupons supplied on entering the house. With playing time Just starting, and has been as yet been lodged with the griders.

## Flinn Returns East

Los Angeles, March 19.

John C. Filinn illes back to New York this week with recommendations for changes in the local zon-ing and clearance schedule-following three day session with the zon-the control of the control of the control of the control of Fox Weet Coast, which had requested revamping of certain zone setups,

Benedict With RKO Radio Howard S. Benedict, legit press agent, has joined RKO Radio forces under S. Barret McCormick on a

# 'Ruggles' Puts L. A. Par Back Into The Money, 19G; 'Little Colonel' O.K.

Los Angeles, March 19. (Best Exploitation: Paramount)

Los Angeles, March 19.

(Best Exploitation: Paramount)

With the races over, pictures apparently are back in the public mind. Majority of the houses are grabbing substantial takes, especially the Paramount which is head-told over \$1,5000 on Ruggles and bold over \$1,5000 on Picture sudden decision to pull Bachelor Girl, which went five days, will do a \$5,500 on eight days at Grungicold on Little Colonel, after sudden decision to pull Bachelor Girl, which went five days, will do a \$5,500 on eight days at Grungicold on Little Colonel, after sudden decision to pull Bachelor Girl, which went five ago, will do a \$5,500 on eight days at Grungicold on Little Colonel, after sudden decision of the RKO Hillstreet and Warners Hollywood, with the former house sliding for a \$11,000 take on the \$15,000 last week, but would have topped that gross had not the sound seed the box office at \$1.30 p.m.

Paramount rates high this week on advertising with house using almatic and successful the displays of other hardress the days of the the colonel and the successful to the days of the the colonel and the col

town window displays in merisstores which are grabbing attentions. The state of the state of

Four Star (Fox) (900; 30-35) Sequoia (MG) (3rd week). House did a good \$4,200 last week, and a nice take of \$3,400 in the current

Hollywood (WB) (2,756; 25-35-55-

a. 8-100 where in Prospect. Last,
a. 8-100 where in Prospect. Last,
a. 8-100 where in Prospect. Stays a
hirld week.
Pantages (Pan) (2,700; 25-40) 'It
Happened in New York (U), Will
hit the \$3,500 mark, only-fair. Last
week's double bill, "Transient Lady
stays of the prospect of the prospect of the control
\$3,000 mot had com! (Mono) pulled
\$3,000 mot had com! (Mono) pulled
\$3,000 mot had com! (Mono)
hours drive primarily at night.
Paramount (Partmar) (3,655; 30-40-55) 'Ruggles' (Par) and stage
show, Strong \$13,000 in sight. Last
week with 'King's Horses' (Pan).

### Strong \$13,000 in sight. Last
week with 'King's Horses' (Pan).

### Strong \$13,000 in sight. Last
week with 'King's Horses' (Pan).

### Strong \$13,000 in sight. Last
week, orking \$15,500 despite prewith the prospect of the prospect of the proshould draw \$11,000, good. Last
week, orking \$15,500 despite premain and govern the proshould draw \$11,000, good. Last
week, orking \$15,500 despite premain and govern the proshould draw \$11,000, good.

State '(Loew-Fox)' (2,024; 30-4055) 'Little Colone'; (Fox)' Like the
Chinese, house will suffer through
no build-tup. Picture opened cold
worm decision was reached to pull

##### Strong the proshould draw to good the prolew mod for McMC but \$1,0500 in

Hew mod for McMC but \$1,0500 in

Hew mod Arkitist - (Fox UA) (2,100; 11-10
\*\*Loud of the proshould draw the proshould draw

Bachelor Girl' (MG), but \$10,500 in View not bad. Cirl' harely hit \$6,000 on five days. Cirl' harely hare

Ruggles, Fox with 'Whole Tow' Talking' and Albee with 'One Mor

Spring.'
Joe Lee's exploitation stunts for Ruggles' included apectacular Possella Telegraph, window displays, new and attractive paper. In principal spots in town, radio station tieups with volce-guessing contest, local gazette drawing and bridge contests, a Vim radio and newspaper contact in a vim radio and newspaper. Contact in the contest of the

filcker. Newspaper tleups, etc.
Estimates for This Week
Paramount (4,000; 25-35-50-6
'Ruggles' (Par). Great press
tices and good attendance, sh
produce \$16,000, fair. Last w
'Rumba' (Par) \$12,600, weak.

Kumba (Far) \$12,500, weak.

Fox (4,000; 25-35-50-65)—Whole
Town's Talking (Col) and stage
show. Very Ively week. Good for
\$20,000. Possible holdover, Last
week Marines Are Coming (Masco)
\$14,000, satisfactory, aided by Helen
Kame's rostrum draw.

Kane's rostrum draw.
Metropolitan (2,400; 25-25-50-65)
—After Office Hours' (MG) and
vaude featuring Rooney and Time
bergs. Looks like a pleasant \$1,700
Last week 'Bachelor Girl' (MG)
\$18,002, Jimmle Durante on stage.

\$18,000; Jimmie Durante on singe.
Albee (3,500; 25-35-59-65)—One
More Spring (FOX) and Anatol's Art
All Charles (1,500; 1

# 'Office Hours.' 17G. Ruggles,' \$15,000, in New'k Despite Lent

Newark, March 19. (Best Exploitation: Little)

(Best Exploitation: Little)
The combination of Lent and summer weather over the weeked hit the theatres a wallop they won't make up this week, not even it midwinter returns. Despite all this, Low's is going nicely with After Low's log oning micely with After mount, after a bad start Friday mat, is taking plenty and will prob-

\$17,000, and Ruggles at the Para-mount, after a bad start Friday mat, is taking plenty and will prob-ably touch a nice \$15,000. For 'Unfinished Symphony' the Little contacted all teachers of music all music schools and every one studying music that could be reached.

Parabolish and the course of t

better than the \$3,800 taken.
Little (Franklin) (292; 30-40)
Unfinished Symphony (GB): Looks
like \$800 but in for two weeks anyway.
Expected to build. House
now off all foreign language films
except one for the near future. Last
week second of 'Uomo di Corragio'
(Luce) poor at \$510. Threatened
Tallya.

rialize.

Losw's State (2,780; 15-75).

'After Office Hours' (MG) and vaude. Gable means plenty and this is opening grand. Maybe \$17,000. Last week Sequola' (MG) held okay and olid \$12,000.

Analysis of the control of the company of the control of the contr

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

Week of March 22 Capitol-'Naughty Marletta'

Gapito Analysis (MG), Mayfair—'Man Who knew Too Much' (G-B), Music Hall—'Little Colone!' (Fox) (21), Paramount—'Ruggles of Red

(FOX) (21),
Paramount—Ruggles of Red
Gap' (Par) (3d wk),
Riveli—Wedding Night'.
(UA) (2d wk),
Row—The Woman in Red'
(WB).

(WB), Strand—'Gold Diggers 1935' (WB) (2d wk), Week of March 29

Capitol—'West Point' (MG).
Music Hall—'Life Begins at
0' (Fox) (28).
Paramount—'Private Worlds'

(Par),
Rivefi—Wedding Night'
(UA) '3d wk),
Rexy—Til Love You Always'
(Col),
Strand — 'Traveling Saleswoman' (WB) '(27).

# Portland Sizzling. Ruggles' Strong 71G. 'Roberta' Smash 8G

Portland, Ore., March 19. (Best Exploitations Broadway) 'Gold Diggers' in its second week at the B the Broadway continues to hold e exploitation spotlight and still going great guns at the b.o. Plo dug plenty gold for that house first veek and keeping up a strong pace Orpheum has 'Roberta' this week

getting an extra slice of the musi cal biz, and Evergreen's Paramoun cal bis, and Evergreen's Paramount is also going strong with Ruggles, well exploited on the laugh angle. Fact is the burg's total grosses have upped substantially over recont weeks, despite last week's competish from San Carlos operations of the sales of the sales at the city auditorium. of b.o. cake at the city auditorium.
Wedding Night' replaced Vanessa' at the UA, after latter pic
made only a fair weak's showing.
Hayes pix register weak's the gate
but simply won't click at the gate
under any head of ballyhoo steam.

Estimates for This Week
Broadway (Parker) (2,000, 25,40)
Gold Diggers of 1935 (FN) (2d
week). Golg for god skible first
week answered to be exploitation
campaign and closed for best biz in
months at \$3,200.

United Artists (Parker) (1,000, 25-40) — Wedding Night' (MG) Looks good for nice biz for this liouse, around \$4,000. Last week Vanessa' (MG) disappointed at the b.o. \$3,700, weak.

b.o. \$3,700 weak.
Paramount (Evergreen) (3,000;
25-60)—Ruggles! (Par). Well-explotted and answering on the comedy angle, with vaude and stage
band getting a strong \$7,500. Last
week 'One More Spring' (Fox) with
vaude average \$5,800.

vaude average \$5,800.

Orpheum (Hamrick) (2,000; 2540)—Roberta (Radio) with vaude
and band. Getting unusually good
play for musicals in this burg,
\$3,000, best take in months. Last
week Murder on Honeymoon' (Radio) with vaude closed for good
enough \$4,700.

Mandale (Darkar, Everpreen)

enough \$4,700.

Mayfair (Parker-Evergreen)
(1,400; 25-40)—President Vanishes'
(Par) and Chan in Paris (Fox).
Just a fair \$3,000. Last week
Under Pressure' (Fox) and White
Lles' (Col) failed to get more than
poor \$2,300.

# NORSE BIZ UP

Both Attendance and Grosses Up in Gov't Owned Chain

Oslo. March 8.

Annual report on the combined gross earnings of the 12 municipally owned film houses located here estimates the take at \$1,260,739 for the year 1334. Compared to previous year's figure of \$837,559, meaning an increase of \$163,180, or 19.7%.

Net earnings for this period are estimated at \$253,657 for 1934, as compared to \$203,893 in 1933.

A corresponding increase in attendance is also recorded in comparing 253,657 admissions in 1934 to total of 203,893 chalked up in 1932.

# Philly Heads for 4 H. O.'s: Rogers, 18G. Wedding Nite' 11G, 'Diggers' \$13,500

'ROBERTA' IN COLUMBUS

Sock \$16,000 Against 'Colonel's

lumbus, O., March 19. Columbus, O., March. 19.

(Best Exploitation: Palaico)

Local wiseacres shook their heads
over the prospect of a battle between. Roberta' and Little Colonel'
but Palace's opening one any early,
ture did the trick, and the Pred
Astaire film started packing from
the beginning. Week may be a record, if Palace b. o. keep up same
over to the Majestic for a two-week
run.

run.
Palace went the limit on exploi-tation, with co-op ads, handbills, taxi tieups, menus, and plenty of ewspaper space.
Estimates for This Week

Estimates for This Week Palacs (RKO) (3075; 30-42)— Roberta' (Radio), Coming down the stretch with a big lead. First four days drew \$10,500, and should clear \$16,000 for the week. 'Scarlet Pim-pernel' (UA) had a good opening and slack finish-last week with only \$5,500.

and slack finish last week with only \$3,500.

Broad (Loew-UA) (2,509; 30-42)—
Little Colone! (Fox) takes second money with \$1,700, good. One Hour Later week as \$4,000.

Vanessa (MG). Sobbing to death with "about 1.85,00. Last. week. Folies Bergere" (UA) did better than that with \$5,000. (1,100; 30-42)—
Good Fairy (U) and Edwin Drood's Good Fairy (U) and Edwin Drood's Cood Fairy (U) and Edwin Drood's Cood Fairy (U) and Edwin Drood's Good Fairy (U) and Good Fairy (U) and Edwin Drood's Good Fairy (U) and (U) an

# Screen 'Roberta' 2 Wks. Behind \$3 Stage Ditto. \$9,500. Indianapolis

\$9,500, Indianapolis

(Best Exploitation: Andiana).

Roberto Exploitation: Andiana).

Roberto Exploitation: Andiana).

Roberto Exploitation: Andiana spanson and the exploitation and the exploitation and the exploitation and the exploitation at English's at a 33 scale breaty national advertises by the heavy national advertises by the exploitation and the exploitation and the heavy national advertises and the exploitation of the exploitation and the heavy national advertises and the exploitation campaign of the week, with the department store tieup on original gowns from Roberta's being dispute the exploitation campaign of the week, with the department store tieup on original gowns from Roberta's being dispute the exploitation campaign of the week, with the department store tieup on original gowns from Roberta's being dispute the exploitation campaign of the week, with the department store tieup on original gowns from Roberta's being dispute the exploitation campaign of the week, with the department store tieup on original gowns from Roberta's being disputement and eath or gown of the exploitation campaign of the week, with the department store tieup on original gowns from Roberta's being disputement and eath or gown of the exploitation campaign of the week, with the department store tieup on original gowns from Roberta's being disputement of the exploitation campaign of the week plotter of the exploitation campaign of the week plotter of the exploitation campaign of the week with the department store tieup on original gowns from Roberta's being disputement of the exploitation campaign of the week plotter of the exploitation campaign of the week gown of the exploitation campaign of the week gown of the exploitation of the exploitatio

-Roberta (Radio), Swell at \$5.00, Last week - Rusgies of Red Cap' (Lyric (Olson) (2,000), 25:30.40) -'Great Hotel Murder' (Fox) and Weaver unit. Under expected take with fair \$7,000, due to opposition, and vave and probably season's low at \$5,000. Palsec (Lowers, 1000)

low at \$5,000.

Palace (Loew's) (2,800; 25-40)—

Her Wedding Night (UA). Sten and Cooper won't carry this one, and the figures will be poor at \$4,000. Last week Folles Bergere' (UA), 200 atter a more promising opening.

### Macchiavelli Pic

Rome, March 8. Rome, March S.
A film based on the life of Niccolo
Macchiavelli will be made by the
A.I.P., (Anonima Italiana Film)
Film will be shot at company's
studios in Rome.

Expected that the production will be completed in time for exhibition at the Third international Cinematorgraphic Show, to be held in Venice in August.

test Exploitation: Stanley)

A holdover is more than likely to lead the pack as far as the down-town film houses are concerned this week—Robertat—which—esported assensational 23,500 in its first week at the Boyd, and figures for between \$18,000 and \$19,000 this week. If that figure's reached, third week is sure.

suro.

Management of the Stanley is also planning a holdover but start of Gold Disgers' inst' anything to write home about. Musical pic will be lucky to hit \$13,500 judging by the pace. Philiy is none too warm towards musical pix and there have been a flock of them recently. Note that the start of the property of the trade.

Will Rogers' Life Besing at 40'

the trade.

Will Rogers' Life Begins at 40' should do a nice \$15,000-at-the-Fox with a possibility of reaching 20 grand. Holdover is deemed virtually certain but this Rogers film isn't as strong as some of its predecessors. Siage show isn't helping much either.

Soes for source; a transfer of the second and maybe Vanessa, at Katla week's outsanders besides Roberta's was Ruggles; which, despite raves from the critics, could aqueeze only 11,000 at the Stanley. To lies Bergere's skidded rapidly to at the Alfane second and last week it as fourth. March of Time' show ing heiped last week of 1935 over two local stations was first time that plas ever been done in Philly; 15 minutes on WOAU Friday night was inauguration of idea. Larry Graver, Stanley Gouraud worked together doing cut-ting for this special projection.

Estimates for This. Week Aldine (1,200; 35-40-55)—Wedding Night (UA).

Estimates for This Week
Addine (1,200: 35-40-55)—WedAddine (1,200: 35-40-55)—WedAddine (1,200: 35-40-55)—WedAddine (1,200: 35-40)—WedAddine (1,200: 35-40)—WedAddine (1,200: 35-40)—WedArcadia (360: 25-35-40)—Society
Doctor (MG). Second run, fairly
good \$5.50 seen. Last week Rungood \$5.50 seen. Last week RunBoyd (2,400: 35-40-55)—Roberte
(Radio). Town's only amsh. Onght
to get between \$18,000 and \$19,000 in
second week, and holdover virtually
sure. Last week a sensational

second week, and holdover virtually sure. Last week a sensational \$23,500 (c).000 (c).5.35.40).—Times \$25,000 (c).000 (c).5.35.40).—Times \$25,000 (c).000 (c).5.35.40).—Times \$25,000 (c).000 (c).000

'Shadow or a \*25.500. 'Keith's (2.000; 30-40-50) - Vanes-82.500. 'Keith's (2.000; 30-40-50) - Vanes-82' (MG). Second run, not over \$3. 100. Last week, 'After Office Hours' (MG) second run disappointed at

(MG) second run disappointed as \$3.700. Stanley. (3.700; 25-40-55)—"Gold Diggers" (WB). Started disappointingly, considering fine, campaign, \$45.90 should be tops. Second week \$45.90 should be tops. Second week cappoints of the second week of the second week of the second week of the second was also second week of the second seco

# H. B. Franklin's Corp. For Theatre Exhibition

Los Angeles, March 19.
Harold B. Franklin is going back to film exhibition. Move was indicated by the filing of articles of incorporation for Standard Theatres.
Although not listed as a director;
Franklin set up the organization.

# 'Holdovers Snag Bulk of Chi Biz: 'Copperfield,' 'Colonel,' 'Ruggles' Big; 'Life' Slows to 28G; 'Scarlet' 11G

are doing the business currently, are doing the business currently, are doing the business currently, weight at the box office—Will Rogers in Life Begins at 40. Picture is drawing excellent notices though apparently not heiping. Rest of the town's money is being gobbled. by repeaters and self-tarounds. Garrick and Apollo, in-and-outers, zoom up into profits and and-outers, zoom up into profits and the profit of Little Colonel and David Copperfield. With the short nut on these two theatres they should correl enough grayy this week to carry them over a number of losing sessions.

ions.

One.

Title Winister is making hay at the State-Lake, where tepburn has always been good bo. whire week of Hello Paris' unit is acking the gate at the Palace hough the picture, it Happened in few York, rates as pretty much kay at the register.

jacking the gate at the Palace though the picture, II. Happened in though the picture, II. Happened in Scarlet Pimpernel' is not cantering, very happilly at the United Artistia and not likely to make it move the first van at Palace in th

good-\$84,400.

Garrick (B&K) (900; 25-35-55)—

Little Colonel' (Fox), Doing well
on its added starting time here.

Will lift the take to nifty figures at
4,500. Last week 'Right to Live'
(WB), had a fair stay of it at
3,100.

3:100.

Oriental (B&K) (3:200; 25-35-40)

Mills of Gods' (Col) and vaude.

leagre week at \$12,000. House

eeds attractions. Last week 'Under

ressure' (Fox), fared a bit better

season tractions, Last week to hade season the better \$15,800. (25.05; fared a bit better \$15,800. (25.05; 25.35.55) — Rappened in New York: (U) and sello Patie' unit. Stage abow Detroit. New picture helps the ke currently. which will snag. a tigying \$2.000. Last week game it with 'Gigolotte' (Radio), held the \$4.00 (ARK) (1.500. 5.8.85.

wow. Turned in hetty 514,400 last Sate-Lake (Innes) (2705; 28-25-35)—Little Minister (Radio) and vaude. Hepburn has a good following here; with general patronage will stick around \$11,600; good, currently. Last week Best Man Wins United Arites (B&K-UA) (1,700; 35-55-65)—Scarlet Pimpernel' (UA) (20nd week). Having poor time of it. Not so hot on initial session at likely \$11,000.

### 8G Top Take in 100% Dual N.H.: 'Whole Town' Leads

N.H.; 'Whole Town' Leads

New Haven, March 19.

Reaction has set in following a vow weed all around last week week with notes and a round last week with Roser Sherman's Pimpernel' and Poll's Town's Talking' staging a close battle for the top: spot. Ruggles' standing up—well as a holfower at Paramount. Holfower at Paramount week and everyhody seems willing to let things coast along to whatever comes in. Poll's is using title of their feature to plug newareel by advs. statling 'The Whole Town's Talking about the Coughila-Long-Talking about the Coughila-Long-Talking about the Coughila-Long-Talking about the Coughila-Long-this week's newscoll'. Yale studes spring exodus-denting things a bit. Estimates for This Week
Paramount (Publix) (2,348: \$5-50)—Ruggles' (Par) and Evensong'

# **NOTHING'S GOOD ENOUGH IN K. C**

Amusements seemingly in a slump this week and the final grosses will be the lowest in some Tapers carried heavy displays for the newcomers but in the same sections gave bilatering reviews, killing seeming the same source of the newcomers but in the same sections gave bilatering reviews, killing seeming seemin

week.

Loew's Midland has 'Wedding
Night' but the customers do not
seem to care. Business Newman is
doing with 'Love in Bloom' has
been plenty better.

Estimates for This Week

been plenty better.

Estimates for This Week
Mainatrest (RKO) (8,200; 15-25-40)—Roberta. (Radio), 3d.—week).

Likely to hit close to \$8,000, good after \$5,000 second week.

Weedling Night' (UA). Neither title nor names of stars helped. Many of the 4,000 seats waiting for customers. Will be lucily to get.

Mille nor names of stars helped. Many of the 4,000 seats waiting for customers. Will be lucily to get.

Many of the 4,000 seats waiting for customers. Will be lucily to get. Seats of the star of the seats of the seats

# 'Scarlet' \$14,000 and Loew's \$10,000, Mont'l

Montreal, March 19.
Lent is making very little difference to grosses here so far.
Above-average shows have been
doing turn-away biz. This condition is still holding currently and
another good week is looked for,
judging by results over the current
weekend.

dong turning way use. This open did another good week is looked for, judging by results over the current weekend.

Capitol will top everything in town this week with 'Scarlet Pimpernel' and the popular star cade, very good. Loew's has circulated all Catholic clergy in town for 'Man of . Aran' with good results and a probable gross of \$10,000.

Estimates for This Week

His Majesty's: Dark. Last week three nites and two matiness 'Roberta' musical comedy (legit) as the property of the command of the

Aran' (GB) and 'Gentlemen Are Born' (WB), First class Lent combo which ought to gross \$10,000 very good. Last week 'Gided Lily' (Par) and 'Silver Etreak' (Radio) grossed \$7,500.

Cinema de Parie (France-Film) (800: 50)—Zou-Zou.' Should do above average at \$3,000. Last week repeat of 'L'Aventurier' faded some to \$2,300.

# **WEDDING NIGHT** \$11,000, DUAL, PROV.

Rather tepid stage and screen entertainment has sort of dampened things after nice going for last few weeks. This stanza will see only a couple of good standouts. Most spots will be around average. Loew's is the bright spot among the straight picture houses with a

# 'Wedding' OK at \$39,000, Rivoli; 'Diggers' \$30,000, and 'Roberta' May See \$90,000 2d Week in N. Y.

Rose Marie came through at \$8,300; nice.

Loew's State (3,200; 15-25-40)—

Wedding Night' (A) and Timese with the control of t

week with more than \$10,000 in the till; big.

Modern Fine Arte (1.400; 25-25-50)—Man, of Aran' (GB). Pix brought back for another four-day \$500. Tower slated for less half of the week. Last week 'Poll de Carrotte'; 'Baberina' and Giris from the Old Town', foreign films on split has antire week.

Strand (2,200; 15-25-40)—Carnity-yal (CO) and 'All the -King's Horses (Par). Latter feature getting plenty of knocks and detracting and indicated with no more than \$5,00 looked for; average. Last week 'Whole Town's Talking' (Col) and 'Evensong' (GB) didn't come up to expectations, but still oke at 'Albes (2,600; 18-25-46)— 'Captain' Albes (2,600;

So far Lent has not appreciably hurt Broadway's film business

hurt Broadway's film business. Strength of attractions undoubtediy has much to do with upsetting the traditional inroads of the Len-ten period.

For instance, at the Music Hall Roberta got \$99,000 on its first week and on the current holdover looks strong enough for \$90,000.

Wedding Night' opened moder-

ately Friday (15), income tax day, but spurted and got remarkably good notices. Will do a strong good notices. Will do a strong-\$39,000 first week. At the Strand 'Gold Diggers' is looking for \$30,000 tops and holds. More was expected exploitation campaign, spent more than usual on advertising. Company broadcast the opening from the lobby over WNEW again, and put on the pressure through numerous commercial ad tietups including with LJ. For No. Pranklin, Simon and others, using heavy newspaper, space.

Joyed over the weekend.

Let's Live Tonight' is doing fairly at the Roy at \$26,000, and the reason of the Roy at \$26,000, and the Roy at the Roy at \$26,000, and the Roy at the

Ruggles', now on its second week at the Paramount, will get around \$34,000. It stays a third week. An-other holdover, 'After Office Hours' at the Capitol, is chasing \$25,000.

Estimates for This Wesk

Actor (1,012; 25-40-55)—'High School Girl' (Foy). Under \$5,000 on the week. Last week 'Transient Lady' (U), \$6,000.

Lacy (U), \$5,000.

Capitel (5,400; 85-75-85-\$1.10)—
'After Office Hours' (MG) (2d week)
and stage show. Ben Bernie on
rostrum and holdover may see \$85.

"Naughty-Marietta". on. which. town.
is heavily appered, comes in Friday (22).

Critatian.

Mayfair (2,200; 35-55-65)—'Times Square Lady' (MG), Letting house down to under \$5,000, poor. Last week 'Shadow of Doubt' (MG), \$5,000.

\$5,000. Paisce (1.706; 35-50-55) — Sweet Music (WI5) and valude. May week house took a drubbing. One More Spring. (Fox), \$7,000.

Paramount (2,584; 35-55-75-85) — Ruggles' (Par) (2d week) and Henrietta Schumann over pit. Finished first week at \$45,000 and looks easy third on second. Will hold a flaid.

third.

Radio City Music Hall (4945, 49, 60-85-81,10)—Roberta" (Radio) (2d week) and stage show Getting most all the folks and unusually strong second week of around \$90-009. Little Colonci" (Fox) booked. for Thurwday (21)—First—sevendays, \$99,000.

# Eddie Cantor's Record 28G at 25-40c Hypoing All Pitt; 'Ruggles' Good 10G

Lent notwithstanding, main stem is having one of its best weeks in some time, with takings on the upgrade and first-run sites all in the money, despite spirited competition. Eddie Cantor, with Rubinoff and Parkyakakas on stage and 'Sequoia'

on screen, is pushing the Penn to a great \$28,000, or perhaps a shade better, for house's record gross under present price set-up. Week-end found the walls bulging and before noon Saturday, management had to close the box office temporarily, first

but regular midnight show was practically in due to Cantor's abpractically in due to Cantor's absunday broadcast.

Elsewhere, too, grosses are holdimpure and the previous week's living on Velvet
alout of Penn's overflow. Ruggles
after slow start is breazing right
is 19,000 will more than double the
previous week's Living on Velvet
take. Like Begins at 40° at Alvin,
without benefit of flesh and first
auturated, comb rouseine to inauturated, comb rouseine to inauturated, comb rouseine to inauturated, comb rouse in the local auturated, comb rouse week's Living on Velvet
Little iet-down in Little Colonel
at most one of the local auturated and a \$10,000 week should
be casy. Last week Living on Velvet
lent 35,000, which assures holdower.
Little iet-down in Little Colonel
at most one of the local auturated and a store of the local auturate

windows featured blow-ups of the Estimates for This Week

Estimates for Thie Week
Alvin (Harris) (2,000; 25-40)—
Life Begins at 40' (FOx). First
time house has operated without
flesh since combo policy was inaugurated several months ago, but
of standing on its own. Looks like
a great \$9,500, which means a certain holdower. Last week Fred
Bradna's indoor circus almost chief
by the work of the company of the company
with "When. Man's a Man' (Fox).
Dayis (WB) (1,700; 25-36-40)—
Roberta (Radio). Held over here
two extra days beyond regular week
affect of the company of the company
standard of the company of the company
standard of t

# Lent Doesn't Worry Frisco; 'Folies,' 'Gold Diggers' Hot at \$10,000 Each

San Francisco, March 19.

(Best Exploitation: Orpheum)

(Best Exploitation: Orpheum)

(Best Is taking some toll of the them is taking some toll of the them is the particular of the them is the particular of the them is the particular of them is the particular of them of

# Estimates for This Week

Estimates-for-Thia-Week Fox (Leo) (5,000; 25-40)—'Times Square-Lady' (MG) and 'Crimson Romanoy' (Mascol) in for good \$5, 500. Pinky Tomlin accounting for some of the draw, Last week just \$0-80 at \$6,000 for 'Shadow of Doubt' (WB) and 'Two Heads on Pillow' (Mono).

(Mono).

Golden Gata (RKO) (2,850; 30-35-40).—'Roberta' (Radio). (3d. week)
Will do better than \$12,000, which it
important today for a third week in
this house. Last week a number a

cover 316,000.

Orpheum (F&M) (2,682;-20.51-60).

Orpheum (F&M) (2,682;-20.51-60).

Thight Lift of Gode (U) and Teath Files East (Col), Should on past 38,000, with good exploitation and Henry Armetta personal. Last week piretty good for second week of Whole Town's Talking (Col) and here days repeat of ft 2001, and the control of the Col) and here days repeat of ft 2001, and Fight (Col), hitting good 37,700.

a good \$7,700.

Paramount (FWC) (2,670; 30-35-40)—Gold Diggers (WB) breaks dual policy for this houss. Take ought to be in the neighborhood of

ought to be in the neighborhood of \$10,000.

St. Francis (FWC) (1,428; 39.35.-56).—Sequoia (MGM) (2nd week). Should be oke at \$4,100. Last week good pickings with more than \$5,000 bounding into the U.S. (1,200; 30.35.-55).—Follos Bergere' (UA). Doing abovs expectations on two counts. Word-of-mouth has Chevaller batter than usual, and house is taking all the evertow from Golden Gate's word-of-mouth has Chevaller batter than usual, and house is taking all the evertow from Golden Gate's word-of-mouth has chooled from the country of the country

# McFadden's Flats' Plus Mills Bros. in Person. \$11,000, Par, Seattle

Scattle. March 19.

Best Exploitation: Fifth Avenue,
Paramount theatre leads off this
week. with Four Mills Brothers in
person, plus regular vaude and
stage band.

It was the second big week
with several more in eight, is 70cberta' at the Music Box. This one
getting, lines nightly.

Best exploitation was advance
matinee (one week ahead), for
Littic Colonel at Fifth Ave., with
for the second big week
provided the second big week
provided the second big week
provided by the second by the second big week
provided by the second by the sec

## Estimates for This Wesk

Estimates for This Week
Blue Mouse (Hamrick) (1,000; 2540)—The Wedding Night' (UA),
Good \$4,000. Last week 'Scarlet
Pimpernel' (UA) 2d. week in town,
\$2,000, okay. Everyreen (1,800: 1525)—'Kid Millione' (UA) and President Vanishes' (Par) dual, six days,
Around \$2,700, slow. Last week
Here Is My Heart (Par) and 'The
Gay—Bride' (MG) dual, four days,
(UA) and Evensonia (BB) and
days, \$2,400, big, for \$3,600 week,
good.

(UA) and Evensong (GE) four days, \$2.400, big, for \$3.500 week, good.
Fifth Avenue (Evergreen) (2.400; 25-40) — Little Colonel': (Fox), Steady, and will hold nine days, first seven looking to land around \$3.400, big. Last week After Office Helper (J. 1988) (1988).
When a Man's Amn' (Fox) and Among the Missing (Col) dunl. Back to did policy. Perhaps \$4.200, Nice. Last week Broadway Bill' (Col), windup of six week' run that went big, last eight days, \$3.500, fair.

30—'Roberta' (Radio) (2d week) Lines and going for anticipated \$7, 500, great. Last week, same film \$9,100, capacity first four days, with capacity nights for entire week.

Great,
Great,
Orpheum (Hamrick) (2,700; 25-35)
Night Life of the Gode' (U) and
vaude. May cop \$5,000, which is
unexciting. Last week 'While the
Patient Slept' (WB), \$6,000, slow to

Patient Slept (M.B., \$0,000, as fair.

Faramount (Evergreen) (\$106;
50-35) — 'McFadden's Flats' (Par)

with our Mills Brothers in person,
quartet credited for much of draw.

Last week 'One More Spring' (Fox)
and 'The Winning Ticket' (MG),
\$5,900, fair.

# 'LIFE BEGINS' \$19,000 IN **BUFFALO**

Grosses are down-somewhat this week at all local theatres after a strong lift in figures for the last period except at the Burfalo. Burfalo looks like very substantial gross, with the Lakes and Lafayette running even over the weekend thing plenty of toll at the windows.

Estimates for This Wesk

Estimates for This Wesk Buffalo (Shea) (3,60): 30-40-55; Data (Begins at 40' (Fox) and Ted Lewis unit. Rogers can always be counted on to do nice business, and Lewis rounds out the show in fine fashion. Opened slow, but picked the state of the show in the fashion. Opened slow, but picked the show that show the show. This show caught on and held on splenddly for a good \$17,000.

held on splendidly for a good \$17,000.

Hipp (Shea) (2,400 25-40)—Vanessa (MG) and Winning Ticket (MG). Dual features again, but (MG). Dual teatures again, but good exploitation tie-up with the Helen Hayes personal appearance at the Erlanger. May get around \$5,000. Last week Folles Bergere' (UA) slowed down atter good start, Week's figure well under estimates takes (Shea) (3,400: 25-40)—714.

(UA) stowed down atter good start. When some down atter good start at \$6.00 sture well under estimates that \$6.00 stuffer (Fox). Hold over for second period and may get up to \$7.00 stuffer (Fox). Hold over for second period and may get up to \$7.00 stuffer (Fox). Hold over for second period and may get up to \$7.00 stuffer (Fox). Hold over for second period and sweek built in fine fashion and all some second (Radio) and White Cockretic (Fox). Back to regular dun should get better than \$5.000. Last week 'Copperfield' (MG) was a flop, with the first run seeming to have bropped (advantown possibilities Dropped (God) and (Girl in Danger (Cod). Slow start, but good week-ended the second period (God) and (Girl in Danger (Cod). Slow start, but good week-ended (God). Slow start, but good week-ended (God) and (Girl in Danger (Cod). Slow start, but good week-ended (God). Slow start, but good week-ended (God) and (Girl in Danger (Cod)) show start, but good week-ended (God) and (Girl in Danger (Cod)) show start, but good week-ended (God) show start, but

## WEATHER HURTS OMAHA

Wings in Dark' \$8,000, Dual With 'Lottery Lover'

Omaha, March 19.

Last week musicale, Roberta' (in its second week) and 'Sweet Music, were the bright spots. Snowstorm and indoor circus both counted heavily against that period, too. In its eight periormaneas circus played (Clyde Beatty and cats were the attraction.

Clyde Beatty and cats were ins autraction.

Estimates for This Week.
Orpheum (Blank-Tri-State) (2,976, 28-40)—Wings in the Dark'
Too many outdet force of the following outdets of the following of the following outdets of the following of the following outdets of the following outdets of the following outdets of the following outdets of the musical \$8,000, 200d.

Fifth Avenue (Evergreen) (2.400;
Fifth Avenue (Evergreen) (2.400;
Estagd), and will hold inne days.

40—Woman in Red (EN) with
first seven looking to tand around 33,200, big. Last week 'Art office's and around 33,200, big. Last week 'Art office's and 'Art office's

Folies de Pares' on stage, first three days, 'Society Doctor' (MG) with 'White Lies' (Col) last half. Cut in prices keep the numerous competitive angles from cutting down stocks on its average \$7,000. Last week 'President Vanisheer' (Par) and Bill Hogan unit and vaude acts on stage three days and a dual bill of Storrell and Son (CLA and were barely medium. \$6,750.

Omaha (Blank-Tri-State) (2,100; 24-40)—Rugsies of Red Gap' (Par). \$7,000 or so. Last week 'One More (FD) were barely average of the conference of the earlier snowstorm. \$6,500,

# WASH.'S SOCKO PIX DOING BIZ

Washington, March 19.

Washington, March 19.
(Best Exploitation: Earle)
Plenty of big names fitting about
on local screens this week, but only
one ho. is doing anything to get
excited about. Can't be blamed on
weather or lack of bally, either. It's
the filckers. Grosses are in direct
ratio to the bouquet tossed by
ritication mark of the week's
openings was Don Juan,' but week
will be oke at Loew's smallest mainstem spot, if not what it could have
been.

stem spot. If not what it could have been.

Both WB and Loew's went to town this week. Best single stunger of the state of

Vanessa: (MG) took estisfactory 322,000. WB) (2424, 25.35-40-60). Took and vande. Good all-sround stage bill offsetting lukewarm reception given newest WB musical. Week should get oke \$11,500, but boys hoped for more: (Cot) got \$17,500 and most straight male attendance. Keith's (RKO) (1,830; 25-35-60). Roberta' (RRadio) (2d week). Smashing through with wow \$12,500 and week it collected gorgeous 1980 and week it collected gorgeous 1981 and 1982 and 1

June 1 week it collected gorgeous 31-90ase (Locw) (2,353, 25-35-60)—Weating Night (UA). So-so, maybe passable \$13,000. Last week Gilded Lily (Par) struggled to acceptable \$14,000. Last week Gilded Lily (Par) struggled to acceptable \$14,000. Last week Baboons (Par) (Locw) (Lo

Belasco (Radin) (800; 25-35-50-60)—Petersburg Nights' (Amkino). Returns house to strictly arty spot and as such \$1,200 should be good. Last week, second of 'Power' (GB), held up to oke \$1,500.

# VERY HOT BUT PIC **BIZ OKE IN SYDNEY**

# Penner Ups Indie Taft to \$17,000; Cincy Strong; 'Bergere' \$11,000

'ROBERTA,' \$4,500, SMACKO

Tacoma Business is Pretty Good Generally

Tacoma, March 19.

Better grosses indicated this week, as attractions ace-up. Blue Mouse has Roberta' and Roxy has 'Copperfield' for top dough while Music Box getting steady takings first half of week, with vaude bolstering.

Estimates for This Wesk

Estimates for This Week

Blue Mouse (Hamudol) (709: 835)—Robertal (Radio), Heavy newspaper, radio and all-around campaign helping reach \$4,500, smacko.
Last week Living on Velvet' (WB)

substituted for 'Iron Duke' (GB)

went for \$2500, fair.

Musio Box (Hamrick Lideo: Broth

"William (WB) and (WB) and

Gisolette (Radio) dual, Around

\$3,300, fair. Last week Rumba(Par) and vaude, three half, \$2500,
and 'A Notoround Range (Far)

Roxy (J-yH) (1,300; 25-28)—

Roxy (J-yH) (1,300; 25-28)—

Roxy (J-yH) (1,300; 25-28)—

\$3,500 total.

Roy (J-VH) (1,300; 25-35)—
David—Copperfield\* (MG). Entire
front of theatre built-in for lovely
effect, and big sen. campaign.
Around \$4,300; big: Last week. Sequola\* (MG) campaign talk of country-roundabout, and grossed gigantts-\$7,800.

ROBERTA' TOPS

MPLS. AT

\$18,000

Minneapolis, March 19,

(Best Exploitation: Century)

There's gold in them that boxoffice hills this week. A whole
galaxy of sock attractions spells
pay dirt for the showhouses. Roberta, 'Ruggles of Red Gap' and

berta, 'Ruggies of Red Gap' and Clive of India' are the cream of the crop, with the former up at the top by a considerable distance. It's a long time since there have been so

many solid\_film\_olicks\_here\_simul-taneously.

Roberta' has the whole town ravlng and is ticketed for two weeks
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Minneapolis, March 19.

# Cincinnati, March 19, (Best Exploitation: Taft)

(Best Exploitation: Taft)
Two newly opened stage and acroen sanctume are the main acroen sanctume are the index of the mack and ways. The Fenner is top, fetching \$11,000 and the Best of 1835' and the Spices of 1835' and the Spices of 1835' and the sanctume acroen with a sanctume acroen sanctume acroe

bee a 33-42c. Little Colonel at the Grand is producing 33,800 in the Grand Colonel Colonel

Estimates for This Week

Estimates for This Week
Taft Ind) (2,800; 25.40.80)
World Accuses' (Ind), and Joe Penmer plus four acts. Initial Cincy appearance of Penner since his radio
rise. Biz on first half indicates \$17,000, swell. Last week 'Night Alarm'
(Maj) and Thurston, \$15,000, a
wham start for this theatre's fleshflim venture.

film venture.

Shubert (RKO) (2,200; 35-42)—
Best Man Wine' (Cd) and Spites of 1935' unit. Fast getaway points to \$13,000, fine. Last week Grand Old Gir! (Radio) and Larry Rich revue, \$10,000, oke.

Palace (RKO) (2,600; 35-42)—
Folies Bergere' (UA). Title of Parisian hotchs upon bigged over Maurice Chevaller. Heading for \$11,000, nice. Last week 'Scarlet Pimpernel' (UA), \$8,000, fair.

Albee' (RKO) (3,300; 35-42)—
Albee (RKO) (3,300; 35-42)—

Pimpernel' (UA), \$\$,000, fair.
Albee (RKO) (3:300, \$5.42)—
Wedding Night' (UA) with 'March
of Timc'. Local debut for Time'
made with blend of its first and second release. Best liked Anna Sten
pin here so fair. Gary Cooper and
pin here so fair. Gary Cooper and
to fair the second of the second dio), fine days, \$24,000, tremendous.

Capitol (RKO) (2,000; \$5-42)—
Roberta' (Radio). Switched from
Albas for second-week, \$8,000, plenty
strong, and will hold over here for
another seven days. Last week 'Littile Colonel' (Fox), switched from
Palace for second week, \$7,000, big.
Pix got \$16,500 on first week at Palace.

ace.

Grand (RKO) (1,200: 25-40)—

Tittle Colone! (Fox). Third downtown-week, \$2,300, hefty, and will
probably remain for a fourth week.

Sweet Music (WB), switched from
Keiths, three days, and four days
on Ruggles of Red Gay (Par), a

downtown returner, \$2,500

downtown returner 2300, 1271, a downtown returner 2300, 1271, a Lyrie (RKO) (1400; 544). These-Square Lady (MG) Unknown stars a handicap for 33,000, sorry, Last week 'Sequoia' (MG) (2d wk); 44,000, all right, following 48,600 n first week. (1500; 35-42). While the (USSON) (1500; 35-42). While the

humerous store winnow the cube.

leading catteria distribution of carde and postcards mailed out, the control of carde and postcards mailed out, the control of the control of carde and postcards mailed out, the control of the control of carde and postcards mailed out, the control of the control of the carden of the control of the control of the carden of the ca

# February Production Survey

Although the first two weeks of February found nearly all of the major studies with near capacity production, as a result of overflow from January, last half of the month tapered off to a mere whisper, Most of the majors declined to start pictures that would carry over to the tate tax date of, March I, with nick on levy of that portion of the picture shot on that date.

Total of 85 features were in work at major studies during February Hollywood Merch 19

ture shot on that date.

Total of 58 features were in work at major studios during February, compared with 66 in January. However, February saw only 22 going before the cameras, which was a considerable drop from the 38 statters in the month previous.

The independents seared up their activities nearly 100% for February over January, getting 17 features through the mill as compared with 10 for the first month of the year.

	MONTH'S PRO	DUCTION	ACTIV	ITY
	Major Companies	Pictures Working	Picturee Started	Pictures Completed
	Paramount	9	2	5
	Fox.		7.	5, 044.8
	Warners	8	2	4.
	Radio	8	- 8,	
	Columbia	7		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	20th Century			2
-	Universal	mm. 5		
	Metro	7	3	4
	Major Independents for	1 1 1 1 1 1 1 1	17 125	
4	National Release			
	Samuel Goldwyn		50 S	100
	Pioneer			••
15	Charles Chaplin	1	Carrier C.	A March
1	Walter Manger		1000	
	Small-Reliance			
10	Independents for	Pictures	Pictures	Pictures
31	State Right Release	Working		Completed
24	Charles and the same of the sa	to the way in seet to	for a biggroup of grounds	
. 1	Pleat Division	9	1	1. 1. 1. 1.
	First Division	2	2	- 1
	Mascot	2	-	2
100	Ambassador		î	1
	Invincible	1	1.	1
	Liberty	1	1	1
. 1	Select	1	1	1
	Mayfair	1	1	1.
	Ralph Like	1	1	1
,	Darmour-Majestic		1	1
Υ,	William Berke	1	10.1	
	Resolute	1 1 1	1	i
		1 1 1	1 1	i

### 50 FEATURES COMPLETED IN FEB., 1935

Hold 'Em Yale'—Patricla Ellia, Cesar Romero, Larry Crabbe.

'McFadden's Flate'—Walter C, Kelly, Andy Devine.

Going to Town'—Mae West.

'Stolen Harmony'—George Raft, Ben Bernie.

Four Homes A Vivi

McFadden's Flats—watter o. a.s., McGadden's Flats—watter o. a.s., McGaden's Cooperation of the Mack, Joe Morrison.

Four Hours to Kill"—Helen Mack, Joe Morrison.

Traveling Saleshad"—Joan BWarners

Traveling Saleshad"—Joan BWarners

Watter McGaden's McGade

Wanderiust—Anne

Richelleu"—George Arlias,
Les Miserables"—Frederic March, Charles Laughton.
Radia

Laddles"—John Beal, Gloria Stuart.
Star of Midnight—William Powell.
Spring in Paris"—Ann Shirley.
Sitrangers All"—Preston Foster, Florine McKinney.
Village Tale"—Randojb Scott, Kay Johnson.
Columbia

Shaney Carroll, George Murph

Village Tale—Randonpa Scott, Any Johnson,
Til Love You Always—Nancy Carroll, George Murphy.
Stranger, In His House—Jack Holt.
Fighting Shadows—Tim McCoy.
George White Scandals—Alice Faye, James Dunn.
Tte a Smail World—Spencer Tracy, Wendy Barris.
Spring Tonic—Lew Ayres, Claire Trevor.
Great Hotel Murder—Edmund Lowe, Victor McLaglen.
410 Raise—Edward Everett Horton, Karen Morley.
Universal
Frincess O'Hara—Chester-Morris, Jean Parker.
Werewolf of London—Henry Hull.
The Showdown—Buck Jones.

Metro—

Metro

"The Showdown"—Buck Jones.

MetroReckless—Joan Harlow, William Fowell.
Vampires of Prague—Lionel Barrymore, Jean Hersholt.
Times Square Lady—Virginia Bruce, Robert Taylor.
The Reckless of Prague—Charles Butterworth, Una Merkel.
Wedding Night—Anna Sten, Gary Cooper.
Walter Wanger
Frivate Worlds—Claudette Colbert, Charles Boyer,
Independente for State Right Release
Supreme—Two Bob. Steele westerns.
First Division—Sunset Range—Hoot Gibson.
Mascot—Miracle Rider.—Tom Mix serial,
"Behind the Green Lights".
Monogram—Great God Gold'.
Desent Trail"—John Wayne western.
Ambassador—Wildeness Mail—Kernit Maynard western.
Invincible—Tublic Oplinof".

Desert Trail:—John Wayne wester Ambassador—Wilderness Mail—Kermit. Invincible—Public Opinion.' Liberty—The Old Homestead. Select.—Go Get It Haines.' Mayfain.—Get That Man.'. Raiph Liko—The Sea Devil!. Darmour-Mejestic—Thunder in the Stree William Berke—Roaming Roads.' Resolute—Tighting Ploneers'. Ray Kirkwood Prods.—Bill Cody western.

# COLBERT'S CANAL RETURN

Claudette Colbert goes back to Hollywood via the Canal, sailing Saturday (23), and on arrival immediately prepares to do a picture for Columbia, If I Could Cook, be-fore going back on the Par lot. Miss Colbert had-intended com-

ans Colort nate-intended to the Lux radio broadcast,

### Jean Arthur Sued

Los Angeles, March 19. Jean Arthur is being sued for \$400 agency commissions by Balph

arnum. Farnum.

Agent asserts tithes have accrued under the actress' contract at Columbia, to which she returned to work under injunction during legal proceedings to hold her from going to another studio in a dispute over starting dates and parts.

### Non Stopper

Hollywood, March 19.
Arthur Hohl believes he's
the forgotten man of the
Academy awards statuette

party.
Deeme himself entitled to some kind of a bauble for playing in four pictures on two different lots within the space of 24 hours.

# 'Ruggles' \$20.000. 'Roberta.' Time' Same in Detroit

(Best Exploitation: Fox)
Red ink can be put away for an other week, as indications are for

other week, as indications are for a-big-week. Real-picture feast will-put grosses in top brackets. 'Ruggles of Red Gap' at the Michigan, Wedding Night' (UA) at the United-Artists, and second big week of 'Roberta' (Radio) at the

Poly are the answer.

Palm this week to Sam Rubin'sR. G. Dun cigar amateur froite,
from stage of Fox theatre Friday ght, with radio hook-up over owerful WJR. Stunt, old in the east is new here.

### Estimates for This Week

Estimates for This Wesk Michigan (United-Detroi) (4,100; 28-36-55)—Rugsles' (Par) and stage show. Pletures based on popular books always draw good attendance of the control of the contro

a satisfactory sum of \$21,000.
Fox (Inde) (6,100; 25-35-56)—
Roberta (Radio) (2nd week), and
stage show. First holdover here in
two years. New stage show and
second issue of March of Time will
send the gross to a very awest possibility of \$20,000. Last week a beautiful \$28,500.

ulful \$28,500.

United -Artists (United - Detroit)
(2,070; 25-35-55)—Wedding Night!
(UA). Cast includes Agnes Anderson, local contest winner who made
good. Will get over nicely to about
\$3,000. Last week Folles Bergere'
(UA) garnered the same amount,
oke.

# **'DUKE' \$2,500** IN DENVER

Denver, March 19.
Orpheum is closed the current
week. Harry Huffman relinquished
it to RKO last Thursday. It will
reopen Thursday with Roberta.

### Estimates for This Week

Estimates, for This Week

Aladdin - (Huffman) - (1,500; 25-35-30) - Tron Duite (GB). Under
Arlies average in Denver; pornaps
nell' (UA), 2d week, continued, to
do above average and closed with
around \$3,000. The initial week
the gross- was \$4,000. Initial week
to this in old theater
in Denver with exception of unique
land the gross was \$4,000. Initial week
and \$4,000. Initial week
the gross- was \$4,000. Initial was
the gr

# Boston Bubbling Over: 'Roberta' Big \$30,000. 'Gold Diggers' Good \$25,000

# 'COPPERFIELD' \$7,500

Rumba, \$3,000, Light In Birming

David Copperfield is doing right well. Saturday looked like every idd in town was down to the thea-tre, and at two clock—three hours after the first show started—the tots well has been to the control of the well will be out front trying to Saturdays prior to first show, was factor.

# **'Wedding Night'** Good \$19.000 In Baltimore

Baltimore, March 18.

(Beet Exploitations Century)

Business continues to hover up around the higher brackets all over the burg. Lent doesn't seem to have made depress at all in grosses this year. Wonder-order continues to breaking third week at the vaudilm Hippodrome.

Publicist Herb Morgan of the Contury conceived a neat one for printed up a 1D Not Disturb sign with copy on fick emartly dove-tailed. Had cards hung in hotel rooms, office buildings, etc.

Estimates for This Week.

Gentury (Loew-ULA) (3,000; 15-25; 124,000; 10-25; 124,000; 124,000; 1

days; getting mea-virial stretch.
Valencia (Loew-UA) (1,000; 15-25-35)—Society Doctor' (MG). Just a moderate \$3,200, hampered by lack of cast names. Last week, second run here after sock week at vaudfilm Century, 'After Office Hours' (MG) evoked no choers when grosslare fair \$2,175.

# Espy Ends 16 Yrs. with Skouras to Join Goldwyn

Los Angeles, March 19.

Los Angeles, March 19.
After 18 years with the Skouras
Jiros. In executive capacities, J.
Reeves Espy, prepently assistant to
Chânies P. Skouras, and in charge
of Fox West Coast de luxe operation, is joining Samuel Goldwyn
uround Appli 1.
Espy goes to Goldwyn in an advisory, capacity and as a story
contact.

(Best Exploitation: Keith Memorial)
Picture biz taking an upward
zoom this week, with several good
shows on Boston screeches and stages.
Big sitr is 'Roberta,' opening a
three-week run at the Keith Memorial. Looks as if it might do \$30,000.
Metropolitan appears to be nicely
marqueed with Gold Diggers on the
screen and an attractive stage
screen and an attractive stage
of the stage of the st

show, and take will hover around \$25,000. Orpheum, which has been trailing in the trear guard lately, steps output to the trear guard lately, steps output to the step of the steps. The step of the stage is a step of the stage. Best in weeks.

Kelth publicity office went to town on opening of Roberta: One of the flock of gowns actually used in the pic for display in the theatre and a department store via a fashion review. A batch of bally accompanied the actual transportation of the gowns in an armored cay, guarded by medically accompanied the actual transportation of the gowns in an armored cay, guarded by medically accompanied the actual transportation of the gowns in an armored cay, guarded by medically accompanied the second stage of the second stage of

### Estimates for This Week

Keith. Memorial "(KRO)" (2,9007-25-38-40-55) — Roberta' (R a d 1 o). Broke at Indeadors records for the house on opening day (15) and comwisted the state of the commentary of

# RCA VICTOR SHIFTS

Personnel Shuffled as Departments
Ars Merged

RCA Victor Photophone is consolidating its radio parts sales despartment with the receiver and phonograph department. Coincident with this announcement, made by G. K. Throckmorton, vice-president of RCA Manufacturing Co, a. shift in personnel was announced the last few until the same properties of the RCA Victor Photophone department, has juen-made-manager of the RCA Victor Photophone department, has juen-made-manager of the Company's Hollywood operations. As such he will supervise all RCA Victor activities on the West Coast, including sound-on-film recording as well as the sale, servicing and maintenance of theatre sound-reproductions and the sales will be supervised to the sales of the sales will continue to the sales will be sales

Edward M. Hartley, formerly ser-Edward M. Hartusy, no men, vice manager, of the Photophone department at Camden, and F. B. Ostman, his assistant, has been named service manager, also at Camden.

# Silents Fading in Japan, but Still Hold in Most Spots; Low **Grosses Limit Sound Advance**

VARIETY'S LONDON OFFICE,

By BURTON CRANE

Tokyo, Feb. 22. coming into their own in Japan and the writing is on the

wall not only for the silents, but for the small houses which can't afford

At the end of last year there were 1.718 theatres in Japan, Manchukuo Korea and Formosa. Manchukuo is included in this total because it recently required that scripts be submitted in Jananese for censoring It now has to be serviced as part of the Japanese territory. Of the wired houses 31 have Western Electric, 34 RCA Photophone, 57-Tobis and the balance have Japan-made outfits. partly bootleg and partly copied.

Especially in the cities, are silents on the way out. There the cash customers can get talker fare for only a few coppers more than it in the silent nabes. The Hiblys Gekilo here has been serving just about the best-balanced progra in town for 14c a head for any sea in the house, packing 'em in and making money week in and week out. Same pix on second run all over town for about 8c, while silent houses are usually about six.

town for about 8c, while silent houses are usually about six.

Wiring Charges
Mort houses don't gross enough to pay for wiring. Now that 710 houses are wired, it is improbable that the gains will be noteworthy in the years to come, unless wiring gets to cost much less. Fleid has just about been covered, although some of it is covered mighty poorly. Every, house in Japan plays at least two pictures a performance. Quite a few plat three and there was one case reported from Osaka of quadruple billing. Triple-featuring is only for second runs, however. There is insufficient domestic product to keep any house playing talkers all the year round.

Alters all the year round and sound pictures last year. Nikkatsuhas its own chain, but produced only 22 talkers and sound features for it. Independents made but 24. Obviously, unless the houses wish to play Japanese silents between the few talkers, they must buy foreign product and 8 good deal of it.

One Experience.

set and a good deal-of it.

One Experience
One house, the Nippon Geldjo,
tried to do just that last year for
a time. At the end of the summer
the Nippon Geldjo Geldjo,
tried to do just that last year for
a time. At the end of the summer
the Nippon Geldjo Operating Company decided it couldn't keep out-of
the red and rented the house to the
Nikkatau group, which wanted it as
a Tokyo ehow window. Tried, with
lack for success, to play all-domestic
product. Before it finally surrendered the theatre at the end of
the year, It tried to get some of its
own back by playing foreign pictures, but it came to the decision too
late and had trouble booking anything with pulling power.

late and had trouble bookins any hing with pulling power.

Now that the Pantages show has left the Nippon Gekijo, it is to be controlled by a combine formed by Ichizo Kobayashi, head of the Taktaradzuka interests, the Shochiku. These two, have pooled in order to eliminate the house as a first-run customer for foreign product. Abparently they want if to play doparently they want if to play doparently they want if they are paying \$7,000 a month rental. About the only way they'll ever make money on the deal is to close the house down, figuring to chisp that muchoff-picture-rentills—for their own houses. Competition in the first-run houses. Competition in the first-run houses. houses. Competition in the first-run field here practically doubled rentals

wa Shoji now that Chidori has gotten rid of its old Radio prod gotten rid of its old Radio product; remains the largest Japanese dis-tributor of foreign films. It han-dles Ufa, Cine-Alliano, Terra, Osso, Vandal-Pelac, Sued, Gaumont-Brit-ish, Capitol, Vandor and Pittaluga. Ufa, had 13 Japanese releases hast

Last year 12 independent American films were played in Japan as against only 2 in 1933.

# Pix in Japan

· 英格里克。	1932 1933	1034
Touses wired	391	710
Japanese talkers	. 20 38	. 72
Japanese sound pix. Japanese silents	. 21 17 .529 807	297

# **CHEVALIER'S HEADACHE** OVER A PARIS GARAGE

Paris, March 11.
Decision pending before the Paris
Court of Appeals can oblige Maurice
Chevaller to come back to Paris and

un a sarage.

Chevaller bought a garage near
the Place-Clichy, Montmarte, aixyears ago, in partnership with
Georges Milton, local comedian.
They paid \$40,000 for it. Finding
they couldn't-handle the investment
themselves, they sold out to a couple
of partners named Niclou and
Harang, who were to pay for the
Chevaller-Milton stock on Installment plan.
Pretty soon duo-stopped paying.
Chevaller and Milton brought suit

Pretty soon duo stopped paying.

Chevaller and Milton brought suit to have them sold out and Niclou and Harang brought a countersuit alleging the garage want what it had been cracked up to be.

Suits dragged through courts, with various decisions and appeals. Current debate is on motion by Niclou and Harang to have sale cancelled. Want court to order Chevaller and Milton to give them back the Installments they paid and take back the garage.

# British Distrib Combo In Sydney; Like Yanks

British distribe operating here combined to form a powerful organization headed by Stuart F. Doyle came into the group because of his holdings in British Empire Films on the holding in British Empire American is all the present operating in Autrestia & Dresent operating in Autrestia

at present operating in Australia American distribs have their own separate unit known as the Motion Picture Distributors' Association, headed by Sir Victor Wilson. Formation of the British unit may

or may not carry any deep meaning in respect to future policies between the British and Americans.

# G-B Drops 'Christiano'

London, March 10.
After considering Hans Jaray's
Christiano Between Heaven and Heaven and Hell' for many weeks, Gaumont British decided it is not a suitable vehicle for Conrad Veidt.

vehicle for Conrad Veldt,
Dramatist Jans Jarsy is the actor
who played Schubert in 'Unfinished
Symphony' talker.

'Christiano' film rights are new
under option with Bob Milton, who
bought the English and American
stage rights.

### Mexico in Color

Mexico City, March 16.
Mexico's first folklore pic in colors, featuring national costumes, dances, singing and music, and with the historic Chapultepec Park, in which is situated the Mexican White House, is to be made soon by San Vincente Bros. Vincente Bros

Pic will be the first of a series of color films the enterprise proposes to make this year.

### ATP's Plans

London, March 10.
Associated Talking Pictures announce an elaborate production campaign for the remainder of the

Includes three films starring Gracie—Fields; two with Clive Brook, and three comedies starring Leslie Henson.

### COLOMBIER IN HOSPITAL

Hollywood, March 19.
An arm infection is keeping Pierre Colombier, French director, in the hospital here another week.
He was-to-have-left-Friday-(15) si with Maurice Chevaller to sail for France.

# Kiepura's Legion

Jan Kiepurs, Polish tenor under contract to Paramount, received the Honor between two acts of La Tosca, which he sang at the Opera. Paramount gave a dinner in his

# **3-DIMENSIONAL SOUND IN PARIS**

Paris, March 10.

New development in sound has been worked out for the talking version of Abel Gance's epic Napoleon.

poleon. Idea is called sound perspective and consists of making sound come from all parts of the house, instead of just from behind the acreen. In particularly used in mob and hattle scenes, and can produce a roal of sound which rumbles from one part of the theatre to another. Does for the ear what three-dimensional films will do for the eye, is the contention.

Key Idea, technically, is a second sound track on the film, which contains signals, read by a second electric eye in the projection machine, determining which of the many loud speakers scattered all over the house will be used at any moment.

determining which of the many loud speakers scattered all over-the Rouse will be used at any moment. Second track is post-synchronized with the first, and is merely an automatic control for switching speakers on and off and regulating their intensity.

In the first, and is merely an automatic control, for switching speakers on and off and regulating their intensity. In the control for switching speakers on and off and regulating their intensity. In the control for switching speakers on and off and regulating them realistically in coherplaces than the volces of actors visible to the spectators.

Apparatus is protected by Gance-Debrie patent, and installation is being made by Fred Hotchking, of Western Electric in the Paramount theatre, here, where Gance's Napoleont. Will open April 5- Date of poleont. Will be a faster a Expected that France will be equipped with multiple loud speakers for this film. Gance expects to make three films with his system and then release the patent for general use on a royalty basis.

Napoleon' was to have opened along the control of the story of the

### 205 Films in Italy: 110 of Them from U. S.

Rome, March 8.

Reports from the Revision Committee of the Under Secretary of State state approval was granted 379 films last year. Of this under

373.4lms\_last\_year.—Of-this\_under\_
205 were full lengths and 175 shorts.
Proportionate showings of different countries were U. S., 110 full
lengths and 159 shorts; Germany,
22 features and one short; England,
22 and one: France, 14; no shorts;
Czech, Polish and Danish contributions were one full length, aplece
and Austria one of each. Italy got
third. place with—25-longtes—and—12shorts.

# Costly Mex Pic

Mexico City, March 18.
Impulsora Chematografica, S. A.,
American-Mexican producer's here,
headed by Paul H. Bueh, local automobile agent, is producing Maria
Elena' ('Mary Helen'), which is tobe a sort of Rose Marie. of the
II looms as the most expensive pieever made by mative producers.

Film will have an English version.

# WEINERS' U. S. VISIT

Lucien Mandells, son of the orig-inal publisher, Dr. Alfred Weiner, of the Flim Kurier, Berlin trade paper, and now an expatriate resid-ing in Paris, arrived in N. Y. yes-terday (Tues.) on a first-time New York and Hollywood survey, in com-pany with his parents.

pany with his parents.

Mandelik was associate editor of his father's trade daily, which the Nazi regime 'soordinated.'

# Fight Grows Bitter in Sydney. But Still No Action on Quota

# Jeanne Aubert's Pic

Paris, March 10.

Jeanne Aubert, who hasn't been back here from the United States for a long time, is making her first film for Fine. Films at the Photosonor Studies.

Pic is "Scandalous Spouses" and is Pic is "Scandalous Spouses" and is been for the part scane see the photosonor of Touth, and the past scane see (Marcel Sprecher) will distribute it here.

ere.
Supporting parts are held down
y Rene Lefevre and Suzy Vernon. by Rene Lefevre and Suzy Vernon. All Miss Aubert's shots have got to be finished this week, as she goes into two-a-day at the A.B.C. thereafter.

# HUNGARIAN FILM MAN BANKRUPT: \$600.000

Budapest, March 8.
Considerable consternation in local film world caused by bank-rupter of Sandor Winter, owner of City Film. Co. which operates a the-fire. represents and distributes United Artists, and financed most of the more important local picture.

Line more disposant local picture productions productions with the production strong production strong heal at the Savoy, made in Budapest in a German-language version, with great expense, attarring Gitta Alpar. He was negotiating for an English-language retake of the picture, also with Miss Alpar starred, on terms which would have enabled him to meet all his liabilities. But the film had a bukewarm ties.

enabled him to meet all his liabili-ties. But the film had a lukewarm reception in Vienna and falled com-pletely in Budapest.

Winter is now in London at-tempting it o-sell Ball!—there—in which case creditors may partly re-cover their losses. Liabilities aum up to about \$600,000.

# Asks \$130,000 Because Director Wouldn't Work

Paris, March 10.

Marcel Pagmol-former playwright now a teading a fischood damage is detendant a fischood damage suit for breach contract brought by Raymond Boulay, president of Europa Films.

Boulay bought from Pagnol and Paul Nivoix in March. 1322, the screen rights to play, Right to the Heart, by Pagnol and Nivoix, and contract, he alleges, called for Pagnol to direct the picture.

When time came to start shooting, Pagnol was producing his own film, Fanny, and wrote Boulay to cancel the megsing part of the contract. Europa Films alleges it couldn't make the film because Pagnol reneged, and brought cut.

## Two More Libertys

Melbourne, Feb. 24.
Dave Martin of the Liberty Group
Sydney, has been giving Melbourn
the c.o. in search of a site for a new

theatre.
It is believed that the Liberty
Group, in which Here McIntyre of
Group, in which Here McIntyre of
Universal is interested, is keen to
erect another theatre in Sydney,
with the possibility of extending to
Melbourne, too, if a suitable location can be found. Sydney house
only a 500 seater, and bigger houses
are reported being plumed for the
future.

# NEW MADRID PIC SET

Madrid, March 8. Ediciones Cinematograficas Ibero Americanas, new film producing outfit, getting set to do 'Un Dia do Turismo' ('Tourist Day') as its initial item, Manuel Manteca Tejada, who wrote the scenario, doing the marging.

Jana Jannach and Francisco
Jana Jannach and Francisco
Alonso set in principal roles and
music will be provided by Carlos V.

### G B IN SPAIN

Madrid, March 8.

Exclusive Madrid-Paris, film distrib outfit, debuting with Jose L.

Campua as manager.

Offering Man of Aran' (G-B), prize pie of the Venice film expo, for its bow.

Sydney, Feb. 24. Government is still stalling on the

quota.

Several members of the present excrement-have requested that the bill be held over until after the sext elections, in September. Members also severely criticized the Film Quota Bill, who begin save the public. Stated that a pic might be a failure in Victoria and a hige success in N.S. Wales.

Stated that a pic might be a failure in Victoria and a huige success in N.S. Wales.

Objection was also taken to an arbitrary quota. Premier stated, however, that the bill would define the very described by the control of the contr

Boycott of 'Everyones,' local trade Boycott-of-Everyones, local trade-paper, still continues, with Ameri-can distibs refusing to provide any advertising matter. Archer Whit-ford and Gayne Dexter, publisher and editor, are throwing all their resources into the battle, stating they will stay to a finish. They're printing vacant pages where the ads would ordinarily be.

# UA MAY NOT SCREEN PIMPERNEL' IN PARIS

Parla, March 10.

Parla, March 10.

United Artists recently showed
Alexander Korda's 'Scarlet Pimpernel' to a representative group of
Frenchmen for opinion on whether
it could be shown in France, and
scheral notion was negative. No
final decision yet, however.
Local minds consider picture toe
anti-French for local consumption.
Say it might start riots, and would
certainly be a fiop commercially.

# G. T. Gets U Pix.

Sydney, Feb. 24.

Deal has gone through between General Theatres and Universal for most of the latter's ace product. Here McIntyre is responsible for putting the deal over. Pics aiready putting the deal over. Pics aiready Start Ziegfeld. Show in the control of Life. Temorrow and Great Expectations.

pectations."

G. T. Is now sitting in a very strong position on film supply. Out side of the Britishers, company as now playing ples from all of next-and distribe. With Charles, Munro back after a trip abroad, it is expected that further film buys will be made on long terms and that G. T. will remain in a solid position against all opposition.

# Duce's Film Ready

Roms, March 8.

Projections of 'Campo di Maggio,'
film, suggested by a story by
Premier Mussolini and based on
Napoleon's flight from Elba and
subsequent defeat at Waterloo, have
been seen and accorded a favorable
reception by the press here.
Glovacchino Forzano directed.
Production was started in November and was finished early last
month.
First foreign exhibition will be
in Paris, to be followed by showeing in Berilis.

# Paris Attack on Yanks Embarrassing As New Quota Arguments Approach

Faris, March 10:

With a new quota fight looming in a month, current trade paper attack on American. Interests here may prove embarrassing. Latest French quota, which-silowed-entry-of a sufficient number of American films, was set in December for six months and dickening for the new one will begin shortly.

American concerns here have tended to minimize importance of the violent attack on them which has been conducted mostly in Commedia, theatrical daily, for the patt three weeks. The body of the control of the

Two Views
To anyone reading the article, with sympathetic leanings it is apparent the Americans are defending their legitimate interests, but plece is so worded as to make the arguments appear offensive.

Distributors' association, which includes the Americans, is ignoring the campaign and going shead with the campaign and going shead with organization. Offices have been bloed, and—auniform—benting-contact.

-hired, and a uniform renting contract is being drawn up.
One idea of the distribs is to crack down on exhibitors who don't live up to contracts. In the past axhibs, have been known to book ten films and then refuse the last eight, and by the time the distrib could get at them through the courts, if at all, the films were outdated. Damages impossible to collect.

New association is contemplating an agreement whereby all distribs will refuse to rent to any exhib who olates a contract with any one of

them. Certain number of weekiles and trade papers have come to the defense of the Americans in the Co-media campaign. Voltaire, satirie weekily, wants to know why Co-media doesn't point out some sour spots in the French film big, too, instead of picking only on the Americans.

# **G-B'S PROVINCIAL** CO.'S 15% DIVIDEND

London March 19. London, March. 19.
Provincial Cinematograph. Theares, which is a Gaumont-British
subsidiary, has just issued a report
for last year showing considerably
over \$2,00,000 profit and paying; a
18% dividend.
A bit over \$300,000 was allocated
from the profit for the general reserve fund.

# One Way

London: March 18.

London, March 18.

British premiers of Metro's David
Copperfield' was held March 6,
starting a run at the Palace.
So great was the demand for
seats, that the management rented
the Prince Edward, within g stone's
throw, for a special press and trade
showing, selling tickets at the Palace to the public.

### BAKER HOMEWARD BOUND Hollywood, March 19.

Hollywood, March 19.
Reginald Baker, head of Brit-lsh-Film Distributors, left here Fri-day for New York and England after 10 days on the Coast making arrangements for British distribu-tion of Mascot and First Division product.

product.

In New York he will huddle with
FD on English distribution for
March of Time.'

CROMWELL PIC OFF

Twickenham's Proposed \$200,000 Film Stymied by Talent Demands

Film Stymied by Talent Demands
London, March 10.
Twickenham Films 'dea of a a filmization of the life of Cromwell has been temporarily shelved.
Richard Fisher, of the O'Bryen & Linnet office, was commissioned to write the script, and it was agreed that he receive \$2,500 for the Job; half cash and balance when scenario was completed.
Film was to have cost around \$200,000, with Cromwell-to be portrayed by either Robert Loraine or Matheson—Lang-both found to be important character in film, was intended to be played by Dennils, but he asked for \$35,000, While the Stream of the Composition of the Com

# **BELGIAN QUOTA** STILL IN THE AIR

Fight over Belgian's Government's proposed ban on importation of films dubbed abroad still continues, with decision hanging fire. According to unconfirmed reports circulating here Belgians are considering a compromise whereby 10 foreign films could be imported for every film dubbed

be-imported for every-film-dubbed-inside the country.

Another Beigian project which hasn't quite been cleared up is a 18½% tax on profits from foreign films which are take out of the country. This has supposedly been abolished by a decree, but latter is abolished by a decree, but latter is whether it applied to those film whether it applied to those film companies who maintain offices in Belgium. Only cases in which depergrum. Only cases in which decree is clear is in cases of companies who ship film from outside to Beigian distribs.

# TOBIS' NEW \$600,000 5% ISSUE: TO EXPAND

The Hague, March 8. Board of Directors of the Inter national Tobis, Ltd., has decided to ssue \$600,000 worth of 5% bonds at

par.

Some time ago a total loan of \$1,200,000 was authorized by the stockholders and the first batch issued amounted to \$55,000 in bonds, which carried \$75, interest. A financial group of Swiss, English and Dutch interests has taken up \$229,000 bonds of the second \$5%.

batch.

In connection with this loan there will be some changes in the Board and the Swiss interests will be represented now, while Dr. Bausback, President of Tobis Tonbild Syndikat in Berlin\_will also get a seat.

seat.
Object of the new loan is to ex-tend the company's international

# Sydney Likes 'Anne'

Sydney, Feb. 24,
'Anne of Green Gables' (Radio) is
the biggest smash to hit here in a
tong time.
Plo is drawing tremendous fem
trade and is figured to run at least
six weeks on first showing.

### PIX FOR NAZI SCHOOLS

PIX FOB. NAZI. SCHOOLS

Bertin, March 10.

Orders for 2,000 short films suitable for educational purposes and 1,500 projectors have been placed with the German industry by Min-lister of Education.

Projectors will be distributed to scattered schools and films to be used in school courses.

Tavel and cultural films will make up bulk of first order.

# Too Clean

Sydney, Feb. 24.

Belle of the Nineties' (Par)
slips out of the Prince Edward,
Sydney, after only three slips out of the Prince Edward, Sydney, after only three weeks, considered poor here. Word of mouth hurt. Reason seems to be pic would not bring a blush to the cheek of the most innocent.

# French Film Biz Labor Asks for Some New Laws

Paris, March 10.

Paris, March 10.
Restriction of dubling of foreign dilms by a literase systems to protect the Present to the

ployed.

Fact that union is affiliated with
powerful labor federation makes if
necessary for the trade to pay some
attention.

# U. S. PIC BIZ UP IN PARIS: LANCERS' BIG

Paris, March 10. Business is looking up for Amer ican films here because of the simultaneous release of three or four

Bengal Lancers, in a French dubbed version, is dragging them to the Paramount in such numbers that traffic is impeded on the sidewalk in front of the theatre, just as in the old days.

as in the old days.

Two recent Metro English language releases are getting good showcase trade: Hideout at the Marbout and Treasure Island at Studio Universal. Merry Widow, in a French version, is one of the best Metro has put into the Madeleine for a long while, from a bo. standpoint.

point.

In addition, 'Gay Divorcee' (Radio), is holding out at the Avenue, and same company's 'Cock-Eyed Cavaliers' is not doing so badly at the Champs Elysees.

# Anzac Producers Can't Make Up Their Minds as Bickering Goes On: Film Eruption Seen Brewing

SVENSK'S 14TH

Building 800-Seat De Luxer In

Stockholm, March 8.
Svensk Filmindustri has completd plans for the erection of a new
neatre, site of which will be located in a building in process of construc-tion here in the heart of the capital. House will be a de luxe 800-seater and is figured to open about Oct. 1: Svensk company is the biggest

Svensk company is the biggest film producer in the country. In addition to being largest holder of theatre properties. Has 13 houses

# U. A.'S BID FOR 9 LONDON

London, March 10. According to report here, Joseph M. Schenck is to make one of his periodical visits to London in the

**CINEMAS** 

near future. In addition to the regular routine of business, it is under-stood he has in mind the acquisition

routine or ousness, it is uncerstood he has in mind the acquisition of Walter Bentley's picture houses on behalf of United Artists. These houses comprise the Elite Notting-ham, Elite and Scala Middlesbrough, Empire Stockton, Luxor Esatbourne, Regal-Hastinga,-Central, Playhouse and Pleasure Gazdens Folkestone.

This is a continuation of a deal contemplated by United Artists two years ago in conjunction with Walter Gibbons, Bentley and Amery Parkes. At that time the deal was to include the Lefector-Square theatre, the Bentley Circuit and three indie houses, Deal at present contemplated involves something in the neighborhood of thing in the neighborhood \$3,500,000.

# **METRO SELLS SYDNEY COMBINE SOME FILMS**

Sydney, Feb. 24.

Surprise here is the sale to General Theatres by M-G of several programmers. Roy Barmby put the deal over, with 'Paris Interitude' first to come in. Dated for the Civic.

Metro discovered that by using only aces in its own theatres its programmers have been mounting in the vaults. G. T., although not short on film, made an offer to take a few pics and the deal went through-without-much givesway on sither side.

through-without-much giveaway on sither side. Par is doing the same thing with G. T. and this will probably end the chatter that Par and M-G combined some time ago to smash the power-ful local combine group.

By ERIC GORRICK
Sydney, Feb. 24.
Industry is seething right now, with an eruption due any time.
Entire situation is all hawvire and entire situation is all naywire and causing plenty head and heart throbs. It all dates back to the visit of Arthur Loew a year or more ago and the start of the quota battle.

Government is still sleeping on the quota idea, but the indie producers are attempting to force a showdown. The F. W. Marks probe into lift he had been both costly and useless. Indies want a quota, as suggested by Marks, but the American distribation from the most content of the ruling concerning themselves given by Marks.

Distriba are fightling hard to pre-

given by Marks.
Distribs are fighting hard to prevent such a quota coming into being. They say Australian pies.
should be strong enough to stand without assistance. Their contenshould be strong enough to scane without assistance. Their conten-tion is finding plenty of backing. It had been stated here that sev-

It had been stated here that several indie ple companies would, spring into being overnight and that Sydney would quickly become a second-Hollywood. But, these-tipaters were wrong. Many proposed pid, units have gone to the wall because of public apathy. Failure instead of success is met with on every So, many has been written in the

of public apathy. Failure instead of success is met with on every hand.

Someth has been written in the sease generally concerning the cuses generally concerning the cuses generally concerning the cuses generally concerning the cuse generally concerning the cuse of the

beins made. Studio option will-shortly lapse and may not be taken up.

Australian Monogram producing unit was the first to slide out when coin failure forced. Al Aronson to return to America. A local company of the control of the c

perience.
Currently Cinesound is closed, but has a schedule ready when Ken Hall returns from Hollywood. Basil Dean is coming to do a pic in conjunction with this organization. Dean's yislt is the most hopful outdook on the present local horizon.

# Medals

Madrid, March 8.

Spanish government is decorating the local Fox movietone staff in appreciation of its work in letting the world glim Spain through news-

world gilm Spain through news-reels.

Ben Migglins, European chief of Movietone; Hans Mandi, Madrid of-fice manager; Fernando Risi, cam-eraman, and Ludwig Hess, sound-man, named knights of the Order of the Charles of the Charles of the Mandi from Vienna, Risi from Rome and Hess from Bedlin.

# How to Send Pix Around the World To Be Discussed at Berlin Pic Meet

Berlin, March 8.
Plans for World Film Congress here in May or June are going quietly forward.

German producers, cooperating with the Reichsfilmkammer, are holding discussions about it but are undecided whether to invite everyone or restrict attendance to producers, diatribs and exhibs.

Discussions of import to world film industry will be discussed in a series of meetings, German leaders exchanging views with foreign magnates.

exchanging views with foreign mag-nates.

Technical problems are also stated for discussion, with inspection trips through Germany's leading plants at Templehof, Neubablesberg and Johannisthal.

When discussions have reached a more definite stage, the German shipping lines and railroads will an-nounce cheap fare rates for those planning to attend, similar to re-ductions granted to visitors to Leipzig Industrial Fairs.

Rome, March 8. Invitation to attend the Cinema Congress, to be held in Berlin, has been officially extended to Italians connected with the industry b Arnold Raether, of the German Min

Arnold Raether, of the German Min-latry of Propaganda, esting through Count Clano.

Purpose of meet is to discuss trade questions with an eye to a better international understanding, and Itoss from Beilin.

# THEY'RE CLEANING UP ALL OVER

Warner Bros.' "Gold Diggers" Are Taking the Nation -





# MEDRANO, PARIS

Paris, March 7. Paris, March 7.
Luisita Leers stops the show at
Medrano this fortnight. Girl trape-zist, in best agrial single act age-list, and the state of the state of the partial state in termission but she walks away with the works.

zist, in best aerial single act seen in Paris this year, is in secondary spot-right after intermiseion—but should be a seen in the parish the seen and the seen a

horseback.
Cairoli, Porto and Carletto, Medrano clowns, put on an unusually good number. French circus clowns, usually uttached to just one house, have to think up a new act every-fortnight; and they rarely repeat. fortnight; and they rarely repeat.

Quality of Medrano, shows, consistently holding up throughout
year, is resulting in steady bo, success. At current catching, which
took place Ash Wednesday, when
beginning of Lent should logically
have cut business, house was virtually full.

Siern.

### PENN, PITT.

Pittsburgh, March 15.

Ropes were out early this morning and house assistants will probably have to catch their meals on the fly for remainder of week. Eddle Cantor's the magnet and a half hour before boxoffice pulled up the shades, they were stretched along the street for a couple of blocks and winding into the alley. In addition, him Rubinoff, the local boy who made good in the big city, and Harry Einsten, his Parkykarkas of the air waves.

Film is 'Samucle' (2007). Pittsburgh, March 15.

Thirty Editors, the Parkykarnas of the Sequela' (AGO), making a Film in Sequela' (AGO), making a wreathed in black despite that 15,000 stage nut, toughest this site has ever bucked. Picture itself not so forte as a draw on its own, but Cantor will bring 'em in and theyli go away cheering not only the fiesh portion but the screen as well. Mob was packed three deep in aisless at great way and all, but Cantor will be a supplied to the stage of the sequence of the sequence of the week, with five coming on Saturday and Wednesday, "Opening trailer is a shot from

at Rublnoff.

He introduces the Dicksons as Hollywood's favorite dance team, and couple, dressed in swank, turn out in high-class fashion to dissolve into a buriesque of ballroomology. Nice looking pair and they have a continuous control of the c

effective style and contributes some stepping out of the ordinary. His finish—he calls it a skii-jumper's nightmare—is a good noveity, but too long and he could shorten ef-fectively.

too long and he could shorten effectively.
For Rublindf, too, it's a pushover. With the orchestra accompanying him—in the pit,—he—registers—hand—him—in the pit,—he—registers—hand—him eloquent fiddle, making the old Strad stand up on its hind legs and yell uncle. He's always clicked here, but seldom like this afternoon. Cantor, comes on with him at the Cantor, comes on with him at the chart your violin playing does something to me—it turns my stomach, and that's the signal for some more ribbing, winding up with Rublindf playing and Cantor singing at the.
Whole show was alsaped together and rehearsed day before opening, but played like a long-runner at first performance.

Cohen.

### FOX, B'KLYN

FOX, B'KLYN

Not a single name attraction on the bill this week, yet in that 57-minute run there is offered a rather pleasant show. House does not overwork itself in striving for mass effects, which may account for the fin straight presentation—pattern with Ben Nelson's orchestra on the stage throughout. As might be expected, St. Patrick's Day serves to gram acquires more of an international flavor with Pablo, Latin magician, and the Alton streamline dancers cavorting in Oriental garbance of the stage of th

which again displays the variety offered.

Jos Clayton, last week's amateur winner, has a spot to himself and plays the harmonica. Ross and Bennett, youthful team, have regulation extractions and the second overdoes her silly character. Six Danwells, tumblers, close. Practically all acrobatic flashes of this lik are now using that triple somersault stunt in the air. It is also on view care to be supported to the second of the second

# CENTURY, BALTO

Baltimore, March 15.

Nice bill this week, folks. Four of the five acts are of type closely identified with vande virtually since its inception, and the fifth and headlining turn Frank Parker, from radio, could probably be slipped into same classification without objection from any quarter.

tion from any quarter.

Martin and Martin, man and maid, trapeze turnverelners, open with melange of, contortionistic and equilibristic stunts on pair of perchbars hung vertically tandem. Saluted strongly by mob, with man's final stunt an especial winner.

Vox and Walters follow with the work of high order and turn is particularly compelling since both the man and woman throw their voices, using two dummies.

Parker's tenoring is in the trey

Parker's tenoring is in the trey

larly competiing since both the man shd woman throw their voices, using two dummies.

Parker's tenoring is in the trey and audience wouldn't let him off. Fred Samborn appeals strongly with short was a strongly with the short was a strongly was a

### COLISEUM, LONDON

London, March 7.

Gone are the clatter of feet with perfect Harlem rhythm, after 25 weeks of Blackbirds at this acc Stoll house. Instead a new form of entertainment has sprung up. It is titled Televariety and seemingly is a peep at the future.

entertainment has aprung up. It is titled "Televariety," and seemingiv is a peep at the future when television hits the trail.

"It is a peep at the future when television hits the trail.

"It is a peep at the future when television hits the trail.

"It is a peep at the trail trail the trail the trail trail the trail trail the trail trail trail trail trail the trail trail

is seased. Comey of Horace Rentitions.

Only worthwhiles were the Arnaut Brothers, who introduce some new bits. They have been away quite a while, and all they offered spontaneous reception.

As for the symphony orchestra, it turns out to be just a rewestra. The only clickers to a spontaneous reception.

As for the symphony orchestra, it turns out to be just a rewestra. The one of the whole show has the old-fashioned tag all over it, and if this is a foretaste of what Televariety' is likely to be, modern vandeville has nothing to fear, vandeville has nothing to fear, vandeville has nothing to fear, reception, did it guest to the use of the way of the second of the whole show has the old the word of the way of the second of the word of the way of the second of the way of the way of the second of the way of the second of the way of the second of the way of the way

### Metropolitan, Boston

Metropolitan, Boston

Boston, March 15.

The Hub deluxer is serving up a two-act vaudeville show so embellished by Harry Gourfain's produce in the serving up a two-act vaudeville show so embellished by Harry Gourfain's produced numbers that it comes out of the mill something else again. Not to be overlooked in an analysis of this show are the marketable names in-cluded in the line-up: Dorsey Brothers band, Bob Crosby, Kay Weber, Mirlam Lav, and the Three to Jam the house, but they're sail doing their bit to send the customers on their way babbling praises about the current stage fare. Marquee strength, this week, lies in the film, Gold Diggers' (WB).

Dorsey Band gets the big slice of

que grength, this week, lies in the sim, Gold Diggers' (WD); alice of the Man gold borey side of the About Sale of the A

outnit; and anyone with care can relate the content of the content

tine blends aesthetically into a bubble dance which is climared by a cascades prop in the background, taking varied colors from borders and bridges. On the final bars a huge spinning metallic bubble, control of the background of

### EMBASSY, N. Y. (NEWSREELS)

EMBASSY, N. Y.

(NEWSREELS)

Aca attention fooe this well to the Johnson attention fooe this well to Johnson and the Johnson and Johnson a

Ruth Nicholson, author or the measure.

Derivative of more lighter moments are Pathe's ggg reviews of an elephant race and a New York-employment office specializing in pooch caretakers. Ted Bergman in either instance does a nifty job with the tance does a nift ompanying dialog

### PALACE, N. Y.

### ORIENTAL, CHI

ORIENTAL, CHI

Chicago, March 18,
Outside it's spring and here they are doing pring and here they are they late. Outside the weather is hitting an all-time high for this time of the year at 72, and in here they li maybe come close to an all-time low. The theremometre is still the best allbi for bad business, entirely this week because really the show is clay for the most part. Good hokey entertainment that should be ment and drink for this audience. But how to get 'em in to enjoy the entertainment is the Pully of the show is clay for the most part. Good hokey entertainment is the "Winnie and Dolly open this show with a good acrobatic turn, specializing on iron-jaw work. This act can play anywhere on showmanship and particularly for one of the nift-tiest setups of somery ever built-tiest of the side with entertainment. Dal-ton and Graig are a man and woman crossific act, old-fashioned in theme and structure, but 1935 in its type of material and occasional sides of the didwalk into burlesque materials.

ton and Graig are a man and woman crossible act, old-fashioned in theme crossible act, old-fashioned in theme crossible act, old-fashioned in theme can be a simple of the sidewalk into burlesque material. Woman has developed the trick of a continuous cackle of laughter that tends to become and the continual in the continual in

# PALLADIUM, LONDON

London, March 5.

House has just chalked up a 20weeks 'run of 'Crazy' business, the
longest of the series, to an average
of \$5,000 profit per week. Which
is one of the reasons why the current program, built around Jack
Hyiton and his band, is of similar
calibre.

Hytton and his band, is or similar calibre.

Show, which is titled, Tafe Begins at Oxford, Circus' (where house is lated to the control of th

#### THE WEDDING NIGHT

Samuel Goldwyn production and United Artists release. Stare Gary Cooper and Anna view. Stepfield Research Cooper Stepfield Cooper and At the Rivoli, N. Y. commencing March 15, 55. Running time, 81 mins. Tony Barrett. Gary Cooper Dora Fredrik. Nowak. Kaise. Jankins. Taka.

Artistically. Samuel Goldwyn brings forward something worth while but it is to be questioned to while but it is to be questioned to the same ackground and the general irritation at the havoc caused by the Gary Cooper character will make for popularly. It is the sart of proceed of the same extent. However, the cast may not react at the box office to the same extent. However, the cast may not react at the box office to the same extent. However, the cast may not react at the box office to the same extent. However, the cast many in a condition of the condition of t

wife will soon make the author forges what at best was but a passing fancy.

An excluding the passing fancy.

An excluding the passing fancy.

An excluding an aurely to the contrast between the native and the Polish home, with plenty of local color which never is permitted to become with the passing fancy.

It is a little too close, in default of a break sub-title, but it at least holds the tension perfectly. Vidor. In his direction, handles the incidents with the passing fancy of the simple polish fancy of the passing fancy of the simple polish girl who sees only the glamour of the dashing arting of the simple polish girl who sees only the glamour of the dashing arting of the simple polish girl who sees only the glamour of the dashing arting of the simple polish girl who sees only the glamour of the dashing artinger. She is helped in the creation of an impression by not beyond the more above the passility popular credit for act.

of mg ner popular ereut and fig. in a handicapped in a way by the more showy personality of the more shown, as the author's wifetiard as the source of the s

ributes an easy character drawing which by its charm almost blinds to the havon he works. It is not to the havon he works and the same of the fact that he has brought disquiet and death to the woman of he had been supplied to the fact that he has brought disquiet and death to the woman of he had been supplied to the fact of the

#### Gold Diggers of 1935 (MUSICAL)

First National production and WB release.
Features Dick Powell, Adolpha Meniou.
Gloria Stuart. Directed by Busby Berke-
ley. Story, Robert Lord and Peter Milne:
screen play, Manuel Soft and Milne; songs,
Harry Warren and Al Dubin. Dances by
Berkeley; photog, George Barnes, At
Strand, N. Y., week March 13, '35, Run-
Strand, N. 1., Week Marco 10, 00, Mun-
ning time, vo mins.
Dick Curtis
ning time, 105 mins.  Dick Curtis
Nicoleft
Betty Hawes
Louis Lamson Grant Mitchell
Arline Davis
Mrs. Mathilda Prentiss Alice Brady
Humboldt Prentiss Frank McHugh
Winny
SchultzJoe Cawthorn
Winny Winitred Snaw Schultz Joe Cawthorn Dancers Ramon & Rosita

The 1935 version of Gold Diggers could stand the added incentive of a couple of sock marques names. The regulation WB stock company, plushing the couple of sock marques names, The regulation WB stock company, plushing the couple of sock marques names, The regulation WB stock company, plushing the couple of th

important screen opportunity to date. Diginger impresses as if the opportunity of responsibilities between Bubby Berkeley, apecular-ing as the dance producer, and some-other director to project the basic story, was a better technical part-norship. In justice to Berkeley, the story opportunities here are below par.

#### LET'S LIVE TONIGHT

LETS LIVE TONIGH
Colimbia production and release. Slare
Lilian liarvey and Tulio Carmbati; features Janet Beecker, Hugh Williams, Tala
Slovy, Bradley King; adaptation, Gene
Markey; editor, Gene Milford; cameraSlovy, Bradley King; adaptation, Gene
Markey; editor, Gene Milford; cameraKay Routicity, Lilian Hervey
Wick Kerry. Lilian Hervey
Wick Kerry. Tulio Carmined
Brian Kerry. Tulio Carmined
Brian Kerry. Tulio Carmined
Lily Montrose. Claudia Coleman

An attempt at heavy romantics in semi-inusical form that misses. It's a poor story in the first place and its chances of drawing are confined to whatever pull Lillan Harvey, and Tullic Carminati, have 4t the win-

dow.

Miss Harvey is handled badly and makes a surprisingly poor impression both in appearance and performance for one who had done so nicely in previous showings. She's

#### Miniature Reviews

"Wedding Night" (U. A.). Anna Sten and Gary Cooper should draw against tragic de-nouement. Fine artistic film,

nouement. Plne artistle film, possibly too artistle.

'Gold Diggers of 1935 (PN), usual spectacle musical production; should de fairly.

'Let's Live Tonight (Col).

Lilian-Harvey-and-Pullo-Carminat (o-starred in a routine romance with singing.

'Times Square Lady' (M-G).

Not sufficient heft to be important.

portant. 'High School Girl' (Foy):

'High School Girl' (Foy); Preaching against parental neglect. Inferior. 'In Old Santa Fs' (Mascot). Ken Maynard dude ranch-western. A good one. 'Girl of My Dreams' (Monro). Mildly agreeable collegiate story with songs, pointed to-try of the control of the control of the 'The Perfect Clue' (Maj). Meller of double bill stature.

not the Ingenie for this sort of role, and the deficiency is doubly accentuated by the presence of Carminati in the opposite assignment. Story involves two brothers and Story involves two brothers and brother, and he loses the love match to the elder. That Carminati and Miss Harvey are not suitable types Miss Harvey are not suitable types illams and throws the story's intent all out of line.

iends to switch sympathy to Williams and throws the story's intent all out of line.

Lecale distinction of the accident and out of line.

Lecale distinction of the accident accident and the accident ac

#### TIMES SQUARE LADY (WITH SONGS)

Metro-Goldwyn-Mayer production and
release. Features Robert Taylor, Virginia
Bruce, Helen Tweivetrees, Isabel Jewell,
Nat Pendleton, Pinky Tomlin, Directed
by George B. Seltz. Producer, Lucien
Hubbard; story, Albert Cohen, Robert
Shannon; camera, Lester White. At May-
fair, N. Y., week March 14, '35, Running
time 60 mins
time, 69 mins. Steve Gordon
Steve Gordon.,
Margo Heath Helen Twelvetrees
Babe Sweeney
MackNat Pendleton
Pinky
Pinky
Slim Kennedy Raymond Hatton
Jack KramerJack LaRue
Brick Culver
Dutch Meyers Fred Kohler

Brick Culver. Robert SilliotDutch Meyers. Story has a good premise but loses value rapidly and develops into a gangster plot which fails to carry sympathy. Plenty of action cause the heroine is too competent to win an audience. Plnky Tomlin, composen of the song 'Object of My-Affection, is in cast and may be worth exploitation, but film's Virginia Bruce is the daughter of a Broadway hustler who leaves her a supper club, a dog track, hockey, team, fight club and several other the dead man's attornery, omlives to get the outfit for practically nothing. Robert Taylor, who runs the night club, is told to work the scheme, and he falls in love with scheme and he falls in love with scheme and he falls in love my considered the sells to him for \$25,000. He sells outside the combine for \$300,000 and they get on a boat and head for a honeymoon after the saves him Miss Bruce plays as written, but as written she's an entirely bat was written she's an entirely as written she's an entirely and they saw with she's an entirely but as written she's an entirely but as written she's an entirely saw with the saw with she's an entirely and they go with the saw written she's an entirely saw with the saw with she's an entirely saw with the saw with she's an entirely saw with the saw with the

they gct on a boat and head for ahoneymon after she saves him
from a ride.

Miss Bruce plays as written but
Miss Bruce plays as written, but
Live and plays as a proper with
Miss Bruce plays and written,
Miss Bruce and he comes through nicely,
a nervous, half-scared but pleasing
personnity, and he knows how tocred ilnes. With proper building he
Helen Twelyctrees is almost a
nonentity in a small assignment
and Isabel-Iswell, as a rought sourbrette type, gets little help from the
the story and they contribute to
the story and they contribute
The story and the contribute
The story and the cameraman, Lester White, rates a nod for
some good angles, notably in the
supper room and at the rink.

#### HIGH SCHOOL GIRL

Foy production and etate right release. Features Helen MacKellar, Mahlon Hamilton, Geolia Parker, Neol Warwick and Froducer, Bryan Foy; etory, Wallace Pburman; film editor, Arthur Hilton; camera, film editor, Arthur Hillon; camera, film editor, N. I. week Markon Thompson, MA Astor, N. I. week Markon Hamilton Hamilton William Andrews. Mahlon Hamilton William Andrews. Mahlon Hamilton William Andrews. Calyle Moore, Jr. Phil Cudaby. Noel Warwick Book Andrews. Calyle Moore, Jr. Phil Cudaby. Noel Warwick Book Markon Markon Malldred Governation.

"High-School-Girl-is-a-tiresome preachment on the facts of life and parental neglect. The kida, at whom it is aimed, may snicker at it. Story, direction and cast win no laurels with minor exceptions. One is Crane Wilbur, who impressively but has done so in an ord directed, the story of the story of the story of the story of the the story of the story of the story of the story of the the story of the story

plays a biologist. He also directed, bit has done so in an ordinary man. An appeal to parents, as well as adolescents to force their, elders of kin into confidences, "High School Girl' is more a message than anything else the second of the

#### THE CRIMSON TRAIL

ı	Universal production and release. Stars
Н	Buck Jones. Festures Polly Ann Young
ı	Directed by Al Raboch. Producer, Irving
1	Starr. From story by Wilton West adam
ŝ,	Son. At Criterion March & '75 on bat
ì	double bill. Running time, 58 mins.
-	Kitty PeliairePolly Ann Young Jim BellaireCarl Stockdal
	Kitty Dellaire Polly Ann Young
ì	Jim Bellaire Carl Stockdal
٠	Luke LongWard Bond
	LocoJohn Bleiffe
	Bleine

#### IN OLD SANTA FE

Mascet production and roleans, Stars Ken Maynard, Features Evolyer Kanpp. Ken Maynard, Features Evolyer Kanpp. George Hayes Directed by David Howard; producer. Nat Levines; original by Williaco Malconald and John Mathroll; Williaco Malconald and John Mathroll; Fried Miller and William Nobles. At Fried Miller and William Nobles. At San Hall, double bill. Running time. 36 cas half, double bill. Running time. and a second sec

One of the best Ken Maynards to date. Has lots of plot, suspense, action, menace and love interest, with the inevitable horseffesh. Ploture could have been trimmed down a bit but seems to have sufficient to maintain interest, excess footage toward the end not making so much

and the seems to have sunners, the sunstant interest, excess footage to making so much difference.

The background, somewhat getting away from the conventional, it is that of a dude ranch. Menace is a city sharpshooter and his cronics. Bringing the girl into the picture sarly, motives of jealousy and footbackground the sarly motives of the sarly with the sarly with the sarly with a sarly with the sarly wit

#### GIRL OF MY DREAMS

GIRL U. (WITH SONGS)

Monogram production and release. Discovering the control of Bobby Barnes...
Don Cooper...
Mary
Joe Smiley...
Kittens...
Coach

#### GRANDAD RUDD (AUSTRALIAN MADE)

(AUSTRALIAN MADE)

Sydney, Feb. 14.

Chassund-Balley-Grant production. Released through British Empirer Films. Diprotect by Enn. G. Hall. In cast: Bert Inle
Adeno., John D'Arry, John Cameron,
George Lidyd. From a play by Steels Rudd
orts. And George Parker; Ploy Cameron
tot and George Parker; Plotography by
Frank Hurley, Reviewed at Slate, Sydney,
Running Line, So Inter.

reach Hurite, Reviewed at State, Sydney, Running time, 88 mines.

Slapstick all the way through, but sure-fire on local consumption. Bert spells boxofice. Pic is a sequel to 'On Our Selection' ('Down on the Farm'), but 100% inprovement in direction and acting. Selection, first local talker of any consequence, cleaned—up a fortune to doubt that this one will cop plenty in certain areas. Pic is rich in rough laughs and should click especially well out in the sticks where they like this type. Boxofed for the control of the contr

#### THE PERFECT CLUE

Majestic production and release. Features David Manners, Skeets Gallasher and Buschy Libnice. Directed by Robert G. Holler Directed by Robert G. Holler G. Holler G. Holler G. Holler G. Holler G. Holler D. Holler G. Holler D. Holler G. H half double bill. Running time 64-mins.

Bavid Mannersine. David Manners

Mona Stewart. Dorothy Lilaire

Jorne Stewart. Wro. F. Caricton

Carler. Brile Admes

Dolancy Boert Gleskier

Bohancy Robert Gleskier

Linda Chesterough. Betty Blythe

Sinnin Adex Chesterough. Betty Blythe

Sinnin Age. Richardson

100 Officer Set. Oktober

If forgiven for its fictional elements, things that people don't do except on the screen. The Perfect Clue' is takeable. Dual bills will be its happiest location. Story starts out with a madcap daughter of the rich giving her boy

(Continued on page 81)

# READ ABOUT ROBERTA

\* \* \* \*

Three weeks at Hippodrome, Baltimore. First time in history any picture played an important first run for three weeks. First week's business biggest on record.

Three weeks New Orleans. Only picture on record to play the Orpheum for three weeks.

Three weeks Kansas City. Only picture on record to play the Mainstreet for so long a period.

Aldine Theatre. Wilmington, on opening Friday and Saturday did \$500 more than house average for full week. First time in history of house picture runs two weeks.

Two weeks Fox Theatre, Detroit. First picture in three years to hold over a second week.

Two weeks Keith's Syracuse. Only picture on record to hold over that long.

Minneapolis . . . Biggest opening in history of the Orpheum. HELD OVER.

St. Paul. Palace. All-time opening records smashed to bits. HELD OVER.

Paramount, Toronto, beats "Gay Divorcee" opening by miles. HELD OVER.

Tremendous week-end at Paramount Oakland, sets new high mark. HELD OVER.

Indiana, Indianapolis, shatters all records with phenomenal opening. HELD OVER.

First week-end at Radio City Music Hall biggest on record. Second week-end within a few dollars of first.

First week's business at Golden Gate, San Francisco, sets new house record. HELD OVER.

First week's receipts, Keith's. Washington, broke all records. HELD OVER.

First week Byrd Theatre, Richmond, broke all house records. Second week sensational. HELD OVER.

First week Salem Theatre, Salem, Va., set new high for house. HELD OVER.

First three days at Palace, Youngstown, exceeded seven-day gross of "Gay Divorcee." HELD OVER.

Friday, Saturday and Sunday business at Palace, Akron, broke theatre's records. HELD OVER.

Second week, Pantheon. Toledo, far in excess of record-breaking "Little Women." HELD OVER.

Iowa Theatre, Sheldon, Ia., has biggest opening since 1931.

Albee, Cincinnati, broke all records opening week. HELD OVER at Capitol.

Boyd. Philadelphia. shattered house record for first week. HELD OVER for third and probably fourth week.

St. Louis, Orpheum Theatre, smashed every existing first-week mark. HELD OVER.

Los Angeles, Hillstreet Theatre, opened doors 7 A. M. Friday and Saturday. Set

Los Angeles, Hillstreet Theatre, opened doors 7 A. M. Friday and Saturday. Set new record. HELD OVER. . . . . . New record also for Hollywood Theatre, Los Angeles, running day and date with Hillstreet. HELD OVER.

BOX-OFFICE

Music Box Theatre, Seattle, smashed "Divorcee" record. HELD OVER. Looks like five-week run.

Boston. Keith's Memorial. Booked for definite three weeks. Opening weekend sensational.

Stanley Theatre, Pittsburgh. Smash opening. Smash week. HELD OVER at Davis Theatre.

Keith's Dayton. Sensational first week. HELD OVER at Strand.

Hippodrome, Cleveland, shattered all attendance records for first week, HELD OVER.

Majestic, Dallas, did best business first week in almost two years. HELD OVER.
Brandels, Omaha, hits new high mark for first week. HELD OVER.

EVER

TOLD/

... and the rousing reports keep rolling in! ... A thundering storm of praise sweeping from Coast to Coast, from Border to Border.... all shouting for you to KEEP TIME OPEN FOR EXTENDED RUNS.... RKO-RADIO PICTURE

#### EXPLOITATION By Epes W. Sargent

Price Cutters

Frice Cutters

Many managers use throwaways printed only on one side because it costs double to print both faces, but by using stock twice the size and printed only on one side because it costs double to print both faces, but by using stock twice the size and printed on the second-imprints obtained at the mere cost of composition, since one make-ready only is required and but half the number of impressions, which was not been deprinted on the other, the paper bengered on the other of the other other of the other ot

#### Sectional Coverage

Sectional Coverage
Joe Sullivan of the M.e.P. Rialto,
Rosilndale, Mass., went statistical
minded and went over his spot recently with a man from the disproximately 15,000 homes from
which he might expect to draw
business. These were mapped into
five zones and one zone la covered
overy five weeks with special house

every five weeks with species wherealds.

He figures that it will not pay to-cover all homes each week, but by the system of rotating he gets a whole so that the system of rotating he gets a which is often enough to keep interest allye. It's a much better plan than printing, say 5,000, and just tossing them out.

#### All for Shirley

All for Shirley

New Haven.

New Haven.

Harry Black, at Poll's went to town on exploitation for 'Little Colonel', and used all the tricks in in with varied gifts on local crippled child who was dubbed an honorary Little Colonel.' A newspaper contest which, gave sway pupples and the contest which, gave sway pupples are contested in the contest of the color Shirley color sequence in film. Tieup with radio store in which a prize set was swarded, drew news space and protos, and a pipu from a depth model dresses, rated still further space.—A pre-view to an orphanage also got some nice comment and campaign was topped off by pre-purchasers in a selected dist of stores.

#### \$15 for Whiskers

\$15 for Whiskers

Lincoln.

Inspired by the funny muggs in Ruggies of Red Gap. E. A. Patchem, studies of Red Gap. E. A. Patchem, studies of the Company of the Company of the Company daily to run off a contest among the studes for the best beard. Contest runs over two weeks beard. Contest runs over two weeks beard the down may be trained to any beard type the entrant wants. Pive 1: \$15 and a string of passes. Pive 1: \$15 and a string of passes. Pive 1: \$15 and a string of passes. Stunt. workes fince bearing the gain started kicking back in the student pulse columns because the campus eligible males all were razoriess.

#### House to House

One of the best solies for David.
Copperfield at the Golmer, theatre.
Lynchburs, was the employment of 16 college girls to act as avant couriers. Each girl was supplied with small cards, giving the house and playdate, and one was presented at each house in the white section.

tion.

The girls memorized a brief spiel, but were able to build on this when a garrulous contact was made. City was districted with one girl to each

#### Fitted to Title

Fitted to Title

Boston.

Following logical lines of attack, the Paramount and Fenway theatres of Boston, playing identical bills, took advantage of the elements of Coating Car By that legit themselves naturally to exploitation.

In any before opening of the film of the theatres on this one, leaving the angular than of the film of the theatres on this one, leaving the angular than of the film of the theatres on this one, leaving the angular than of the film of the theatres on this one, leaving the angular than of the film of the theatres on this one, leaving the angular than of the theatres of the control of the theatres on the order of the country theatres. To follow up this idea a special car, resembling a police criser, with a radio receiving police calls so that add the first three days of its run. Driver in uniform; and painted on both sides of the cruiser: Car 93.

Tying in with an extensive and the first three days of its run. Driver in uniform; and painted on both sides of the cruiser: Car 93.

Tying in whith an extensive articles the two pening and the first three days of its run. Driver in uniform; and painted on both sides of the cruiser: Car 93.

Tying in the New England Folice of the cruiser of the cruiser of the policy of the country in the two pening and the first of the cruiser of the cruiser of the policy of the country in the co

#### Takes an Encore

Takes an Encore
Omaha.
Among several tle-ups for the
near-record-breaking run of Roberta' at the Brandels, Louis Cotter's biggest sag was an arrangemen with Polly-the Shopper of the
page of the Sinday edition carried
quips and song tiles from the film
in the ads and comments.
Shopper reported little trouble in
selling the ads, and art on the page
selling the ads, and art on the page
asting the decided the two parties already arranging a similar tie-up
for the showing of Gold Diggers of
1935' set for end of March.

#### Co-operation ...

Manager Bert Henson of the Keith Boston, in conjunction with the Keith publicity office, arranged a local tie-up on "Captain Hurri-cane" day before pic opened at his theatre.

cane day before pic opened at his theatre. At the book, Taming of Author the sease Henry, on which the film is case as the sease when the sease that the sea

#### Visible

Most exhibitors seem to think they are topping when they can give cash prizes in contests, but Tom Kelly, of the Rlaito, Brockten, Mass., has a showmanly knowledge of the advantage of visible advertising. He has a prize-night each week with 10 pairs of tickets, as many-bokes of candy, cartons of crackers and packages of vigar. Their spoils home has a distinct advertising value where no one would see the cash. It means a better business the following week.

#### Generous

Generous

Edward Selette, now at the Regent, Albany, is using the Bluetis' throwaway which originated nearly 20 years ago but is still good. He is also swinging into his stride on the business-grabbers. In advanced the substantial of the business-grabbers are decided in the business-grabbers. In advanced to the business-grabbers are decided in the business-grabbers and a living room suite for their elders. He is attending the Saturday mats. It's all standard stuff, with Selette.

#### Saw a Chance

Saw a Chance

Buffalor

Helen Hayes - personal appearance at the Erlanger in Many of
Scotland served as a good the up
who covered the downtown section
and audiences at the Erlanger with
heralds, stickers and automobile
cards advertising Vanessa at the
Hipp. The Vancesa work was take
Laberty Bank Players Similar night.

#### Saturdays, Too

Saturdays, 100
Low make houses around N.Y.
playing Sequola' the fires half got
the kids with a special to am.
Dual houses dropped the running
mate and showed only the animal
pic and a Mickey Mouse, Silly Symphony and an Our Gang. Tap was
a dime for kids and two bits for,
parents and teachers.

#### Pot Shots

Too many managers build up routines. They have certain things they do every week for every picture. Now and then they use a little special effort for an extra big story, but they do not often get out of the rut, even in these special stunts.

use rut, even in these special stunts.

One exception is a manager who had the monkey house at the local zoo plastered with advance notices for Baboona. 'Angle was that monkeys in the open were far more thrilling han primates in cages.

Cost the signs and five pairs of the control of the soo heads, And, it appeals of the soo heads, And, it appeals of the soo heads in apea.

Another

in apes.

Another man is planning to let the head of the local good films committee write his newspaper ads for David Copperfield. Ads will have more weight, he figures, if they're signed by an outsider. He's entertainment value to the general public. In a third instance.

entertainment value to the general public.

In a third instance a headacher was stuck. He had a big pleture with an box office strength, but he will be sufficiently as the sufficient of the sufficient would like it. Knew he had is to would like it. Knew thout. Copy merely ran: It can't tell you how good this picture is. You'd think I was lying. Come and see for yourselves if it isn't a real real. He did a nice business and the sufficient is a good position for its and the sufficient in a good position for the sufficient in the suffi

It's all in looking for something different with which to catch the ticket buyers off-guard.

#### Baby Smiles

Loew's Rochester theatre ties in with Journal-American in "Baby Smiles" contest with \$250 in U. S. Daby bonds as prizes. Contestants see that the contest with particular to the contest with power of the contest with the contest

#### Selling Aliens

Selling Aliens

Herman Wainberg manager of the down and thoughtful stunt for Evergreen (GB). current at his theatre.

British stars are often rather unknown on Yankee soil and consection of the starts of the starts of Jessle Matthews in minds of the theatrescent Weinberg took a news story-out-of-the-downline ago additional control of the starts of Jessle Matthews in minds of the theatrescent Weinberg took a news story-out-of-the-downline-ago additional control of the starts of Jessle Matthews in minds of the theatrescent Weinberg took a news story-out-of-the-downline-ago additional control of the starts of the starts with the starts of the starts and made and the starts of the st

#### Store Runs Trailer

Los Angeles.

May Company, one of L A!

I argest department stores; greened
unity during the run of Roberta at

Hollwood, a trailer of the picture
Hollwood, a trailer of the picture
tion with the store's free above
tions, which was comprised for the
most part of clips from the silents

#### Mounted Quartet

A Don Allen, manager of the Des Moines, celebrated a spring day by sending out a quarter of riders on ponies through town. Made up to recomb a supple of the desired as the second of the desired of the

#### BEHIND the KEYS

Switching of managers and as sistants here by Risking and as sistants here by Risking and as sistants here by Risking and as sistant of the Shubert for stage and acreen combo. Cliff Boyd is head man at: Shubert, with Harold Mc Eckard, a legit holdover, as assistant. Alhee has Manny Shure as manager and Raiph Mchityre as ranger and Raiph Mchityre as Palace, Lou Slebert assisting. Capitol now managed by Clarence Valentine, promoted from assistant manager of the Palace, with Norman Linz assisting. Art Picola advanced from their of service at Palace, with Norman Signature of the Palace, with Norman Signature and Si the Paramount.

Charlotte, N. C.
A. C. Bromberg Attractions, Inc.,
with a Carolinas distributing headquarters here, will move into a new
home on Charlotte's "film row." A
modern film exchange building is
now under way there for Fox Film
Company.
Strand, Spartanburg, is adding
stage attractions.

Los Angeles.
Fox-West Coast plans rebuilding immediately its Bebook, Billings, Mont., which was destroyed by fire. Loss estimated at \$100,000.

Sallsbury, N. C.
Strand, one-time roadshow house,
which has been closed for several
years has been renovated and will
reopen as a Wilby-Kincey house
Paul V. Phillips announces.

New Greenville, S. C.

New Greenville, S. C., and Asheville, N. C., theatres costing more than \$100,000 are scheduled, according to Carl R. Bamford, local exce of the Publix Bamford, Inc., five-theatre chain in Asheville. Largest of the two, a \$75,000 unit on Patton evenue, Asheville, to get 1,400. 2freenville, theatre will replace a burned structure.

Local Fox exchange copped \$3,000 in prizes for winning second place in a Fox collection drive and a Hardell of the place o

Oklahoma City.
The Criterion, newly made practically new, reopened at Oklahoma City March 7. Guthrit theatra at Guthrie, Okla., closed for several years, reopened March. 2, under the lation of the lation of the lation of the lation pictures will be urged by the Harrup motion pictures committee was named last autumn by the Oklahoma Council of Child Development, and Saturday. The committee was named last autumn by the Oklahoma Council of Child Development, of the lation of the lation of the lation of the lation, of the lation,

Superior, Ariz,
Dallas G. Allhands will reopen
the Magna March 20. New sound
is being installed.

Rochester.
Two nabe houses chunge hand.
F. B. Roush takes over the Plaza
from James L. Shuter and Michael
Carr running the World, formerly
operated by Elmer Loritz.

New Orleans.
Frank Sliman, Franklin, La., succeeds Harry S. McLeod as president of the Gulf States Theatre Owners Association.

Bronx, N. Y. Irving Scher, formerly of the Mc-Kiniey Square and Castle Hill, now managing the Tower theatre.

Dodgeville, Wis.
The Crystal theatre was wined out heer a large was practically razed the Hocking estate properties. Some Insurance is carried, the theatre seeking a spot to-carry on until rebuilding plans have been completed.

ew York. Bill Danziger has folia home office advertising department Formerly with Donahuc & Coe prior to that having been with Par

Morris Shapiro, operation of a colored nabe here, and Philip Stark have hired the now-dark former legit site, Auditorium, from Leon-(Continued on page 58)

#### Nines to the Fore

With the big leagues already in training quarters, it's no time before the sand lotters will be dusting off the bats, and there is a chance to hore—in—on-some-good-publicity—if the hustle starts right now.

The best bet, where it is possible, is a winning nine under the theatre name and auspices. But it has to be a winning team, and that's a bit too tough to prognosticate unless the theatre had a winner-last year, so it is better to ride on the general appeal rather than boom through a star team.

appeal rather than boom through a star team.

One solld way is to contact the teams and tell them that a full outfit of uniforms will be provided when they have sold a specified when they have sold a specified week. If desired he is better to give greater leeway, so the boys can sell more tickets for an individual. Tickets should be good for four or six weeks, and that will give the lads a chance to sell that many pairs to a single purchaser. The beginning that the sell of the sell

buy, the cost can be cut still further.

Another gag, if there is room, is to permit a leading team to head a common to the still receive a sufficient number of clubs, with a cup to the winning-citub, to be presented at the end of the scason. Local conditions will govern the schedule to be laid out. If possible set local men of prominence in set local men of prominence in set local men of prominence in cach game as an official. Get the local paper interested, for much can be gotten out of this advertising.

can be gotten out of this adveruaing.

One good gag is to permit the
team which leads the league to attend the Saturday night performance in a body, but it is better to
vary the teams and give each ato the final whiner; being toss for
the final whiner; being toss for
to local merchants, each store
getting a representative, with the
storekeeper hustling to build up his
team, but player stealing barred,
in a fair sieed town this can be
easen.

worken mo a season.

That's just scratching the surface, but it you hold a mass meeting to launch the scheme, you can scratch a pretty deep groove.

#### Gag Contest

Basing the stunt on the fact that the feature fouted was a swell story, a dare was put over with a contest in a two-quart fruit jar. All who desired to enter were given cards on which they-entered their estimate of the bulk after the apples had been soaked and the amount of water required to do the aforesaid, with 16 points for each correct reply and one point off for each point over or under. Jar had a strip of paper with marks at ½-inch intervals, starting two inches above the mass of dried fruit. Entrants had made the start of th

store actually to pay on the tenner prize.

To fitting, and the like, was burning candle and the like, which are better if which are better within in the lobby. But make it im estimate and not a guessing context. Post office doesn't care for the lattice.

#### Telephone Numbers

M. & P. theatres, Boston, recent-y-suggested to local managers that they use their house telephone as a part of all regular ads for the all the second the second to the second to the second the se

Some years ago a house had a (Continued on page 21)

# RKO-RADIO PICTURES in tribute to GENE STRATTON-PORTER

world-beloved Hoosier author, whose most cherished story sprang from the soil of Indiana straight to the hearts of thirty million readers announces THE WORLD PREMIERE of



DONALD CRISP as Mr. Prvor

DOROTHY PETERSON

WILLARD ROBERTSON as Mrs. Stanton as Mr. Stanton as

VIRGINIA "Little Sister" GLORIA STUART

JOHN BEAL

#### House Reviews

(Continued from page 16)

(Continued from page 16)
May be the Water Board people
were around.

Paul Remos and his midgets folfow the intermission. About the
eutest bunch of midgets yet, and
good-looking at that. Nothing deformation of the second of the second leading at the second leading foreign this. Second leading foreign this. Second leading foreign this. Second leading the second leadin

Manusbe I Am Wrong Again' is a funny bit' in one, done by Bul Flan-agan and Mary Lawson. A fitta-tion bit, which should build in a few days.

funny bit in one, done by Bul Flanagan and Mary Lawson. A filtration bit, which should build in a
few days.
Closure, is an elaborate affair
titled 'Chez Hylton,' a sort of cabaret, with Jack's band as the backfrequency of the company of the company
to the company of the company of the company
to the company of the company of the company
to the company of the company of the company of the company
to the company of the company of the company of the company of the company
to the company of t

aplits.
Albert Richardson, Singing Sex-

splits.

Albert Richardson, 'Singing Sexton,' has a novel number in a splittering and suttering man suttering and suffering and well liked.

Pops and Louie follow everything on the bill. Kids open with a sort of chopped-harmony opening, then into the dance. As not dancers these youngsters are sufficiently and the confidence is justifiable, as they have brought pienty of new tricks. They are doubling at the Cochran adharet at the Trocadero.

Show ran very smoothly for the Laving stayed in the theatre overnight. Few rough edges visible will be out in a couple of days. In for four weeks, and should make smoney.

#### **REX, PARIS**

REX, PARIS

Three vaude as resident policy and the picture at this deluxer comprise two Anglo-Saxon numbers this fortnight. Philmore, juggler, opens by pulling golf citubs out of the backdrop and smirging the work with a ball, and other standard stunts. Accompanied by a femme who occasionally tries humor. Use some patter in undertones, in English. John and Alex Trio, acrobats; consists of two good male trapesitis and a woman who poses at a plano while they work. Throughout act will be a supported to the program of the months of the program of

### JACK POWELL

"Buffalo Evenings News," Jan.
31, 1933: "And when Jack Powell
bursts into a furore of drumming, rhythmically rapping with
the sticks on a chair, on the
floor, on the sidewalls and on
Mr. Wynn's pretzels, reducing
chief assumes, proud instead of
angry look. With great joy, he
calls the drummer back for the
encores."

nol Ronresentative MARK LEDDY 1560 Broadway, New York



MGM STUDIOS CULVER CITY, CALIF

and head-to-head business. On the bar, the light man works chiefly hanging from the other's hands or on a second trapeze, which he holds. Third act is an adagio number, Diane Beili, Ryaux and Wild, ap-parently French, a girt and two parently French, a girt and two which two dolls are taken before she gets out, and she represents a doll\_consistently.. throughout the act.

doll consistently act.

Relatively large frumber of adagio acts now playing Paris is tiring the public of this type of dance, although nothing can make it unpopular here.

nuar nere.

Rex programs in general are getting monotonous. Little imagination used in booking. Francis A Mangan show to go on presently may change this.

Stern.

#### EARLE, PHILA.

Phliadeiphia, March 15.

Philadelphia, March 15. Chief attraction at the Earle this week is Ina Ray Hutton and her all-feminine ork. She made plenty impression. First string critics, who usually pick other houses (west of Broad): for coverage on Friday, all went to the Earle on this occasion. What's more, instead of giving threat the control of the control of

nad pienty of nice things to say. Earle's patrons, who are notably hard to please, also went for the feet of the please of the p

performers.
Picture is 'Times Square Lady'
(MG) and won mixed notices here.
Waters.

#### PARAMOUNT, L. A.

PARAMOUNT, L. A.

Los Angeles, March 14.

Faramount is going heavy in baily and advertising flow week for Ann Ronell's Title Magic of Spring, '20-minute fantasy, with music and lyrice by Miss Ronell and book by Marcel Silver I Idea is refreshing-ly presented by Marcel Silver I Idea is refreshing-ly compared to the second state of the compared to the second state of the compared to the compared to the patterns, reference in the story one of them. When she wakes, he returns, reclaims his coat, and the patt hecome lovers. Book is slim, manages to give sufficient darcus warring black hoods and gloves against a black backdrop, giving the appearance of dummies. Jos in two toe sufficient in the setting. Roy Russell, the young man, sings three numbers, all tune-ful, but having little chance of be Tooming, popular. Ximper and to the compared to th

Bort Prival trots out two unusual limber-leg routines to good results, and the Highlanders, male quartet, warble the chorus to two gumbers, and the the chorus to two gumbers, and the the chorus to two gumbers, and the Highlanders, male quartet, warble the chorus to two gumbers, and the Highlanders, and the Heaven, and the Heaven, with Miss Gaynor, it was precedes her with a smart precision dance for the flash.

Charles Farrell most likely would seeling stuff, or somethy, appear opposite her, as with the but their work lacks definition. In

staging, attempt was made to be both hotch and class, with the mixture not jelling well. Best routine is nothing but legs, with the upper part of the girls' boldes covered with black cloth, dee is smart, was military tap routine, with the girls dressed as wooden soidlers, and a period number.

Before going into the production Miss Ronell, backed by the quarter, the control of th

Konell received a good annu upon opening:
Ruggles of Red Gap' (Par), the Rature with Par news cips and the carron with the first performance of the first performance of the carron with the c

#### FOX, PHILADELPHIA

FOX, PHILADELPHIA

Ray Perkins' first date in Philly
and Will Rogers' Life Begins at 40'
(Fox) hold the spotllefit this week.
Former's big air following here and
a strong pic all make for good trade.
Show opens, atter overture by
Roza's European Novelty. Turn, in
till, with a red and black drop, employs a liquor bar at center and a
uniformed stooge. Page's entire rouuniformed stooge. Page's entire roumonths of the strong of the strong of the strong
contine whiskey, wine, beers and
champagne. And, to prove it, he
sends samples of the stuff into the
audience turn and delivery is tops,
abetted by a French parlance for
Continental flavor.
Deuce spot, is Ray Perkins, emi-

audience for anyone to taste. It is a novel turn and delivery is tops, continental flavor.

Detuce spot is Ray Perkins, employing footlight mike and one at plano: Gags about his air sponsor is the first person of the first per encore. Banu seed on is nothing to write home about. It's a noisy turn, but little quality.

Newsreel completes the bill. Biz Friday afternoon was zooming.

Gosch.

#### 5.6% OF PIX BANNED IN HAGUE DURING '34

The Hague, March 8: Yearly report for 1934 of the Dutch Board of Film Censors shows that 5.6% of films under review were banned as against 3.3% bannings in 1933. Majority of rejected reels came from America.

A total of 2,357 films (features and shorts) were reviewed by the Board in 1934, of which 93% were sound-films and 7% silent.
Distribution in percentages of films here according to land of origin was as follows:

	1934	1933
	Per Cent	Per Cer
U. S. A	49.5	47.6
Germany	18.7	27.8
England	4.6	3.5
France	12.6	8.5
Native	7.6	6.9
Others	7.0	5.7
While Ame	erica gained	a littl
with England	. France and	Holiano
Germany lost	considerabi	e groun
mostly due to	anti-Nazi fe	eling an
boycott by we	orking elasse	s here.

### **EXPLOITATION**

(Continued from page 19)

continued f. Conti

#### Busted Stunts

Busted Stunts

Last month an exhibitor had the bright idea of trying the melting loe blook for a winter stunt. Laresly some state of the state of th

the crowd laughing with instead of at the house at the house and the first had caused the candle to blow out and that people were storming the store in the window of which the candle had been burn. The condition of the candle had been burn. The candle had been burn to the burn to the candle had been burn to the burn to the candle had been burn to the burn to the candle had been burn to the burn to the candle had been burn to the burn to the burn to the burn to the candle had been burn to the burn

was a masked identification. Some enthusiast had saved the pletures from which the masked cuts had been made and was selling the list for a dime a copy. In two days the sax was a complete and permanent busy to figure the handicaps, though they may rarely occur.

#### Big. Time Stuff.

### New York Theatres

#### PARAMOUNT TIMES \* \* \* \*—DAILY NEWS

"RUGGLES OF RED GAP" A Paramount Picture with CHARLES LAUGHTON—MARY BOLAND CHARLIE RUGGLES—ZASU PITTS ROLAND YOUNG

# UNITED RIVOLI 8 WAY 2015 15 RIVOLI 8 WAY

COOPER - STEN in "The Wedding Night"

RADIO CITY ROCKEFELLER MUSIC HALL

Irene Fred Ginger
DUNNE • ASTAIRE • ROGERS in "ROBERTA"

STAGE: "Cavalcade of Color," Leoni-"s extravapanza . . Ravel's "Bolero" Symphony Orchestra, dir. Erno Rapee

ANY DAY Lilian HARVEY Tullio CARMINATI 25c to 2 in "Let's Live Tonight" Gala Revue on Stage

ANY SEAT Soth St. ROXY Show Value

AYFAIR Broadway at 47th Street N.Y. Premiere -- M.G. M. Picture Times Square Lady



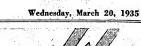


CAPITOL Held Over! Second Big Wesk
CLARK CONSTANCE
G A B LE BENNETT
"AFFER OFFICE HOURS"
In Person! Sen Bernle and all the IndeStarting Friday
"Nauphty Marietta"

L STATE 48th STREET CLAUDETTE COLBERT In "THE GILDED LILY" Xtral 2nd Issue, "The March of Time On Stago-Milton Berle and Revu Starting Frid GABLE - C. BENNETT "AFTER OFFICE HOURS"

ASTOR B way 46th - At Popular Prices - Midnight Show N. Y. I'remiere-Now Playing

"HIGH SCHOOL GIRL" CRANE WILBUR

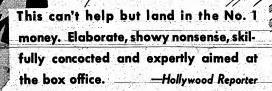




# GEORGE WHITE ... THE biggest

# NAME IN MUSICALS...HAS TOPPED

# HIS LAST YEAR'S MOP-UP!



George White sat in the Fox California here and heard an audience applaud his "1935 Scandals" because he has turned out a spectacular musical comedy with the right mixture of tuneful songs and real, sure-fire comedy!

-Motion Picture Daily

# ALICE FAYE • JAMES DUNN NED SPARKS

Lyda Roberti • Cliff Edwards • Arline Judge Eleanor Powell • Benny Rubin • Emma Dunn CFODCE WHITE

Entire production conceived, produced and directed by George White

Screen play by Jack Yellen and Patterson McNutt. Based on a story by Sam Hellman and Gladys Lehman. Songs by Jack Yellen, Cliff. Friend, Joseph Meyer. Additional lyrics by Herb Magidson.



# CALENDAR OF CURRENT RELEASES

Harold Auten Office: B'way, N. Charming film from Anthony play, with femme an; 70 mins. Rel. Oct. 15. Rev. Nov. 6. (Ger). Musical Autumn Crocus (British).

Blaue von Himmel, Dos (Ger). Musical romance. Martha Eggert. Dir. Victor Jarson. 70 mins. Rel. Sept. 1. Victor Jarson. 70 mms. Hel. Sept. 1,

and of the World (Fin du Mondé (Fr.) Sclentific dream based on Flammarion
novel. Dir. Abel Gance. 68 mins. Rel. April 15.

Es war-Einmal-Ein-Walzer. (German). Musical romance with Lebar music.
Martin. Eggerth. Dir. Victor Jansen. 86 mins. Rel. Oct. 1.

Loyalties (British). Drama from the Galsworthy play, Dir. Basii Dean, 70 mins. Rel. Oct. 15. Rev. Oct. 30.

Chesterfield Offices: 1540 Breadway, New York, N. V

Curtain Falls, The, Old actress impersonates aunt of a wealthy family to make old age secure. Proves a good genius. Henrietts Crosman. Dir Chas. Lamont. 67 mins. Rel. Oct. 1.

Fugitive Road. An Austrian-Italian border story. Eric von Stroheim. Wers Engels, Leslie Fenton. Dir. Frank Strayer. 69 mins, Rel. July 1, Rev. Nov. 26.

Ghest Walks, The. A mystery comedy. Cast, John Miljan, June Collyer. Dir. Frank Strayer. 67 mins. Rel. Dec. 1.

Frank Strayer. 67 mins. Rel. Dec. 1.

One in A Million. Dopartment store background for a love story. Chas. Starrett, Dorothy. Wilson.—Dir.—Frank Strayer. 62 mins. Ref. Sopt. 15.

Port of Lock Drasma. Tragedy along the waterfront and on the tuna fisheries.

Shot in the Dark. A college mystery. Charles Starrett, Robert Warwick,
Marton Shilling. Dir. Charles Lamont. Rel. Feb. 15.

Sons of Steel. A new deal drama of fathers and sons; Charles Starrett,

Bakewell. Polly Ann. Tours: Dir. Charles Lamont. 64 mins. Rel. Dec. 15.

Symphony of Living. A drama of sacrifice against a background of symphoni music. Al Shean, Evelyn Brent, Charles Judels. Dir. Frank Strayer 68 mins. Rei Jan. 15.

Werld Accusers, The. A woman's fight against the world alone, Vivian Tobin,

Russell Hopton, Dickie Moore, Dir. Charles Lamont, 80 mins, Rel. Nov. 1. scudio: Gower at Sunset, Hollywood, Cal. Columbia Offices, 729 Seventh Ave.,

Hollywood, Cal.

Against the Law. Gangster mixup with an ambulance crew. John Mack
Brown, Sally Share, Arthur Hohl. Dir. Lambert Hillyer. 67 mins. Rel.
Behind the Evidence. Newspaper man amokes out a master mind. Norman
Foster, Donald Cook, Shella Mannorg, Dir. Lambert Hillyor, 79 mins.
Rel. Jan. 20. Rev. Feb. 1

Man Wing, The. Edruid Lowe, Jack Holt in a familiar outline. Florence Rice as the girl. Dir. Earle Kenton, 75 mins. Rel. Jan. 5. Rev Jan. 5.

Jan. 8.

Naya 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.

Call to Arms. Willard Mack, Shella Mannors, Esther Raiston. Dir. Willard Mack, Rel. Jan. 12

Captain Hates the Sea, The. Riotous nautical comedy of a mixed passenger list. Victor McLaglen, Wynne Gibson, Allson Skipworth, John Gilbert, Dir. Lewis Milestone. 80 mins. Rel. Oct. 22. Rev. Dec. 4.

Carnival, Carnival story of a man's search for a mother for his child. Let Tracy, Sally Eliers, Jimmy, Dorante, Dir. Walter Lang, 'I' mins, Rel. Feb. 10, Rev. Feb. 20.

Death Files East, Mystery in a transport plane, Conrad Nagel, Florence Ruce, Dir. Phil Rosen, 85 mins. Rel. Jan. 19, Rev. March 6.

Fugitive Lady, innocent girl, sentenced to prison, finds a haven and love Neil Hamilton, Florence Rice. Dir. Al. Rogell. 66 mins. Rel. Oct. 35 Rev. Dec. 11.

Girl in Danger. Inspector-Trent story of a lost emerald. Ralph Bellamy, Shirley Grey. Dir. D. Ross Lederman. 61 mlns. Rel. Aug. 29. Rev. Nov. 6

NOV. 6. I'll Ffx. 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.

Nov. 20.

Nov. 20.

Nov. 20.

Nancy Carroli, George Murphy. Dir. Roy W. Nelli. 56 mins. Rel. Roy. 18. Rey. Nov. 27.

Nov. 18. Rey. Nov. 27.

Nov. 19. Language and the control of the cont

Law Beyond the Range. Tim McCoy Western. Billie Seward, Dir. Ford Beebe. Rel. Feb. 15.

Beebe. Rel. Feb. 15.
Lady is Willing. Investment victim kidnap banker's wife. She falls in love with her captor. Leslie Howard, Binnie Barnes. Dir. Gilbert Miller. 65 mins. Rel. July 30. Rev. Aug. 14.
Men of the Night. Romance of a detective. Bruce Cabot, Judith Allen. Dir. Henry Freulich. 58 mins. Rel. Nov. 28. Rev. Dec. 4.

Henry Freulich. 58 mins. Rel. Nov. 28. Rev. Dec. 4. Mills of the Gods. Industrial story of the depression. May Robson. Fay Wrety, Victor Jory. Dir. Roy W. Neill. 57 mins. Rel. Dec. 16. Rev. Jan. 22. Nams the Woman. Follies and a girl reporter. Ariba Judes, Richard Crom-Lets Live Tonight. Tullio Carminati, Lillian Harvey, Tala Birel. Dir. Victor Schirtzinger.

One Night of Love. Romance of an opera star. Grace Moore, Tulin-Car-maniti, Lyle Talbot. Dir. Victor Schnitzinger. 84 mins. Rel. Sept. Rev. Sept. 11. oot Kid, The. McCoy western. Shella Mannors. Dir. David Selman. 56 mins. Rel. Nov. 8.

Square Shooter. Tim McCoy, Jacqueline Wells in a Western. Dir. David Selman. 67 mins. Rel. Jan. 21. That's Grattude. Theatrical man gets no thanks in farcical romp. Frank
Craven, Mary Carliste. Dir. Frank Craven. 67 mins. Rel. Oct. 13.
Rev. Nov. 6.

erner, The, Tim McCoy, Marion Shilling, Dir. David Selman, 57 mins Rel. Dec. 10.

White Lies. Rich society girl falls for the big, brave cop. Walter Conolly, Fay Wray, Victor Jory. Dir. Lee Bulgakov. 63 mins. Rel. Nov. 27. Rev. Jan. 1.

Kev. Jan. 1. Whole Towine Taiking, The. Robinson in a dual role as a killer and a pacifist who resembles him. Edw. G. Robinson, Jean Arthur. Dir. John Ford. 95 mins. Rel. Feb. 18. Rev. March 6.

DuWorld Office: 729 Seventh Ave.,

Beast of Borneo, Melodrama and animals. John Preston, Mary Stuart.

mins Rel. July 16.

mins Rel, vuly 15.

Sius Light, Austrian and Italian.) Mountain romance among Italian Dolomites. Directed and starring Leni Riefenstahl. Rel. Sept. 15.

Crainquebille (F7). Drama from Anatole France yarn. Dir. Jasqude de Baroncelli 80 mins. Rel Dec. 1.

ceill. 80 mins. Rei Dec. 1.

Gri in the Case. Comedy in the Continental manner. Jimmy Savo, Eddle
Lambert, Dorothy Darling. Dir. Eugene Prenke. 50 mins. Rei. Oct. 1.

Kocha, Lubi, Szanuje (Polish). Young love in Poland, with music. Dir.

Michal Wyzynski. 70 mins. Rei. Nov. 1.

L'Agonio des Algies (Fr). Pre-Napoleonic drams. Dir. Roger Richebe. 70
mins. Rei. Dec. 1.

mins. Rel. Dec. I.

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

Norsh-O'Neale (British). Jrish yarn. Dir. Desmond Hurst. 10 mins. Rel.
Oct. 15. Rev. Oct. 30.

Oct. 15. Rev. Oct. 30.
Romance in Budapest (Hung). Franciska Gaal. Musical. 70 mins. Rel. April 15. Rev. May. 15.
Tell Tale Heart (British). Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 15. Rev. June 19.

First Division Offices: R.k.O. Bldg., New York, N. y. Roleases Also Allied, Chesterfield and Monogram.

Roleases Also - Altied, Chesterfield and - Monogram.

Curtain Falls. One-time famous actress uses her 'talents in an entheily novel
role; and stages one final glorlous comeback." Henrietta Crosman,
Dorothy Lee, Wm. Bakewell. Dir. Charles Lamont. 48 thins.

Siri. of the Limberlest. The famous Gene Stratton Porter classic.
March, Raiph Morgan, Louise Dresser, Eddle Nugent. Dir. Christy
Cabanne, 83 mins. Rel, Nov. 8.

Girl of My Dreams. College life and college romance. Mary Carilale, Eddle
Xingent, Creighton Chancy, Arthur Lake, Stering Hollowsy, Gigi Farriett
March. Rel, Nov. 42.

Rel, Nov. 42.

Rel, Nov. 42.

Rev. Porter Dresser, Eddle Rev. Development Rev. Walter, Jacque.

DIF Ray McCarey. Rel. Nov. 17.

Happy Landing. Story of the U. S. air border patrol. Ray Walker, Jacqueline Wells. 53 mins. Rel. Sept. 1.

Line Wells. 53 mins. Rel. Sept. 1.

Vans. Eyrs. Screen adaptation of the Charlotts Bronts classic. Colin Clivs.

Virginia Bruce, Allen Pringis. Dir. Christy Cabanna. Rel. Oct. 1.

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Lieting is given when release dates are definitely set. Title are retained for eix months. Managere who receive service subse quent to that period should pre-serve a copy of the calendar for reference:

The running time as given here The running time as given here is prezumably-that of the projection com showings and can only approximate the actual release length in those states or communities where local or state ceneroship may result in deletions. Running time-in the reviews as given in 'Variety' carry' the actual time oldered in the theory of the control of the

reviewed only in actual theatre abovings.

While every effort la 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 approciate the oc-operation of all managers who may note discrep

#### Studio Placements

Hollywood, March 19. Ed Norris, 'Okay, Toots,' Roach. Arletta Duncan; Gus Meins, di-ecting 'Teacher's Beau,' Roach. Richard Dix, Margot Grahame, 'Powder Smoke Range,' Radio. Gene Raymond, 'Hooray for Love.'

Radio.

Guy Kibbee, ZaSu Pitts, 'Crossing
Up Society', 'WB.
Carl Briseon, Mary Ellis, 'Count
of Luxembourg,' Par,
Arthur Horman, adaptation;
Spencer Tracy,' 'Bs, Bs, Biack

Spencer Tracy, Ba, Bak Black Sheep, Fox.

J. Walter Riben, directing Public

1. Walter Riben, directing Way-Down

1. Walter Riben, directing Way-Down

1. Roulia, Moreno, Raoul Roulian,

1. Rest Cure, (Spanish) Fox.

Dixle Lee, Redheads on Farade,

Fox.

Reet Cure, (Spanish) Fox.
Dixle Lee, Redheads on Parade,
Fox.
Dixle Lee, Redheads on Parade,
Fox.
Box Parade, Pox.
Box Parades, Parade,
Harry Carey, Gertrude Messinger,
Harry Carey,
Harry Care,
Harry C

ing Holloway, Ering Em Back a Lief, U short,
Anita Loos, screen play, 'San Francisco,' Metro.
Alice Paye, 'Argentina,' Fox.
Alice Paye, 'Argentina,' Fox.
Argentina,' Fox.
Argentina,' Fox.
Argentina,' Redneads on Parade,' Fox.
Parade,' Fox.
Dick Powell, Pat O'Brich, 'Page
Miss Glory,' WB.
Jean Arthur, Chester Morris,
'Public Hero, No. 1,' Metro.
Sally Eliera,' Alias Mary-Dow,' U,
David Boehm, revising serjit, 'The Raven, U. Frank Dawson, 'No More Ladie

Margaret Seddon, Flame Within.

Metro.
Robert Gleckier, Arthur Vinton,
Harry Seymour, Phil Tead, Ed
Stanley, Harry Richardson, Frank
John Blystone, Gireting, Phil
Klein, Robert Yost, adaptation,
Work of Art, Fox.
Edmund-Lowe, Gene Markey,
adapting Champagne Chamic, Fox.
Ray Mayer, Break of Hastis, Radi Genres Bad

George Reed, 'The Glass Key.

George Reed, 'The Class Key,'
Par, Hichard Dix, Charles Vidor, directing 'Feaco Maker, Radio, Howard J. Green, sercen-play, 'Federal, Dick,' Par, Watter De Leon, Francis Martin, adaptation, College Education, Par, Unis Alberni, 'On Wings of Song.' Col. College Cale of the College Col

Georgia Caine, 'Hooray for Love,' Radio Louis King, directing; Rita Can-sino, Pat Patterson, Warner Oland, (Continued on page 27)

King Keily. Dance director and his girl dancing troupe swap contracts on way to Paris, and bring prosperity to a mythical Beigravian kingdom via crooning, dance routines, etc. Romantic comedy with music, Guy Robertson, Irone Ware. Dir. Leonard Fields. Rel. Nov. 16. One in a Million. Romance of a department store employee and the boss son. Dorothy Wilson, Charles Starrett. Dir. Frank Strayer. Rel.

15 Port of Lost Dreams. A gun moil's past catches up with her after she has reformed and is happly married to a sea-faring man. Lola Lane, Bill (screen) Boyd, George Marion, Edward Garkan.

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

Studioe: Burbank, Calif. First National Offices 821 W. 49th St.

Babbitt. Upton Sinclair's Main Street. Guy Kibbee, Aline McMahon. Dir Wm. Keighley. 75 mins. Rel. Dec. 8. Rev. Dec. 18.

Wm. Meighley, '18 mins, rac, Dec. 5, racy, Dec. 15.

British Agant, Adapted from the novel about international spices, Leslie
Howard, Kay Francis, Dir. Michael Cuttiz, '75 mins, Rel. Sept. 15,
Rey. Sept. 25.

Case of the Curious Bride, The. Whodunit, Warren William, Margaret Lindsay, Dir. Michael Cuttiz, Rel. April 13.

say, Dir, Michael Curtiz, Rei, April 13, Fliration Walk, West Point story, Ruby Keeler, Dick Powell, Pat O'Brlen, Dir, Frank Borzaga, 85 mins, Rei, Dec. 1, Rev. Dec. 4, Gentlemen Are Börn, Four college boys battle the world, Franchot Tona, Jean Muin, Ann Dvorak, Margaret Lindesay, Dir, Aifred E. Green, 75 mins, Rei, Nov. 17, Rev. Nov. 2, Gentlemen Area, Rei, April 20, Rev. Moyar, Rei, April 20, Rev. Moyar, Rei, April 20, Rei, April 20, Mappiness Ahsad, Window washer wins success. Dick Powell, Josephine Hutchinson, Dir, Mervyn LeRoy, 90 mins, Rei, Oct. 22, Rev. Oct. 16,

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. Rev. Jan. 1

Ciare Dodg, Rossey Rame, Construction of the C

Murder-In-the-Clouds. - Eyle Taibot. Ann Dvorak. Dir. D. Ross Lederman. St-mins. Rel. Dec. 15. Rev. Jan. 1. North Shore: Barbara Stanwyck, Gene Raymond, Dir. Robert Florsy. Rel. Feb. 15.

North Shore: Marbara Stanwyck, Gene Raymond, Dir. Robert Florey, Red. Feb. 12.

Red Hot Fires. Lyle Talbot, Mary Asior. Dir. D. Ross Lederman, Rel. Foli. 2.

Siv Day Bike Rider, Thrills and spills in a bike race. Joe E. Brown, Dir. Lloyd Bacon. 69 mins. Rel. Oct. 29. Rev. Nov. 6.

Traveling Salesiady, The., One of those Joan Blondell-Glenda Farrell yomps. Dir. Ray Enright. Rel. April 8.

Wanderlust. Guy Kibbes, Aline McMahon. Dir. Win. Keighley. Rel. April 27, 72 mins. Rel. Nov. 2. Rev. March 6.

Wille the Patient Slept. Mystery in a millionaire's mansion. Guy Kibbes, Aline McMahon. Dir. Ray Enright. 66 mins. Rel. March 9. Rev. March 6.

Studio: Fex Hills, Fox Offices: 44 West 56th St. Helipwood, Cal. Fox Offices: 44 West 56th St. New York, N. V. Baboona. Jungle film made by Martin Johnsons; parity from an airplane, 73 mins. Rel. Jan. Rev. Jan. 29.
Baby Take a Bow. The Fox child star comes through again. Shirley Temple, Bachelor of Acts. From John-Erskine's recent nouse. Bachelor of Arts. From John Ersiches'-secent novel, again. Shirley Temple, Walthall, Antia Louise. Dir. Louis King, '7 mins. Rel. Nov. 23.

Bright Eyes, The story of two little girls. Shirley Temple, Jane Darwell, James Dunn, Judith Allen. Dir. David Butter. 33 mins. Rel. Dec. 28.

Rev. Dec. 25.

Rev. Dec. 25.
Gravam. Romantic story based on 'Gypsy Melody.' Chas. Bayer, Loretta
Young, Jean Parker, Louise Fazenda Dir. Erik Chareli. 102 mins. Rel.
Sept. 28-, Rev. Oct. 2.

Charlio Chan in London. Another detective yarn. Warner Oland, Drue Ley-ton, Mona Barrie. Dir. Eugene-Forde. 79 mins. Rol. Sept. 14. Rev. Sept. 18. Sept. 18. Chan in Paris. The Oriental detective moves into new territory.

Warmer Oland, Mary Brian. Dir. Lewis Selier. 10 mins. Rol. Feb. 1.

Rev. Jan. 23.

Rev. Jan. 29.

County Chairman, The. Will Rogers, Evelyn Venable, Kent Taylor, Dir.

John Blystone. 7s mins. Rel. Jan. 11, Rev. Jan. 22,

Cowboy Millionairs, George O'Brien western, Dir. Edw. F. Cline. Rel.

April 12.

Duds Ranger, The. Geo. O'Brien, Irone Hervey. Dir. Eddie Cline. 64 mins. Rel. Sept. 21. Rei. Sept. 21.
East River. Story rovolving around an underwater tunnel. Edmund Love.
Victor-McLagien, Marjorle-Rambeau,—Dir. Haoui-Waish,—Rei. Jan. 25.
Eliner Nerfon Claire Trevor, Hugh Williams. Dir. Hamilton MacFadden.
72 mins. Rei. Nov. 2. Rev. March. 5.
First World War, The. Hitherto unrietasäed im from the archives of several
Eovernments. Lawrence Stallings, editor. 73 mins. Hel. Nov. 23. Rev.
Nov. 13.

Gambling. From the George M. Cohan play. Geo. M. Cohan. Wynne Glbson.
Dir. Rowland V. Lee. 89 mins. Rel. Nov. 2. Rev. Dec. 11.
George White's Scandis. Second edition of the musical., Alice Faye, Jas.
Dunn, Ned Sparks, Geo. White, Lyda Robert. Dir. Geo. White. Rel.
March 15.

Dir. Rowland v. A.

George White's Scandals. Second edition of the State of mins. Rel. March 1. Rev. March 6.

Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel.
July 27. Rev. Aug. 7.

Heaven-2 Gate. A. Shisky. Temple. atory. Joel McCrea, Rosemary-Ames. Dir.
John Robertson. Rel. May 3.

Holl in the Heavens. Air story. Warner Baxter, Conchita Montenegro. Dir. John Blystonc. 80 mins. Rel. Nov. 9. John Bystone, 89 mins. Ret. NOV. 7.
Heliderade. Adventure in a ghost town. Richard Arlen, Madge Evans, Raiph
Bellamy, Henry Waithall. Dir. Jas. Cruze. 74 mins. Rel. Dec. 21. Rev.
Jan. 8.
14's a Small World. Spencer Tracy, Wendy Barrie. Dir. Irving Cummings.
Rel. April 26.

Judge Priest. Based on the Irvin Cobb stories of down south. H. B. Waithall, Tom Brown, Anita Louise. Dir. John Ford, 79 mins. Rei. Oct. 5. Rev. Oct. 16.

Cfc. 16.

Life Begins at 40. Based on the Pitkin book. Will Rogers, Rochells Hudson.

Dir. Geo. Marshall. 79 mins. Rel. March 22.

Little Celonet: "Shriley Temple, Lionet Barrymore, Evelyn Venable. Dir. David Butler. Rel. Feb. 15.

David Buder, Ne. Feb. 10.

Lottery-Laver. Naval cadets form love syndicate. Pat Paterson, Law Ayres,
Dir. Wm. Thiele. 82 mins. Rel. Jan. 4. Rev. Feb. 20. Lovetime. Musical romantic story. Pat Paterson, Mis Asher, Herbert Mund In Harry Green. Dir. Jas. Tinling. 72 mins. Rel. Sept. 21. Rev. Nund I.

Marie Gallante. Done from the novel of the same name. Spencer Tracy, Kettl Gallan, Helen Morgan. Dir, Henry King. 88 mins. Rel. Oct. 28. Rev. Nov. 27. Music in the Air. Gloria Swanson, John Boles. Dir. Joe May. 81 mins. Rel. Dec. 7.

Music in the Air. Gloria Swanson, John Boles. Dir. Joe May. 81 mins, Rel. Mystery Woman. Heroine saves her husband by procuring the papers. Mone Harric, Gilbert Roland, Dir. Eugene Forde. 68 mins. Rel. Jan. 12. Rev. Jan. 22. Rev. John. 22. Rev. John. 22. Rev. John. 22. Rev. John. 23. Rev. John. 23. Rev. John. 24. Rev. John. 25. Rev. John. 25. Rev. Feb. 27. Rev. Feb. 25. Rev. Feb. 25. Rev. John. 25. Rev. Feb. 25. Rev. 25. Rev. 25. Rev. 25. Rev. 25. Rev. 25. Rev

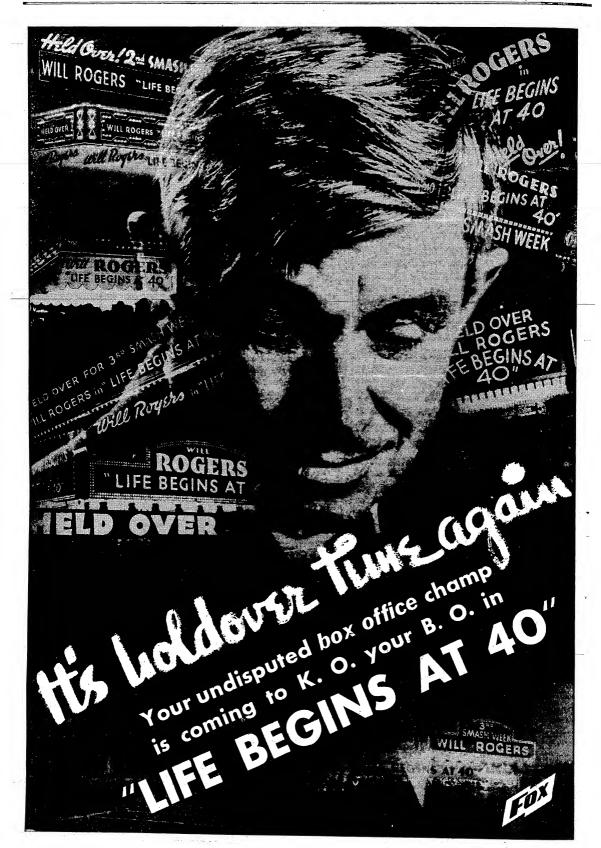
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The Dollar False, Edward Wevertt Horton Katen Morles, Dir. Goo. Marshall. Rol. Abril 6.

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Twenty-four Hours a Day. Claire Trevor, Gilbert Roland. Dir. Hamilton Machander, Tellar Roland. Tellar Roland. Tellar Roland. Dir. Hamilton Machander, Tellar Roland. Tellar Roland. Dir. Roland. Dir. Roland. Ro



(Continued from page 23)

Gaumont-British Office: 1600 Broadway,

Chu Chin Chew. Arablan tales in musical form. Anna May Wong, Fritz Kortner. Dir. Waiter Forde. 55 mins. Rel. Sept. 15. Rev. Sept. 25. Evensong. Musical dramatization from the Beverley Nichols novel Evelyn Laye. Fritz Kortner. Carl Esmond, Alico Delysia. Conchita Supervia. Dir. Victor Saville. Bel. Nov. 18. Rev. Nov. 20. Evergreen. Musical adaptation from Cochran's stage production. Jessie Matthews. Sonithe Hu. Bestr Mallous. Berr. Modern. Dir. Wickers.

Matthews, Sonnie Hale, Betty Balfour, Be ville. Rel. Jan. 3. Rev. Jan. 15.

wille Rei Jan. 3. Rev. Tan. 4. Assaudt, Bairry, Mackay. Dir. Victor Saleron Durks, Then. Drams hased no Duke of Wellington at Battle of Waterloon. George Arliss, Elialine Terris, Gladys Cooper, A. E. Matthews, Allan Aynesworth. Dir. Victor Saville. Rel. Jan. 18. Water Water, Saleron Marketter, March 19. M

Frincess Charming. Musical comedy in a mythical kingdom. Evelyn Laye Yvonne Arnaud, George Grossmith, Max Miller. Dir. Maurice Elvey Rel. Jan.

Unfinished Symphony. Musical romance based on Schubert's life. Martha Eggerth. Dir. Willy Forst. 83 mins. Rel. Jan. 1. Rev. Jan. 15.

Dizzy Dames, Musical. Theatrical boarding house locate. Marjorie Rambeau, Florine McKinney, Lawrence Gray. Dir. William Nigh.
No Ransom. From Damon Runyon's The Big Mitten, Lella Hyams, Phillipe Holmes, Dir. Fred Newmeyer. 70 mins. Rel. Oct. 25. Rev. Feb. 12. Once Diomes, Division and Markette State of the Control of the Con

Nixon, Wera Engels. Dir. Wm. Nigh. 17 mins. Rel. Feb. Rev. Feb. 27.
Take the Stand. Murder-of a columniet. Jack La Rue, Thelma Todd, Gail Warles. Phil Rosen. 18 mins. Rel. Sept. 7. Rev. Sept. 11.

William Committee of the Standard Sept. 18 mins. Rel. Journal of the Strangers Meet. Mixup In a bungalow colony. Rich. Cromwell, Arline Judge. Dir. Wm. C. Cabanap. 17 mins. Rel. July 20. Rev. Nov. 20.

Without Children. Modern drams of divorce. Marguerite Churchill, Bruce Cabot, Evelyn Brent, Reginal I Denny. Dir. William Nigh. 81 mlns. Rel

Majestic Office: RKO Bldg., Radio City New York City Mutlny Ahead. Stark drama! Adventure! Romance! On the high seas. Nei Hamilton and Kathleen Burke. Dir, Tommy Atkins.

Flight Alarm, The Newspaper etcry with a reporter winning the city boss daughter. Bruce Cabot, Judith Allen, H. B. Warner. Dir. Spencer Bennett. 63 mins. Rel. Sept. 22. Jan. 16.
Perfect Cue, The David Manners, Skeets Gallagher, Dorothy Libsire. Dir Robt. Vignola. 64 mins. Dynamic detective mystery thriller.

Koot. vignoia. 64 mins. Dynamic, detective mystery thriller.

Korlet Letter, The. Hawthorne's dramatic classic. First sound filming. College Moore and Hardie Albright. Dir. Robert Vignoia. 70 mins. Rel.

10 mins. Rel. Oct. Chose. Texas girl goes to Hollywood and back again. Not a studio story. Sally Blane, Lury Crabbe. Dir. Ralph Cedar. 62 mins. Rel. Oct. 1. Ren. Sept. 25.

Offices, 1776 Broadway, New York, N. Y. Mascot Factual story from the book of the same name, by in Willemse, Norman Foster, Judith Allen, Sidney

interfered to the control of the con

David Howard. 70 mins, Rol. Dec. 4. Rev. Feb. 27.
Little Men. Jo of Little-Women an a school mistress. From Louisa May Alcott's story. Ralph Morgan, Erin O'Brien-Moore, Trent Durkin. Dir. Phil Rosen. 77 mins. Rel. Dec. 25. Rev. Feb. 20.
Young and Beautiful. Story of a press agent who build his aweetheart to stardom and nearly loses her. William Haines, Judich Allen, Joseph Cawinorn, Wamnas Baby Stars. Dir. Joseph Santley. 63 mins. Rel. Sept. 1.

Studios: Culver City.

Metro Offices: 1840 Broadway,
New York, N.,
After Office Hours. Newspaper story. Constance Bennett, Clark Gable, Stuart
Erwin, Dir. Roht, Z. Leopard, T. Simins. Rel. Feb. 22. Rev, March 13.
Babes and John Charles, Williams of the Rep. 22. Rev, March 13.
Babes and Commission of the Relation of t

Nov. 39. Rev. Dec. 18.

Band Plays On, The. Football slory. Robt. Young, Betty Furness. Dir.

Russell Mack. 87 mins. Rel. Dec. 21. Rev. Dec. 25.

Barretts of Wimpois Street. Based on the play by Rudolf Besler. Norma
Shearer, Fredric March, Charles Laughton. Dir. Sidney Franklin. Rel.

Sept. 21. Rev. Oct. 2

Sept. 21. Rev. Oct. 2.

"graphy of a Bachelor Girl. Based on S. N. Berhrman's successful play.
"Blography." Ann Harding, Robert Montgomery. Dir. E. H. Griffith.
81 mins. Rel. Jan. 4. Rev. March 6.
vid Copperfield. Dickens story with an almost perfect cast. W. C. Fields.
Lionel Barrymore, Edna May Oilliver, Herbert Mundin. Dir. Geo. Cukor.
129 mins. Rel. Jan. 18. Rev. Jan. 22.
the on the Diamond. Murder in the big cagues. Based on the novel by
Cortland Fitzsimmons. Rober Erong, Teel Healy, Madge Evans. Dir.
Libert Book Barry Madge State Control of the Cort. 1.

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Ewyard Songwich: 89 mine Rei. Sept. 46. Rev. Sopt. 30. Ewyard Songwich: 80 mine Rei. Sept. 40. Rev. Sopt. 40. Rev. Jan. 1. Rev. Jan. 1.

Bride, The, From Francis Coe's 'Repeal.' Carole Lombard, Chester Morris. Dir. Jack Conway. 82 mlns. Rel. Dec. 28. Rev. Dec. 18.

a Heart. Jean Parker as a crippled little doll-maker. Spencer Tracy Dir. David Butler. Rel. Sept. 7. Rev. Oct. 23.

Widow. Based on the world-famous operatia by Franz Lehar. Maurice Chevaller, Jeanette MacDonald. Dir. Ernst Lubitsch. Rel. not set Rev. Oct. 16.

Rev. Oct. 16.

Night Is Young, The. Royal love for a commoner theme. Ramon Novarro.

Evelyn Laye. Dir. Dudley Murphy. 80 mins. Rel. Jan. II. Rev. Jan. 10.

Gutasat Layd. Based on a novel by Michael Arlen. Constance Bennett.

Herbert Marshall. Dir. Wirert Z. Leonard. Rel. Bept. 23. Rev. Nov. 6.

Painted Vell. Based on the novel by Someract Maugham. Gret Garbo.

Herbert Marshall. Dir. Richard Boleslavsky. 84 mins. Rel. Nov. 23.

Acv. Dec. II.

Rev. Dec. II.

\*\*aquois. Friendahip between s deer and a puma with a human romance background. Jean Parker, Russell Hardle. Dir. Chester Franklin. 79

\*\*binning. Rel. Feb. 1. Rev. Feb. 21.

\*\*binning. Rel. Feb. 1. Rev. Feb. 21.

\*\*coller. Dir. Geo. B. Seltz. 11 mins. Rel. Feb. 15. Rev. Feb. 22.

\*\*solsty Doctor. Hospittal atory. Chester Morrie, Virginia Bruce. Robit. Taylor. Dir. Geo. B. Seltz. 63 mins. Rel. Jan. 25. Rev. Feb. 5.

\*\*solsty Doctor. Hospittal atory. Chester Morrie, Virginia Bruce. Robit. Taylor. Dir. Dir. Geo. B. Seltz. 63 mins. Rel. Jan. 25. Rev. Feb. 5.

\*\*straight is the Way Released convict atory. Franchot Tone, May Robson. Karen Morley, Dir. Paul Sloan. 60 mins. Rel. Aug. 10. Rev. Scpt. Extended to the May Robson. Rev. Morries Rev. Morries Rev. Scpt. Company. May Robson. Rev. Morries Rev. Morries Rev. Scpt. Company. May Robson. Rev. Morries Rev. Rel. Dir. Rev. Worth. Jumny Durante, Maxime Doyle. Dir. Charles Rev. Rel. Dir. Mat. Every Woman Knows. Based on the play by Sit James M. Barrie.

What Every Woman Knows. Based on the play by Sir James M. Barrie. Helen Hayes, Brian Aherne. Dir. Gregory La Cava. Rel. Oct. 19. Rev. Oct. 30.

CALENDAR OF CURRENT RELEASES Wicked Woman. A story of a faithful mother. Mady Christians, Jean Parker. Chas, Blockford. Dir. Chas, Brabin. 71 mins. Rel. Doc. 7. Rev. Doc. 18.

Dec. 18.

ning Ticket, The. Story of a sweeps ticket that was lost and found. Leo Carrillo, Louise Fazenda, Ted Healy. Dir. Chas. F. Riesner. 64 mins. Rel. Feb. 8. Rev. Feb. 12.

Studio:

355 W. Washington Blvd,
Dawn Rider, The. John Wayne. A Lone Star Wester
Girl of the Limberlost, A. Gene Stratton-Forter story. Marian Marsh, Ralph

Morgan, Louise Dresser. Dir. Christy Cabanne. 80 mins. Rel. Oct 15. Rev. Nov. 13. Grio' My Deams. College romance with track team events. Mary Carliale, Creighton Chaney, Sterling Holloway, Eddie Nugent, GiGl Parrish. 65 mins. JDr. Ray McCarey. Rel. Nov. 17.

Flirting with Danger. Three buddies play with dynamite and love. Robert Armstrong, William Cagney, Edgar Kennedy, Marlon Burns, Maria Alba, Dir. Phil Rosen. 65 mins. Rel. Dec. 3. Rev. March 6.

Dir. Fill Konsen. 50 mins. Rel. Dec. 3. Rev. March 5.

Great God Gold. Sidney Blackmer, Martha Siceper, Gloria Shea, Regia
Facket aimost wreeking young romance. Rel. April 15.

Healer, The. From powed by Robert Herrick. Dir. Reginald Barker.

Jane Syre. The Bronte story. Virginia Bruce, Colin Cilve. Dir. Christy
Cubanne. 62 mins. Rel. Aug. 15. Rev. Feb. 20.

King Kelly of U. S. A. Guy Robertson, Irene Ware. 66 mins. Rel. Sept. 15.

Rev. Dec. 13.

Lawless Frontier (Lone Star). John Wayne, Shella Terry. Dir. R. N. Bradbury. 54 mins. Rel. Nov. 22. Rev. Jan. 22.
Lost in the Stratesphere. Romance of two members of air patrol amid scientific experiments. June Collyer, William Cagney, Eddie Nugent. 64 mins. Rel. Nov. 18. Rev. March 6.

mins. Rel. Nov. 15. Rev. March 6.
Million Dollar Baby. Fond parents try to palm over their little boy as another
girl movie find to win fame and riches. Arline Judge, Ray Walker.
Jimmy Fay, George E. Stone. Rel. Dec. 29.
Monte Carlo Nighte. Innocent suspect traps his man at famous casins and
wins the girl. Mary Brian, John Darrow. 62 mins. Rel. May 20.
Mysterious Mr. Wong. Story of the twelve coins of Confuctus. Arline Judge.
Bela Lugest, Walkace Ford. 68 mins. Rel. Dec. 22. Rev. March 13.
Nasth Arizona Skies. (Lone Star). John Wayne, Shella Terry. 53 mins.
Rel. Dec. 22.

Rel. Dec. 22.

Nut Farm, The. Movie-struck family takes husband's all to crash Hollywood, with hilarlous results. Wallace Ford. 65 mins. Rel. Mar. 25.

Rainbow Valley. (Lone Star). John Wayne, Lucille Browder, Rekeless Romeos. Comedy adventures of two hard-boiled eggs who are atraid of nothing but each other. Robert Armstrong, William Cagney.

adraid of nothing but each other. Robert Armstrong, William Cagney,
Bruce Cabot, Grace Bradeley, Dir, Meiville Brown. In miss. Bunch wagon.
Nov. I. Rev. Nov. 2s. Dec. Meiville Brown. In miss. Rel.
Sing-Sing-Mights which are checked by lie detector, proving two are innocent.
Hardie Albright, Boot Mallory, Jameson Thomas, Conway Tearle,
Ferdinand Gottschalk. (Note: Tearle stars). 69 mins. Rel. Doc. 15.
Rev. Jan. 29.

Rev. Jan. 22.

Texas Terror. John Wayne. A Lone Star Western.

Trail Beyond, in the. John Wayne, Verna Hille. 56 mins. Rel. Oct. 22.

Women Myst Dress. Intricate ways of fashion saion people almost causing young romance of daughter to end in disaster. Minns Gombell, Gavin Gordon, Suzama Kaaren, Robert Light and Monogram contest winners. 16½ mins. Rel. Jan. 2.

Studios: 5851 Marathon St., Paramount Offices: 1501 Broadway, New York, N. Y All the King's Horses. Zenda type story with a picture star replacing a king of a mythical kingdom. Carl Brisson, Mary Ellis. Dir, Frank Tuttle. 75 mins. Rel. Feb. 16. Rev. March 13.

to mins. Rei. Feb. 15. ROV. March 13.

Behold My Wire. Sylvis Sidney as an Indian girl. Sylvis Sidney, Gene Raymond. Dir. Dave Leisen. 79 mins. Rel. Dec. 7. Rev. Feb. 20.

Belle of the '90's. Backstage in burlesque. Mae West. Dir. Leo McCarey, 27 mins. Rel. Sept. 21. Rev. Sept. 25.

Caprice Epspayel. Romance of a Spanish dancer. Mariene Districh, Caesar Romero, Llonel Atwill. Dir. Josef Von Sternberg. Rel. Mar. 15.

Komero, Loncol Atwill. Dir. Josef von Sternoerg. Rei. Mar. 15. Car 99. Based on the exploit of the Michigan state radio police. Fred Mac-Mar. 1 Rev. Feb. 27. Ann Sheridan. Dir. Chas. Barton. 69 mins. Rel. Mar. 1. Rev. Feb. 27. Cleopatra. Expytian spectacle with modern dialor. Claudette Colbert, War-ren William, Henry Wilcoxson. Dir. Cecil De Millo. 102 mins. Rel. Sat. Oct. 5. Rev. Aug. 21.

College Rhythm. Musical type story. Joe Penner, Lanny Ross, Jack Oakle, Lyda Robertl. Dir. Norman Taurog. 75 mins. Rel. Nov. 23. Rev. Nov. 27. Lyda Robertl. Dir. Norman Taurog. 75 mins. Rel. Nov. 40. Aev. Nov. 40. Crime Without Passion. Lawyer trapped by a needless fake allbi. Claude Rains, Margo. Dir. Ben Hecht. Chas. MacArthur. 70 mins. Rel. Aug. 24. Rev. Sept. 3.

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Hater Madame. From the stage play of a temperamental star. Ellssa Landi,
Cary Grant. Dir. Elliott Nugent. 31 mins. Rel. Jan. 4. Rev. Jan. 15.

Father Brown, Detective. New type of mystery story. Paul Lukas, Gertrude
Michael. Dir. Edw. Sedgwick. Rel. Dec.

Michael. Dir. Edw. Sedgwick. Rel. Dec.
Gilded Liy, The. Modest business girl is catapulted to fame through a misunderstood romance with a nobleman. Claudette Cothert, Fred MacMurray, Dir. Wesley Ruggles. 88 mins. Rel. Jan. 25. Rev. Peb. 12.
Here is My Hpart. Musical. Bing Crosby, Kitty Carliele. Dir. Frank Tuttle.
15 mins. Hel. Dec. 25. Rev. Dec. 1.
Home on the Range. Western. Randolph Scott, Rackle Cookan. Evelyn
Brent. Dir. Jacobson. 81 mins. Rel. Dec. 25. Rev. Dec. 1.
Rev. Dir. Jacobson. 81 mins. Rel. Dec. 25. Rev. Dec. 1.
Rev. Dir. Jacobson. 81 mins. Rel. Dec. 25. Rev. Dec. 2

Brent. Dir. Jacobsen. 51 mins. Rel. Dec. 21. Rev. Feb. 12.

178 a Gift. Fields buys an orange grove. W. C. Fields, Baby Leftoy, Jean
Roucveral. Dir. Norman McLead. 67 mins. Rel. Nov. 30. Rev. Jan. 8.
Lemon Drop Kid, The. From the Damon Runyon story in Colliers. Lee
Tracy, Helen Mack. Dir. Marshall Nielan. 60 mins. Rel. Sept. 28.
Rev. Oct. 30.

Acc. Jot. 30.

Limehouse Blue Story of the London Chinatown. Geo. Raft, Jean Farker.

Limehouse Blue Story of the London Chinatown. Geo. Raft, Jean Farker.

Lives of a Bengal Lancer. Adventure in an Indian regiment. Gary Cooper,

Cavanagh, Henrietta Crossman. Dir. Raiph Murphy. 58 mins. Rel.

Dec. 14.

Dec. 14.

Love in Bloom. Country boy and city girl finally make a match. Carnival addights. Joe Morrison, Dixle Lee, Burns and Allen. Dir. Elilott Nugenit. Rel. Mar. 15.

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Con. Phys. B 2011 (1981) 18.

Nugent. Rei. Mar. 10. McFadden'e Flats. From the Gus Hill farce. Walter C. Kelly, Andy Clyde, Jane Darwell. Dir. Ralph Murphy. 65 mlns. Rel. March 22. Rev. March 13.

matru as.

Meissispipi. Showboat story by Booth Tarkington. Bing Crosby, W. C. Fields,
Joan Bennett, Queenle Smith. Dir. Edw. A. Sutherland. Rei, Mar. 8.

Menace, Three people who live in fear of death. Gertude Mchael, Paul
Cavanagh, Henrietta Crosman. Dir. Raiph Murphy, 58 mins. Rei.
Oct. 26. Rev. Nov. 27.

Oct. 26. Rev. Nov. 27.

Mrs. Wiggs of the Cabbage Patch. Talk version of the old favorice. Pauline Lott. 12. Rev. Cot. 36. Fields. Dir. Norman Taurog. 78 mins. Rel. Cot. 12. Rev. Cot. 36.

One Hour Late. Jos Morrison. Helen Twelvetrees, Conrad Nagel. Dir. Ralph Murphy. Rel. Dec. 1.

President Vanishes, The. From current sensational novel of same title. Arthur Byron. Janet Beecher, Paul Kelly. Dir. Wm. A. Weilman. 80 mins. Rel. Jan. 11. Rev. Dec. 11.

Pursuit of Happiness, The. From the stare play about bundling. Joan Bennett, Francis Lederer. Dir. Alex Hall. 89 mins. Rel. Nov. 15. Rev. Nov. 10.

NOV. 19.

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.

Rocky Mountain Mystery. Western mystery story by Zanc Grey. Randolph Scott, Chie Sale, Kathleen Burke, Mrs. Lesile Carter. Dir. Chas. Barton. Rel. Feb. 1.

Reg. Feo. 1.

Ruggles of Red Gap. Harry Leon Wilson's story of a butler, won in a bridge game. Chas. Laughton, Mary Boland, Chas. Ruggles. Dir. Leo McCarey, 90-mins. Rel. Feb. 22, Rev. March 13, Ruggles.

Cargy, ro-mina, Rol. Feb. 22, Rev. March 13,

Rumba, Society girl and New York boy meet in Havana, Geo. Raft. Carole Lombard, Margo. Dir. Marlon Gering, 71 mins., Rel. Feb. 8, Rev. Feb. 27,

reso. II.

Garries Empress. The. Story of Catherine of Russia. Mariene Dietrich, John Lodge. Dir. Jos. von Sternberg. 104 mins. Rol. Sept. 7. Rev. Sept. 18.

She Loves Me Not. Stage play. Girl in college dorninory masqueradee as a boy. Miriam Hopkins, Bing Crosby. Dir. Elliot Nugent. 85 mins. Rel. Aug. 10. Rev. Sept. 11.

Aug. 10. Rev. Sopt. II.

Stolen Harmony: Adventures with Ben Beruic's band. Geo. Raft, Ben Bernic, Grare Bradley. Dir. Alfred Werker. Rof. Mar. 29.

Wagon Wheels. Western for Zue Graya story. Randolph Scott. Gall Patrich. Dir. Chas. Barton. Liv. Sept. 21. Rev. Oct. 9.

Wings in the Darface. Dir. Gas. Picott. Rev. Peb. 1. Rev. Feb. 6.

149, Gary Grant. Dir. Jas. Picott. Rel. Feb. 1. Rev. Feb. 6.

You Belong to Me. State story with Hielen Mack Lee Tracy. Dir A. L. Worker. 67 nilns. Rel. Aug. 24. Rev. Sept. 13.

(Continued on page 27)

#### COAST CHAIN BREAKUP ASKED, FRAUD CHARGED

Los Angelos, March 19.
Petition for dissolution of Pacific
Coast Theatres, Inc., and Paramount
Theatres, Inc., has been lodged in
Superior Court by Mrs. Sophia Loes-by, minority stockholder, on charges
that directors and those in control
of both corporations have systematically mismanaged the properties
and abused their authority.
Petitioner holds 1200 shares of

Petitioner holds 1,200 shares of capital stock in Pacific Coast Thea-

requipmen house 1,200 snares of capital stock in Pacific Coast Theatree on which, she asserts, she has not received dividends since 1927, although her information is that the two corporations, organized by the same interests, have profitably managed and sold theatres.

W. Y. Heroud, in full managerial control of the two organizations, Mrs. Loesby charges, has always treated assets of the properties as it they were wholly his own. She accuses Pacific Coast Theatres of having conveyed certain theatre titles to Paramount Theatres without legal authority and without any returns to the former corporation or returns to the former corporation or its stockholders. Proceeds from profitable transactions have been, pronuble transactions have been, allegedly, fraudulently converted to the benefit of certain of the corporation officers, the complaint re-

ration officers, the complaint re-cities.

Mrs. Loesby demands \$12,000 in dividends, plus \$6,720 interest, in addition to washup of the corpora-tions under court administrator.

#### Legislation

Easton, Pa., March 19.
Bills to allow Sunday films in
Pennsylvania will be presented to
the legislature some time this week, two such bills being in existence, one by Assemblyman Louis
Schwartz, of Philadelphia, and the
other by Assemblyman Thomas W.
Barber, of Erie. The two bills will
probably be combined before

probably be combined before presentation.

It is probable that the combined bill will provide a local option plan similar to the Sunday sports law in the State.

A blil to make horse racing legal in the State will also be presented.

Would Admit N. Y. Ads

Albany, March—19.—
Even with adjournment of the legislature nearing, the flood of bills affecting theatres is not diminishing. The latest was introduced by Assemblyman James E. Stephens, New York city Democrat (colored), it would be completed. New York etty Democrat (color-d). It would give municipalities wite powers in the control of film hous-s and include authority to permit admission to children five to 16 years of age unaccompanied by an adult provided the theatre had a uniformed matron or-other enropioyee on duty to look after the juveniles, Stephens also would have the mayors appoint a commission with power to examine, pass on city and the power to examine, pass on city and the power of t mitted without an adult after 6 p.m. The superintendent of schools would have to approve whoever was employed to oversee the children. Theatres desiring to cater to kids would have to meet all requirements and pay an annual license fee of \$10.

Washington Proposed 10%
Tacoma, March 79.
With 10 days to go before enforced adjournment, it looks like the solons at the state capital are going to nick the amusement public for a 10% tax on tickets. While ing to nick the amusement public for a 10% tax on tickets. While theatre men have a lobby doing its best, lack of newspaper sup-port seems to give the tax-spenders an easy out.

#### Second Isler Ready

Honolulu, March 19. Honolulu, March 19.

J. J. Franklin, who opened the Roosevelt (pics) here in September, is preparing to unveil his second pop-priced house, March 25.

Its forerunner of chain contemplated by, Harold B. Franklin's brother for the Islands,

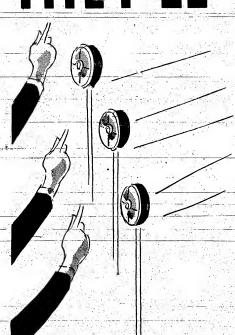
#### SOFT DRINKS IN CINEMAS.

The sale of ice cream and bottled soft drinks in the New York picture houses will become a reality within the next few weeks.

One of the larger independent cir-cults has perfected details for dis-pensing these articles along the same lines as candy as soon as warm weather arrives.



# THERE'S ONE THING THEY'LL AGREE ON-



"Naughty Marietta and Reckless are the greatest musical pictures ever made"

#### NALIGHTY MADIETTA

starring JEANETTE MacDONALD and NELSON EDDY with Frank Morgan, Douglas Dumbrille. Music by Victor Herbert. A W. S. Van Dyke Production. Book and Lyrics by Rida Johnson Young. Produced by Hunt Stromberg. A Metro-Goldwyn-Mayer Picture.

#### RECKLESS

starring JEAN HARLOW and WILLIAM POWELL with Franchot Tone, May Robson, Ted Healy, Nat Pendleton, Robert Light.—Produced by David O. Selznick. Directed by Victor Fleming, A Metro-Goldwyn-Mayer Picture.



### CALENDAR OF CURRENT RELEASES

(Continued from page 25)

Principal Offices 1270 Sixth Ave.,

Chandu on the Magle leiend. Mystery—squel to Return of Chandu. Beite Lugosi, Clars Kimbail Young, Dean Benton, Phylis Ludwig. Seven reets. Edge City, The. Feature and serial of an electrical menace in Central Africa. Wm. Boyd, Kaye Richmond. Dir. Harry Rivier. Feature 74 mins. Feature 74 mins. Harry Rivier. Feature 74 mins. Return of Chandu, The. Mystery story. Beia Lugos, Clars Kimbail Young, Dean Benton, Phylis Ludwig. Savan-real teature, followed by eight two-real serial episodes. Rel. Oct.

mudice: Hollywood, Calif. R.K.O. Radio Office: R.K.O. Bldg., Radio City, N.Y.C. Age of innocence. A romance of the 1880's. A man and woman sacrifice their love on the altar of duty. Irene-Dunn, John Boles, Helen Westley.

Julia Haydon. Dir. Philip Moeller. 83% mins. Rel. Sept. 7. Rev. Oct. 28.

Julia Maydon. Dir. Frilip Moeller. 83% mins. Rel. Sept. 7. Rev. Oct. 23.

Anne of Green Gebies. The story involves the adoption, life and development of Green Gebies. The story involves the adoption, life and development of the more properties. The story of the september of the

Caparism Wester, Heien Mack. Dir. John Rade tip Scholler, Manage Barton, Helen Rade Wester, Wester Scholler, Wester Scholler,

Rhodes Eric Blore. Dir. Mark Sandrich. 197 mins. Ral. Oct. 19. Rev. Nov. 26.

Gigolette. A society beauty who loses all her money and becomes a hostess in a night club. Advience Ansak Kajph Bollamy, Donald Cook, Robert Andrean Gold Girl. Giorifying the American school teacher. May Robson, Mary Carlisle. Fred MacMurray, Alan Hale. Dir. by John Robertson. Rel. Jan. 18. 714 mins. Rel. Jan. 18. Rev. March 6.

Grand Old Girl. Giorifying the American school teacher. May Robson, Mary Carlisle. Fred MacMurray, Alan Hale. Dir. by John Robertson. Rel. Jan. 18. 714 mins. Rel. Jan. 18. Rev. March 6.

Gridlion Flash. An habitual criminal becomes a football here at a large university and proves that the essential fundered by the control of the second of the seco

To mina. Rel. Nov. 2. Rev. Jan. 8.

15 mina. Rel. Nov. 2. Rev. Jan. 8.

Lightning Strikes Twice. A fast-moving farce which concerns itself with an amusing tangle of identities that result from two young men brinsing a fan dancer bome by mistake. Ben LyChick Chandler, Walter Catlett. Dir. Ben Holmes. 64 mina. Rel. Dec. 7.

Little Minister, The. The romance of a young Scotch minister and a gypey girl, who really is the ward of a nobleman of the district. Exthatrine Hebburn, John Beal, Alan Hale. Dir. Richard Wallace. Rel. Dec. 38.

Marchet M. 1.

Rev. Jan. 1: er on a Honsymoon. The further adventures of the old maid, amateur detective, school teacher, Miss Hildegard Withers, and Inspector of Pollec Occar Piper. This time the murder takee place on an airplane. Edna May Oliver, James Glesson, Lola Lane, Dorothy Libaire. Dir. Lloyd Corrigan, 73 mins. Rel. Feb. 22. Rev. March C.

Morning Adventure in a primitive section of Papua, New Guines. Steffi Duna, Regis Toomey, Raymond Hatton. Dir. Wallace Fox. 66 mins. Rel. Dec. 14.

Rel. Dec. 14.

te Girl in the World. Wealthy girl seeks non-mercenary sultor. Mirlam Hopkins, Joel McCrea, Fay Wray. Dir. Wm. A. Seiter. 30 mins. Rel Sept. 21. Rev. Sept. 21.

ta. Adaptation of the stage musical Irene Dunne, Fred Astaire, Ginger Rogers. Dir. Wm. A. Seiter. 105 mins. Rel. March 3. Rev. March 13.

Rogers, Dir. Wm. A. Selter, 105 mlms. Rel. March 8. Rev. March 13. Remance in Manhattan. A young Cascho-Slovakian enters the United States (this 'promised land'). Illegally and 'finde happiness and the chance for a successful 'duture. Francis Lederer, Gings. Rogers, Arthur. Hohl. Jimmy Buttler, J. Farrell MacDonald. Dir. Stephen Roberts. 77 mlms. Ret. Jan. 11. Rev. Jan. 22.

Rei, Jan. 11. Rev. Jan. 22.
Streak, The, A fast-action melodrama in which the famous stream-lined-ranin-of-the-Burlington-Railroad-plays the star part. Sally Blane Charles Starrett, Hardle Albright, William Faraum. Dir. Thomas Atkins. 72 mins. Rel. Dec. 21. Rev. Jan. 22.

Wednesday's Child. The effect of divorce upon children. Edward Arnold. Karen Morley, Franklie Thomas. Dir. John Robertson. 68 mins. Rel. Oct. 26. Rev. Dec. 18.

Oct. 28. Rev. Dec. 18.

Wast of the Peces. The locale is the Pecca county in New Mexico. A young girl, diaguised as a boy, regenerates an outlaw and wins happiness. Richard Dix, Martha Siepeps, Samuel Hinde, Fred Kohler. Dir. Phil Wemen 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, Raiph Beilamy, Melvyn Douglas, Roscoe Atea. Dir. Phil Rosen. 69 mins. Rej. Oct. 29.

United Artists Offices: 729 Seventh Ave.,

Affeirs of Ceilini, The. The love life of Beavenuto Ceilini, Fredric March Constance Bennett, Frank Morgan, Fay Wray. Dir. Gregory La Cava Rel. Aug. 24. Rev. Sept. 11.

Rel. Aug. 24. Rev. Sept. II.

Ol-India, The-story-of-Clive, who-founded-a new-British-domifilion—
India. Ronald Colman, Loretta Young, Francie Lister. Dir. Richard Bleeislawski. 92 mins. Rel. Jan. 25. Rev. Jan. 22. 22.

tô 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, Elima Landi, Louis Calhern, Sidney Blackmer. Dir. Rowland Blee. 182. Rep. 17. Rev Oct. 78. Rev. 182. Chewylier. And

gers. From the stage farce, The Red Cat. Maurice Chevaller, Antern, Merle Oberon. Dir. Roy Del Ruth. 83 mins. Rei. Mar. 8. Rev 21.

Feb. 27,
Kid Millions. Musical spectacle in the U. S. and Egypt. Eddie Cantor, Ethel Millions. Musical spectacle in the U. S. and Egypt. Eddie Cantor, Ethel Merman. Dir. Roy Del Ruth. 90 mins. Rel. Dec. 28, Rev. Nov. 13, 134.

Lauf Gentleman, The. Shrewd and elderly millionaire cleverly folls the plans of the Canton of the

Ollver, Janet. Beecher and Raiph. Morgan. Dir. Sidmer Landield. Rei. Sept. 21.

Nighty Barnum, The. Fictional story of P. T. Barnum. Waliace Beery, Adobies Mendou Virginia Bruce. Dir. Walter Lang. 87, mins. Rei. Adobies Mendou Virginia Bruce. Dir. Walter Lang. 87, mins. Rei. Adobies Mendou Virginia Bruce. Dir. Walter Lang. 87, mins. Rei. Our Daily Bread. Disinherited folks from all walks of life begin hil over on an abandoned farm. Karen Moriey, Tom Keene, and Barbara Pepper. Produced and directed by King Vidor. Rei. English of his harme and reputation, lies no Freatier lover Hain. He next follow. Doligas Fairbarks, Merle Oberon. Bentia Huma. Dir. Alex Korda. 92 mins. Rei. Runaway Queen. A merry medistrom of revolution and romance. Anne Runaway Queen. A merry medistrom of revolution and romance. Anne Runaway Queen. A merry medistrom of revolution and romance. Anne Korda. 85 mins. Rei. Feb. 15. Rev. Feb. 12.

Scaplet Pingernei, The. From a novel by the Barones Orcay. Romantic Korda. 85 mins. Rei. Feb. 15. Rev. Feb. 12.

Transatlantic Merry-Go-Round. Mystery rides the waves. Music in one room, murder in the next. A gambler, an heirass, a compalled Benny. Gene Raymond. Nancy Carroll. Sidney Blackmer. Dir. Benjamin Stolof. Gene Raymond. Nancy Carroll. Sidney Blackmer. Dir. Benjamin Stolof. We Mins. Rei. Nov. 2. Rev. Nov. 6.

We Lynagman, Freder der Merry-Go-Raker, Carloty's Immortal "Resurrection." Anamoullan. 85 mins. Rei. Nov. 16. Rev. Nov. 6.

Studies Universal City, Universal Offices: 30 Rockefeller Center, Recent Accident

Cheating Cheaters. From Max Marcin's stage play. Fay Wray, Cesar Romero Minna Gombell. Dir. Rich. Thorpe. 67 mins. Rei. Nov. 5. Rev Dec. 11.

Gift of Gab. Comedy-drama-musical. Edmund Lowe, G. Stuart and big-radio and ecreen cast. Dir. Karl Freund. 70 mins, Rel. Sept. 3. Rev. Oct. 2.

Good Feiry, The. From Ferenc Molnar's etage play. Margaret Sullavan Herbert Marshall, Frank Morgan. Dir. Wm. Wyler. 98 mins. Rel. Feb. 18. Rev. Feb. 8.

Greef Expectetions, Drama, Henry Hull, Jane Wyatt, Dir. Stuart Walker Rel. Oct. 22. Rel. Oct. 22.

Human Side, The. Drama. Adolphe Menjou, Doris Kenyon. Dir. Eddle Buz-zell. 80 mine. Rel. Aug. 27. Rev. Sept. 18.

It Happened in N. Y. Comedy-drama. Lyle Tailot, Gertrude-Michael, Heather Angel. Dir. Alan Crosland. Rel. Mar. III.

l've Been Around. Comedy drama. Chester Morrie, Rochelle Hudson, Isabelle Jewell. Dir, Phil Cann. Rel. Dec. 31.

well. Dir. Phil Cahn. Rel. Dec. 31.

Imitation of Life. Drama. Claudette Colbert, Warren William. Dir. John Stohl. 116 mins. Rel. Oct. 23. Rev. Nov. 27.

Men. Who. Reclaimed Hie Head, The. Fron. Jean Bart's stage play of French life. Claude Rains, Joan Bennett, Lionel Atwill. Dir. Edw. Ludwig. Rel. Dec. 24. Rev. Jan. 15.

Rel. Dec. 24. Rey. Jan. 15.
Millien Doller Harseem. Comedy-drama. Edward Arnold, Mary Carliale. Dir.
Murray Roth. Rel. Sept. 19.
Mystery of Edwin Dreod, The. From the Dickens story. Claude Raines,
Douglass Montgomery, Heather Angel. Dir. Stuart Walker, Rel. Feb. 4.
Night Life of the Gode. From Thorne Smith's fantastic tale. Alan Mowbray,
Florine McKinney, Dir. Lowell Sherman. 74 mins. Rel. Mar. 4. Rev.
Feb. 27.

corne mcanney, Dir. Lowell Sherman. 74 mins. Rel. Mar. 4. Rev. Feb. 27.

Notorious Gentlemen, A. Mystery-murder. Charles Bickford-Hélen Vinson. Dir. Ed. Laemmie. 75 mins. Rel. Jan. 21. Rev. Feb. 20.

One Exciting Adventure. Comedy-drama. Binne Burnes, Nell Hamilton. Dir. Rel. Oct. 16. Rev. Jan. 17. Rel. Mar. 18. comedy. Charles Morris, Jean Parker. Dir. David Burton. Rel. Mar. 18. comedy. Charles Morris, Jean Parker. Dir. Dir. Christy Cabanne. Rel. Feb. 11. Rocky Rhodes, Western. Buck. Jones. Dir. Al Raboch. 60 mins. Rel. Sept. 18. Rev. Jan. 20. Rel. Morris Morri

Rev. Sept. 11.

Scoret of the Chetesu. Myetery story. Claire Dodd, Clark Williams. Dir. Rich. Thorpe, 68 bulns. Ret. Dec. 5. Rev. Feb. 5.

Stranghorper of miles Rev. Dec. 10. Rev. Per. 10. Clayworth. Dir. Rich. Thorper of miles Rev. Dec. 10. Rev. Per. 10

There's Always Tomorrow, Drama, Frank Morgan, Lois Wilson, Dir. Ed.
Sloman, 86 mins, Rel. Sent. 17, Rev. Nov. 13

Trenslent Lady. Politics, romance and mystery. Henry Hull, Gene Raymond. Frances Draks. Dir. Ed. Buzzell. 68 mins. Rel. Feb. 22. Rev. March 13. zrance Dirags. Dir. Sci. Suzzell: 68 mins. Rel. Feb. 22. Rev. March 13. Wake Up and Drasm. Musical. Russ Columbo. Roger Pryof. Jung Knight. Dir. Kurt Neumann. Rel. Oct. 1. Rev. Oct. 1 Rep. Col. 1 Rev. Lan Jones. 60 mins. Rel. Nov. 1 Rev. Jan. 22.

studios. Burbenk. Calif. Warner Brothers Offices: 321 W. 44th St.

Big Hearted Herbert. From the stage farce. Old-fashioned father takes a licking from his modern family. Guy Ribber, Aline McMashon, artistic and the McMashon and McMasho

Cees of the Curious Brids. Warren William, Phillip Reed, Margaret Lindsey. Dir, Michael Curitz. Rel, Mar, 30.

Cose 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.

Mother and daughter in a battle for love. Jean Muir, Geo. Brent, e Teasdale. Dir. Archie Mayo. 68 mins. Rel. Sept. 8. Rev.

Sept. 18.

Davil Dogs of the Air. Rollicking cornely drama romance of the valuation corporate in the Air. Rollicking cornely drama romance of the availation corporate in the Rollicking Capter, Pat O'Brien. Dir. Lloyd Bacon. 85 mins. Ral. Feb. 5. Rev. Feb. 25.

Firebing. Murder mystery in Austria. Verree Teadaler-Ricardo-Cortez. Dir. Win. Dietrie. 45-mins. Rel. Nov. 2. Rev. Nov. 2.

Fiorentine Dagger, The. Donald Woode, Margaret Lindsay. Dir. Robt. Florey. Rel. March 30.

Gold Diggers of 1935, Dick Powell, Adolphe Menjou, Gloria Stuart, Brady, Dir. Busby Berkeley, 95 mlns. Withdrawn from general r to be sold esparately.

Kensas City Princess. Two mid-west manicurists on a jamboree. Joan Bion-dell, Glenda Farrell, Hugh Herbert, Dir. Wm. Kelghley. 64 mins. Ret. Oct. 13. Rev. Nov. 6.

quei, gienna Farrell, Hugh Herbert Dir, Win, Kelghley, 64 mina, Rel. Oct. 13. Rev. Nov. 6. King of the Ritz. Win, Gargan, Patricia Ellis. Dir, Win, H. McGann, Rel. Mar. 23.

LAm G. Thief. Mystery and murder for 8 diamond their. Mary Astor. Ricardo Dir, Robert Florey, Rel. Nov. 24. Rev. Jan. 8.

Living on Velvet. Love of a beautiful society grif for a half mad and totally responsible aylator. Kay Francis, Warren William, George Brent. Dir. Frank Borzage, Rel. Mar. 2.

Mademe Du Barry, Drama of the lady who made history alt up and take notice, with comedy twists. Diores Del Rio, regiment up and take notice, with comedy twists. Diores Del Rio, regiment Lowell. Dir. William Dieterie. Rel. Oct. 13. Rev. Oct. 30.

Night at the Ritz. A. Wm. Gargan, Patricia Ellis. Dir. Win. H. McGann. Rel. March 23.

Red Hot Tires. Dynamic drama of auto race tracks. Lyle Talbot, Mary Astor. Dir. D. Ross Lederman. 61 mins. Rel. Feb. 2. Rev. March 6.

Agor. Dir. D. ross Learnman. of mine. Act. 2009.

Right to Live, 'fie. Romance in which two brothers love the same woman and one ands his life so that his wife.can find happiness with the other. Josephine Hutchinson, George Brent, Colin Clive. 68 mins. Dir. Wm. Keighley. Rel. Jan. 26. Rev. Feb. 20. Keighley, Rel. Jan. 26. Rev. Feb. 20.

18 Bride, The. Thrilling drams of political intrigue which results in two baffling murders and a cuicide. Barbara Stanwyck, Warren William Dir. Wm. Dieterle. 64 mins. Rel. Dec. 22. Rev. Feb. 5.

St. Louis Kid, The. James Cagney, Patricia Eilis. Dir. Ray Enright. 65 mins Rel. Oct. 10. Rev. Nov. 6. Sweet Adeline. From the stage operetta: Irene Dunne. Dir. Merwyn LeRoy. 87 mins. Rei. Dec. 29. Rev. Jan. 8.

Sweet Music. Back-tage ctory. Rudy Vallee, Ann Dvorak, Dir. Alfred E. Green. 30 mins. Rel. Feb. 23. Rev Feb. 27. Rev Feb. 27. Rev Feb. 27. White Cackatoe, The. Detective yarn. Jean Muir, Ricardo Cortez. Dir. Alan Crosland. 72-mins. Rel. Jan. 29. Eds. 30. Rev Feb. 20. Rev Feb. 2

Rei. Mar. 9.

Woman in Red. Young wife faces scandai to save a man from conviction of murder. Barbara Stanwyck, Gene Raymond, Genevieve Tobin. Dir. Robt. Florey, Rel. Feb. 16.

#### Miscellaneous Releases

Are We Civilized (Raspin). Propagands for peace. Dir. Edwin Carewe. 70 mins. Rel. June. Rev. June 19.

Battle, The. (Garganoff). French-mide story of a Jap naval officer who ascrifices his wife for his country. Charles Boyer, Merle Oberon. Dir. Nicholas Farkas. Si mins. Rel. Nov. 26, Rev. Nov. 27.

Blue—Steel: (Blue-Star). John. Wayne. Western. Dir. R. N. Bradbury. Minns. Rel. July. Rev. July 17.

Cross Streets (Invincible): Story of a down and out surreon who performs a guilt of the propertion. Frank Crawen, Sally Blane. Dir. Wm. Nigh. Rev. July 18.

July 10.

Dancing Man. Gigolo story. Reginald Denny, Judith Allen. Dir. Al Ray. 64
mins. Rel. July. Rev. July 24.

mins. Rel. July. Rev. July 24.

Dealers in Death (Topical Flim). Arraignment of munition makers. Mostly
mews clips. 65-mins. Rev. Dec. 18.

Fighthing Trooper, The. Canadian police story. Kermit Maynard, Barbara.
Worth. Dir. Ray Taylor. 63 mins. Rev. Jan. 8.

Hei Tilk (Markey), Samoan nature story. 73 mins. Rev. Feb. 6.

rwood Mystery (Regal). Story of a temperamental director and a racke teer. June Clyde, Frank Albertson. Dir. Breezy Eason. 53 mins. Rev Jan. 22.

1 Can't Escape (Syndicate). Ex-convict goes straight. Onslow Stevens, Lila Lee. Dir. Otto Brower. 53 mins. Rev. Sept. 3. Lee. Dir. Otto Brower. 93 mins. (18ex. sept. 4. Inside Information... (Stage and Screen.) Detective reporter and a dog. Rex Lease Marion Schilling. Dir. Roht. E. Hill. 33 mins. Rev., Jan. 3. Man from Hell, The, 'Marcy). Western. Bob Russell. Dir. Lew Collins. 60 mins. Rev. Oct. 2.

(Continued on page 29)

# Epidemic in N. Y. Theatres Irks Mgrs.

An epidemic of claimed phoney accidents in picture houses of greater New York is getting on the nerves of managers because of the additional work required and the actual loss of time when employes are as marked plok-up in the number of these deemed take cases reported since the first of the year.

Injury cases of any sort are ticklish matters for a theatre operator to handle because of the possibility of damage suits. Most managers play safe by insisting on medical treatment, preferably by the house physician, and by seeing that the patrolman on the beat gets an official report of the mishap. An epidemic of claimed phoney

#### Studio Placements

(Continued from page 22) Stepin Fetchit. Thomas Beck, 'Charlie Chan in Egypt,' Fox. Grant Mitchell, 'Broadway Gondo-ller,' WB.

Joseph Crehan, 'Stranded,' WB. Arthur Hoyt, 'Let 'Em Have It,'

Frank McGlynn, 'How Am I Do-

Ing T Par.

Al Boasberg, adaptation, Melody
Lingers On, Reliance.
Florence Fair, Mary Forbes, Ann
Schumaker, Stranded, WB.
Harold Beresford, Men On Her
Mind, WB.
Gary Cooper, Claudette Colbert,
N. Roberts On Her Colbert,
N. Bellamy, Karen Morley,
Judith Allen, Mickey Rooney, Reginaid Barker, directing The Healer,
Mono.

And the state of t

ol. Maureen O'Sullivan, 'Flame With-.' Metro.

in, Metro.

George O'Brien, 'Hard Rock
O'Brien,' Lesser. O'Brien, Lesser.

Bill Boyd, Barbara Worth; Sam
Neureld, directing Racing Luck,

Sig Herzig, screen play, 'Pop Is the Cradie,' WB.

Sig Herzig, screen play, Pop Is in the Cradie, WB.
Clyde Bruckman, directing; W. C.
Fleids, Plot Thickens; Par. WB.
Charles Grayson, adaptation, Fly
By Night, Fox.
Wellyn Totman, ecreen play,
Anything Once, Mascot,
Jack, Natteford, Clair
Adapting Condential, Mascot,
Jack, Natteford, Clair
Adapting Condential, Mascot,
Jack, Natteford, Clair
Carl Plerson, directing The Carl Plerson, directing Taradise,
Ranch, Mono,
R. N. Bradbury, directing The
Dawn Rider, Mono, Selmer Jackson,
Lowis Stone, Selmer Jackson,
Lowis Stone, Selmer Jackson,
Metro, Ioran, Fubile Riero, No. 1,
Metro, Ioran, Fubile Riero, No. 1,
Edward Steagule, directing; Rob-

ert Taylor, Muruer ... Metro, Jeannette MacDonald, Nelson Ed-dv-'Summer Breeze,' Metro. 'Maid of Jeannette MacDonald, Nelson Ed-dy-Summer Breeze, Metro-Erle Kenton, directing 'Maid of Honor,' Col.
John Howard Lawson, Ethel Hill, sereen play, 'Maid of Honor,' Col.
sereen play, 'Maid of Honor,' Col.
Sereen play, 'Maid of Honor,' Col.
Married Her Bona, 'Galapting 'She Married Her Bona,' Galapting 'She Married Her Bona,' Galapting 'She John P. Medbury,' dialog, 'Big Broadcast,' Par.
Ettlenne Girardot, 'Hooray, For Love,' Radio.

#### Contracts

Hollywood, March 19. Marion Burns drew two-picture deal from Monogram and the temme lead opposite John Wayne in a duo

deal from Wayne in a que of westerns.

Option pickup keeps Lee Bulgakov at Columbia another six

Option pickup, keeps nee ourgakov at Columbia, another six months. Alan Crosland has used up his Alan Crosland has used up his Alan Crosland has used up his need to be a six of the columbia of the columbia

#### TITLE CHANGES

Hollywood, March 19.
Release handle for forthcoming-hyley Temple starrer has been vitched from 'Heaven's Gate' to Rejease nancie for forthcoming Shirley Temple, scarrer has been switched from 'Heaven's Gate' to Our Little Girl.'
Mae West has shelved 'How Am I Doling' for 'Goin' to Town' as release handle for her current ple-ture.

# DOES WEAT FOR WEGOM?

Well, there's <u>PARAMOUNT</u>, which in the first twelve weeks of 1935 has released these seven outstanding box-office attractions:

"HERE IS MY HEART

"LIVES OF A BENGAL LANCER"

"THE GILDED LILY

"WINGS IN THE DARK"

RUMBA"

"RUGGLES OF RED GAP"

MISSISIPPI

If it's a Paramount picture . . . it's the best show in town

## CALENDAR OF CURRENT RELEASES

(Continued from page 27)

Marrying Widowa (Tower). Young widow gets her wish. Judith Allen, Minna Gombell, John Mack Brown, Dir. Sam Newfield, 67 mins. Rev. Marry Minns (Gembell, John Mack Biewn. Dh. Sam Newfield. 67 minn. Rev. Sept. 2.

Sept.

#### Foreign Language Films

(Note: Because of the alow movement of foreign films, this list covers one year of releases.) Abel mit der Mundharmonika (Ger) (Ufa). Comedy of young love. Dir. Erich Waschneck. 60 mins. Rel. Sept. 1.

Adeu Lee Beaux Jours. (Fr) (Ufa). Comedy of young love. Dir. Andre Beucler. and Johannes Meyer. 50 mins. Rel. April 15. Rev. May 1.

Aqua ensi Suelo, al (Sp) (Col). Evil of gossip. Dir. Eusebio Ardavin. mins. Rel. Feb. 1. mins. Rel. Feb. 1.

Alreaue (Ger) (Capitol). Test tube bables. Brigitte Heim. Dir. Richard Oswald. 70 mins. Rel. May 1.

Annomatic. Braut der Kompenie (Ger). Military farce. Lucie Englisch. Dir. Capit Bessa 79 mins. Rel. Dec. 1.

Bel Der Blenden Katherin (Ger) (Bayarta). College comedy with music. Dir. Franz Seltz. 80 mins. Rel. Dec. 1.

Buzzvirag (Hung) (Danubla). Operetta with romance. Dir. Steven Szekely. 80 mins. Rei, Jan. 1. 80 mins. Rel. Jan. 1. Buenaventura, La (Sp) (WE). Musical with Victor Herbert score, Enrico Garuso, Jr. Dir. William McGann. 80 mins. Rel. Sept. 15.

uso, Jr. Dir. William account. so mins. Acc. Sept. 10. hess (Russ) (Amkino). Child reaction to politics. Anti-Hitler. Dir garita Barskaya. 80 mins. Rel. March 15. Rev. April 3. Margarita Barranya. 20 mina. Rel. March D. Rev. April 3.
Centants de Napoles, El (Sp) (WB), Musical remance. Enrico Cartuso, Jr.,
Centes Valle Carralle (F), (Kinematrado), Social drama, Harry Baur. Dir.
Anatole Litvak. 89 mins. Rel. Jan.
Chepsyev (Russ) (Amkino), Historical drama, Dir. Sergel and Georgi Vossilyev. 70 mins. Rel. Jan. L. Rev. Jan. 29.

ollyev. 70 mins, Rel. Jan. 1. Rev. Jan. 23.

Chaeseur de Chez Maxim, La (Fr) (Far). Musical comedy. Suzy Vernen.
Dir. Chars, Anton. 10 mins. Rel. Feb. 1.

Chucho El Rete (Sp) (Chexport). Romantić tragedy. Dir. Gabriel Sorca. 60
mins. Rel. Dec. 1.

mins. Rel. Dec. 1.

Cluded-da Carton, La (Sp) (Fox). Drama of marital relations. Antonio Moreno, Catalina Barcena. Dir. Louis King. 70 mins. Rel. Peb. 15.

Corazone an Durreta (Spanish). Traget drama made in Mexico. Dir. Ruben
Corazone and Drama (Spanish). Traget drama made in Mexico. Dir. Ruben
Line Louis Gamier. 7 mins. Rel. Aug. 15.

Czar Wanta to Sisap, The (Russ) (Amkino). Satire on court life of Paul I.

Dir. Alexander Feinzimmer. 70 mins. Rel. Dec. 1.

Oncing, El (Sp) (Hofberg), Comedy drama laid in a cabaret, Dir. Magtia Earth. 60 mins. Rel. Jan. 15. Desertar (Russian) (Garrison). More class struggle. Dir. V. I. Pudovkin. 80 mins. Rel. Oct. 1.

Dos Mae Uno Doe (Spanish) (Fox). Comedy romance. Resits Moreno. Dir John Reinhardt. 60 mins. Rel. Oct. 15. Dee Mujeres y un Don Juan (Sp). Romantio comedy. Dir. Joss Buchs. 8 mins. Rel. June 1.

mins. Rel. June 1.

Du. Oder Walne (German) (General). Operetts. Gitta Alpar, Dir. Kari Freeblich. 30 mins. Rel. Oct. 15.

Ein Monn Will Nach Dautschland (Ger) (Uta). Drama of patriotism. Dir. Faul Wegener. 30 mins. Rel. Nov. 1.

Ein Toller Einfall (Ger) (Uta). Farca comedy. Willy Fritsch, Derothes Wiecke. Dir Kurt Gerron. 10 mins. Rel. May 16.

Einmel Eine Grosse Dama Sein (German) (Ufa). Comedy with music. Raether von Nagy. Dir. Gerhard Lamprecht! 70 mins. Rel. Oct. 15.

on rungy. Dir. Gernard Lamprecht: 70 mins. Rei. Oct. 15.

En Glas Gutt (Norwegian) (Scandinavian). From Bjornson's novel. Dir.
John Brunlus. 80 mins. Rel. Nov. 15.

En Nott (Sw) (Scandinavian). War and love. Dir. Gustaf Molander. 80
mins. Rel. Jan. 15.

nigos (Sp) (Inter-Continent). War drama. Dir. Chano Urueta. 70 mins Rel. Aug. 15.

Escondalo, El (Sp) (Inter-Continent). Dramatic remance. Dir. Chane Urueta 70 mina. Rel. Sept. 15. To mins. Rel. Sept. 15.
herrnhusgel, Der (Ger) (Bavarian). Military comedy. Betty. Bird. Dir.
Eugen Thiele. 76 mins. Rel. April 15.
torna Fram Gamia Stan (Scandinavian). -Comedy with music. Dir. S.
Bauman. 86 mins. Rel. Dec. 15.

Fluechtlings (German) (Ufa). German refuges yarn in the Far East. Han Albers, Kathe von Nagy. Dir. Gustav Vocky. 80 mins. Rel. Oct. 1.

Freundin Eines Grosser Mannes, Die (Ger) (Ufa. Theatrical comedy, Kaeth, von Nagy, Dir, Paul Wegener, 80 mins. Rel. Sopt. 1.

Freut Euch Des Lebers (German) (Ufa.) Romantic comedy, Leo Elezak Dir. Hans Steinhoff. 80 mins. Rel. Nov. 1. Fronteras del Amor (Sp) (Fox). Musical romance. José Mojica, Rosita Morene. Dir Frank Strayer. 80 mins. Rel. Dec. 1.

Fuerat Wornzeff (Ger) (Ufa). Remantic drama. Brigitte Heim. Dir. Arthu Robinson, 60 mins. Rel. Nov. 15. Robinson, 60 mins. Rel. Nov. 15. ttte Menschen (der) (Filmthoice). Drams of father love. Dir. Fredrick Feher. 70 mins. Rel. June 1. Regiert die Walt (Ger). Domestic comedy. Gustav Froehijch, Camilla Horn. Dir. Max Neutedé. 70 mins. Rel. May 1.

Graefin Mariza (Ger). Operetta. Dorothea Wieck. Dir. Richard Oawald. & mins. Rei, Jan. 15.

mins, Rei, Jan. 15.

Granaderos del Amor (Sp) (Fex). Romantic drama. Conchita Montenegro
Raul Roulien. Dir. John Reinhardt. 70 mins. Rei. Sept. 1.

Grett Zilhtdes grosse los (Ger). Lottery ticket makes for comedy. Lucie
Englisch. Dir. Carl Boeso. 80 mins. Rei. Feb. 1.

Englisch. Dir. Carl Boeso, 89 mins. Rei. Feb. 1.
Heideschulmeiser Uwe Karstan (Ger) (Ufa). Nazi back to the farm propaganda. Dir. Carl Heins Wolff. 70 mins. Rei. April 15.
Heimat am Rhein (Ger). Romantic-drama. Lucic-Englisch. Dir.-Carl Boeise.

90 mins. Rei. Dec. 1. Hothzeit am Wolfgangsse (Ger), Romantic comedy. Dir. Hane Behrendt 70 mins, Rel. Nov. 15.

Im Helderkrug (Ger), (Germania), Romantic farcs, Dir. Carl Bossa. 70 mins Rel. Jan. 1,

Rel Jan. I.

Ingo und die Millionen (Ger) (Ufa). Romantic crock drama. Brigitta Helm.

16 mins. Dir. Erich Engel. Rel April 18.

16 mins. Dir. Erich Engel. Rel April 18.

17 var. 65 mins. Rel. July 1.

18 Wien Ham the Efmang Ein Maedel Geliebt (Ger). Germania). Military musical. Dir. Eric Schoenfelder. 70 mins. Rel. May 15.

178 Neni (Hur). Produced, written by and starting Sari Fach. 80 mins. Rel. Juny 1.

18 Neni Charles (March 18.) Produced.

Rel. June 1.

Je As Orga e Haznal (Hung) (Danubia). Farcs with music. Szoke Szakall
Ernst Verebes. Dir. Fritz Schulz. 60 mins. Rel. Feb. 1.

Johannienacht (Ger). Lova in the Alps. Lil Dagover. Dir. Willy Relber. 80
mins. Rel. Feb. 15.

Justaz Y Maximiliano (Sp.) (Col), Mexican royalty's fail. Dir. Miguel Torras 80 mins. Rel. May 1. 80 mins. Rel. May 1.

Kalserwalzer (Ger). (General). Musical with Johann Strause tunes. Martha Eggeth. Dir. Friedrich Zelnick. 80 mins. Rel. Jan. 1.

Kaits Mammell, Dia (Ger). Comedy romance. Dir. Carl Boese. 70 mins. Rel. Jan. 1. Jan. 1. Slakten (Swedish) (Scandinavian). Romantio-musical. Dir. Gustaf Mo-lander. 80 mins. Rel. May 1. ander, so mins. Rel. May L. Liebs in Uniform (Ger). (Germania). Military remance. Harry Liedkt. Dir Georg Jacoby. Rel. Oct. 1.

Veorg Jacoby, Rel. Oct. 1.

Lleba und die Erste Elesenbahn (Ger) (Ufa). Romantie comedy. Dir. Hassa
Preis. 70 mins. Rel. Feb. 15.

Lockvogel (Ger) (Ufa). Mystery romancs. Dir. Hans Steinhoff. 60 mins.
Rel. Jan. 1:

Lockvogel (Ger) (Ula). Mystery romance. Dir. Hans Steinhoff. 59 mins.

Rel. Jan. 1.

Madams Bovery (Fr) (Tôpernoux). Faithful transcription of Flaubert spic.

Dir. Jean Renoir. 109 mins. Rel. Nov. 15. Rev. Nov. 27.

Dir. Jean Renoir. 109 mins. Rel. Nov. 18. Rev. Nov. 28.

Marpjaa (Pol). Rural romance. Dir. Jan Nowina-Przybylski. 69 mins. Rel.

Struggis (Sp) (Kinematrade). Russian revoit. Dir. I. Kavaleridze. 70

Garrien Films, 719 Seventh Ave.

Garrien Films, 719 Seventh Ave.

Garrien Films, 719 Seventh Ave.

#### H'wood Pan's Bar

Hollywood, March 19:
Patrons of Pantages can how signed the showle in Bar has been installed in the main floor lounge.
It's first pleture house in territory to so equip.

#### **WB BONUS % PLAN** UP TO ZONE MGRS

Warner Bros, is leaving it to its zone theatre chieftains whether ot the bonus percentage plan based on results at the box office should be continued. This was de-clded at a zone managers' meeting in New York. None of the 12 zone heads has reached a verdict so far, and be-lived that in majority of the Warner

divisions the percentage idea will be continued over the summer, at

# Daily's Attack on Alhambra, M'waukee, Reacts to Benefit of Theatre's B. O.

#### Marco on Deal for First Novarro Indie

Hollywood, March 19. Mike Marco and Ramon Novarro are on verge of closing a deal reby the Metro player, now directing his first independent production, 'Against the Current,' will

introduce-this Spanish picture per-sonally at Fanchon & Marco houses in Los Angeles, San Francisco, St. Louis and New York, Picture, while recorded in

Picture, while recorded in Spanish, will have supplementary English titles, being designed chiefly for the South American trade. It features Jose Caraballo Olympic swim champ from the Argentine, who faces the camers for the first time.

Meine Frau, dis Schuetzenkoanigin (Ger) (Germania). Theatrical farce Dir. Cari Boese. 80 mina. Rel. Jan. 1 Dir. Carl Boses. 80 mina. Rel. Jan. 1.

Maiodis der Liebe (Ger). (Germania). Musical romance. Dir. Georg Jacoby.

70 mins. Rel. Sept. 15.

Mit Dir Durch Dick und Duenn (Ger) (Bavaria). Comedy romance. Dir.

Franz Siltz. 80 mins. Rel. Nov. 15.

Mether (Rue) (Garrison). Based on a Gorky novel. Dir. V. I. Pudovkin. 70
mins. Rel. June 1. Rev. June 5.

Matter und Glanz (Garrison). Matter lava drama. Henny Porter. Dir. mins. Ret June 1. Rev. June 5.
Mutter und Kind (Ger) (General). Mather-love drama, Henny Porter. Dir.
Hans Steinheff. 70 mins. Rel. Nov. 15.
My Wife the Miss (Hung). Inter-marital farce. Dir. Steven Szekely. 80 mins.
Sept. 1.

Mos Que Una Mujer (Sp) (Fox). Version of 'Pursued.' Dir. Harr; Lachman, 60 mins, Rel. Nov. 15. Oded the Wanders (Pelestine) (Hebrew). Life in Palestine. Dir. C. Halahmi 65 mins. Rel. May 16.

Oro y Plata (Sp.) (Inter-Continent). Romantic tragedy. Dir. Ramon Peon 30 mins. Rel. July 15. Parada Rezarwistow (Polish) (Capital), Military musical. Dir. Michael Was-zynski. 75 mins. Rel. May 1.

zynski. 75 mins. Rel. May I., Petersburg Nights (Russ) (Ammino). Based on two Dostolevsky, stories. Dir. F. M. Dostolevsky, 70 mins. Rel. Sept. 15. F. M. Dostolevsky, 70 mins. Rel. Sept. 15. Prinzseain Turandet (Ger) (Ufa). Adaptation of the opera. Koethe von Nagy, Willy Fritzeh. Dir. Gerhard Lamprecht. 60 mins. Rel. Jan. 15. Problem of Fatigues (Russ). (Amkino). Scientific stoudy. Dir. I. F. Faviov. 60 mins. Rel. Aug. 15.

Prokurator (Polish) (Capital). Tense court drama. Dir. M. Waszynski, 80 mins, Rel. May 15. indulo (Hung) (Danubia). Musical romance, with Paul Abraham usic. Dir. Steven Szekely, 80 mins. Rel. Nov. 15.

music. Dir. Steven Bzekoly. 39 mins. Rel. Nov. 18.
Riachullo (8p) (Hoffberg). First Argentine-made plo. Musical romance. Dir.
L. J. Moglia Barth. 30 mins. Rel. Dec. 1.
Roman Einer Nacht (Ge) (Ravaria). Romantic mystery. Liana Hald: Dir.
Carl Boess. 70 mina. Rel. Juna 15. Romance Tropical (Spanish). First picturs made in Porte Rico. Romantic drama, 70 mins. Rel. Oct. 15.

Grama. 70 mins. Rel. Oct. 15.

A. Mann Strind (Ger) (Bavarian). Nazi propaganda. Dir. Frantz Seitz. Seitz.

Engels, 60 mins. Rel. Nov. I.
Schimmeireiter, dar (Ger) (General). Native drama on coast of Friesland.
Dir. Curt Osrtel, Hans Dieppe. 30 mins. Rel. Feb. 15.
Schless Hubertus (Ger) (Urd.). Romance in the Alps. Dir. Hans Deppe. 70
mins. Rel. Feb. 1. Rev. Feb. 57.
Senera Cascada (Sp) (Fex.). Marital drams. Catalina Barcena, Antonio MoSiuby Ulanskis (Pd) (Principal). Military comedy. Dir. M. Krawicz. 30
mins. Rel. Feb. 15.
Senhar Gent Auff, Dir. Guller, Musical romance. Charles Kiellman. Dir. Willy
Relber. 60 mins. Rel. Feb. 15.
Soviet Closeupe (Russ) (Amkino). Newareel compilation. 60 mins. Rel.
Soviet Closeupe (Russ) (Amkino). Newareel compilation. 60 mins.

viets Greet New Turkey. (Russ) (Amkino). Newsreel compilation. 60 mins Rel. Sept. 1.

Spiel Mit Dem Feuer (Ger) (Ufa). Domestic relations comedy. Dir. Raiph Arthur Roberts. 70 mins. Rel. Nov. 15.

Stresstrupp, 1917 (Ger) (Bavarian). War film, Dir, Hana Zieberiein, 80 mins Rei. Feb. 1. Rel. Feb. 1.

Stern von Valancia, Der (Get) (Ufa). White alave traffic in Europe. Liana Hald. Dir. Alfred Zeinler. Rel. April 15.

Tango an Broadway (Sp), (Par). Musical comedy. Carloe Gardel. Dir. Louis Gasnier. 60 mins. Rel. Dec. 15.

versiter. ev. mins. Rei. Dec. 15.
Tanta Guet! Kommander (Ger): Romantic comedy. Hans! Niess, Max.
Adalbert. Dir. Carl Heins Wolff. 70 mins. Rel. May 1.
Three Songs About Lenin (Russian) (Amkino). Newsreel compliation. Dir.
D. Vertitov. 55 mins. Rel. Nov. 1.

torm (Russ.) (Amkino). Russian meiodrama. Dir. V. Petrov. 80 s. Rel. Oct. 1. Rev. Oct. 2.

Techter Der Regiments, Die, Gest; (General).—Military musical.—Anny Ondra Dir, Karl Lamac. 70 mina. Rel. April 1., Topara (Fr) (Par). Callic satirs. Dir, Louis Gasnier. 90 mins. Rel. Feb 15, Rev. Feb. 20.

15. Rev. Feb. 20.

Trenck (Ger) (General), Military drama. Dorethea Wieck. Dir. Hane Paul and Erner Neubach. 80 mins. Rel. April I:

Tres. Amores (Spanish) (T). Heavy drama. Antia Campillo, Mona Maris. Dir. Moe Sachin. 80 mins. Rel. Nov. 1.

Tras. Berretines, Loe (Sp) (Hoffberg). Argentine comedy. 70 mins. Rel. Jan. 1.

Los werteunes, Los (sp) (Heilberg). Argentine comedy. 70 mins. Rel.

Jund Wer Kueset Mich? (Ger). (General). Back-stage romantic comedy. Dir.

E. W. Emo. 70 mins. Rel. Jan. 18.

Une Etolie Disparati Fro. Car. Villes. 60 mins. Rel. 78b. 1. Rev. Feb. 20.

Uneser Falne Fistert Une Voran (Ger). (Ufa). Hitter propagada. Heinrich Georg. Dir. Hans Steinheff. 80 mins. Rel. 78b. 1. Rev. Feb. 20.

Verkaufte Braut (Ger). Kilmemtrade). Smetana's operette diluted. Jamils

Novotna. Dir. Max Ophuls. 80 mins. Rel. April 18. Rev. May 1.

Vikter und Viktoria (Ger). (Ufa). Thestrical operette. Renate Stueller. Dir.

VI. Sm. Gar. Kolevagen. (Swedich). Geandinavian). Musical. Rel. April 18.

Violetera. La. 45p). Requel Melier. Based on an old silent, with parts reshot.

Valtz. Tima in Vienna (Ger). Ufa). Musical based on Lobes Car. Vient.

Waltz Time in Vienna (Ger) (Ufa). Musical based on Johan Strauss' life Renats Musiler, Willy Fritsch, Dir, Ludwig Berger, 86 mins. Rel Nov. 1, Rev. Nov. 20.

Nov. I. Rev. Nov. 20.

Wenn Herzen Sich Finden (Ger). (Germania). Romantic comedy. Charlotte
Ander. Dir. Erich Engels. 80 mins. Rel. Nov. 1.

Wis Mann Masnner Fessett (Ger). Franziska Gaal. Musical comedy. Dir.
Carl Boses. 16 mins. Rel. May 15. Vouth of Ruesia (Yiddish) (Sov-Am). Religious conflict. Dir. Henry Lynn 10 mins. Rel. Nov. 1.

Key to Address

Germania, 22-23 19th St., Astoria, I.
J. H. Hoffberg, 728 Seventh Ave.
Inter-Continent, 50 E. 424nd St.,
Jawish American, 530 Ninth Ave.
Kinsmatrade, 728 Seventh Ave.
Protes Trading, 42 E. 58th,
Scandinsvian Films, 230 W. 42d.
Ufa, 728 Seventh Ave.

Milwaukee, March 19. Milwaukee's first theatre-newspa-per war in many years is raging here between the Fox-owned Wis-consin Amus Co. and Paul Block's Sentinel, and has proved a bonanza to the Alhambra theatre over the week-end. Paper published a col-umn-and-a-half attack on the

mean-enu. raper published a column-and-a-half attack on the Scandals' stage show at the theatre on page one on Sunday (17), with the result house went-capacity. Trouble has been brewing for weeks, although it first came to a head over the past week-end. Fox. ordered its advertising space in the morning Sentinel cut to about half of what was given the evening papers. The Sentinel retailated by refusing all Fox advertising, and on Friday (15) ordered all publicity for Fox houses withdrawn. Not a line of picture or review space was given any Fox house. Sunday morning the Sentinel

of picture or review space was given any Fox house.

Sunday morning the Sentinel came out with a story that the former Texas Guinan show at the Alhambra was vulgar. It quoted the head of the Setter Films Council the show, and sald censor and council made that show be closed. Police were called in by the Legion of Decency, which claimed one of the dancers was naked, but police re-tallated by saying an investigation showed the dancer was wasting tights, although it appeared she was naked.

naked.

Legion also issued a proclamation to all its members to keep away from the show, and appealed to the Uihlein interests, owners of the the-

Ullien interests, owners of the the-atro bullding, to take action. Own-ers answered that the theatre is run-der lease until next July, and that there is nothing they can do. In its story the Sentine' said it had refused to accept the vulgar ad-vertising of 'Texas Gunan's Scan-dals', and then rapped the house on the showing of 'Narcotic' and 'Gully Paron which cleaned up for Fox politures, however, because they played before the advertising cut was ordered.

played before the advertising cut was ordered.

Cut was ordered dust before H. J. Fitzgerald, general manager of theatres, left for a Florida vacation, and when the newspaper sought to 
patch the differences it was told 
nothing could be done until Fitzgerald returns. Sunday afternoon, following the story, the Albambra was 
packed to the doors. Police were on 
hand to watch the show, but no 
arrests or action was taken. 
The Milwalkee Journal otherSunday sheet, Talled to mention a 
word about the allegedly vulgar 
shows, but instead gave the house, 
a nice send-off in a review. The 
Sentinel is now sitting back until 
next week, when the house plays 
Sterilization.

The Alhambra was operated by

The Albambra was operated by Universal, which holds the lease, and Fred S. Meyer, now on the

which holds the lease, and Fred S. Meyer, now on the Coast, before For took it over. Theatre officials claim they will keep advertising out of the Sentinel now, and charge paper with having 'egged on' the Legion of December 2 and Better Films Council to try to harm house.

#### First Division on Deal For Coast Exchanges

For Coast Exchanges

For Los Angeles, March 19.

William M. L. Fleke, III, John
Curtis and Al Fleidman, all vpis'
of First Division Pictures, are en
route to New York after several
weeks on the Coast.

Upon arrival deal is expected to
be closed whereby FD takes over
Far West exchanger here and in
Frisco, presently operated by Sam
Berkowitz and Mel Hulling, who
will be retained.

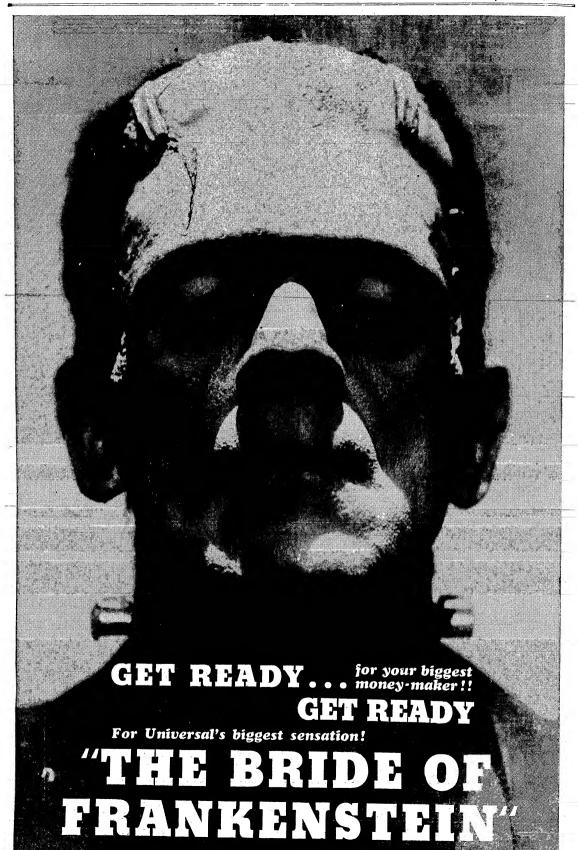
#### Lowe's Crook Pic

Hollywood, March 19.
Edmund Lowe will be started in Fox's 'Champagne Charlle,' crook yarn by Gene Markey. Picture will be produced at the Western Ave, studio by Soi Wurtzel.

Markey is adapting.

#### CINEMA FOR THE DEAF

Chicago, March 19.
Tiny Punch and Judy theatre, just outside of the loop, will be opened shortly by Manny Stutz as the Sonotone.
Small-seater is going to make a play by installing equipment for deat people on all seats.



#### Film Reviews

#### THE PERFECT CLUE

(Continued from page 17)

Continued from page 17)
friend the slip attract of the slip attrac

#### Neath the Arizona Skies

Neath the Arizona Skies
Paul Maivern production. Distributed by
Monogram.
Skiarring John Wayne. DiTruttle. Cameraman not credited, on
double bill one day, March 13, 25, at
April Morrel.
Shella Terry
Jim Moore.
Giutato Bill. Joh
Nina Distributed Skies
Shella Terry
Jim Moore.
Giutato Bill. Joh
Nina Distributed Skies
Shella Terry
Jim Moore.
Giutato Bill. Joh
Nina Shella Skies
Shella Terry
Shella Skies
Shella Terry
Jim Moore.
Giutato Bill. Joh
Shella Skies
Shella Candida Skies
Shella Candi

Paul Maivers production. Distributed by Monogram. Starring John Wayne. Distributed by Herry Presert Story, 19, 1994 the girl of their liking, an Italian received by Herry Presert Story, 19, 1994 the girl of their liking, an Italian count and his bailet dancer play double bill; one day, March 13, 36, at Arena, N. 7. Running time, for many count and his bailet dancer play double bill. The production back and the production back story and the production story and the production back story and the production story

Jr., and Yakima Canutt, who are saddie personalities.

And the exponent and the property of the prope

#### In a Monastery Garden (BRITISH MADE)

(BRITISH MAUE)

S. C. Films production and Associated Produce Control of the Cont

There is good story value in this picture but with the direction stiff and the casting weak the results are deappointing. In spite of all wards are deappointing. In spite of all words are deappointing. In spite of all womastery Garden succeeds in being fairly acceptable entertainment. There are five strong characters in Monastery Garden, two brothers who are feature over each other, each other, the spite of the spite

his flances come to visit the former's brother. The one brother
begins to relate a story to his monastic kin after hinting a terrible
injustice has been done, and the action starts out years before, most
all if it laid in Italy.

If it laid in Italy,
italy, fall it is it is it is it is it is
certively, going over stages of plot
that are rich in dramatic values.

Two English boys, visiting a friend
of their father's in Italy, fall for
his daughter who's already onegaged
titled twerp tries to break this
affair with a notorious ballet
hoofer, she shoots him under circumstances which make it appear
one of the British brothers had
rich the start of the brothers had
petition. He goes to jala and onlease enters a monastery, after being exonerated of blame for the
killing, his brother meantime having won the girl. In order to do so,
brother had written and thus has
risen to fame on stolen genius. He
and the girl go to the monastery,
the brother to confess what he had
done. Other brother refuses to give
tiet his less gifted free win the girl
on musical compositions that were
not his.

MAISON DE MOI IEDE

#### MAISON DE MOLIERE

('House of Moliere') (FRENCH MADE)

Paris, March 8.

Leonce Perret production, with members of Comedie Francaise troups. Made in Theatre Francaise and at Pathe studies. Presented Monday. (25) at Comedie Francaise.

#### (In French)

(In French)

This film consists of twelve reels; they an educational on the development and workings of the Comedic Francaise, with seens from certain Francaise, with seens from certain bouse with audience applauding etc: two reels of a short play by Sacha Guttry, Deux Couverts' (Two Places') and five of Molera's Pre-Places') and five of Molera's Pre-Places' and the stage, played on the stage of the Commercially in Paris, so as not to compete with the Commeit itself, but is intended. Educational and with English commentary, should interest remety interesting, and with English commentary, should interest American audiences. Precluses is Just what the title indicates, a Mole Commercially, pleture is hardly possible in the U. S. But colleges and universities may want it and possibly a few specialized house, with educational interests will try, with educational interests will try.

\*\*Birn.\*\*

# LA CRISE EST FINIE

CHE PARICE LOS AVENUE (The Panic Is Over)
(FRENCH MADE)
(Musical)
Ner production and European release.
State Production of Received French and Receive Loia.
Rene
Bernoulllin
Madame Bernoulllin .....Carpentie .....Jeanne Lour

item. Kenne Learly Hernoullin. Carpentier Balaine Bernoullin. Moderate is the best this French musical can rate. But it has origin at the Bernoulling B

#### MOLILI

LILLUVII

(FERNCH MADE)

For (French) production and release.

For production and release.

For production and release.

For play by Frence Molnary.

Lang. From play by Frence Molnary.

Lang. From play by Frence Molnary.

Lang. Frence Management of the release of the

#### (In French)

Fox made this picture in Europe Fox made this picture in Europe and has been sorry for a year or more. Eric Pommer, who produced it, and Fritz Lang, who directed, lad just been asked to leave Germany by the Nazi government. Fox This picture, the second, was to cost \$100,000. It actually cost nearly \$400,000 and was far from a sucveyed there and Pommer went to the Coast.

\$400.000 and was far from a success in Europe. So Fox quit trying consists of the second of the seco

#### STORY BUYS

Fox has bought screen rights to Sinciair Lewis' Work of Art', as starrer for Lew Ayres. The New Divorce, French tri-angle yarn by Mineaux, will be made by Par with Gary Cooper and Claudette Colbert sharing the leads.

# The 1935 FILM DAILY YEAR BOOK



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THE FILM YEAR BOOK

THE FILM YEAR BOOK
This annual volume contains over eleven hundred pages and covers the industry from every angle—Production, Distribution and Exhibition. Between its covers will be found: A list of more than the covers will be found: A list of more than the covers will be found: A list of more than the covers will be found: A list of more than the covers will be found that the covers and page to the covers of the cove

Your Check for \$10.00 Will Bring You This Complete Service:

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i	Gentlemen:	
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1	City: State:	

# Radio Making Campaign for Travel Advertising; Contact R.R., Airlines

Chicago, March 19.

Appears that the next industry
to sweep into radio advertising is the travel-business—Bither-haz-gob-bled big chunks of the cigaretts, foods, drug and auto industry ad-vertising and in casting about for new fields to conquer, seems to have decided to make a campaign for the transportation sponsors.
Auditions were held last week for four new travel companies; the Burilington railroad, the Great Northern, the Great Lakes Steam-ship company, and the United Air Lines. vel-business. Ether-has-

Already in the field is the Illinois Central, which made a heavy radio

Aiready in the field is the Illinois Central, which made a heavy radio campaign for southern travel this winter season. Greyhound bus lines is readying a return to the ether this summer with its four of the country program.

Horses and Birds Radio is, hot on the trail of the railroads and the airlines, feeling that these two travel media are making desperate efforts for public goodwill and coin. Radio has the auto advertising as its weapon to force expenditures from the rattle systems, and this argument of competitive advertising is proven pretty auccessful, despecially since the trail companies have about decided that it's time to quit stalling and to go out and drum up business. The airlines are also a cinch, according the trailers are also a cinch, according the two much to do you have been and trade. ce and trade.

dence and trade.

Also being worked on, but in
lesser degree, are the transoceanios
steamship lines. Big steamer lines,
however, can't see radio will sell a
super-luxury item which is bought
by the small minority.

#### Mutual Web May Invite Non-Network Stations To Take Sustainers

Chicago, March 19.

Mutual Network has under consideration a proposal to tack on a number of supplementary stations in the basic area and feet them with sustaining programs. Latter end-of-the proposition would entail no added expense. Supe would pick up whatever sustaining shows the are regularly available at WLW

up whatever sustaining shows there are regularly available at WLW. Clincimanti; WOR. Newark; WGN. Clinego, and WXXZ, Detroit.

Members of the supplementary would in each case-be-outlide the territories umply covered by the four stations that now compose the Mutual hithertofore has had hooked to the healt four four has been may be not be to the last four four have been Murtial interctores has had nooked to the lasts foursome have been regular affiliates of either NBC or Columbia. Stations that Mutual proposes inviting into the supplementary group, with sustaining program alliances, would be those free of obligation to any other network.

#### WAYNE KING RENEWS

Will Play Theatres Next Fall-May Hit Manhattan

Chicago, March 19.
Wayne King band has been signatured for two more years on the Lady Esther show starting with October, 1985. Deal calls for a straight salary of \$7,800 for the band on the air on a maximum of four broadcasts weekly.

King is already being submitted for theatres starting October this year when his five-year deal with the Andrew Karzas ballrooms exprice is set at \$10,000. King will carry his own studio electrician carry his own studio electrician with him so as to be shie to set up his own studio inside the theatre rather than hopping from the stage to some outlying station for the commercial air pick-up.

Deat-aise on at present may-send King into the Waldorf-Assorta hotel in New York starting in May, 1385, King has been hot to get linto New York for the past three years.

#### Charles Previn Extended

Chicago, March 19. Charles Previn has signatured for nother year on Real Silk. er year of win-Wasey Enwin-Wasey agency here plans to continue present Sunday show on NBC for the hosiery account.

#### Unemployment Relief

In the Radio Reports depar ment of this issue of appears a review of what is be-lieved to be the first radio prolleyed to be the first radio pro-gram ever presented with Gov-ernment funds as a means to spread unemployment relief to radio performers.

Frogram is called "Average Family" and presented over KMTR, Hollywood.

# WEBER VETOES **ARMY BAND COMMERSH**

Overruling the approval obtained by the network from Local 892, Jo-seph Weber, pres of the American Federation of Musicians, ordered the Army band Barred from participat-ing in RCA Radiotron's program over NBC least Saturday night (16). New York musicians' local had sersed for let the military combe

over NBC last Saturday night (16). New York musicians local had agreed to let the military combo be picked up from the annual West Point alumni dinner, that eventing, with the understanding that the commercial would pay the union for a troupe of standby men. Reason given by. Weber for his vetoing the pickup was that the in-ternational union, has always op-posed the use of service bands on commercial programs and that a precedent would be established if an exception, were made in the case of the West Point dinner. Officials of the West Point dinner. Officials of

commercial programs and that a precedent would be established if an exception were made in the case of the West Point dinner. Officials of control of the West Point dinner, officials of authority to extend permission, as the case was entirely a national one. NBC has in previous years picked up the dinner on a sustaining basis, but the jam of commercials on both the red (WEAF) and bute (WIZ) schedules made this impossible last Saturday. RCA Radiotron deelded to incorporate the event in 4ts prosecution of the control of the standary men angle gone through the standary men angle gone through the relief fund of Local 802 would have been enriched by about \$700. In his explanation to NBC Weber also, pointed out that even if the situation were not a national matter, the New York local had no right to okay the broadcast, since its point of origination was outside the

right to okay the broadcast, since its point of origination was outside the jurisdiction of the New York local. Situation created by Weber's veto was solved at the eleventh hour Saturday night when RCA Radio-tron relinquished its half hour so that NEC could broadcast the army event as a sustaining program.

#### SILENCE WOOLLCOTT TWO OTHER SHOWS

Alexander Woollcott bows off CBS for Cream of Wheat with the March 31 broadcast. Folding date is four weeks earlier than has prevailed for the account in previous seasons. Responsible for clipping the run short is the fact that the talent end of the program this year has been much steeper than ever before.

Another J. Waiter Thompson show that is slated to, scram within the month is Swift & Co.'s combination Signum Bombers, and Pool. for Cream of Wheat with the March

the month is Swift & Co.'s combi-nation Sigmund Romberg and Prof. William Lyon Phelpa: Final pro-gram will be that of April 13, maching it a tally of 30 weeks. Stanza will return to NBC the last week in

September.
Union Central Insurance Co.'s 'Roses and Drums' winds up its third season June 3.

#### Kemp's Empty Bag

Hollywood, March 19.
Harold Kemp, of the NBC Artists Bureau, left here for New York after several weeks scanning tal-

ent. Announcing on his arrival that he was looking for pleture names for the air, he made no deals in this direction. He obtained a lapt for Marion Tally at Metro and has several other pleture deals for his bureau's clients in the smouldering

#### Gardener Cowles Active: Hanrahan Indefinitely On Washington Duty

Des Moines, March 19.
Gardner Cowies, jr., president of
the Iowa Broadcasting Co., will
take over active management of
KSO and KRNNT, Des Moines, and
wMat, Waterloo, James C. Hanrahan, v.p. and g.m., is to remain,
in Washington, D. C., indefinitely to
handle matters for the company
there. Craig Lawrence, recently in
charge of WMT, will be assistant
manager of the two Des Moines
stations under Cowies.
Program departments of the two

Program departments of the two Des Moines stations are being sepa-rated. Wayne Tiss, recently in the newspapers' promotion department newspapers' promotion department, will be program director-of KRNT, and R. B. Martin, manager of WKBB, Dubique, has resigned to become program director of KSO. Gwen McCleary has been placed in charge of the continuity department serving both stations.

Summer Quarton, president and general manager of company operating WMT, Waterfoo, has Don Ilmanage new commercial monager.

three of the newspapers' stations, with offices in Des Moines.

#### FEAR WELCOME MAT WILL BE WITHDRAWN

Bristol-Myers Co. (Ipána tooth paste and Sal Hapatica) would like to withdraw from its Wednesday night span on the NBC red (WEAE) when Fred Allen goes, on his vacation in June, but it's atraid that it won't be able to get back because of the network's, polley on laxatives, Med. has iden the stand that not won't be ablent the stand that not won't be ablent the stand that not have the stand that the s only will it not accept any new lax-ative business, but when such an account leaves its schedule it stays

off.

Allen is down for a 10 weeks' absence. Benton & Bowles, agency on
the B-M account, is scouting around

the B-M account, is scouting around for a fill-in program.

CBS, which has also adopted an anti-laxative policy, is for the time being restricting this class of com-mercial to four.

#### Brooklyn Eagle Ready To Go on FCC Signal

Brooklyn Eagle has its radio pro Washington commission. Engi-ring facilities, studio equipment, sales campaign and program ser-vice have all been outlined in detail

vice have all been outlined in detail.
Borough air tussle has centered for the most part between stations WARD, WLPH, WWPW, formerly all under one roof, but now split, and station WBBC. All emphasize foreign programs on their schedules. Dally is anxious to enter the field and clear up this congested condition.

Foremost clause—in its contemplated policy would be to devote only one-fourth of, the present borough time to foreign listings. C. D. Isaacson, formar radio director, and W. Burgess Nesblit, advertising, man, have been selling Brooklyn the Eagle idea. Call letters would be either WBDE or WBE with studies located on the top floor of the Eagle's plant. There is also a possibility of a Manhattan branch. Politics, are, not to enter the station's policy, it is said. M. Preston Goodfellow, Eagle's publisher, would head the station's board of directors. st clause in its contem

#### Lily Pons to Hollywood: Chesterfield Undecided

Chesterfield is undecided whether to quit CBS April 20 altogether or shift to a librit musical show for the summer. Account has until the end of the current week to pick up its option on the time.

option on the time.

In any event Lity Pons and Lacrezia Bori wind up their connection with cig roller on the
week ending April 20. Both are
due to go abroad for concerts in
May, while Miss Pons has an added
date for a pleture with RKO in Hollywood in July. Andre Kostalanetz,
from the Chesterfield show, may be
masstro for the Pons musical film.

#### Editor His Own Enemy

Buffalo, March 19.
Two-way radio job of Joe
Haefiner has him dizzy. Joe is
radio editor of the News and
as such is expected to scoop,
the town on broadcast items.
But he's also press agent for
WEBIN his paper's cation, and

But he's also press agent for WEBN, his paper's station, and in that capacity is supposed to see that all his competitors get equal breaks on the news, Aften hours he plays St. Peter in current Passion Play. His own aper's review of the production spelled his name wrong two different ways.

# \$2,274,120 IS **CBS REPORTED** '34 PROFIT

Columbia Broadcasting System Inc., and subsidiaries reported a net profit of \$2,274,120 for the yea ended December 29, 1934, after depreciation, federal taxes and other

preciation, federal taxes and other charges. This profit compares with \$323,784 net reported for the preceding year. The statement was certified by an independent auditor. The per share earnings were more than double those of 1933, around the statement was counted to the statement with the statement was considered and the statement with the statement was the statement with the statement was the statement with the statement was the statement with the statement with the statement was the statement with the statement was a statement was a statement with the statement was a statement was a

#### ST. LOUIS BASEBALL **SOLD FOR \$30,000**

St. Louis, March 19. First of the basebail deals was ignatured last week when N. W.

signatured last week when N, W. Ayer agency contracted with the CBS station, KMOX, for a season of broadcasting for Kellogis Pep. Understood the price is \$37,800 for the season of which \$1,000 fs to go to the two ball clubs, the Cardinals and the Browns. Deal between the three radio stations and the ball clubs calls for a payment of \$30,000 to the National and American league teams for the broadcast league teams for the broadcast rights. Besides KMOX the stations

league teams for the broadcast rights. Beddes KMOX the stations KSD and KWK are in the deal. Orliginally the teams wanted a straight 350,000 in a lump sum but later agreed to take LOG from each station when the transmitters related as the station when the transmitters related by the station of the station when the transmitters related by the station when the transmitters related baseball the franchise price would be prohibitive.

Baseball clubs agreed to the \$10,000 - alpece deed arter the stations agreed to pick up the home games of both teams. At first the transmitters wanted only the world's champion Cardinals for home and out-of-town games. But the Cardinals came through on the home games deal in order to help the American league team.

—Outbe-don't despise the \$30,000 pretty lousy at the hamestal box office.

KWK will probably sail its hase-

KWK will probably sell its base-ball to Wheatles (General Mills).

#### 'Children's Hour' Ban

NBC joins London in banning The Children's Hour, current New York dramatic smash hit from pro-duction. Where London placed a duction. Where London placed a damper on full presentation of the Lillian Hellman study, the radio chain nixed even five minutes of its dramatic content.

dramatic content.

A short scene was to be staged
as a gesture of the Stage Reilef
Fund, which airs on Monday nights
from 6 to 6:05 p. m. But NBC's
production department took a squint
at the portion selected for airing,
and said thumbs down. Department
cidims it was not so much them: and sald thumbs down. Department claims it was not so much from a stratt-laced viewpoint, but that justice could not be given the play without revealing beforehand exact implication of its theme. Truth is that even five minutes of the script was considered too daring for radio discertion.

# **GENERAL FOODS BEATS AMPA** SUIT

On a motion by counsel for General Foods the \$2,500 sut brought by the Associated Motion Picture Advertisers, Inc., was dismissed in the Manhattan City Court last week. Tossifig out of the action took place after the lawyer for the film parsouth for the sine parts outfit had presented his side to the presiding justice.

outm nad presented his side to the presiding justice.

Sum of \$2,500 represented the balance that the AMPA claimed due it on a program General Foods broadcast in behalf of Grape Nuts April 25, 1934. AMFA contended that the food packer had agreed to pay it \$3,000, for the privilege of picking compared to the property of the privilege of picking to the property of the privilege of the property of the privilege of the property of the propert

submitted by the AMPA.

AMPA barristers experienced
much difficulty in trying to get 'expert' witnesses to take stand in suit,
Most of those, such as agents, bookers, critics, whom a sourt presumably accept as qualified experts on
relative values of radio-personalities
sidestepped a case involving a big

#### WFIL AND WIP TALK STORE BLURB CURBS

Philadelphia, March 19. Steps taken this week by Dor ithycomb, WFIL manager, wil probably result in the complete seg-

probably result is the complete segregation of department store ownership and stations operations.

The probably result is understood, and the complete segregation of department at one ownership and stations operations.

The complete of WP, owned by Gimbel Brothers store, to eliminate the allowing of store premiuma to prospective accounts. Policy of tieing in store merchandising with radio clients has always been regarded as a competitive evil here, and a possible violation of the radio code.

WFIL, owned by the Lit's and Strawbridge and Clothier's emportume, intends to handle the stores' ether business on a strict contract basis allowing each firm a nominal. number-of hours weekly. Stipulation here is that radio time must be

number of hours weekly. Stipula-tion here is that radio time must be lifted from the announcement catelifted from the announcement (category and built into soild programing of quality along institutional lines. Station believes that this type of programing not only act in better publicity vein for the stores but also produce sales results. It is expected that WIP will follow this general procedure in addition to agreeing with WFIL on store merchandising eliminations.

#### Only One Theatre in **England Broadcasts**

London, March 10.
Only theatre in England that reg-ularly broadcasts is the Argyle, Birkenhead, Robert Clarke has completed a series of 50 programs, and states that business is up 20 % in consequence of the vaudeville

programs.

English theatre operators generally are against giving reven a toe-hold on the theatre even a toe-hold on the theatre au-dlences. Strong protests were reg-latered last year after the Royal Command performance (vaudeville) at the London Palladium waxbroad-cast. Business in all theatres and cafes throighout England that night was wretched.

#### Pond's May Try Again

Corliss-Lamont is contemplating giving its Ponds Cold Cream brand another try on an NBC hookup. Ponds has been cold on radio since Ponds has been cold on radio since its Maude Adams series Jast sum-mer. Survey taken at the time found the product's sales at their lowest levels in territories covered by the program. Account's talks with its agency, J. Walker Thompson, on the radio return idea have not reached the abow mulling stage.

# CBS JUNIOR WEB LIKELY

# Nebraska Legislator Ejects Foster May, Radio Commentator

Lincoln, March 19.
Denial of the right to set up broadcasting facilities in the legislature here brought a legislator and the KFAB news commentator, Foster May, almost to blows in the legislative courtooms last week. Reason was that immediately upon the vote quashing the proposal for a mike on the proceedings, May went on the air stating that he had been barred because the boys didn't want their constituents to hear what they said on the floor.

their constituents to hear what they aid on the floor.

Representative Rasdal, Ogallala legislator, heard this and upon spying May in the press box a short time later, made a rush to the box and in full sight of the assembly grabbed the newscaster by the coat collar and the seat of the pants forcibly electing him. Dragging the protesting etherite down the corridors: Looked-like as fight, when the sergeant at arms awoke to the first business of the session for him and with the aid of several others intervened.

vened.

Result was that May went on the air thereafter from his usual studio in the state house, not from the floor. Newspapers, always resentful of attempts of radio men to set up for a soop from the floor, were elated and even the wire associations carried yarns on the nearbrawl. Debate was to be on the liquor bill.

#### WCAO, WICC, WIP JAM ON POWER PUSH-UP

Baltimore, March 19

Baltimore, March 19.

Tom Lyona, director of WCAO, in in Washington today (Tuesday) in the Washington today (Tuesday) in the Washington today (Tuesday) to communications commish over recent request made by WCAO for a hypo in wastage from current 500 watta, night time to 1,000, which is the power enjoyed by station during daylight hours.

WGAO 1-in-loged-on-600-kilocycle wavelength as is also WICC, the John Shepherd broadcaster in Bridgeport, Conn. Barney Gimbel's WIP in-Philip-occupies—the-610-dial-setting. All three stations are equally empowered with wattage, and all three recently made, requests to the communications commish for the same lift in night time power. Instantly some apprehension was advanced that interference rectations erected new antennae and transmitters. Then other engineers suggested that the stations could have their rise in power without interference if none of the three broadcasters strung up new antennae and transmitter. That theory was considerably crossed up by another group of engineers holding to opposite opinion.

#### Cantor Quits April 28, Will Resume in Fall

Eddle Cantor winds up his first 13 weeks for Pebeco on CBS April 28. Comic will resume for Lehn & Fink early in the fall after he has launched the Broadway musical that Vinton Freedley is readying for

him.

Rubinoff and Ted Husing shift
May 5 from the Pebeco shop into a
new Lysel stanza, taking up the 8
to 8:30 p.m. that Cantor is vacating.

Hinds Honey and Almond Cream's
Club Romance, which now imme-Club Romance, which now immediately follows the Pebeco program, fades April 7, after a run of 13 weeks. Hinds spot will be taken over May 5 by Gulf Oil. Latter account is now broadcasting from 7:30 to 8 p.m. EST on the same web. Cantor is due on the west coast immediately after—his final—Pebeco broadcast to start on-his next picture. Lysol program will be the first that Cantor's new radio counsellor business will arrange.

#### WMCA Sustainer

New York Cheese Club on Monday (18) at its weekly luncheon had a turnout including David Sarnoff, M. H. Aylesworth A. J. McCoeker and Donald Flamm. Since Flamm's WMCA broadcasts all Cheesers' luncheons. The WMCA president observed in the Law of the Cheekle Cheek

see the head of RCA, the president of NBC and the president of WOR doing a sustaining on

#### Gag broke up the lunch.

# Canada Budgets \$1.000,000 Air **Improvements**

Toronto, March 19. An immediate \$1,000,000 construc-An immediate \$1,000,000 construc-tion program, designed to give com-plete coast-to-coast nationalization of ether entertainment, is contem-plated-by-the-Canadian-Radio-Complated by the Canadian-Radio Com-mission. It is hoped that this will remove current complaints regard-ing inadequate service and poor re-ception conditions in certain sec-tions of the Dominion. Hours of national broadcasting will also be extended under the new view.

tions of the Dominon. Hours of national broadcasting will also be extended under the new plan. In announcing the undertaking, CRC Chairman Charlesworth denied that the Canadan government condition of certain independent stations and set at rest rumors that changes were to be made in the commission personnel at Toronto and Ottawa. The program entails erection of new stations in Nova Scotia, Saskatchewin and British Columbia, and-power increases at existing stations in the Toronto and Montreal areas. It is felt that this will overcome complaints and difficulties now being encountered in carrying on nationalized radio in Canada.

#### THREE SHELL FIRMS **COMBINE ON JOLSON**

Shell show with Al Jolson will originate for the first eight weeks, starting April 6, out of New York, with a rebroadeast of the previous Saturday, April 6, out of New York, with a rebroadeast of the previous Saturday, night's program-piped.out to the NBC Pacific link on Mondays between 11 and 12 p.m., EST. Victor Young will baton the band. Guest talent for the series is being lined up. It is figured to have at least two guest names on each stanza.

Jolson show represents the first

least two guest names on each stanza.

Jolson show represents the first time that the three Shell organizations have got together on a central advertising-campaign. Combination consists of Shell Eastern, Shell Oil (midwest) and Shell Petroleum (West Coast).

Jolson arrives in New York March 26 to start rehearsals.

#### Setting Radio Reporter To Balance Another?

To Balance Another?

Boston, March 19.

Bill Williams, former Teaberry making starf of the porter, and recently making starf of the following the starf of the following the starf of the following th

# MALCONTENTS

Columbia Reported Seri ously Mulling Possibilities of Welding Second Network from Parts of George Storer Loop Augmented by Other Markets

#### TALENT ANGLES

With the blowup of the American Broadcasting Co. as a cross country project, Columbia is reported to have taken a revived interest in forming for itself a second network. Indications of CBS: contemplation in that direction were given last week when a Columbia official asked a Wallon operator who had been formerly allied with the ABC to refrain from connecting his outlet with any similar new enterprise without first talking it over with CBS. Other station which this broadcaster controls in the same two heads of the CBS link. Understanding in broadcast circumstances in the case of the CBS link.

CBS link.

Understanding in broadcast circles is that Columbia would like to take over the seaboard hockup, which the ABC is now composed of, as the nucleus for its second network. Columbia is said to figure that it could start off operating this junior, web at a nominal cost, available to the latter would be a wealth of talent, much of it well established on the air, that CBS could divert from its artist bureau's management list. About the only charge that the stations would be called on to pay is the proportionate levy deriving from the cost of telephone lines.

In organizing its second web CBS

phone lines.

In organizing its second web CBS anticipates that it would be able to drawn on not only the stations that comprised the original setup (24) of the American Broadcasting System but some 20 NBC-affiliated outlets, which are determined not to signature the new NBC contract as it now stands. Any chance of alters it now stands. Any chance of diversity of the state of the

deal would prevail for all.

As the key New York outlet Columbia would have a unlimited-time 5,000-watter in WLWL which the 5,000-watter in WLWL which status. The proposition entails an exchange of wavelengthe between WCCO, Columbia-owned Minneapolis transmitter, and WWL, New Orleans, owned and operated by Loyola University. Shift would not only move WWL to Sil &c, but make WLWL-the-lone sharer of this channel with WWL. WLWL, which is owned and operated by the Paulist fathers, now shares time with WPG, Atlantic City,

# LOOKS LIKE A **NICE SUMMER**

NBC and Columbia look forward to overcoming-the bugaboo of summer broadcasting in a big way this year. In either case the carded warm-spell dropouts represent the smallest percentage in history. Few major spenders are expected to quit during the hot stretch, May to August inclusive.

With the turn into the current month of March, NEC had in advance bookings for the summer, a margin of 24% over that available at the same time last year. NEC figures that the taily for the May-August span this summer will be at least 40% better than it. August span the summer will be at least 40% better, than it. August span the summer will be at least 40% better, than it. August span the summer will be at least 40% better, than it. August span the summer will be at least 40% better, than it. August span the summer will be at least 40% better, than it. August span the summer will be a summer advertiser.

# ABC PLUS NBC | Radio—the Lawyers' Paradise; More Bewildering in Political. **Economic, Social Snarls Than Ever**

#### Practically a Command

CBS artist bureau has been writing to acts notifying them that they are wanted for appearances at the White House correspondents' dinner to President Roosevelt in Washington. Affair is scheduled for March 23. Letter advises the talent that This is specifically a command performance.

Those set include Isham Jones, Mary Eastman, Nick Lucas, Paul Duke, Benay Venuta, Stoopnagle and Budd, Jack Pearl, Cliff Hall, Carson Robingon, Gertrude Niessen, CBS artist bureau has been

Robinson, Gertrude Niessen, Everett Marshall and Eton

# **Too Much Politics** Charge Brings FCC Shake-Un

Washington, March 19. Washington, March 19.
More changes in composition of
the Communications Commission
occurred last week as the outcome
of the demands from Congress for
shift in government regulatory
policies.

politics.

Following appointment of Anning S. Prall as chairman, Judge Eugene O. Sykes, former chairman, became boss of the broadcasting division and Commissioner Norman S. Case was moved in as vice-chairman, supplanting Thad H. Brown. Prall continues as a member of this division but gives up its chairmanship to Sykes.

Orders from the White House

continues as a member of this division but gives up its chairmanship
to Sykes.

Orders from the White House,
supplemented by instructions from
the Senate, were responsible for the
shake-up. Objective is to put controol into the hands of persons who
that the hands of persons who
Radho Commish yet continue one
individual with long experience in
broadcasting problems and policies.
Appointment of Case is expected
to lead to drafting of new regulations and principles, since he and
Prail-are-regarded-as-unblased and
looking at the whole question with
an open mind. With Brown and
Sykes in charge, it was felt there
was ittle chance for any change in
the way broadcasting affairs wererun, since both came over from the
abolished control hoard.

Storm of criticism from Congress,
plus outside kicks that politics
present the production of the story of the contransfers, sice is an effort by the
Write House and the Commiss for
placate legislative critics and a vert
the possibility of, new and undestred laws.

#### DEMA HARSHBARGER HOLLYWOOD BOUND

Dema Harshbarger goes to Holly-wood next week to take charge of NBC's new agency business there. Miss Harshbarger relinquishes her presidency of the NBC-controlled Civic Concert Corp. to go to the Coasu. "Her function out there will be the arrangement of interchange of picture-radio talent on the metworks' behaff as a seller of radio artists to films and vice versa." NBC's Hollywood activity commenced with Harold Kemp's paving the way on a sales promotion trip. Kemp. returned. to New York Saturday (16):

day (16).

Miss Härshbarger's previous show business experience has been confined to the musical concert field.

Radio, which has always been a topsy turvy maze of cross-purposes, is probably more bewildering in its political, economic and social snaris at present than ever before. For the moment the ehemies of organized broadcasting, as such, have retired to their dugouts, but renewed attacks from the church and academic groups are merely a question of when and how.

Meanwhile an effort to reduce the situation to intelligible terms reveals the following trends or manoeuvers:

(1) The government's own de-

manoeuvers:

(1) The government's own desire to resist further extension of big business domination of radio and to encourage local ownership-operation of stations as against

aperation of stations a santa absence ownership.

(2) The change of personnel within the Federal Communications Commission's broadcast division and other Washington moves pre-sumably calculated to minimize or aver the dangers of Congressional assault on the status quo in radio.

(3) The possibility of a second, Columbia network high might salt disinclined to accept the new com-pensation contract.

#### 100-Watters

(4) The growth of a vast brigade of new 100-watt stations in the face of the meagre profits or actual deficits characteristic of this actual dencits characteristic of this type of station; with the granting of petitions in this field predicated on politics and the desire to ap-

on politics and the desire to supease.

(5) Breaking up and down of clear channels, the lockeying of regional interests for better reception and signals.

(6) Growth of an increasing number of regional hock-up; tendency of smaller stations to seek better sales representation and program exchange to improve quality.

(7) Success of the Mutual hookup in meeting NBC and CBS competition and the probabilities of Mutual extension. This type of cooperative—arrangement—offers many attractions to producing many attractions to producing stations.

stations.

(8) A distinct trend toward nationally-sponsored local live talent programs which would extend program creation as a prime factor in station operation. Rate differentials between network and spot in many cases tend to favor this development.

#### Pressure

(9) Pressure from Democratic interests to establish radio stations in cities or areas heretofore monop-olized by Republicans and with this

in cities of areas nerectore monopolized by Republicans and with this a policy, imperfectly realized, to keep newspapers (mostly Republican) from sequency and sationary and search of the sequence of the seq

pressure 18 involved, apart trom the already dizzy whiripool of eco-nomic groups checking, clipping and crossing one another. And with radio still a lawyer's paradisc.

#### Norman Craig Steps In

Norman Craig, formerly with Scott Howe Bowen, Inc., has taken over the representation of most of the stations that:Columbia is grop-ping from the Radio Sales, inc., roster April 10. Craig was

Craig was one of the first station reps in the spot broadcasting fierd.

# OMMERCIALS

This Department lists sponsored programs on the NBC, CBS, and lutual neworks arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where one advertiser as two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling

ons; Su (Sunday); M (Monday); Tu (Tuesday); ay); Th (Thursday); F (Friday); S: (Saturday).

All time is
has two or m
account.
Abbreviatio
W (Wednesda
200 200
ACME PAINT
Smiling McConnet
Henri, H. & Mci
0-M-WEAF
Frank Parker
AMERICAN
HOME PRODUCT
7:30-M-Tu-W-
Easy Aces
Goodmon Ace
*Blackett-S-H
7:30-8u-WEAF
Begurd Nilssen
Graham McName
AMERICAN
6:30-Su-WEAF
Frank Simon Ore
Gardner-G
- AMERICAN - TOBACCO -
8:30-Th-WJZ
'Red Trails'
J. Hanna, Dir.
ARMOUR
Phil Baker
Ben Bernie Gabrielle De Lay
Harry McNaught
on Belasco Or
B. T. BABBIT
1:30-Su-WEAF
Bertrand Hirech
BEECHNUT
7:30-M-W-F-WJ
Red Davis
Burgess Meredit
Marion Dorney
Johnny Kane
Joen Southern
BETTER SPEE
INSTITUTE 11:45-Sp-WJ2
Your English
BISODOL
8:30-W-WAB
Elizabeth Lenno
*Bleckett
BLUE COAL
'Peggy's Doctor
6:30-M-W-WAI
The Shadow'
Allyn Joselyn
Virginia Venabi
Jean Colbert
Paul Huber Santos Ortego
Jury Macy Wilmer Walter
Paul Stewart Adelaide Klein
Rita Vale Hanley Stafford
Chester Stratto
Tony Hughes
Milton Herman
Ruthraoff-R
9-F-WJZ
T. Harrington,
All time is has two or man an asterisk account.  ADDreviation of the control of t
Leo Perrin Orc
11:45-W-WE/
Bill Bradley
Jane Ellison Young & Rubl
A. S. BOYL
2-Su-WABC
Irving Roufma

Bonton & Bowles
CARLEANA
An 6330-394-WJZ
An Seymour
Den Seymour
Den Seymour
Den Seymour
Den Seymour
First Nigater
June-Meredith
Don Ameche
Carlton Brickert
Carlton Brickert
El Saguert Ore
8 Aubrer, Wallace
Auther, Wallace CAMPBELL (Soup) 9:30-F-WARC
Hollywood Hote
Dick Powell
Louella Parsons
Fas File-Rito Ore
Frances Langford
Muzzy Marcelliuo
Joe E. Brown
F. W. Armstrong
CABLETON
& HOVEY (Fr. John's Med.) Tilo-in Thiede Eva Gingras' Chor Dwight Meade \*John W. Queen CARLSBAD (Saits) 4:30-Su-WJZ 7:15-Tu-WJZ Morton Downey Guy Bates Post Ray Sinatri Ore CARNATION MILE Luliaby Lady M L Eastman CITIES SERVICE Lucille Manners Roserio Bourdon O Quartet \*Lord & Thomas COCA COLA 10:30-F-WEAF rank Black Orc. ne Froman. Jane Froman.
Chorus
\*D'Arcy
COLGATE-PALM
10-Tn-WEAF
(Palmolive Soap)
Merry Widow
Gindye Swarthout
John Barclay
Al Goodman Or.
9:30-M-WEAF CE 9:30-M-WEAF
(CoigateToothpast
Otto Harbach
Martha Meare
Al Goodman Orc
10:15 a.m.-M to
Inc.-WEAF
(Super Suds)
Clara, Lu 'n' Em
\*Benton-B Orc AT COOK'S TOURS 5:30-Su-WJZ
Travelogs
Malcolm La Prade
\*L. D. Werthelmer
CORN PRODUCTS
8-Th-WABC BC (Linit)
'Hour of Charm'
Phil Spitalny
Rosaline Green Maxine
Evelyn Kaye
Pat Harrington
Gypsy Cooper
Mary Rumrili
Ann De Marco
Lilyan Perron Lilyan Perron

12:15-Daily Ex.

Sn-WAUC

The-Gumps

Wilmer Walter
Agnes Moorehoo
Lester Jay
George Graham
Edith Spencer

E. W. Hellwig

Dir ۱F

CRAZY WATER
(Crystals)
8:30-M-WJZ
Carefree Carnival cén BREITENBACH e(Pepto-Mangan) 2-Su-WJZ Anthony Frome Alwyn Bach \*McCann-Erickson BRILLO 12:30-Su-WABC

Caretree Caralval
Differ
OBEAM O WIJEAT
OBEAM O WIJEAT
WIJEAT
H. Williams, Dir.
Alexander Woollect
I. Arnhruser Ore
CRISTAL CORP.
(Outdoor Oftr).
Ti398-S. WABC
Connis Catto.
Wictor Ardens Ore
Burford Hampden
Ruth Easton
\*\*United Adv.
B. h. DAVIS
\*\*Occomal's Catto.
\*\*United Adv.
\*\*Occomal's Catto.
\*\*United Adv.
\*\*Occomal's Catto.
\*\*United Adv.
\*\*Occomal's Catto.
\*\*Occomal's Catto.
\*\*United Adv.
\*\*Occomal's Catto.
\*\*Occomal's Catt WABC
Buck Rogers
Curtle Arnoli
Adele Ronson
William Shelle BRISTOL-MYERS Curtie Arnon
Adels Ronson
William Shelley
Elatine Melchlor
Edgar Stehil
Dwight Weist
Peggy Allenby
\*Ruthrauf & R

DELCO
5445-89-WABC
Art Dickson
Charlis Morgan
\*Goyer Ce (Sal Hepatica) (Ipana) Fred Ailen
Portland Hoffa
Jack Smart
Lionei Stander
Elieen Douglas
Irwin Delmore
Minerva Pioue
James Melton

GEN. MOTORS
9:30-Tu-WABC
(Chevrolet)
Louise Bernhardt
Isham Jones
10-Su-WEAF
(Ponitac)
Jone Froman
Modern Choir
Frank Black Ore
8-Su-WJZ
(Institutional)
Art. Toescanini PHEDRON (Bromo Seltzer)

8:30-F-WJZ
'Intimate Revue'
Al Guodman Orc
Jane Froman
Bob Hope
'J. M. Mathes Lud Giuskin
Block & Sully
George Glvot
Gertrude Niese FIRESTONE 8:30-M-WEAR

8:30-M-WEAL Nelson Eddy Vocal Ensemble Wm. Daly Orch Sweeny-James

FITCH 7:45-Su-WEAL

FLETCHER'S CASTORIA

FRIGIDAIRE 10-W-WABC

Jack Pearl
Cliff Hall
Leith Stevens
Pattl Chapin
Freddle Rich Oro

GEN. BAKING

Julia Sandersou
Frank Crumt
Dwight Weist
Jack Shilkret Oro
B. B. D. & O.
GENERAL CRGA!
(White Owl)
9:30-W-WABO
H. Polesie, Dir.

Burns & Allen Bobby Dolan Oro

GEN. ELECTRIC

What Home Mean to Me Mme. Schuman

Mme. Schuman
Heink
GENERAL FOODS
2:30-F-WEAF
M. W. Barnum, An
Hernal Mindson
Air & Lee Reiser
Warren Hull
Frances Lee Bartor
Young & Rublear
9-Th-WEAF
(Maxwell)
Frank McIntyre
Lanny Rose
Omraci Wilson
Molassen, in Janri
Gus Haenschen
8:30-W. WJZ

8:30-W-WJZ

(Face Powder)

8:38-W-WJZ
(Log Cabin Syrup)
Lanny Ross
Harry Sale
T-su-WJZ
(Jeit-O)
T. Horrington, Dir
Jock Benny
Mary Livington
Propik Parker
Young & Rublean

Young & Rubics
GENERAL
HOUSEHOLD
(Grunow Refrig.
10-Sn-WABC
Minn. Symphony.
Eugene Ormandy
Anne Campbell
'Haye MacFarlar

GENERAL MILLS 4:45-Daily Ex. Sa-

'Life of Mary Southern'

Linda Carlon 10:45-W-F-WE

Betty Crocker
Cooking Recipes
\*McCord Co.
5:30-Daily Ex. 8
Su-WABC
Jack Armstrong
All American Be
4-Daily-WJZ

Betty & Bob'
Betty Churchill
Don Ameche
Betty Winkler
Art Jacobson
Carl Brickert
Louis Roen
\*Blackett

Wendell Hall

Frank Black Ore

(B-5b-W22)
Art. Toecanini
Elizabeth Rethberg
CC GOODBICE
(Tiree)
(Tiree)
GOODBICE
(Tiree)
GOODBICE
(Tiree)
GOODBICE
CICLE
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CICLE
COODBICE
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COODBICE
COODB

J. Sa. WABO
J. Stauffer, Dir.
ROLL To J. Sta Pat Kennedy Art Kassel Ore \*Stack-Gobie GULF 7:30-Su-WABO Chas Winninger Pickeus Sis Frank Parker Reveillers 4 Frank Tours Ore \*Cecil. W. & C.

FORD MOTHER
9-Sn-WARE
9-Sn-WARE
18-Roberted
Rea Roberted
19-Roberted
19-Robert

H. J. HEINZ 10 a.m.-M-W-F

WJZ Tosephine Gibson Maxon osephine Gibson
Maxon
M. HOHNEB
(Harmonicas)
7:45-5a-WOB
ari Freed
Atherton-& C
HOOVEB
5-5a-WEAF
Edward Davies
schumann-Heiuk
doe koestner
Erwin-Wasey

EDNA WALLACE HOPPER 2:15 Daily Ex Sa-

2:15 Dally Ex Se
Su-WABC
Romance of Hele
Trent
Virgina Clark
Loeter Tremayne
Marie Nelson
Alice Hill
Sundra Love
Gene McMilleu
Jack Doty
Hazet Dophede
\*\*Blackett

Hiszel Jopnelas

\*\*Horlick
(Maited Milk)
7:16-Daily Ex. Sa
Jum S. Aon
\*\*Lord & Thomas

\*\*Lord & Thomas

\*\*Housthold
Tenaket
Tenaket
Jos Koesther's Ore
Charles Sears
Tom Dick Herr
"C. D. Frey
\*\*HUBSON MOTOR \*C. D. Frey

HUDSON MOTOR

8:30-M-WARC

Kato Smith

3 Ambassadors

Willam Adams

Jack Miller Oro

\*Brooke-Smith

\*Brooke-Smith
HUMPHIREY'S
(Mcdiene)
10:30-a.m.s-M-W.
F-WEAF
Peter, de Rose
May Singti Breen
Bob Emery
1RONIZED YEAST
7:13-74-71-8aWEAF
Whippering Yeast WEAF Whispering Jack Smith \*Buthrauff-R

LUXOR

5-Sn-WEAF

Sally of Talkler
Book White
Basel Lougha
Joan Blane
Marjorie Hannau
Lord & Thomae,
MAGFADDEN

Court of Human

Fare Human

Percy Hemu

Arnold Johasou's
Elale Hits
Ned Wever

Mag Were

Light Wall

Light Wall

Light Supry

Paul Stwart

Sally Joseph

Sal JERGEN 9:30-Su-WJZ V. Dobbs, Dir. Vaiter Winchell J. Wait, Thomps J. Wait, Thomps:
JOHNSON & SO
(Floor Wax)
5:30-Su-WEAF
Tony Wons
Lorotta Poynton
Hazel Dopheids
Emery Darcy
Ginna Vanno
Ronnie & Van
Anne Campbell Daie Carnegie Laonard Joy Ore Sam C. Croot

MAYBELLINE Dou Mario Dorothy Hamilton Chan Gaylord Or \*Cramer Kasselt
MET. LIFE CO.
6:45-Daily WEAP
Arthur Bagley
\*Direct

DR. MILES LAR (Alka-Seltzer) Story of Mary Mariln' \*Lord & Thom 9:30-Sa-WJZ-WLS Barn Dance Ridge Runners Uncle Esra-Luju Belle Maple City 4 KOLTNOS

SIGNABIO
JUST Plain HIT
SIGNABIO
JUST Plain HIT
AITHUR Plain HIT
AITHUR Plain HIT
AITHUR PLAIN
JOS. LAITHUR
BRAFT-FRENII
10-Th-WFAF
P Whiteman Ore
LOUIS HARTY Stockwell
Holen Jepson
J. Walt. Thomp.
LADY ESTHER BOLYNOS Maple City 4

1:48-M-W-F-WEAF

Uncle Esra, Radio
Station EZHA
Pat Barrett
Cliff Soubler
Carleton Guy

5:30-Daily E. Su-WJZ 'Singing Lad; Ireene Wicke

7:45-Th-WJZ
Ruth Etting
Red Nichol's Orc
N. W. Ayer
ELEENER

LEHN & FINE 8-Sn-WABO (Pebeco)

8:30-F-WOE Norman Cordon Lucille Peterson Choristers 4 Lou Katzman On Wm. Esty

LIBBY MCNEILL

Adventure Hour Albert Brown Patricia Dunian James Andellu Josse Pugh Karl Way J. Watt. Thomps: LIFE SAVERS 8-M-W-WABO

\*\*Saver\*\*
Audrey Masou
Edward Nell
Vic Arden Ore
\*\*Topping & Lloyd

LIGGETT & MYERS 9-M-WARD

ucrezia Bori Kostelauets 9-W-WABO

B-W-WARD
Lilly Pons
A Kostelanets O

Bichard Bouelli
A Kostelanets O

Nowell-Emmett

Newsil-Emmett
LOBILLARD
(Briggs Tobacco)
(Muriel Cigars)
6:46-5a-WEAF
Sports Review
Thornton Fisher
Lennen & M
LOUIS PHILLIPPI
2 Daily Ex. Sa-Su
WABC

MABC

Marie, Little Frei
Frinces
Ruth Yorke
James Meighan
Paul Stewart

\*Biackett

Hollywood Go Jimmy Fidler Cacil, W-C

\_2:30-Sp-WJ2

T. Luckenbill, Dir. Anth. Stanford, Dir 'Secrets' Irene Dunne 'J. Walt. Thompso

Paul Stewart

8:30-Th-WABC
(Liberty)
Edwin C. Hill
Edward Neil.
Fulton Oursier
Arnold Johnson O
Gerard Swope
\*Erwin-Wasey

MALTEX 1-Su-WEAR

GEO. W. LUFT (Cosmetics) 16-W-WJZ

HLEENI 12-M to F Ju -WEAF

MODERN FOO PROCESS CO 4:15-M-WJZ Charles Sorce Harry Swau \*Direct \*J. Wait. Thomp.

LADY ESTHER

10-Se\_M-WABO

8:30-Tq-W-WEAI

Wayne King.

\*Stack-Gobie

\*Direct
MOHAWK
CARPET MILLS
12:30-Daily Ex, Sa
Su-WABC
'5 Star Jones'
Johu Kaul
Elizabeth Day
Herbert Rawlineon
J Anthony Jones
Floreuce Malone
Houston Richards
Eddle Marr
\*Blackett-5-H. LAMBERT PHARMACAL PHARMAUAL (Listorine)
1:40-Sa-WEAF-WJ
Metropolitan Oper Geraidine Farrar,
Nar.
'La Bohome' Lucrezia Bori
Frederic Jugei
Guiseppi DeLinca
'V, Beliedza, Con.
\*Lambert-Feasiey

\*Blackett-S-R.

MOLIE

7:30-Th-WEAF
Ai Beruard
Emil Casper
Theo, Carle
Mario Cozzi
Milt Ratteuberg O

Stack-Goble 6-6- WASO
(Pebeco)

Faddis Cantor
Harry Elastela
Rubinozt

Lennen & M

5:30-5s-WABO
(Hude Boney A

Almond Cream)

Lols Bennett
Corned Taibanit
Les Patrick
Ned Wever

Fileckman

THOS, LEEMINO
(Baume Bengue)

Norman Cordou

"Stack-Goble
MONTGOMERY.
WARD

\$-Su-WEAF
Stories of The Ol
Testament,"
Barrye Real Startes
BENJ, MCORE
(Paints)
11:30 m.m.WBetty MABC
Betty MABC
Low White
-Olirect
JOHN C. JOHN C. MORRELL

2:15-Su-WJZ (Dog Food) Don Becker Dog Chats \*Henri, H. & McD. MUELLER C. 10:15 a. m. Dally Bill & Ginger Virginia Baker Lyn Murray Hellwig

NATIONAL BISQUIT CO BISCUIT CO.

16:38-Se-WEAF Kel, Murray Orc Kavier Cngat Orc Benny Goodman (Phil Duey Frank Luther Carmen Castillia Connie Gates Helen Ward Louis Alvarez McCann-Erick NOESEC NOBSEC (Toothpaste) 11:45-M-W-F

WABC
W ButterworthMilton Rettenber
Lou Raderman
Lucien Schmidt
\*Stack-Gobie Walter University of the Annette Hanshew Alice-Prost Jack O'Keefe Louis Sorin Kay Renwick Reiner Server Ser Lucien Schmidt

\*\*Stack Gobie

\*\*NOETHWESTERN

TEAST

\*\*S-M-W-F-WJZ

Virginia Lee and

Sunbeam

Jan Garber

Dorothy Page

Bob White

Elinor Harriott

Ed Preutess

Virginia Lee

\*Haya McFarland

PACTEUR. ROPASY

8-W-WJZ
Penthouse Party
Jan Peerce.
Mark Hellinger
Glodye Glod
Sam Ahearn
Emil Coleman O
N. W. Ayer \*Hays McFarland
PACIFIC BORAX
\*\*Th-WJZ
'Death Vall'y Days'
Tim Frawley
Joseph Bell
Edwig W. Whitney
Lonesome Cowboy
Joseph Bonime Ore
\*McC.Erick

SCHOLL CO.

SINCLAIR O.M. W.JZ

SMITH BROS

9-Sa-WEAF
Rose Bampton
Scrappy Lambert
Billy Hillpot
Nat Shilkret Oro
\*Homman T & F.
SOCONY VACUUM
7-Sa-WABC

7-Sa-WABC
Soconyiand
Sketches
Chas, Webster
A. P. Kaye
Arthur Allen
Parker Fennell
Kate-McComb
Isabel Winlocks
Robert Strauss
Edilh Spencer
John Milton
Ruth Russell
William Stickle

Gene Arnoid Bill Childs Mac McCloud

(Footpads)
7.30-Tu-Th-Sa-W
The Street Singe
Arthur Tracy
Donahue & Coe
SELBY SHOE
8-F-WABC PEPSODENT
7-Daily Ex Sat 8
WJZ
Ames 'n' Andy
PINAUD Mre F. D. Roo •Henri, Hurst SILVER DUST SILVER DUST
7:30-M-W-F- WARF
The O'Neilis'
Kate McComb
Jimmy Tansey
Ace McAlister
Jack, Rubin
Jack, Rubin
One West
Clarence Nordstror
Chester Stratton
B. B. D. & O.
SINCLAID

PINAUD
(Hair Tonic)
10:30-M-WABC
B Von Hailberg Or
Calkine & H.
PHILCO
1745 daily ex. 8a8u-WABC
Boake Carter
"Hutchins \*Hutchins
PHILIP MORRIS
S-Tu-WEAF
Leo Reisman'e Orc
Phil Duey
10:45 a. m.-Sa-WOll
Graphologist
Mme. N. Olyanova
\*Blow Co.

\*Blow Co.
PILLSBURY
10:30-Daily-WJZ
Today'e Children
Irma Phillips
Walter Wicker
Bess Johnson
Irene-Wicker
Lloy-Gillman
Fred-Yon Amon
Jean McGregor
Hutchinson "Hutchinson
II a.m.-W-F-WABt"
Cooking Close Ups'
Mary Ellis Ames
Hutchinson
FLOUGH, INC.
16-W-WEAF
Guy Lombardo
Ricardo Cortez
-Lake-Spiro-C
-

Ben Bernie Phil Baker Marris-W. & E.

J. S. Getchell J. L. PRESCOTT (Oxel) 10:30 a.m.-Daily Ex. Sa-Su-WABO Jack Fullou Oro. \*B. B. D. & O. SPARKS WITHINGTON Jolly Coburn Oro H Van Emburgh •Edwin Wasey SPRATT PRINCESS PAT Sketches •McJunkin

(Dog Foods)

G. Thompson, D.
S.Th.-WRAF
(Fleischmanu)
Rudy Vallee, aud
His. Conn. Yan
Pierre Freeney
Earl Hines
Katherine Torry
Tom Howard
George Shelton

7:30-Su-WJZ
H. Polesio, Dir.
Joe Penner
Stefauni Diamon
Ozzle Neison Or
Harriet Hilliard
J. Walt. Thoma

STEBLING PRO

P'CTB & G'MBLE
S Daily Ex. SaSu-WEAF
(Crisco)
Vio & Sade
Art Van Harvey
Billy Idelson
Bernadine Flynn B:48-Su-W3Z
A Payson Torhu
Paris & Peart
SSS CO.
(SSS Tonic)
S:30-F-W0E
The Music Hor
3-Johnson-Dallin
STAND. BHAN
Chae & Sanba
A. K. Spencer,
Amateur Show
Maj. -Edw. Bow 8-W-WEAF (Royal Gelatine) Cal Kuhl, Dir. Mary Plexford 'Smills Thru' G. Thompson, Dir.

Art Van Harver
Billy Addensum
9:30-8a-WEAF
(Ivory Sosp)
The Gibson Fam
The Gibson Fam
Jack, & L. Clement
Lois Desmett. Ore
Lois Desmett. Ore
Lois Desmett. Ore
Lois Desmett. Ore
Lois The Market
Verginia Desmett. Ore
Sa & Saw ZAF
Ma POPYdO)
Ma POPYdO
Mary Coryolo
Mar

Ches, Eggleston
\*Blackett
\*Blackett
\*Blackett
\*Blackett
\*WEAF
(Camay)
'Droams Come
True'
Barry McKinley
Rey, Sonatra, Ora
Fediar & Ryan
\*Brediar & Ryan
\*Bredi

(Bayer's Aspirlu) Frank Munn Bernice Claire Gus Heenschen O Gus Heenschen Or

9:30-Su-WEAF
(Dr. Lyon's
Toothpowder)
Gus Haenschen Or
Fresda Hempel
Frank Munn
Vivienne Segal
Ohman & Ardeu
Bert Hirsch
9-F-WEAF Percy Hemus
10:15-W-WJZ
(Ry Krisp)
Medame Sylvia
'Gardner'
RCA RADIOTE
9-8a-WJZ
Bob Lawrence
Deg LaCentra
Ray Noble Orc
Al Bowily
Lord & Thomas

P-WEAF
(Philips Mag)
Waltz Time
Abe Lymen Ore
Frank Munn
Bernice Clairs
8:30-Tu-WABC
Abe Lyman
Vivienne Segal
Oliver Smith
5:15-Daily Ex. Sa
Su-WABC \*Lord & Thomas

RCA VICTOR
2-W-WJZ

Madriguera Oro
Edw Roeker
Jan Garber Orc
John B. Kennedy
\*Lord & Thomas

REAL SILK

- Se. WJZ 9-Sa-WJZ Chas. Previn O Olga Alboni

Su-WABC
'Skippy'
Franklin Adams, Jr
Francis Smith
Ray Appleby, Dir.
'Blackett Olga Abondey
RED STAR YEAST
II-Ta-Th-S-WEAF
Bona Odel
Bo 5:45-M-Tu-W-Th-WABC WABC
(Callf. Syrup Figs)
Dick Tracy
Ned Wever
Lester Jay
Walter Kinsella
Charles Slottery
Rose Keane
\*Stack Goble

Stack Gobie

STEWARTWARNER
(Alemite)

10:30-Tu-Th- WARK
Hugh Barrett Dobb
Lysbetti Hughes
Bob-McCoy
Art Thorsen
Horace Herr
State
State
Herrili
Stery Bowne

Blackett-Sample (Camel Cigarets)

10-Tu-WABC

0-Th-WABC

Cosa Lome Band
Walter O'Keefe
Annette Hanshew

VICE
7:15-M-W-F-WJZ
Willard Robison Or
Quartet

STUDEBAKER
9:30-Sa-WABC
8-M-WEAF
Richard Himber
Joey Nash
\*Roche-W-C
SUN OIL 9-Tu-WJZ Grace Moore \*Cacil. W. C. SUN OIL 6:45-Daily Exc Sa-Su-WJZ Lowell Thomas \*Roche-William

SWIFT S-Sa-WEAF 8-Sa-WEAF
(Meat Products)
H. Williams, Dir.
Sigmund Romberg
Wm. Lyon Phelps
Stuart-ChurchillLella Fisk
2:39-Su-WEAF
(Vigoro)
Mario Chamice
-J. Walt Thompson

PRODUCTS
(Loma Plant Food
12:15-Su-WABC
E. L. D. Seymour
\*Sam L. Croot
TEXAS CO.
9:30-Tu-WEAF

Ed Wynn
Graham Ischamee
Eddie Duchin Ore
Eddie Duchin Ore
(Graham Ischamee
Louis Charlette
(Grand Ischamee
Louis Charlette
Grand Ischamee
Louis Charlette
Loui

Grace Agord

Freddy Mertin Ore

Freddy Mertin Ore Amateur Show Chubby Kane Horace Fehyl Johnny Johnson Or \*Clements CHAS, WARNER (Sloan's Linament Warden Lawes In 20,000 yrs, Sing PRODUCTS

9:30-W-WJZ John McCormack \*Cecil, W. C. WASEY PROD CTS 8:15-M-V-FVVABC
Edwin C. Hill
12-Daily Ex. Sa-SuWABC
6:45-Su-WABC
Voice of Experience
2-Su-WOB
Jacob Tarshish, The
Lamplighter
\*Erwin Wassy

Lampligner

Erwin Wassincton

9:48-Suz-W7Z

Adventures of Sherick

Louis Hector

Leigh Lovel

Could Hector

Leigh Lovel

Could Hector

Louis Hector

Rauel Ac Carlas

Jerome Mann

Ston About Town

AGlackett

WELCH

WELCH (Graps Jule 8-F-WJZ irene Rich

Here and There

Gordon Kerr, new announcer on WMCA, New York, will also m.c. the amateur nights at the Fox-Brooklyn, theatre on Monday eve-

Rod Arkell is handling the com-mercial spiel for Empire Gold on the various Metropolitan stations.

Pickens Sisters will remain on the Gulf show with the switch from Charles Winninger to Will Rogers.

Cyril G. Fox, of Fels Co., Phila-delphia, in Hollywood looking over the company's soap program on KNX.

Bert Phillips, salesmanager of KHJ, in Los Angeles hospital with both heels fractured as a result of a fall,

Raiph Wentworth, of Langlois & Wentworth, returns to his office this week after a prolonged stay in a hospital as a result of suffering a bad fall.

Elise Kemper back broadcasting lda recoup from illness.

Bob Price off WFBR, Baltimore

announcing staff to try WFIL, Phil-adelphia

Arde Bulova, boss of ABC, in Bal-timore, huddling with John Elmer and George Roeder of WCBM.

Jimmy Jeffries, former WFAA, Dallas Early Birds m.c., starts NBC Dallag Early Blus Inc., states ABC on Morning Parade at 9:30 a.m., this week. With Honey Boy (Fields) and Sassafras (Welsh), Long and Vin Lindhe.

Harold Vanderbilt outlined new bridge rules for CBS network. Pick-up from WQAM, Miami.

Allen Miller and Jack Eaton are new members of WOR's sales de-partment.

WCAO, Baltimore, has hired Wil-liam Meagher as an announcer.

Jean Brown, who handled pub-licity for WBAL, Baltimore, for eight years under old regime, is out, after two months with Hearst man-agement.

WESTCLOX
4:45-Su-WEAF
'Big Ben Dream
Dramas'
Arthur Allen
Parker Fennelly
'B. B. D. & O. WHEATENA 6,45-Daily excep Sa-Su-WEAF Ba-Su-WEAF
Dramatic Sérial
Bilty Batchelor
Ray Knight
Janet Freeman
Bobby Jordan
Emily Vass
Maurice Bilis
Clarence Straight
McKee-Albright

Bing Croeby
Mills Bros.
Georgie Stoll Oro
7:46-M-W-F-WJZ
Dangerous Paradisc
Elsie Httz
Nick Dawson
\*Lennen & M.
WRIGLEY

CEUTICAL

430-8a-WEAF

Harry Reserve
Ray Heatherto
Myrt to

Dorothy Day Vincent Colemau Redge Knorr Renee Rodier Ray Appleby 6:45- Th-F-S-WABO Margaret Brainard John Augustine Ore \*Frances Hooper

France Hoose

France Hoose

WEETH

2:30-54-VABO

History VABO

History V

# WEBS' RADIO GUILD IDEA

# Improbable Broadcasts

Century!

son?
Yale '34—How about 'Surpliced
Syllabicate vs. Haggiing Hussar?'
Luce—Fair. Just fair. You can
do better.
Staft—Team, team, team, rah,
rah, rah! Hold 'em, Time!
Harvard '33—How about 'HueyBloose."

Harvard 33—How about Huey-Blooey? Luce—Phocey! C.C.N.Y. 35—You don't want words to describe word-slingers. You want sound effects to capture

Luce—That's it—a super-fanfare.
Pryor—Super-fanfare coming up.
Announcer—The Battle of the

Sound effect—Nose bladder.
Announcer—Huey Coughlin—!I
Sound effect—Vacuum Cleaner.
Announcer—Versus Father Johnon!!!
Sound effect—Mingled nose bladter, vacuum cleaner, open steam
alve cleane callone Sieuv Indeane

der, vacuum cleaner, open steam valve, circus callope, Sioux Indians. Announcer — Flying dictionary kills innocent by-stander.

Spring and summer radio will

Spring and summer radio will pay plenty of attention to sports on two continents as both CBS and NBC will handle unusually large number of amateur and professional athetic programs. Turf, track, golf, baseball, racing and boxing events will be heard.

Both chains will broadcast transatiantic relays of the Grand National Steeplechase at Antree, England, on March 29, NBC will also broadcast the Golden Glove finals from Chicago on the same date. CBS has Thomas Bryan George Inted up to handle racetrack doings? United the CBS has Thomas Bryan George Inted up to handle racetrack doings? Musting, major sport sessignments. NBC is to use John Tunis, Graham McNames, Ford Bond, Don Wilson and George Hicks for the word-pictures of the leading contests.

Sinclair Minstrels Off?

**BIG SPORTS YEAR ON NETWORKS FORESEEN** 

No. 11-Fireside Fireworks

By Bob Landry

Announcer - Fireside Fireworks

brought to you by the National Depression, sponsors of Wintergreen for Halitosis.

for Halltosis.
Fanfare—Trumpets.
Announcer—Time Marches Backward. We are in ancient Rome.
Caesar is dying.
Brutus—Caesar, thou art a confounded, conniving cad, a veritable—

varmint.

Caesar — That's the unkindest stab of all. But I am not mad. Though I am sawed in half with the teeth of many adjectives and have no breath left to frame fulsome fullminations against thee, thou impecunious, imperial ingrate, Laball not delerate, he ancey. I shall not deign to be angry.

Laball. not deign. to be sangry.
Brutus—Your puny, palsied petulance provokes pality persifiage.
Cheers—Loud applause.
Announcer—Brutus deals Caesar
a mighty blow with an amazingly
alliterative, sextuple, soporific sentence.

alliterative, sextupie, soponimic tence.

Caesar (sinking fast)—Though you flay me with split infinitives, I shall not sink to colloquialisms, thou poisonous piece of pastry (he colloquialisms).

collapses).

Cheers—Applause.

Announcer—Caesar is dead—outpointed by the superior gab of Brutus. But before he gasped his last semi-colon, Caesar coined an immortal phrase. History knows Brutus as the poisonous piece of pastry!

Fanfare—Trumpets.

Fanfare—Trumpets,
Announcer—Time pauses in its
mad pursuit of circulation. We are
in 7th Century Scotland.
Mary of Scots—I like not a lot of
words. I ask only a pillow, a pension and Phillip Merivale.
Queen Elizabeth—I am grateful
for your disinclination to dish dissconances, with me-for-I shall slingsinister slure and nasty insinuations. You are, my cringing cousin,
a soldier's chocolate, a broken
mandolin, and a housewife who
never kept house.
Mary of Scots—I am bleeding

Mary of Scots—I am bleeding rom words.

Maty or From words.
Fanfare—Trumpets.
Announcer—And now—1925. The effice of Time—clear, curt, comprehensive. The story of the week—Coughlin vs. Johnson—The Editorial Staff Pep Rally.
Staff—Ball right now, boys, let's have a locomotive. T.I-M-E, wah rah! Announcer—And now—1985. The effice of Time—elear, cutr, comprehensive. The story of the week—foughlin vs. Johnson—The Editorial Staff Pep Rally.

Staff—All right now, boys, let's law a locomotive. T-1-M-E, they a locomotive. T-1-M-E, they are the staff with the

COUNTER-MOVE TO Radio Amateur Cycle Continues, but **EOUITY THREAT** -eaux. What am I offered for the punch-line on Coughlin vs. Johnson?

Would Be All-Inclusive Organization with Sub-Divisions for Performers, Engineers, Announcers, Producers

WAGES LOWER

To counteract any attempt by the To counteract any attempt by the Actors Equity Association to organize radio NBC and Columbia may finance a body to be called the Radio Guild of Arts and Sciences. Proposal to establish an organization of this type, with admission open to technicians, announcers, program producers and possibly musicians, as well as artists, is under consideration by the networks:

Should the project be okayed by both cebes, it is proposed to protect the proposed to protect the protect of th Should the project be okayed by

Salaries Going Down
Meanwhile dramatic players on
network programs, both sustaining
and commercial, are complaining
that their salaries are getting lower
and lower and that the conditions
surrounding their work are growing
worse. Scale on some commercial
script shows have been clipped to
file a program with this amount
hours of their shows have been clipped to
file a program with the sancount
commission deducted by the network artists service.

New low in mike salaries was
reached during the past month
when several commercials put into
effect a \$5. salary for experienced
stage players brought in to take
part—in\_plug—dialogs.—It—bookedthrough the network, the player nets
\$4.50.

Des Moines Gets Third

Des Moines, March 19.

Des Moines, March 19.
Town now has three broadcasting stations. Register and Tribune has added station KRNT to carry complete Columbia service. It will operate on the treguency formerly used by KSO of 1320 kilocycles, but with twice the power, and KSO now show the control of the treguency formerly used by KSO of 1320 kilocycles, but with twice the power, and KSO now show the control of the tree of the control of the tree o

WBBM Men Shift

Chicago, March 19. Donald Thornburgh becomes a

Donald Thornburgh becomes as-sistant to these Adlass, who of CBS. In charge of this territory. Thorn-burgh comes up from the CBS sales department where he has been for four years. Another change in CBS is Rich-ard Bipers, who goes from sales promotion to CBS sales department under Leonard Erickson. Cecil Widdeleld returns to CBS here, to head WEBM sales exrice after head WBBM sales service after having been with the Kastor agency for some time.

**Future of Gag Programs Uncertain** Chicago Too Cheap?

Chicago, March 19.
Despite the fact that rates have been boosted arriong the law of the

WTNJ. Trenton, Center Of Bitter Municipal Squabble on Politics

Trenton, March 19.
Trenton Times Newapapets (morning, evening and sunday editions) vs. Trenton's radio estation, WTNJ will have its first real test of strength as bitter opponents next Tuesday, when Trenton's electorate will go to the polls to vote on whether a city manager form of government shall replace the present city commission form. Times Newspapers, which has no opposition in the Trenton newspapers, which has no opposition in the Trenton newspapers, campaign, charging the city commission form of government is obsolete and that the taxpayers are suffering as a result. Advocates of the city commission form of government, however, are vigorously—opposing, the change and have taken to the radio to fight for the retention of the commission, lacking any other outlet. As a result, the tach other radio to fight for the retention of the commission, lacking any other outlet. As a result, the lack before the commission government assection. The sum of the commission of the comment assection. The sum of the commission downment assection. The sum of the commission government assection. The sum of the commission government assection of the comment assection of the commission government assection. The sum of the sum of

2 DOWN IN TOWN CRIER SITUATION IN BUFF.

Buffalo, March 19.

WEBR Is having continued grief
with 'its program, "Ye Olde-Town
Crier. Joe Edelatch took a walk
from the post after one of his
acripts was censored by Herbert H.
Howell, president of the station.
Edelatein, former Times reporter,

took over after Roy Albertson, originator of the Ciric spasm and general manager of the station, also parted with Howell. Edelstein was there two weeks when he turned in script containing 'inside' data on current-bond-investigation and city administration. Howell nixed it and Edelstein walked. Meanwhile Howell and 'his staff are cooking up the scripts for the Crier who comments on municipal politics and affairs generally. took-over after Roy-Albertson, instor of the Crier spasm and

Kennett Quits WSBT-WFAM

Radio amateur cycle is expected o start cracking soon but up to now there is no evidence that the reaction (which never fails to materialize in the theatre) has set

Chase & Sanborn joins the national sponsors of amateurs this Sunday night (24) on NBC, with Major Edward Bowes resigning from WHN and the vice-presidency of M-G-M pictures to embark on radio career as pilot of the coffee program,

Detroit, March 19.

Production in the Hudson-Essex automobile plant was held up dur-ing visit of Kate Smith to city. Auditioning talent at local CBS outlet. CKLW, for her weekly broadcasts, Miss Smith was taken to plant.

Going from one department to another and meeting would-be pro-fessionals production for the day-was thrown all off schedule.

Baltimore, March 19.
Daily program on WBAL, 'HI
Noon, HI Jinke,' uses amateure,
Couple weeks ago after big demand;
from listeners for pictures of the
talent, station posed group and
when the stills were developed, it
was discovered that there were 13
persons in the portrait. Some of
talent balked at thought, so station
has not as yet sent out any stills
to the requesting public.

Is withholding em till the more
superstitious of the talent can be
talked out of their presentiments.

Pilots of the Ipana-Sai Hapatica program with Fred Allen had to think and act fast last Wednesday night (13) to avert getting NBC into a jam with ZaSu Pitts, who had recently warned the network against broadcasting any impersonations of her.

proadcasting any interest.

In introducing one of the amateurs Allen made mention of the fact that the girl had appeared on the program previously and made a particularly favorable impression with the way she mimicked Miss Pitts. Though she had been told by the program's producer about the program of the prog with the way she mimicked Mass
Pittis. Though she had been told
by the program's producer about
the Pittis ban, she asked Alien
the Pittis ban, she asked Alien
the program's producer about
the program's producer
the program's producing staff could
stop her the amateur was pouring
her Pitts routine into the mike.
Tight situation was—solved when
some one from the Benton & Bowles
agency grabbed a card with the
word 'applause' painted on it and
held it up to the studio audience.
Mob quickly reacted to the cue, and
the girl was gently escorted from
the mike.

#### 43 Live Talent Shows On Texas Network: Will **Exchange Sustainers**

Delias, March 19.

Total of 11 hours and 15 minutes weekly in commercial programs are move carried on Texas Quality Network and the second of the second of

Kennett Quits WSBT-WFAM.

Anderson, Ind. March 19.

L. M. Kennett has taken over active management of station WBBU, addition to greene to make a several months ago. His resignation as general manager of stations, wSBT and WFAM, South Bend, 1s. (flective April 1.

He has managed both stations for more than five years.

WLS Barn Dance show at the Eighth Street theatre. Chicago, this week, sees into its fourth consecutive year, one of the longest runs of any attraction in show business in any one theatre.

Opening in March, 1332, the WLS Barn Dance crew has been giving two shows every Saturday night at 75c. Has played to absolute capacity business, with turn-aways every performance. New way of digging up popular songs of by-gone days has been developed by a radio balladist. He drops in at second-hand plano shope and runs through music in the various plano benches. After making sure that the bench contains some of the old-time favorites, he offers a dollar for two for it. In this way, the radio singer has built up a comprehensive library of old tunes.

Inside Stuff—Radio

KSTP, St. Paul, did not handle Father Coughlin's air answer to General Johnson because of previous time commitments. Despite spotting announcements all day long, announcing this fact between chain program-breaks, KSTP was deluged with calls. Ken Hance, asst. mgv. put two extra gals on the switchboard to handle the Coughlin calls, atone, and asked them to keep count. They tallied 1,746 calls, but estimated that easily 50g, more slipped by in the delirium.

After Huey Long's last speech over KSTP, the station, despite the late airling (11:15 p.m.), followed the program with a brief question: Did its listeners really want to hear such talks as the one Huey had just delivered?

For the tenth consecutive month Columbia in February bettered the gross take of NBC's red (WEAF) link. CBS last month did \$1,654,461, while NBC's red trail account for \$1,520,530, and the blue (WJZ) for \$1,620,530.

NBC's total time income for February came to \$2,757,475. Latter includes the billings turned in by the web's Pacific regional.

Actual count was 848 letters, all decisively pro-Long.

# **Spot Broadcasting Accounts**

VATHETY WILL COMPILE MONTHLY A CURRENT LIST OF ADVERTISER'S BUYING TEME ON A SPOT BASIS. NATIONAL OR REGIONAL ACCOUNTS USING ANNOUNCEMENTS, OR SPONSORING SPOT PROGRAMS EITHER RECORDED OR WITH LOCAL LIVE TALENT, ARE INCLUDED.

-SPONSOR-A. C. Spark Plugs
Adlerika.
Akron Lamp Co.
American Oil Co.
American Writing Machine
American Tobacco
Associated Oil Co.
Beaumont Labs Beaumont Labs
Beaumont Laboratories (medicinal)
Becker Roofing Co.
Beeman's Laboratory (medicinal)
Bernard Pertumes
Best Food (Nucoa)
B C, Remedy Co. (medicinal)
Blackstone Products Co. (medicinal)
Blackstone Products Co. (medicinal) Bunto Bros. (candy)
California. Fruit Growers
Captino. Ziffornia. Captino. Ziffornia. Zi

Cole Milling Co.
Conti Products (cosmetics)
Consolidated Cigars
Crazy Water Crystals (med Water Crystals (medicinal) Curtis Candy Co.
Delta Coal Mining Co.
Dethol Mfg. Co. (Insecticides)
Detroit White Lead
Detroit White Lead Co.
Diamond Crystal Salt
Plager Indian Wells Water
J. G. Dodson (Ironized Yeast) Dodge Bros (autos) Dr. Lyons (toothpaste) Dr. Miles Lab. (Alka Seltzer) Dr. Miles Lab. (Alka Seltzer)
Dr. Scholl (tootpads)
Drezma Inc. (face cream)
Drug Trade Products (medicinal)
Dufty-Mott (prune fuice)
Edwin Cigar-Co.
Emerson Drug (medicinal)
Employers Casualty Co.
Ex\_Lax (medicinal)
Exployers Estrech
Exployers Estrech Ex-Lax (medicinal)
Faultiess Stirch
Fels-Naptha Co. (noaps)
Feltman Curne (shoes)
Florahelm-(shoes)
Ford Dealers (motors)
Ford Pealers (motors)
Ford Pealers (motors)
Ford Palers (motors)
Garfield-Williams
General Making Co. (Bond Bread)
General Mills (flour)
General Motors (motors)
General-Petroleum of Cal. (oil)
Gold Dust (cleanser)

Gold Dust (cleanser) Golden Peacock (cosmetics) Goodrich Co, (tres)
Goodrich Co, (tres)
Hamin Wizard Oll
Hartz Mt. Products (canary food)
Horsé & Mule Assn.
Hohuer, Inc. (harmonica)
Horlicks

Horlicks
Household Finance Corp. (finance)
Hudson Motors (motors)
Hy Grade Sylvania Co. (radio tubes)
Indo-Vim (medicingal)
International Hair Scalp Kalamazoo Store Co. Kellogg Sales Co. (cereal)

Kellogs Sales Co: (cereal)
Kolynos (toothpaste)
Kuppenheimer & Co. (clothlers)
Knox Co. (cystex)
Lancaster County Seed Co. (seed)
Leyer-Broac-(Lifebinoy)
La Gerardine
Lu-Eye Products
Mantho-Kreamo-(medicinal)
Maxwell House (coffee)
McCormach & Co.
Middiand Flour Midland Flour
Minwater Crystal (medicinal)
Moon Glow Cosmetics (cosmetics)

Moon Glow Cosmetics (cosmetics Moon Glow Cosmetics Morton Milling M. J. B. Coffee (coffee) My T. Frinc National Voice National Voice News Weeks, Inc. Northrup, King & Co. Korwich Pharmacal (medicinal) Nowich Pharmacal (medicinal) Nowiching Moon Morthrup Hate Toolic Company of the Northrup Hate Toolic Company (Morthrup Hate Toolic Company)

forwich Pharmacal (medicinal)
Nourlabine Hair Tonio
Nujol-Stanco Co. (medicinal)
Nunn, Bush & Weldon (shoes)
Nu-Enamei (paints)
Nuismatic Corp.
Oakland (Djoxygen Cream)
Oldsmobile
Olson Rug
Orbit Chewing Gum
Parkeip Lab. (medicinal)
Pathfaide

Pathfinder Magazine Partola Products Penn Tobacco Fhilco (radio)

AGENCY D. P. Brothers, Detroit St. Paul Adv. Co St. Paul Adv. Co.
Guenther Bradford, Chicago
Joseph Katz, Baltimore
Bayard, N. Y. C.
Lawrence Gumbiner, N. Y. C.
Lord & Thomas, San Francisco
H. W. Kastor, Chicago

James A. Green, Atlanta Helmer Swenson, St. Louis Benton & Bowles, N. Y. C. Charles W. Hoyt, N. Y. C. Redfield-Johnstone, N. Y. C.

H. H. Good, N. Y. C. Campbell-Ewald, N. Y. C. Van Sant, Dugdale, Baltimore

D'Arcy, N. Y. C. Henry S. Howland, N. Y. C. Aitken-Kynett, Philadelphi Luckey Bowman, N. Y. C. McJunkin, Chicago Murrel Crump, K. C., Mo. Aitken-Kynett, Philadelphia Erwin Wasey, Chicago

Benton & Bowles, N. Y. C.

Ruthrauff & Ryan, N. Y. C. Ruthrauff & Ryan, N. Y. C. Blackett-Sample-Hummert Donabue & Co.

Heath-Seehof, Chicago

J. M. Mathes, N. Y. C.

Jos. M. Katz, N. Y. C.

Russel Comer, Kansas City

Young & Rubican, N. Y. C.

Hetcher & Bills, N. Y. C.

Fletcher & Bills, N. Y. C.

L. W. Kastor, Chicago

H. W. Kastor, Chicago

H.

Carpenter-Rogers, Dallas Atherton & Currier, N. Y. C. Lord & Thomas, Chicago Frey & Ayevard, Chicago Brooke-Smith & French, N. Y. C. Cecil, Warwick & Cecil, N. Y. C.

Buchanan-Thomas, N. Y. C. Direct

Olilon-Kirk, Kansas City
C, F, Kern, Phila.
Rudhrauff & Ryan, N. Y, C.
H. E, Leskn, N. Y, C.
Henry Howland, N. Y, C.
Wade, Chicago
Benton & Bowles, N. Y, C.
Van Sant, Bugdale, N. Y, C.
Potts-Turnbull, N. Y, C.

Emil Brisacher, San Francisco Erle Racen, N. Y. C. Lord & Thomas, San Francisco B. B. D. & O., N. Y. C. Walter Biddick, Los Angeles James A. Greene, Atlanta Direct
Olmstend-Hewitt, Minneapolis
L. C. Gumbinner, N. Y. C.
Meilar, Los Angeles
McCann-Erickson, N. Y. C.

Direct
Carpenter-Rogers, Dailas
Gunether-Bradford, Chicago
Small-Kleppner-Sieffer, N. Y. C.
D. P. Brothers, Detroit
Philip, O. Palmer, Chi.
Stack-Gobel, Chicago
Rogers-Smith, Chicago
Lat United Broadcasters, Chicago Lest United Broadcasters, Chicago Frankel & Rose, N. Y. C. Ruthrauff & Ryan, N. Y. C. Mayer Co., N. Y. C. Hutchins, Philadelphia

#### New Business

DETROIT

DETROIT

Glick's Watch Repair Company,
one 30-minute weekly period for 52
weeks, started March 3, kiddles musical-revue-Booked-direct: WXYZ.
Crazy Water Crystals, four 15minute daily periods for 52 weeks,
musical transcriptions and hillbilly
entertainers, started

March: 10.
CKLW.

entertainers, statted March: 10.

KLLW. Continental Baking Company, two
Gully programs of Trans-Endits News
Gully programs of March 3, for 28

weeks. Batten, Barton, Durstine-&
Guborne agency. CKLW.

Phillips 56 Gusoline, three-minute
daily announcements, dramatic
transoribed, announcements, dramatic
transoribed, announcements, dramatic
transoribed, announcements, astarded.

Eval agency. CKLW.

Proples Outstiting Company, 15minute daily program, fines lectures;
started March 15 for 52 weeks. Renewal by store direct. CKLW.

announcement shots, transcriptions,
started Feb. 4, on indefinitely,
CKLW.

CINCINNATI

CINGINNATI

Sherwin Williams Company, 100spot announcements plugging local
puint and wall paper store. Direct

Water Clothing Company, 52 triweekly quarter-hour and five-minute
programs, using WBS translesbitribing its four stores in this section. Direct. WCKX.

Bard Eagrey Hoo. "Cincy-distribs for General Electric refrigermonths on spring fashion"

Bard Eagrey Hoo. "Cincy-distribs for General Electric refrigerment on the company, 52 tribment on the company of the company

Morris Plan Bank, series of Sunday 30-minute programs, with dramatic sales sketch and brief blurb

WCKX.

Morris Plan Bank, series of Sunday 30-minute programs, with dramatic sales sketch and brief blurb

Company, 15 tri-weekly quarter-hour
programs featuring weekly award of
contribution. Announcer spiels oddtitles yarns with wax music background. Direct. WKRC.

Oray Crystals twice daily, 15minute spots for 52 weeks, featuring
Notes. Indibility times. Direct

WKRC.

Great A. & P. Tee Company, three
spot announcements daily for 13

Natchez, Incompiper in hilbility tunes.

WKRC.

Great A. 6 P. Tea Company, three
spot announcements daily for 13
weeks. Direct. WKRC.

Rival Dop Food, Chicago, 13 Sunday quarter-hour mechanicals,

Whatler and His Dog. Chas. Silver Agency, Chicago. WKRC.

NEW YORK CITY

NEW YORK CITY
Borthold Mucke, optometrists, Friday nights at \$130 pm., for an in-defaulte week at \$130 pm., for an in-defaulte week at \$130 pm., for an in-defaulte week at \$130 pm., for an interest bringing the total amount up to 45 minutes daily, 52 weeks, presenting Italian music. WBIX.

Jack & \$26 Colother Company, daily series of spot announcements, for an intefaulte period.— WBIX.

Jack & \$26 Colother Company, daily series of spot announcements, for an intefaulte period.— WBIX.

Willow P. Goldman & Bros., Thursdays at 7:15 pm., for 10 weeks, presenting—Samuel-Goldenburg, the

Lambert & Feasley, N. Y. C.
McCord, Minneapolis
N. W. Ayer, N. Y. C.
Badger, Browning & Hershey, N.Y.C.
Young & Rubican, N. Y. C.
McCann-Erickson, N. Y. C.

Phillips Petroleum (off)
Phillips Petroleum (off)
Ploneer Maple Syrup (gyrup)
Pittsburgh Plate (flass
Planters Co. (peanut off)
Postum (heverage)
Procter & Gamble (dreft)
Pure Mills Patry (Golden Pure
Cheese)
Raladam (Marmola)
Reid, Murdock, & Co. (coffee)
Richigled Oil Co.
Rokay Talcum Powder.
Scott. & Bowen (Scott's Emulsion)
Scars-Roebuck & Co. (mail order)
Silver Dust (cleanser)
Skells Pros. (cough Grops)

Skelly Oil
Smith Bros. (cough drops)
Soap Products, Ltd.
Sperry Flour-Co. (flour)
Slingerland Banjo. Co.
Standard Oil of N. J. (oil)
Sterling (toothpaste)
Studebaker. (motors)

Strasska Laboratories (medicinal) Time, Inc.
Union Starch (Pennant syrup)
United Publishers (publishers)
Universal Mills (flour)

Universal Mills (flour)
Venita (Relaer Co.) (hairnets)
Walker Poultry Remedy
Ward Baking Co. (soft bun)
Watch Tower (religious)
Watchin Co. (shampoo)
Way Chemical (ohemical)
White Grapp Julie Co. (heverage)
White Sewire Machine Willard Battery Service (battery)
Willard Tablet Co. (medicinal)
Wyeth Chemical (drugs)
Zonite (antiseptie)

FCC's Washington Hearings

Federal Communications Commission last week carmarked 19, applications for power boosts, frequency transfers, and new transmitters for inquiry by examiners. No important decisions handed down as commish spent most of its weekly session dealing with minor routine

commish spent most of its weekly session dealing with minor routine matters.

Frequency shift for WILL, Urbana, Ill, from 390 to 580 was okayed as were extensions of special authority to operate with 1 km light and 2½ day for WMC, Memphis Tenn, and WDZE, Tampa, Fla.

Renewal license for WGES, Chicago, Ill, was granted, beins removed from hearing docket to which it had been referred, as was the case with WDZ, Tuscola, Ill, and WSBT, South Bend, Ind.

Applications sent to examiners included:

WGAO, Baltimore, Increase Infath-power from 500 to 1 kw; Georga-Blasell and Herbert Littlefield, Watertown, N. Y., new station on 1420 with 190 watts; John Brown University, Siloam Springs, Ark, new station—1590. with 190 watts night and 250 day; WTRC, Elkhart, Inducess Dower from 40 watts night and 100 day to 100 night and 250 day; Hazlewood, Inc., West Palm Beach, Fla., new station on 1200 with 190 watts; Times Heraid Publishing Co., Vallejo, Callir, new station on 550 with 250 watts adyline; KTPC, Pawer, Callir, we station on 550 with 250 watts and 250 day; Balter and 100 days; with 100 days; while the station of 100 night and 250 days; was station; to use asso power from 50 watts night and 100 days; WIBC, Murch Call, and WDM, St. Albans, Vt., change-frequency from 1370 to 1390 kc.

New Applications

1370 to 1330 kc.

New applications received to the test were: WSYB, Butland, Vc., increase day power to 10 to 2678 ng Byring Herald, Big Spring, Textures and the test of the

Eternal Wanderst. Placed through Bess & Schillin, Inc. WMCA. Arthritis Institute, three times daily, for an indefinite period, pre-senting a series of health talks, WENX.

sonting a series or health talks, with the work, for 52 weeks, presenting weekly, for 52 weeks, presenting weekly, for 52 weeks, presenting weekly, for 52 weeks, presenting weeks, presenting the property of the weeks, presenting laws Fields varieties. WNEW, company, six 15-minute periods weekly, for an indefinite period, presenting Musical Gems. Placed through Bess & Schillin, Inc. WNEW, years of the weekly for the weekly

Placed through Zinn-Myers, Inc.
MMCA.
Institutional Synagogue, Sundays
at 3:30 pm. for four weeks, presenting Course Peoples' Conference.
May Synagogue, Sundays,
Gold Recisiming Corporation, at spots daily, and three on Sundays,
for 52 weeks. Placed through Friend
Advertising Agency, WMCA.
Rez Diathermy Corporation, five
times weekly, for 52 weeks, presenting
us ageles of-health-alika.-WMCAsweekly—for—13 weeks, presenting
Meadows Beauty Forum, WMCA.
Dopplow Company, Sundays at
10:55 am. for six weeks, presenting
dog talks. Placed through Loewy
Advertising Agency. WMCA.
Graham—Paige—Motor—Company,
Graham—Paige—Motor—Company,

H. W. Kastor, Chicago

K. W. Kastor, Chicago Fletcher & Eilis, N. Y. C. Rogers & Smith, Chicago

Frey & Ayevard, Chicago B. B. D. & O., N. Y. C. Ferry & Hauly, N. Y. C. Hommann, Tarcher & Sheldon, N. Y. Kelly, Nason, Roosevelt, N. Y. C. Westco, San Francisco Direct Direct
McCann-Erickson, N. Y. C.
Heath-Seehof, N. Y. C.
Roche, Williams & Cunnyngham,
N. Y. C.
Smith & Drum, Los Angeles
B. B. D. & O., N. Y. C.

Tracy-Locke-Dawson, Dallas Donahus & Cos N. T. C. Weston-Barnett, Waterloo, Ia. Fletcher & Ellis, N. T. C. Royal Spatz, N. T. C. Blackett-Sample-Hammett, N. T. C.

H. W. Kastor, Chicago H. W. Kastor, Chicago Meldrum & Fewsmith, Cleveland First United Broadcasts, Chi-John F. Murrsy, N. Y. G. McCann-Brickson, N. Y.

nnouncement daily, for 26
Placed through United
Advertising Corporation. Weeks. States WMCA.

WMCA.

Duffy-Mott, Inc., renewal of account, thrice weekly at 6:30 p.m., presenting: Lazy T Round Up. Placed through Grady & Wagner, Inc. WMCA.

Presenus.
Placed through
Binery & Smith. Company. (Crayole, Paste & Paints), N. Y. C., renewal, effective April 15, 'Adventures
of Jack and Fritz, 'three matiness
of Jack and Fritz, 'three matiness
of Jack and Fritz, 'three matiness
Palisologishin. "WOR.
Post B. Leird (commettes), N. Y.
C., renewal, three times a week.
Deauty talks. WOR.
Warner B. Worker, starting April
1, half hou, worsk, starting April
1, half hou, 'Gus Edwards Radio
Revue, 'from stage Branford theatre, Newark. Through BlainsThompson Company. WOR.
The Brands of the Comment of th

tre, Newark, Through Blaine-Thompson Company, WOR.
General, Mills, Inc. (Cal Aspirin),
Minneapolls, starting March 19 to
April 28, Transradio News reports,
quarter hour daily, except Sunday,
and Monday, Through McCord.
Company, Minneapolis, WOR.

Company, Minneapolis, WOR,

WMITE PLAINS, N.-Y.

Yarley, Automobile, Corporation,
five 15-minute periods, plus 25 spot
announcements weekly, for an indefinite period. Placed
Bess & Schillin, Inc. WFAS.

Local Price, series of annual period.

Broadcast Advertising Company,

WFAS.

Rausette Fasta

ments. Placed through Associated Broadcast Advertising Company. WP Advertising Company, which was a sociated Broadcast Advertising company. WP Advertising Company. WF Advertising Company. WF Advertising Company. WF Advertising Company. WF Advertising Company. WI Company Advertising Company. Will advert Gompany. Seculiar Plymouth Motor Car Co., two daily announcements, for an indefinite performancements, for an indefinite performancements.

Getchell Agency. WINS.

Plymouth Motor Car Co., two daily
announcement, for an indefinite period. Placed through J. Sterling
Getchell Agency. WINS.

Waitt & Bond Olgar-Co., transmalls
service from It to 11:18 pm., for 52
weeks. WOR.

Biscopilo Wine Corp., daily announcements in Italian, for 18
Schillin, Ina. WHOM.

Kent Laboratories, Inc., one. 15minute program on Sundays in PolisWHOM.

Getmar Shop, daily announcements

Getmar Shop, daily announcements.

WHOM.

Geismar Shop, dally announcementments in German, for 13 weeks.

WHOM.

Bragg & Co., three announcements weekly in German, for four weeks.

WHOM.

WHOM.

Dr. Lunenfeld, two 15-minute Jewlah programs weekly. WHOM.

Edison-Clothele, seven announcements weekly in Italian. Placed

(Continued on page 42)

# RADIO SHOWMANSHIP

(Stunts, Tie-Ups, Program Novelties)

Charles Burton, station general manager for WEEI, Boston, has de-vised a gag to hold listeners through a series of triple weather

Charles Burion, station general manager for WEEL Boston, has devised a gag to hold listeness through a series of triple weather reports a (aponsored broadcast at 1. Burion instituted March 18 the WEEL Mail. Bag ... (austaining) which airs immediately following the E. B. Ridsout weather, roadcoping the series of the series

newspapers on opening day clinched the sale.
Station has sensed that some of the sale of the report listened that some of the sale of the

#### If the Press is Hostile Philadelphia

If the Press Is Hostile.

Antisgonism of the Philly press toward endits of the Philly end the Philly end

press.

At WFIL where an entirely new management set-up is in force to lift the quality of studio operations station has been handicapped by a total lack of chatter columnists. Alattation has been handteapped by a total lack of chatter columnists. Al-though owned by two department stores which carry act budgets similar to Gimbels, this is practically-auleless—since, station needs—continuous publicizing of new call-letters. As a result, in place, of spot announcements, which are being slowly curbed, WFIL is effectively using its own time for presenting the continuous publicizing of the state of

#### Holding Down Foreign Copy

Holding Down Foreign Copy
New York City.
In an effort to discourage longwinded commercial copy in foreign
languages, Walter Preston, sales
manager, has persuaded WINS to
tentatively establish restrictive
measures. A total of 230 foreign
worse to an establish restrictive
measures a total of 230 foreign
worse to an establish restrictive
measures a total or 230 foreign
worse to an establish restrictive
measures. A total of 230 foreign
worse to an establish restrictive
measures are proported
only at three points, opening, middic, and closing,
licgular announcements and all
comment.concerning musical numbits... sector, remain in in. Emellan

licyular announcements and all conventions unsided. Aumbers, etc., remain in English. Theory is that English-speaking listeners will not be lost or allenated from the station if a little copy intended for foreign ears is inserted, but that the usual orations in an allen tongue hurt the stations and allen tongue hurt the station orange.

WXYZ's Hot Local Show

WXYZ\*a-Hot-Local Show

Considered to be one of Detroit.

Considered to be one of the life of the control out-apoken programs of the life of the control out-apoken programs of the life of the control out-apoken program deals with the politics of the city and satte governments. Designed to be an inquisitor for John Public, of-their intentions are regarding virtuent segislative events. Politicians it is said, tune in, and give heed to suggestions offered by Town Talk.

Instance, on last broadcast, was suggestion that head of state parole benefit to the state parole benefit to the state parole benefit to the state parole instead, as said commissioner is well known insurance authority, but without much knowledge of penal procedure. Town Talk employs and officials, and who gathers the dirt.

Frogram has been on the sit-over the sit

all officials, and who gathers the dirt.

Program has been on the air over 18 months, and is the personal program of George W. Trendle, one of the owners of the station. Program has right-of-way at WXYZ, and commercial offers for time it occupies have been turned down. Mutual saked clearance for a commercial account last week, but WXYZ said mix.

# Sing in National Attire Clevejand

Cleveland.

WHAT is going after more foreign listeners and kid tuners with two nationality programs are considered in the consideration of the consideration

went so well that it was sou so indefinite commercial to Krejet's Drug Stores. Polish children make up other similar shows on Saturday aftersonsoring. Talent is rotated so that best singer chosen frontated from the sunday hour.

#### WWJ's Showmanship Slant

WWJ\* Showmanship Slamt WWJ\* Showmanship Strott. WWJ flas showman Detroit. WWJ flas solved with a wider-range of versatility by using a committee-rather than an individual program director of supreme authority in that department. Wynn Wright, Ty Val Coffey, Ole Foerch, and Jimmy Higgins meet every Monday noon to map program twists and novelites. They represent the writing-producing-segimeering, and music map the weekly period (Fridays) is set aside to hear and ponder candidates who want to get on the air.

17. Dealers Co operate

18. Dealers Co operate

New Orleans,

Title Back, to Better Unleans,

New Car' is the slogan for a cooperative commercial over WSMB.

New Orleans' 17 major car dealers

banded together to foot the bill.

While limited to five announcements daily it is regarded as a

challenging precedent. With a real
entertainment program instead of

duetry involved, or any other industry involved, or any other institutional purposes, could really
whoop up some favorable sales

psychology.

#### Showmanship Tops Patriotism

snowmanhip Tops Patriotiem Winnipes, Winnipes, still prefer American radio programs to those brewed by their own Canadian Radio Commission, the Winnipes Free Press learned from a nover contest just concluded. The Winnipes Free Press learned from a nover contest just concluded to the winnipes of the Winnipes Free Press learned from a nover to the Winnipes Free Press learned from a nover the theory of the Winnipes of the Winnipe

Radio's innocent By-Standers St. Paul.

William McMahon, keeper of Como zoo, reports that since wCCO's Buddy and "Ginger program is plugging its name contest for the monkey character in the script, he's been getting from 15 to 20 telephone, colla a day all ask to 20 telephone, colla a day all ask for a monkey?"

Since McMahons, routne dutes faite him affeld in the park, each phone call means he has five or six blocks to walk. And he carl takin the calls because it might be phone call and program sponsors are offering as first prize choice of 255 in cash or alive monkey. For the best suggested handle that of fook of 31 prizes.

During the past two weeks, let-cut from entrains have averaged \$50 a day.

wax and wisecracks for the early louis.

Clinton Buebliman and his MusiClinton Buebliman and his MusiClinton Buebliman and his MusiClinton Lambar Samman of the form of a man of a min every morning for two years to a strong following. Last week WBEN nudged into the field with a similar hour with field with a similar hour with field with a similar hour with a min of the samman and the similar hour with the world, smile servitody, with the world, smile servitody, with the world, smile servitody, tween records.

#### Perfume Free Offer

Perfume Free Offer Solutions of Solutions of

Humane Week April 7
Dubuque, Ia.
WKBB has lined up an unique
program in connection with the
American Humane association 'be
kind to sanimals' week. April 7 to
13. It: will use local talent and
the big shots in the movement for the big shots in the movement for a few remarks have peter die their stuff at the mike and pick on juves to give short pleas for their dumb friends.

They are typing in with a national program under direction of N. J. Walker, general manager of the American Humane association.

To Be Read With Mirror.
New York.
CBS's press department tomtomed the return of Stoopnagle and
Budd in a new series last week with
a gag mimeographed sheet. Item
was run off in reverse type and dispatched by messenger boy to radio
envelope, a mirror enclosed in the

eus, numerous envelope.

Publicity piece was captioned 'Stoopnagle and Budd March Backwards to Glory' and tagged 'for release two weeks ago.'

Scholastic Play Tournament
Trenton, N. J.
Cathedral High won inter-scholastic radio contest sponsored by
WTNJ for the best-radio presentation during the eight weeks' contest which came to a close last
week. Award was a silver cup.
Students of the various schools
put on original show, being allowed
a solid hour on Wednesday afternoons. Contest was sponsored by
the radio station.

#### Broadcasts Rehearsa

WHAM got attention with a back-stage atmosphere broadcast of a rehearsal-for-the Clvic Music Association ammun ballet Caught Association ammun ballet Caught association ammun ballet Caught association ammun ballet Caught association ammunity of a sound or the stage of the stage

#### WQAM's High School Tie-Up

WQAM has made arrangements with the school authorities whereby class-room time at Miami. High is devoted to listening to the traffic court broadcasts.

Idea is to tie-up with safety and careful driving campaigns and imposes the court of the court broadcasts. All the court broadcasts with the court broadcasts.

#### Film Reviews Buffalo

WGR-WKBW-is-arranging with New Lafayette theatre to resume broadcasts-of-full-ength-lims-from brought heavy audience mall after hour and ten minute broadcast of musical show picked up from La-rayette projection booth. Announcer previewed film and alled in during tills.

Woman Announcer Charlotte, N. C.
Dixie Minstrois back on the air was considered with Pittaburg Platcher's to suring a woman announcer at interminsion—an unusual angle. Joyce Bright (Jane Bartlett, WBT sustainer), spicis the commercial copy in a terminal constance of the commercial copy in the word of nunch. She gives it was the commercial copy in a terminal constance of the commercial copy in the commercial commercial constance in the commercial control commercial com a new sort of punch.

Has attracted favorable reaction.

#### Mayor Not Stunt-Minded

Mayor Not Stunt-Minded.

Ballimore.

Ballimore.

Ballimore.

Ballimore.

May March 28: by having an announcer lug a mike up the
200-foot local Washington Monument and give short dissertation
upon what Patilo looks like now. 80:
years after was first approximately any some proably looked like when first glimmed
by the trall-blazers. It will be first

# Gargle and Grin Early morning listeners here are going to have lazz and good-cheer crammed down their freshy-garglet throats whether they like it or not as two major stations grant up with last wo major stations grant up with last work and the control of the carry last work and the control of the **Manner of Voting Raises Problem**

#### Santa Claus Is Late

Dubuque, Ia., March 19.
Studio staff of WKBB-found, hecks on their desks last veek from the boss.
Walter Klauer, station own-r and manager, had been out the city over the Christmas period and had forgotten about membering the gain at that remembering the gang at that time.

#### YEN TO BE MAYOR OF BALTIMORE COSTLY

Baitimore, March 19.
Four local stations are getting the largest amount of political biz they ever received before any election, primary or general, in their history. And nothing involved but who shall be mayor of Baitimore.

Amount poured into stations coffers to date is around \$7,500 and tops by \$500 the, amount spent by all political office-seekers in the gubernatorial and other, state-wide coffices seekelon-of-last-November, at

offices election of last November which time a record amount was spent in Balto by the dough

WFBR has to date contracted the WFBR has to date contracted the three Democratic candidates for about \$2.300 total; WCBM comes next with \$1.900 worth of time sold; WEAL, unlike the other stations, is not airing spot announcements for the candidates; 15-min. programs only and has sold 16, split up about equally among the three office-seek-ers, which sums up into about \$1,800. Another ragie being have seeked to the station to give agency commissions on political business.

#### **Publicity Draws Law**

Cincinnati, March 19 Cincinnati, March 19.
Bud Holloway, 29, got a bad instead of good break When he was
one of two winners in a field of 500
for local honors in the Kate SmithHudson Terraplane radio talent
contest. Bud plays a mouth harp
and was entertaining at a local beer
spot.

and was entertaining at a local verspot.

Notice of his success in the context reached the ears of his wife in Columbus, O. Day that Bud was to entrain for New York to compete in the national halfs, he was taken in hand by the law and railroaded to Columbus to answer a non-aupport charge.

#### Al Rose at WMCA

Al Rose has been named head of ne sales promotion at WMCA, lew York. It's a new department. Rose is from WOR.

#### Burns & Allen's Vacation

White Owl cigar show (CBS) will go on the shelf for six weeks start-ing the middle of July so that Burns and Allen can take a vacation.

Account hasn't decided on the band to replace Bobby Dolan's in the program meanwhile.

time a broadcast has ever been made from the shaft here, which was erected 125 years ago and is the first monument that was ever erected anywhere to memory of George Washington. If you are the announcer concludes. Hizzoner was invited to elimb the monument with the announcer, but figured he'd rather do his bit from the studio. Shaft has a circular stalrease of 300 steps, and no cleavator.

#### Dames and Nags

WFAL will give descriptions of crowd, celebs, fashlond flourished by femmes, and running of races on comming day this spring at Pin-lico, on Freakness Day. Also on the first Saturday when the historic Dixle will be run.

#### Boys' Newspaper

Dayton, Ohio.
WHIO, new station here, has a
novel sponsored program called
Tim's Newspaper of Air. Boys act
as editors for sports and club
(membership drive) angles.
Tom Stater of WHIO staff producing.

Paris, March 10.
Management of French Government radio network, under decrees
issued last week by Communications
Minister Georges Mandel, promises

issued last week by Communications Minister Georges Mandel, promises to bring many compilications.

Decrees provide for control of each regional outlet by a committer of the control of t

ready-noticeable, and will undoubt-edly increase when democratic sys-tem of radio control goes into et-fect. There is now a group of Catholic-set owners, and since one of the main French conflicts is be-tween Catholics and political radi-cals, opposition groups are bound [6] form.

Observers are wondering what will happen if a station falls into the hands of a socialist council. Min hubben it a souther the hands of a souther connected with a contract of the functions of the council is to pick music to be broadcast, will radicals elected by listeners be able to order every concert to be opened by playing of Internationale? That's one of the questions.

questions.

Since ten members must here elected in each region it seems likely? that only a few candidates will get a clear majority, and other members of the council will have yotes of only a few electors. No provision only a few electors. No provisions has yet been made for distribution of lists of candidates, nor for determination of minimum number of your necessary for election to council.

#### No NBC Baseball

Chicago, March 19.

\*\* Baseball will not be carried by NBC locally this year, marking a spilt between the national pastime and NBC here-after an association of many years. NBC has given up the shost as far as attempting to compete with the other stations in reporting play-by-play.

Last year carried baseball five or six times weekly on WMAQ on a manuable to get a sponsor to signature for commercial broadcasting on such a part-time basels. NBC is still unable to deliver Sunday baseball, due to network commercials, and, instead of trying to stumble along with a half-hearted baseball schedule, has deelded to chuck it altogether.

Will leave the field to WGN, WBBM, WJJD, WIND and WCFL. NBC baseball amnouncer, Hal Tockn. Power of the work of the commercial baseball broadcast.

#### Standard Brands Takes 'One Man's Family'-NBC

Standard Brands will feed 'One Man's Family' to an NEO Pacific coast link Sunday nights, starting March 31, in behalf of Tender Leaf Tea and Royal desserts.

Program will be broadcast to the other sections of the country in the Wednesday evening spot that Mary Elektrod vacatios next week.

#### Mutual's 1st Renewal

-Mutual Network got its first conextended the run of the Barbasol program with Singin' Sam for another 13 weeks. ther 13 weeks.
Renewal is effective April 5.

#### Frank Becker Joins WFIL

Philadelphia, March 19.

New appointments effective this veek will change the engineering.

week will change the engineering set-up of WFIL.

Three NEO staff men move from Radio City. Chief assignment goes to Frank Becker, who also bringf with him L. E. Pamphilom and Arnold Nygren.

AVERAGE FAMILY Dramatic Serial Dramatic Serial 15 Mins. Sustaining KMTR, Hollywood

VARIETY

18-Mina.

Sentation of ellywood

This is the first of the Southern
California programs, whereby outof-work radio artists, are given an
opportunity to sam government
money, appropriated for this purGovernment funds turned over to
the State Department of Education for extension work are utilized
by this organization in educational
fails to broadcasting. Program
plugs are to interest listeners in the
adult night classes conducted under
the jurisdiction of the department.
Solons of an average family and covers the various viewpoints on the
topics of the day affecting government, such as the Townsend Old
tures of a similar nature. There
seems to be no particular effort
made toward propáganda in any direction, but rather discussion is to
unestions from all sidea A silight
thread of continuity, touching on
the trials, tribulations and romances
of the various family members, runs
'Written by Edward Lynn, material is well presented and acting
parts are well done, showing a professionalism in line reading above
there. The state of the smaller state of
CHARLI

CHARLI Songs 15 Mins. COMMERCIAL KFI, Los Angeles

GOMMERCIAL KFI, Los Angeles

Hamp boy is back and giving the Hamp boy and to have the hamp boy and to have the hamp boy and to hamp boy and to hamp boy and to hamp boy and hamp boy a

forming. He's been in result of 10 years, and they haven't tired of him yet. He seems to get his wad, and ducks.

For many years he was the fair.

For many years he was the fair one time his wheely slipend ekyrocted to \$2,000 -a week, one-of-the first of the big money boys. Most of his tithe was gathered in from the increased sales of the product he had been been as the first of the high money had been and he'll probably retire for good.

He'm.

VANITY FAIR
With Vernon Steels, Paula Winslow,
Myrs March, John cintyre and
Ted-Osborne
Serial Dramatizati
Sourial Dramatizati
Sourial Dramatizati
Guntaining
KFWB, Hollywood
This is on the same Sunday night
spot which used to be utilized for
the English Coronet the station's
repeatcaular features of the tograte,
vanity Fair is, nevertheless, worthwhile serialization material, although is compared to the coronets,
Vanity Fair is, nevertheless, worthwhile serialization material, although is compared to the coronets
For the literati or the students of
the classics the program should be
jake, due to its faithfulness to the
original Thackeray story. But it is
tuner-inner, who is llable to be confused by the number of characters
dealt with.
Sara Langman has done a good
writing job with the Thackery mawriting job with the Thackery macultivative by Vernon Steele, Paülia
Winslow, Myra Marsh, John McIntyre and Ted Osborne, handling the
carpies-islippered, fireshood is for
Step.

HOLLYWOOD HOTEL
Dick Powell, Ted Fig. Rito
Frances Langford, Louella Parsons
Songs, Band, Drama
COMMERCIAL
WABC, New York
Last Friday night's (16) broadcast marked the third change in
directors for this Campbell Soup
heids the producing assignment,
came through with but one improvement that marks a big advance
for the program. Outside the opening few minutes, the show gave
an easy canter. Background chatter has been silced down considerably, the musical numbers have
been balanced and down considerably, the musical numbers have
been balanced and oversiled and
the whole thing knitted into a pack
semblance of unity, coherence and
pace.
Bacher's entry into the picture

the whole thing knitted into a package of entertainment having some semilance of unity, coherence and semilance of unity, coherence and Bacher, entry into the picture has not developed any particular change in the program's structure. Introductory disloy, which could for the Hollywood Hotel theme, is still badily overwritten and awkwardly manouvered. Same goes for most of, the other talk interludes the wardly manouvered. Same goes for most of, the other talk interludes to its purported setting.

As it has been from the inception of the series the highlight of the sold provided the series of the highlight of the show is Ted Flo Rito's music. It packs a versatiff unit last Friday's event a richly tuneful occasion were Dick Fowell. Frances Langford, a mixed chorus and an unbilled soprano who, was referred is a voice that takes rating with the best of them in commercial broad-casting over the networks.

With, her, gossilp richular commercial broad-casting over the networks.

With, her, gossilp richular commercial broad-casting over the networks.

With, her, gossilp richular commercial broad-casting over the networks.

With, her, gossilp richular commercial broad-casting over the networks.

With, her, gossilp richular commercial broad-casting over the networks.

With, her, gossilp richular commercial broad-casting over the networks.

and William Stack, all of the screen cast, participating.

(Sec. 15 Mins. Col. 14 Mins. 15 Mins. Col. 16 Mins. Col

MUTUAL MOMENTS
With Joseph Lopez, Ann-Marle
Havrilla, String Ensemble
Music and Talk
5 Mine
COMMERCIAL

IS Mins.

COMMERCIAL
WICC, Bridgeport
Quarter-hour financed by Mutual
system. Connecticut small loan
chain, is a result of the sponsor's
satisfaction with recent announcethan the state of the sponsor's
satisfaction with recent announcethan the sponsor's
satisfaction with recent announcethan the sponsor of the sponsor's
satisfaction with recent announcethan the sponsor sponsor

'HOUSE DIVIDED'
With Parker Fennelly,
30 Mins.
COMMERCIAL
WABC, New York

WABC, New York

"Soconyland Sketches' have been
on the air eight or nine years. And
not hard to understand the long
run. Taking a recent sample, the
quality of the story-telling is heads
and shoulders above the not-toostatussque average of radio dialog

stuff.

House Divided never lagged from the gong. To say this and to add that the Sterling Getchell core has been brief and to add that the Sterling Getchell core has been brief and say this and to add that the Sterling Getchell core has been brief and say the say the say that the say that

JULIET BARKER

FIVE STAR

FIVE STAR
Dramstic Seri
15 Mins.
COMMERCIAL
WMAC, Boston
Here is a cleverly handled dramatic continued story, tucked away
on the ether schedule in the moon
there is a cleverly handled dramatic continued story, tucked away
on the ether schedule in the moon
the star of an evening niche. It's
a commercial (Mohawk Rugs), but
the right kind of commercial, with
reasonable plugs before and after
the skit. On program anught (13)
bounds as to length and intelligence
and certafnly no barrier to building
up a. listener following.
Yarn revolves about the lives of
Five Star Jones, newspaper reread and certafnly no barrier to building
up a. listener following.
Yarn revolves about the lives of
Five Star Jones, newspaper rereporter, out-for no good as far-the
Jones due, are concerned. During
Jones due, are concerned. During
Jones and trip him up whenser and trib plum up whenser possible; but when thread of
the story was picked up by this listener Flash was being shrouded in
more or less sinister mystery, aptriangle with no takers. Fourth
character in the episode caught was
a 'mystery' girl, 'night club dancer
rejected by Dane, and probably a
potent factor in the plot's future. on
program, but WMAC acta Orannatic
volces were recognized. One local
production that is getting word-ofmouth build-up around Boston on
its-merits.

RAYMOND PAIGE-K. C. B. Music, Homespun Philosoph

RAYMOND PAIGE-K. C. B.
Music, Homespun Philosophy
COMMERCIAL
KHJ, Lee Angeles
Not so long ago K. C. (Kenneth
C. Beaton) was one of the most
volume to the control of the co

strains would pur as sleep.
Announced that the program has proven such a Sunday night favorite that it goes twice a week hereafter. Helm.

that it goes twice a week hereafter. Helm.

Home PRIDE LAYHOUSE
Revier Antitier Show
With Joseph Lopez, James Milne.
George Bowe, Judeon La Haye
60 Mine.
COMMERCIAL
COMMERCIAL
Week Layer of the sanateur fad with straight vajety, Joseph Lopez, station super at
Bridgeport's Yankee branch, has
built a happy Sunday-night offering
duction, housed at Central High
school auditorium, includes public
audition of amateurs for an hour,
and a half preceding broadcast, 10
Lopes himself emesse both chapters.-Aerialized. 60-minuter includes
presentation of neophyte winners
and representation of neophyte winners
and presentation of neophyte winners
and Charles Scanlon,
Bridgeport of Song, Waterbury harmonizers, and Charles Scanlon,
Bridgeport of Song, Waterbury harmonizers, and Charles Scanlon,
Bridgeport boy who made Life Begins at 8:40. Standout of opening
the property of the station of the service of the servic

weeks on new vitamin bread.

WEEI Read ircle
Literary

Sustaining .

WEEI, Boston
This sustainer serves two purposes. It fills ih some unsold air substainer serves two purposes. It fills ih some unsold air subnormal evesight to get a peak at the classics, from their loud-speakers.

Literary classic is, shreet and minutes have expired. On program and the subnormal evesight to get a peak at the classics, from their loud-speakers.

Literary classic is, shreet and minutes have expired. On program caught 'Count of Monte Cristo was being aired in its final chapters. At opening of program it was an exaft announcer, would handle the reading assignment in place of Bob Burlen (station's production head). Hawkins' voice is pleasing and surface and the most charitable assumption, perhaps Howkins any criticism of his performance from that point on must be in the negative. To make the most charitable assumption, perhaps Howkins minutes notice and had no time to prepare himself. Since listeners are not particularly interested in fine must be under the production of the cause of faults as manifest on the actual skring.

There were many hesitations and sawkins half hours the country of the production of the product of the country of the product of the product of the product of the country of the product of

JOE RINES BAND
From Club Mayfair
30 Mi
Well of the Season of the Season

BENAY VENUTA Contraito 15 Mine. Sustaining WABC, New York

Newcomer. And with a plausible emphasis on the 'comer' part. For this lass seems to have what it takes.

It's a rich, full-bodied microphone voice. And punched by a stylized deliyery.

SOB SONGS With Clarence H. Sheehan Talk and Songe Sustaining 15 Mins. WGY, Schenectady

Talk and congs
Sustaining
WGV, Schenectady
This early evening program packs,
an idea and a name, but the latter
has not completely developed the
former, judging, from the first.
Knapp, former mayor of Saratoga
Springs, and present editor of publications in the Secretary of State's,
office at, Albany, discusses a subsect on which he is a recognized,
soft on which he is a recognized
to make the section of the section of the
Nineties and early 1909. John
Sheehan, WGY tenor-announcer,
gives vocal versions, straight and
troad, of cortain favories, beceptible of improvement,
could be achieved in two ways:
by the use of a quartet, the combination which, Knapp, States,
could be achieved in two ways:
by the use of a quartet, the combination which, Knapp, States,
strained to the section of the
singing waiter. Another change
which would help, but probably can
like in the singing of the modern
versions Saratogan has written for
the ancient favorites (mentions
that these appeared in his book,
published by G. W. Puttnam, Hereversions Saratogan has written for
the ancient favorites (mentions
that these appeared in his book,
juddished by G. W. Puttnam, Hererather clever parodies.

Knapp, sketches the background
of favorites during specified periods,
listing composers names and teliparticular balled. Knapp talks in a
light, breezy manner; handles himself well before the mile. His remarks will not cause any abdominal
chuckles. Speaker does not adopt;
a tongue-in-the-check attitude; admits that the outburst were sometimes downright maudlin but says
period. He holds that they are as
important to the history of American music as nerre spirituals, Jazz
ditties and folk songs, and sees
were a part, making a
were a part, making a
word apart, making a
word apart,

SINGING MILKMAN'.
With Hugh Studebaker
Talk and Songs15-Mins.
Semi-Disc
COMMERCIAL
WGN, Chicago

COMMERCIAL
WGN, Chicago
Wanzer Milk Company of Chicago is paying for this three-timesweekly program which rides early
in the afternoon.
Studebaker tells a joke occasionally, sings, a song and even inserts
that or, and the state of the chicago's
lastory, and the state of the chicago's
about half of it, is taken up with
straight disc stuff out of the World
broadcasting library.
Move of the Wanzer company to
evidently quit one part of a general
house of the Wanzer company to
evidently quit one part of a general
house of the Wanzer of the company
pleaged itself to spend so much for
advertising and—Wanzer-is spending that money in the easiest way
possible without worry about possible returns.
As the world that
this program will get any listeners
away from the other programs
which may be on the air at this
time. May get listeners if the radio
happens to be tuned in at that time
but not many will seek this one oit.
Agency is Needman-Levis & Brorn
accept the responsibility of this
weak-kneed program, the agency,
must.

ASTER DINNER-REVUE

AFTER DINNER REVUE

AFTER DINNER REVUE'
Participating 15 Mins.
COMMERCIAL
WEEL, Boston,
This 1s. a nightly—participatingprogram over WEEL, Boston, sired
cal number and then a commercial
plug. Nothing unusual about the
program and talent not of the type
that would build up a following for
the period. Program caught more
concluded the program caught more
concluded the program caught more
concluded to the program caught more
concluded the program of the program
ment of distinct enough for the
mitiate listence to the Revuet
ti taler develops that Clifford and
Cameron are the two male voices,
and the soprano is Marcelle Poriver.
At least her last name sounded like
that, after three different montions.
soloist, but only by deep over the
soloist, but only by benefit of contrast.

Between pop tunes vocade al-

soloist, but only by benefit of con-trast.

Between pop tunes vocaled al-ternately by the two boys and the girl, there were generous plugs for a men's clothier, a Boston news-paper, an automobile, and a cough medicine.

# WIP INAUGURAL PROGRAM Variety Show

Sustaining WIP, Philadelphia Within a five-

Variety Show

So Minis

Surfain

Surfai

# ELSA MAXWELL With Louis Bromfield, Blanche Ring Interview 15 Mins. Sustaining

15 Mine.
Sustaining WMCA. New York
Disa Asswell: known on both
Elisa As Atlantic as a party
Rostess, was announced first as the
solo greet on this interview but at
the last moment, Louis Bromfield,
author-dramatist, and Blanche Ring
came on with her. It was mostly
Miss Maxwell, however, as she
popped in on practically all of the
filing at a song. At the moment this
personality whose activities keep
the society writers supplied with
ripe material, is appearing in a
play, 'Bedruxe.'

the society writers supplied with ripe material, is appearing in a play. Detroit of the property of the proper

#### MARIO COZZI

MARIO COZZI
Sensa
Sustaining
15 Mine.
WGY, Schenectady
Resonart tone of this presumably
Resonart tone of this presumably
Resonart tone of the presumable
Resonart tone the present tone the presumable
Resonart tone the presumable
Reson

stance. Does Cuban selections well, too.
Cozzi might go farther in radio if he pald more attention to songs in English and to lighter-weight numbers.

Edwin S. Reynolds, formerly with Macy's, has joined WOR, New York, in the sales promotion de-parament.

# CORNELIUS VANDERBILT, JR.

Sustaining WFBR, Baltimore

wrBH, Baltimore
Lineal scion of the silk-socked
Vanderbilt tribe is doing a whirdwind tour of one-day lecture stands
to plug his latest publication,
Farewell to Fifth Avenue. He
spiels to fluttery femmes, who are
assembled in dept. stores and book
shops.

spiels to fluttery femmes, who are assembled in dept. stores and book shops.

Nancy Turner, air interviewer, steered him shrewdly into conversational fields that made good listening. When Miss Turner in the store of the store

SWIFT'S VIGORO With Mario Chamles, The Garder Quartet, Carl Schulte's Little Symphony and The Master Gar-dener

With Marie Chambes, The Garden Quartet, Carl Schulter Little Seminospos and The Master Garden Quartet, Carl Schulter Little School of the Committee of the Seminospos and The Master Garden Warts Schulter and The Master Garden with the Shade Schulter and The Master Garden of the shot is Mario Chambes, opera Schulter symphony orchestra as assistants in the musical line, and the Master Gardener as the counselor of the Schulter symphony orchestra as assistants in the musical line, and the Master Gardener as the counselor of the Schulter Schul

# NITE OWLS With Bernice, Marilyn Maynard, Off-Beat Trio, Lillian Slagle, Ab. Hagerstrom Revue 30 Ming. Sustaining WBNS, Columbus

30 Mins.

Sustaining
WBNS, Columbus

'NITE 'Owis' program a good idea, as this town doesn't have one hot late, local bid for listeners. Started Sate of the color good results.

Bernico and Her Accordion, Nite Owis' band (six pieces and hot), Marllyn Maynard and Her Merry Man (harmony team), Off Besta The Color of th

# SINGING CHEF George Hinkel 10 Mins. COMMERCIAL WABC, New York

Phillips Packing company uses the singing chef twice weekly for brief ten minute programs. Radio material is served in menu style, with desserts of course saved for the end. Old and new songs are same.

the end. Old and new songs are sung.
Chef, whose real monicker is George Hinkel, is an old-time vaude-villian. He possesses a deep reson-hearing it nounded as ft he did the commercial palaver also. On Thursday and Friday mornings from 10:05 to 10:15 EST. Press reports use up the preceding from fluid this small space of time. Morning listeners likely to stay tuned in it the dial is set for the news reports.

WILL WARREN MYSTERY
DRAMAS
With Frank Oliver
COMMERCIAL
WGY, Schenectady
Spine-tingling screams and pistol
shots, usually served as evening
and methods usually served
and usually served as evening
and usually served as evening
and usually served as evening
and usually served
and

# GAMBLE SERENADE With Ted Hediger, Jack Malericl and His Serenaders, and the Sing ing Gamboliers Music and Songs

ing Gamboliers
Music and Songs
15 Mins.
Music and Songs
A snappy salmagundl.of. melody, both instrumental and vocal, marks this as one of the pleasantest evening quarter-hours in this sector.
String section of Jack Malerich's orc., local research of Jack Music his sector.
String section of Jack Music his sector.
String section of Jack Music his section of Jack His section of Jac

# A& P. MELODIES With Jane Barliett, Albert Cheson, Holly Smith Plane, Vocal, Chatter 15 Mins. COMMERCIAL WBT, Charlotte, N. G. Two planos and two voices, working in all sorts of combinations, make up the new spot that has just been sold to the Great Atlantic and Pacific Tea Company, chain grocery solars in Farriett and Albert Cheson

Facility rea Company, chain grocery store-operators.

Jane Bartlett and Albert Cheson and their planos make up the two-plano team that does things with popular numbers. Jane also sings, as does 'Holly. Smith, who announces 'the program and contributes light chatter between numbers.

Entertaining and fast-moving morning show three times a week at 9:30 a.m.

Roxy will have had 33 weeks with Fletcher's Castoria when the ac-count withdraws May 4 from CBS for the summer.

# New York Radio Parade

By Nellie Revell

Music publishers are sending their contact men (song pluggers) to all towns in East, now feeding band music into New York City, to con-tact the local ork pilots. Syracuse, Boston, Cleveland, Pittsburgh, Hart-ford, Philadelphia, are now regular assignments for song pluggers.

Efficiency Survey

David B. Van Houten of the NBC service department has been assigned to handle a survey of New York, Chicago and Frisco NBC offices and list, just what the duties of each job in the office requires in order to aid the personnel managers. Van Houten originally was an efficiency man for NBC before being shifted to the hiring-post prior to this last switch.

#### Kerchoo Season Wanes

Kerchoo Season Wanes.

Sure signs of the arrival of springs are the marked departures of coldand cough remedys from the alrevaves. CBS loses Little lack Little's
Finer series; Pat Kennedy's program, with Art Kassel's ork for Grove
Laboratories; Hammerstein's Music Hall of Alr, sponsored by Hill's
Nose Drops, and the Yick's Open House show, with Vera Van and
Donald Novis.

Deluxe Amateura
Amateur portion of the Fred Allen program now consists of the winners of past Allen amateur programs. To compete one must either have won a prize in studio or received enough listening audience mail to warrant a prize. They now scramble for \$100 instead of the usual \$50. Increased demand for amateurs, what with Major Bowes and Gus Edwards taking to air, and a desire to have a better show, has led to this super-amateur idea.

#### Short Shots

towns Cotton Citto. He will air on his regular spot from KH1....

Frene Beasig, sana tonsils, arrived in town for hit. of vandexille...

-Thursday-eve-at-the-Paul-Whiteman dinner at Jack Dempsey's Bar,

when Paul rose to speak his bit, his ork did a "surprise rendition of

'Rhapsody in Blue,' which awas piped from studio to the inn....Phil

Duey renewed on the Philip Morris show, this time until June... The

Waring ork has five brother-sister teams: Tom and Fred Warings

of the Glee Club; George and Fred Culley; Art and George McFarland,

who are twins. But Johnny and Virgil Davis are not related... WMCA

has new Harlem show coming up tonight. Harlem on Parade is name

and airs at 11 pm. for half hour on Thursday eves. Number of Harlem
shops are sponsoring the show, which will have Ceell Smith ork and

professional talent airing from studio... Louis Dean wed Susan Larkette

Lee as vocalist, now has three spots during which has twee the to
to-New-York-town... Jimmy-Johnstone-ork. gets The Shadow; both scripts

sponsored by Blue Coal, are fading on the 29th.

#### Scrambled Notes

Scrambled Notes

Joey Nash did not sing on the Studebaker-Himber ork Western broadcast Friday eve. Nash had served Himber with legal papers which asked for cancellation of contract; "Minerva Plous of the Fred Allentoupe is also doing Mrs. Parkyakakas on the Cantor show. Allyn Joslyn and Dorothy Yockel wed... Irene Bordoni, Cameron Andews Lucille Manners, Rill Wirese ork act in half-thou and will all through Junis Cream. Murch of Time with the state of Junis Cream. March of Time with the state of Junis Cream. And will all through April Instead of Odding my return in three weeks... Myrt and Marge selebrate toler 120th performance on March 25th... Fred Allen celebrate toler 120th performance on March 5th... Fred Allen celebrate toler 120th performance on March 5th... Fred Allen celebrate toler 120th performance on the state of t

#### Stand By

Household Finance show switches from 7:30 to 8:30 on March 26th...

NIC.will air the Golden Cloves Intercity Finals on March 26th..., Kay Sac Will air the Golden Cloves Intercity Finals on March 29th..., Kay Sac Will air the Golden Cloves Intercity Finals on March 29th..., Kay Sac Will are well as the Major Bowes radio seaf man will concentrate on the new WEAF matterrs... Maxwell Turner is new CES announcer, halls from Providence, R. I..., Life of Mary Marlin goes CES on April 2d..., Waring ork is 16th year in biz on the morrow. Twelve of the original men are still in ork... Due to the lack of local remote spots for broadcasting Bill Melia's orchestra-contacting job folded. Bill and Fred Coll, ex-pa., for ABC, are in Atlantic City, restling... Elmerson Drug Co. (Ermon-Scitzer outif) will air on April 8th over WOR a recording of sound track of Pathe Newareel as show. No live talent is used, since recording is mado a same time as newsreels... Spitainy Girl ork takes the islam stage in the property of the College of the Chevrolent spot at CES on April 8th... Chevy may Stand Romov and Almond show, which follows Cambo, but didn't commence work till received a flow, which follows Cambo, but didn't commence work till received a flow, which follows Cambo, but didn't commence work till received a flow of the Chevrolent Almond show, which Follows Cambo, but didn't commence work till received a flow of the Chevrolent Almond show, which follows Cambo, but didn't commence work till received a flow of the Chevrolent Almond show, which follows Cambo, but didn't commence work till received a flow of the Chevrolent Almond show, which follows Cambo, but didn't commence work till received a flow of the Chevrolent Almond show, which follows Cambo, but didn't commence work till received a flow of the Chevrolent Almond show will be commence with the commence work till received a flow of the Chevrolent Almond show will be commence with the commence work till received a flow of the chevrolent and the chevrolent and the cheven and the

# JACK GOODMAN

15 Mins.
Sustaining
WMCA. New York
one pup diffy, the audience has
heard 'em all. No, matter the type
of sons they each receive the same
treatment.
Loodman exercises an intimate
crooning style. The lad shows a
special sense of the public they were
the styles of the public they were
the styles of the styles of the they
when, it comes to melody the flair is
lacking.

lacking.

He accompanies himself at the sinne. Fridey is his night 'Mee.

#### FOUR TEMPOS. Helen Bernard, Richard King, Miriam Hoffman, Don Carroll Songs 15 Mins.

Is mini.
Sustaining WMCA, New York
Novelty of this program is in its general presentation idea. Entire counter house the state of the interest of a sythm school. A leader strong him with questions and gags, and its continuation of the system of the state of the system of the system

songs.
Youthful pep of the participants collivers the program considerable:
Fairth small station sustainer.

### Agencies—Sponsors

Henry C. Klein, formerly with J. Walter Thompson and CBS continuity, both Chicago, has Joined the Frey and Aveyard as radio director. L. F. Triggs, for the past seven y are radio chief for the agency, becomes director of the copy department.

Sigmund Spaeth's amateur night over WEVD, New York, purchased by Alka-Seitzer for 13 weeks. Spon-sor took program after first week's broadcast.

Dr. West toothpaste negotiating for a Sunday afternoon show. Likely to be a Chicago small mu-

Carlabad Salt will, with the second week in April, cut down its series with Morton Downey on NBC to the Tuesday program. Coming out April 7.is the account's Sunday show.

Time for the Tuesday session has been extended to June 11.

World Breadcasting System is assembling a brochure outlining in detail disk services of the company. Sales promotion department, under A. J. Fianter, is gathering facts and data for the issue which will be off the press within two weeks' time.

Broadcasting Abroad, Inc., has tarted work on 26 electrical transtarted work on 28 electrical transcription programs. 15 minutes each, for Listerine, to be distributed to Latin-American countries. Also has received order for 28 additional 15-minute programs of same type, done entirely in Jewish, for Morrison & Shiff, of Boston, makers of Kosher products.

Station 3DB, Sydney, has bought the Australian rights to Belle 'n' Marcia,' 100 five-minute discs; 'You Be the Judge,' 50 quarter-hour dramatic shows, and 13 fifteen-minute recordings by the Royal Hawaiian Hotel orchestra, through the Conquest Alliance Co.

# RENEWED

For a Second Year

TO CONDUCT

REALSILK'S SILKEN STRING CONCERT

> A Coast to Coast Broadcast

# ABE

CALIFORNIA ORCHESTRA COAST-TO-COAST

WARC-Tuesday, 8:80 to 9 P.M., EST (Phillips Dental)

WEAF-Friday, 9 to 9:80 P.M., EST (Phillips Milk)

98 CONSECUTIVE WEEKS WRITING FOR PHIL BAKER ON THE ARMOUR HOUR

KEN ENGLUND Park Central Hotel, New Yo

Language Menace

Buffalo, March 19. Buffalo, March 18.

Hazards of foreign language
broadcasting were revealed
here by Herbert H. Howell at a
testimonial dinner in his honor
recently. Howell retated that
he gave some time to Pollsh
group, hoping to gain good
will of East Side Poles there-

by.

Broadcasts drew bags of adverse mail. Howell, who can't understand Polish himself, finally learned that his goodwill crew was denouncing the Catholic church.

#### WKBB Spreading Out

Walter Klauer, owner of WKBB, identified with the Klauer Manufacturing company and vice-president of Hotel Julien Dubuque, where station studies are located, will undertake expansion program coincident with upping of power at the transmitter.

mitter.

One of the first additions to the engineering staff is Leon Brauhn, for many years short wave operator on Mississippi River Federal barge line corporation. This step was taken to insure the station receiving more news copy than is now handled via wires.

Changes in station personnel are being made with three additional announcers to be engaged.

#### Albertson Eyes WSVS

Buffalo March 19. Buffalo, March 19.
Possibility of a fifth station in
Buffalo is seen with the announcement that Roy Albertson, formerly
general manager of WEBR, has appiled in Washington for part of the
wave-length of WSVS.
WSVS is used for Board of Education broadcasts. Albertson if he

cation broadcasts. Albertson, if he gets oke from Washington, will endeavor to build it up as strictly local station, competing with his former

#### Florida Regional's First

Miami, March 19.

Three programs, two sustainers and one commercial originating from WQAM, Miami, inaugurated the Ali-Florida network comprising WDAE, Tampa, WDBO, Orlando, WMBR, Jackonvillie and WQAM.—Seybold Baking is the commercial

#### Akers with KFEL

Chicago, March 19.

Jerry Akers flipped to Denver
commercial manager

KFEL.

Akers was formerly with the Affillated Radio Networks here, and prevlously was in radio in Denver.

KFEL and KVOD have worked out
an arrangement whereby the two
stations, which split time, will work
as a single unit.

#### WGR-WKBW's Busy Teletype

Buffalo, March 19. Current week brings new Trans adio Press Service to WGR radio Press Service to WGR-WKBW with jump from message service to full-time coverage. Sixti-mated-that-between-thirty and forty thousand words of news daily reaches two teletype machines tied in on direct wirs from New York Transtratio headquarters. 30 is its odd: material to fit it into sixteen five-minute daily periods over both

stations.

WGR-WKBW alternates CBS
network programs to clear time for
the hourly news service now running with three sponsors.

#### CHARLES PREMMAC

TENOR

As PIERRE BRUGNON-Two Years Master of Ceremonies on a Coast-to-Coast Network Singing Songs of Broadway and Paris

-150 Broadcasts for Best Foods, Inc. SINGING SONGS OF ALL NATIONS

Personal Representative
400 Madison A enuc, New York City

WTAM'S BRAVES

ake Erie in March No Place for

Cleveland, March 18.

Assignment to broadcast opening of fishing season on Lake Erie aboard a bouncing tug scared WTAM's land-lubbing amouncers much that nobody

teer.— Last year Tom (Red) Manning almost lost his appetite for the season when he went nautical for the job. This year he went down to lake, took a look at high lcy waves and threatened to resign if they seath him.

Russell B. Wise and Hal Metzger, station's p.a., finally went out with net-laying fleet of boats fortified with two bags of lemons, a gallon of black coffee and air-sickness pills. black conee and air-sickness pills. Metzger at the last minute tried to crawfish by over-sleeping half-an-hour, but was disappointed to find tug still waiting for him when he reached the dock.

#### Operatic Guest Stars on WINS Italian Program

WINS Italian Program
Courriers D'America, Italian
newspaper will aponsor a new musie hour over WINS, New York, for,
a period of 52 weeks, starting April
I. Vincent Sovey's, orchestra will
provide the music and opera guest
stars will also be used. Entire program which is to be a daily broadcast is to be in English, outside of
100-word-announcements-in-ReilanA contest to select a program
label is to be conducted and the
winner will receive a passage trip
to Europe on the S. S. Rex. Program will be heard from 7:45 to 8:46

gram will be heard from 7:45 to 8:45

#### WGN Studio Plans

Chicago, March 19.

WGN, the Chicago Tribune station, will not have its new studiorsady for occupancy before Aug. 1 instead of June 1 as originally planned. Plenty of cold weather badd by moreadings.

heid up proceedings.

Drake hotel meanwhlie making Drake hotel meanwhile making plans to change the present WGM studies to a roof garden is possible. Current announcement of the station is 'This is WGN, the Chicago Tribune station on the Drake hotel.' With the shift it's likely to be 'this is WGN, the Chacgo Tribune station on Tribune Square.' Tribune for years has been trying to build up that Square angie as a public street montker.

#### . Air Hix Cartoons

Los Angeles, March 19.

John Hix Strange As It May
Seem cartoons, which are syndi-cated in newspapers and filmed as
shorts by Universal, are also to go

Unusual incidents are to be dramatized with three on a 15-minute program, to start March 22 over KHJ and the Don Lee Coast chain, KHJ and the Don Lee Coast chain, commercialled by Gilmore Oil Co. Gayne Whitman, whose voice was utilized for 'Chandu the Magician,' will be the narrator

#### Reducing Mme. Sylvia

Ralston (Rykrisp) is not picking up its option on Madame Syivia, Her program on NBC fades next Wednesday (27), after a run of 25 weeks. She did 39 weeks for the same product the previous season.

Tom Mix Adventures, the show which bluss the same convenient.

which plugs the same company's Purina brand, will call it a season March 29. This one also has been on 26 weeks. Indications are that the western will resume in the fall.

#### Gould Snags a Slab

Baltlmore, March 19. Purnell Gould, commercial man

Purnell Gould, commercial man-ag of WFBR, returned from N. Y. yesterday, (Monday), with \$30,000 worth of biz contracted for. Sold: Blackstone Cigars 365 125-word announcements, and same number of 100-word spots to Fairy Soap, B.B.D.&O, agency placed.

# McNeill Case Acquittal Winnipeg, March 19. John R. Morgan, insurance brok

John R. Morgan, insurance broker, was acquitted of a manslaughter charge lodged against him when his car hit and killed Cliff McNelll, former radio editor of the Winnipeg Free Press and Winnipeg correspondent for Varary.

McNell was killed last October as he attempted to cross the street at midnight, Conflicting evidence regarding the speed at which Morgan was travelling, introduced during seven-day trial.

#### Twist

Multiplicity of Greek com-edians on the air is ascribed cause for: When Greek meets Greek they Glyota.

#### Cuban Radio

Havana, March 15.

Six armed men forced their en-trance into station CMX and de-stroyed the transmitter and part of the studio equipment with a loss of more than \$8,000. No harm was

more than \$8,000. No harm was done to any of the artists or operators on duty at the time.
All radio stations went on strike Tuesday (12) morning around 10 am. but a decree of the Government padiocking any station that didn't resume broadcasting before 10 p.m. of the same day made all the stations get back on the all, stations

tions get back on the air.
For two days all radio stations ceased their operations about 8 p.m. as everybody had to be in their home before nine o'clock on account of the military order. Now they are working normally.

#### **KOIL In and Outers**

Omaha, March 19. Gene Loffler Joins KOIL and KFAB, Omaha, to take over production. Succeeds Duane Gaither now at KSOO in Sloux Falls, South Dakota. Mrs. Gaither, who worked with her husband as Duane & Sally, stays on at KOIL, though she trips weekly to Join her husband on a program at KSOO. Omaha strip.

program at KSOO.

Also departing from Omaha studios are Wade Thompson, who goesto Seattle, and Zei Mills, who takes Kansas City. Margaret Freer added to the staff in Thompson's position. Ken Golden, studio tenor, expected back within forninght after a serious operation to his nose and throat. Feared for a time singer's voice permanently affected, but medicos report everything-okay.

#### Hoodooed Staff

Buffalo, March 19.

Alling tonsils, tickers and innards have got the Lounsberry staff on its back. Roger Baker off to Florida to recoup from breakdown affecting his voice. Will cover Bisons from down-among the palms when he feels more chipper. James Eberie substitutes on Baker's local sport

substitutes on Bekers local spor-column.

Herb Rice, production manager for WGR-WKBW, still in the hos-pital after sawing, but getting along. Ken Hines, tenor, just returned to studio after convalescence in Florida-when his wife died. He had relapse and couldn't attend funeral.

#### RCA Program Revamp

With the shift to daylight savings RCA will merge its-program interests into a single half hour. It will be the apot that RCA Radiotron now occupies on NBC Saturday inghts. Half hour niche which RCA Victor supports on the same network Wednesday matinee will go by the

Saturday night period will not only plug Victor products and RCA tubes but put in an occasional good word for RCA Communications.

#### FCC'S BUSY WEEK

Hears 17 Applications in One Day Alona

Washington, March 19.
This is the businest week in many moons for the Communications Commission. Sneaking up on bales of requests for new stations and power jumps, examiners have 23 separate cases down for hearings on five days.

Monday was a humdinger with 13 applications for one-lung transmitters in Texas up for airing along with four requests of existing coverountry broadcasters for better assignments.—Five-other—100-watter-niess are on the list.

pleas are on the list.

#### Local Ford Show

Cleveland, March 19, Ford Motors is expanding radio campaign in Cleveland territory by setting up four week series of three quarter-hours weekly with Stubby Gordon's, orchestra.

quarter-hours weekly with Stubby Gordon's orchestra.
Placed by McCann Erickson on WGAR (Leveland Time; from 7:18-7:30. Continuity plugs a give-away of Ford Tudor sedan for best 50-word essay on new car.

#### Cincy Dailies Warm Up

Cincinnati, March 19.

While continuing their ban on o news departments and elimination of commercial names in sketetonized schedules of air programs, a policy originated several years ago, Cincy's three dailies are stead-

a policy originated several years ago, Cincy's three dailies are steadily warming up to broadcasting as a medium of building circulation. For months the Enquirer, menting the control of the control of

#### Detroit Amateurs Numerous

Detroit, March 19.

or 1,150 radio aspirants were
tloned by CKLW five days in
nce of Kate Smith's Hudson Over 1,140 radio apprants were auditioned by CKLW five days in advance of Kate Smith's Hudson Motor selection. This outpouring of ether candidates was said to be second in numerical size to those of New York City.

Of the 47 semi-finalists, Dorothy, Berlin, accognionist, and George Heckendorn, tenor, were selected to appear with Miss Smith over the Hudson proserum.

#### Radio's Ambassador of Song



# HEADLINING LOEW'S DELUXE THEATRES

"Variety" March 18

Seems in Mine., One State, N. Y. All Shayme has been climbing steadily because of his lengthy stay on the sir around New York under the same sponner. Clearly associated with daily broadcast for quite a spel, his perfound appearance routing is hasoclated with the perional appearance rounds spell, his perional appearance rounds sow rips.

Attired in formal afternoon suit, he in-

Broadcasting Every Sunday 5:30-6 P.M., WOR, N. Y. FOR SALLY'S STUDIO

7 West 44th St., New York City

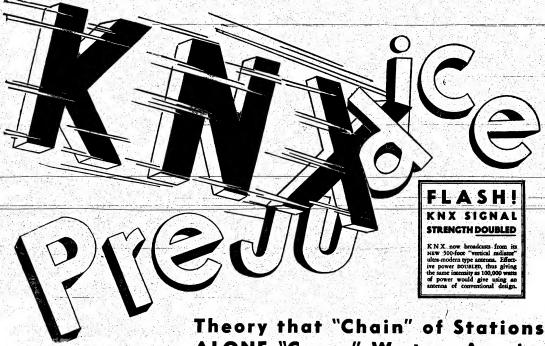
HOHNER HARMONICA AND HIS OADCASTING SYSTEM TO WAY 1:15 P.M. E.S.T. Per Div. O. L. O. Collection of the Collection o

HOTEL ST. REGIS ROOF

# JOHNNY

AND HIS ORCHESTRA WILL MARJORY LOGAN and JIMMY FARRELL

WARC-Count-to-Count Tues. and Sat., 11.80 P.M. E.S.T. Columbia Broadcasting System
COLUMBIA RECORDS



Roll Call

#### NATIONAL ADVERTISERS

now using KNX's 50,000 Watts of power to carry their sales message to 2,021,233 Western Radio Families

2,021,233 Western Radio Families
FELS.NAPTHA SOAP Young & Rubicam
OVALTINE —Blackets, Sample, Hummers

HORLICK'S MALTED MILK
—Lord & Thomas

LIBBY, McNEILL & LIBBY

—J. Walter Thompson

DILL'S BEST TOBACCO —McCann-Erickson

WHEATIES —Wester Adv. Agency

MONARCH FOOD PRODUCTS

—Roy Alden & Associates

WASHINGTON APPLE BUREAU

WASHINGTON APPLE BUREAU
—Izzard Company

IRONIZED YEAST Rutbrauff & Ryan
SUNSWEET PRUNES
—Long Advertising Service

RICHFIELD OIL COMPANY
—H. C. Bernsten Co.

ALKA-SELTZER —Walter Biddick
CHAMBERLAIN HAND LOTION
—Coolidee Adv. Company

GURTISS CANDY —McJunkin Adv. Agency
GOLDEN STATE MILK PRODUCTS
—Scholte Adv. Service

CALONITE —First United Broadcasters
PENNZOIL —The Mayers Company
DODGE MOTOR CARS —Rutbrauf & Ryan

CONGOIN BEVERAGE

—Lockwood-Shackelford

J&P COATES THREAD

—Young & Rubicam

COLEMAN LAMPS —Campbell Kellogg

NUMISMATIC —Gwenthew Bradford

IOWA PEARL BUTTONS
-Beecher Adv. Company

NU-ENAMEL —Advertising Arts Agency

Theory that "Chain" of Stations ALONE "Covers" Western America .... SMASHED!

55% of Western America's "Population" Live Outside the "35 Mile" Retail Trading Areas of Cities having basic network stations

NATIONAL ADVERTISERS NOW BUYING KNX As Major Medium to Blanket Entire Area

#### KNX AUDIENCE UNLIKE ANY OTHER ON COAST!

KNX has an audience all its own. It can be likened to the loyal circulation of a home town paper. They're human, home-loving and sincere. They want good entertainment along with utility. Their radio is "part of the family". They're NOT morons as some would have you believe, just because they like to write in letters to "their" radio station. They read their bible, yes, and like Hill Billy and Mountain music—but they drive cars, eat three squares a day and raise big families . . . and what else could an advertiser look for?

KNX has singled out this extremely worth-while family by offering them the particular kind of entertainment and news service they want. You can't buy this audience anywhere else, for no other station in the west has seen fit to SERVE these families as does KNX.

#### KNX BLANKETS 11 WESTERN STATES KNX PULLS BIGGEST FAN MAIL IN WEST!

KNX offers Free Time and Free Talent for a radio program to any advertiser who can point out any city, rown or hamlet having a population of two hundred and fifty families or more within one thousand miles of KNX studios, from which KNX cannot produce immediate evidence of tune-in, either written, wired or telephoned, with merely one request made over the air on KNX.

99,817 letters in December, 1934—104,706 in January, 1935—a greater mail "Pull" than the COMBINED returns from any other THREE Pacific Coast seations including chains. Mail is again "tops" in determining station coverage and popularity. That's why KNX sponsors ger IMMEDIATE sales action when they ask their KNX audience to BUY.

THE VOICE OF HOLLYWOOD"—
Speaking with 50,000 Watts Power on National Cleared Channel

Represented by GREIG, BLAIR & SPIGHT, INC.

NEW YORK

142 MADISON AVENUE

DETROIT

New Center Building

CHICAGO 520 No. Michigan Blvd. SAN FRANCISCO 485 CALIFORNIA

Write for "ON THE EVIDENCE - KNX PLEADS GUILTY" our new Brochurel

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#### New Business

(Continued from page 36), through Broadcasting Abroad, Inc. Lozzara Baking Co., six 15-minute ograms weekly, Italian music, for weeks. WHOM.

OMAHA

United Publishing Co., four minutes daily except Sunday. Through Woodman-Steward Co., Chicago.

Simpson Co., grains and seeds, announcement daily. WAAW.

Ress Jewelry Co., one year, announcement daily. WAAW.

Mohawk-Brb Tea, three minutes daily except Sunday, for one month, renewal. WAAW.

Mohawk-Brb Tea, three minutes. Corner Co., when minutes daily except Sterling Co., Through Heath-Seehoff Co., inc., Chicago. WAAW.

Watchtower Society, 30 minutes, March 10; one hour April 14. WAAW.

• ST. LOUIS.

Stewart's Greater Store, twice celtiy, disk service, for 13 weeks. weekly, disk service, for a Placed through Daugherty Agency

KWK.

Steiner Bros. Clothes, 30-minute mateur show for 13 weeks. Placed hrough Westhelmer Agency. KWK. St. Louis Globe-Democrat, spot anamateur

# ARTHUR TRACY

"THE STREET SINGER" SCHOLL'S PRODUCTS

Evenings, 7:30-7:45 E.S.T.

Tues.-Thurs.-Sat.

WOR-WLW-WGN-WXYZ

Rocke Productions RKO Bidg., New York City

# SAM HEARN

with Jack Benny 7 P.M., Sun., WJZ Featured on Mark Hellinger's Penthouse Program 8 P.M., Wed., WJZ Direction Rocke Productions

KINGSLEY » CHASE

WABC MARK ROXY REVUE Opened at the Versailles Cinb ecial Arrangements and Material

JEAN PAUREL Direction, WM. MORRIS

THE ULTIMATE IN NOVELTY PROGRAMS

# BORRAH MINEVITCH

REID'S ICE CREAM 

# **LEON**

NIGHTLY CASINO DE PAREE Broadcasting-Coast-to-Coast-OBS Direction, HERMAN BERNIE 1619 Broadway, New York

ouncements for an indefinite period

KWK, Bolland KWK.

Bolland Jewelry Store, 52 announcements, for an indefinite period. Placed through National Radio Advertising Agency KWK.

Phelan Faust Paint Company, series of 100 spect announcements.

KWK.

Slack Furniture Company, thrice weekly, for 13 weeks, presenting Texas Drifter, KWK.

SEATLE
Sperry Flour Company, 15-minute
disc, Jack Armstrong, series, five
times weekly for one year starting
Mar. 18. Westco Agency, KJR.
Grady's Studio, five minutes each
Thursday for four weeks, KJR.
Pacific Studio, inve minutes each
Thursday for four weeks, KJR.
Facility Studio, inventive talent
programs. How Ryan Advertising
agency, KJR.
Acacia Memorial Park, series of 28
half-hour Bible drams, one each
Sunday, starting March 31, KJR.
Covering one year, and same number
for same period on KOMO. Placed
by Street & Finney Advertising,
Graham-Jaige Motor Orproration,
announcements daily between March
4 and 28. United States Advi. Corp.
Malley's, Inc., half hour Garden
Patch Incoran mach

Annu 29: United States Advt. Corp.
KOMO.
Nalley's, Inc., half-hour 'Garden
Patch' program each Friday for 26
times over Northwest Triangle.
KOMO. Seattle; KGW. Portland, and
KH. Action Company. Tassy Aces. 15minute disc three times per week for
17 times. Placed by Biackett-Sample-Hummert, Inc. KOM
Stanno, Inc., 15-minute des tween
Medical and June.
McCanno
Erickson, Inc. KOMO.
A. C. Sparkpling Company, series
of \$2 one-minute discs between April
1 and Nov. 16. D. P. Brother & Co.,
Inc. KOMO.

LOS ANGELES

General Mills, Jack Armstrong,
All-American Boy, two 15-minute
transcriptions weekly, starting March
18 for one year. Placed by Weso.
Agency. KNX.

Framou Deartment Bores, sport
the programs weekly. Placed direct.
KFAC.
Wilships Off. Conference of the Conference of the

KFAC. Withire Oil Company, Witch Tales, one 30-minute program weekly, Placed by Dan Miner. KHJ. Ed Pinute d (hair tonic), Ulas Times, musical, one 30-minute program; weekly, Placed by Calkins & Holden, KHJ and Don Lee coast network.

Holden. KHJ and Don Lee coast network. Strasske. Laboratories (tooth paste), Milbin Dollar Smiles, munches, munches, munches, munches, munches, munches, munches, man weekly, starting April 15, for 13 weeks. Placed by Hillman-Shane, KHJ, KSL and Don Lee network. Knac Company, True Confessions, one 15-minute transcription weekly. Placed by Milbin Milbi

& Ryan. KHJ.

Burleson's Honey Farm, Waxahachle, Tex., honey, 52 spot announcements, two dulty. Direct. KTAT.

Tex., doubten farm, 300 spot announcements. Direct. KTAT.

Airline Cab Co., Ft. Worth taxiservice, 300 spot announcements. Junet. KTAT.

Airline Cab Co., Ft. Worth taxiservice, 300 spot announcements.

These service, 300 spot announcements. The service, 300 spot announcements. The service, 300 spot announcements. Direct. KTAT.

Worth Health Center, Ft. Worth, health culture, 100 spot announcements, Direct. KTAT.

Marathon Oil Co., Ft. Worth, gasoline and oil, 300 spot announcements, Fiver & Shirley Co., Ft. Worth, ilvestock commission house, five spot announcements weekly, one year. Direct. KTAT.

Threah Health Baths, Ft. Worth, disty announcements, one year. Direct. Kighth Avel. Wight Chab. Ft. Worth, 10 spot announcements.

rect. KTAT.

Eighth Ave. Night Club, Ft.
Worth, 10 spot announcements. Di-rect. KTAT.

week and seven 15-minute pregrams. KFOR,

Crete Mills, basketball tournament
commentary by Harry Johnson, Both
KFAB and KFOR.

Lincoln Floral Co., 52 announce-

RADIO

ments. KFOR.

Harris Goar, five announcements

Harris Goar, ave aumunes.

KEOR.

Van Sickle Glass, dally announcements.

KFOR.

Bandies. Store, 12 announcements,

two a day. KFAB.

Earl E. May, 15 minutes dally.

KFAB

KFAB.

Leader Beauty Shoppe, 100 an-nouncements. KFOR.

Vera's Hat Shop, 18 announce-ments. KFOR.

Laundry, 26 announce-KFOR.

sents. KFOR.

Ed Walf's Music, one announcement per week, indef. KFOR.

Slipper Shop, daily announcements for a year. KFOR.

KFOR.

Skaggs, two announcements daily for a year. KFAB.

Velvetina Co., two announcements daily index. KFAB.

Velvetina Co., two announcements daily index. KFAB.

To a year. KFAB.

five days & week. KFOR

OHICAGO

Gardner Nursery, Osage, Iowa; 13
times of 15-minute programs, three
minute Islatic three, times weekly,
Northwest Radio Advertising
agency, Seattle, WLS,
Collimoburne Mills (Virginis Snow
Yarns), Eligin, III, Riverniquite talke
gency, Chicago, WLS,
Sterling Company, Des Moines,
Iowa; 15-minute periods daily.
Heath-Seehoft agency, Chicago,
Heath-Seehoft agency, Chicago,
Bernard Perfumers, St. Louis, twominute announcements three times
weekly, Hilmer Swenson agency, St.
Louis, WLS,
Conjany, Chicago, 12
15-minute periods three times
weekly Auguitz-Lee agency, ChiCoyle Electront-School, Chicago, 15
minutes Chicago, 15-minutes Chicago, 15-minutes

Drug Trade Products, Chicago, has added 15-minute periods every Priday. Health-Seehof agency, Chicago, WLS. Glidden Company, Chicago, WLS. Glidden Company, Chicago, I5-minute programs three times weekly. Seehond, Chicago, WLS. Wanzer Company, Chicago, If minutes three times weekly, Needham, Louis, Brorby agency, Chicago, WGN.

WGN.
Self-Locking Egg Carton Company, 15 minutes three times weekly.
Needham, Louis, Brorby agency, Chicago. WGN.
Sterling Products, 15 minutes five
times. weekly.
Blackett-SampleHummert agency, Chicago. WGN.

Sterling Products, 15 minutes five times. weekly. Blackett-Sample-Hummert agency, Chicago, WGN.

Dodge Motors, 10 St. 10 musical program daily except Sunday. KFAR.

Selby Shoe, one announcement per weeks. KFAB.
We weeks. KFAB.
Beach of the weeks. KFAB.
Gardner. Nursery, 16 minutes daily 12-12-15 noon. KFAB.
Hardy Furniture, one anneouscements per weeks for 1 weeks. KFAB.
Sundays.
Metable Wholesale Beer Diss.
Webraske Wholesale Beer Diss.
Webraske Wholesale Beer Diss.
City of Encoling taily, except Sunday. KFOR.
Gridner Shop, and nurses daily except Sunday. KFOR.
Thrifty—Dress—Shop, -announcements, participation on Town the programs three times weekly, contract expiration indefinite.

William Rosof Stores (clothing), participation on Town the program. KFAB, sundays.
William Rosof (Inc. ab). spot announcements, four times weekly, contract expiration indefinite.

Nektor Tonic three 15-minute programs weekly with spot fannouncements ally except Sunday. KFOR.
Thrifty—Dress—Shop, -announcements, participation on Town the program of the Air Store of the Air Author Town Contract indefinite.

Nektor Tonic three 15-minute programs weekly, with spot fannouncements. Placed direct. WIP.

Nektor Tonic three Town indefinite.

Godman's Maxoh, spot announcements. Placed direct. WIP.

Nektor Tonic three Town indefinite.

Godman's Maxoh, spot announcements. Participation on Town the program of the Air Author Town Tattler.

Nektor Tonic three town indefinite.

Nektor Tonic three Spot announcements. Participation on Town weekly, contract expiration indefinite.

Nektor Tonic three town indefinite.

Office Ros Tonic, spot announcements. Participation of contract indefinite.

Nektor Tonic three town indefinite.

Office Ros Tonic, spot announcements, pot announcements, pot announcements. Participation on Town Tattler, expiration indefinite.

Nektor Tonic three town indefinite.

Office Ros Town in the Town Tattler.

Nektor Tonic, three town in the Town Tattler.

Nektor Tonic, three town the Town Tattler.

Nektor Tonic, 1 weekl.

Nektor Tonic, three town the Town Tattler.

Nektor Tonic, 1 weekl.

Nektor Tonic, 1 weekl.

Nektor Tonic, three town the Town Ta

Placed by Fehling and Jordet Agency, WPEN. B. Fredman, renewal for half-hour weekly musical program. Direct. WRAX.

WRAX.

Manischewitz Matzoh, renewal of
musical program for additional six
weeks. Direct. WRAX.

Horoottz-Margareten. (matzohs).
15-minute discs for four weeks.
Placed by M. Kellson Company. N.
Y. WPEN.

Moskin's Stores, 12 announcements weekly, for 13 weeks, Placed direct.

WPEN.

Herman Company, daily spot an contract indefinite ouncements, contract Placed by Felgenbaum Phila, WPEN.

DALLAS

A. Harris & Company, Dallas, de-partment store, two 15-minute pro-grams weekly. Direct. WFAA. Chattanooga Medicine Co, Chat-tanooge, Tenn., medicines, one-minite announcement, 10 times. Nelson Chesman Co., agency, Chattanooga

Chesman Co., agency, Chattanooga. WFAA.

Time, Inc., New York, N. Y., one-minute announcements, transcriptions, three times. Batten, Barton, Durstine & Osborne agency, N. Y. WFAA.

\*\*Standard.\*\* Shoe: Company, The Standard.\*\*

WPAA.

\*\*Standish\*\* Shoe Company. Te.

Worth, shoes one-minute announceminute announceminute announceminute announceminute announcements. Direct. WPAA.

Lone Star Gas Co., gas and gas.
appliances, 13 15-minute programs;
vocal duo and talk. Direct. WFAA.

\*\*Babock Bros., Dallas, auto equipment chain, five-minute programs,
vocal duo and talk. Direct. WFAA.

\*\*Babock Bros., Dallas, auto equipment chain, five-minute programs,
vocal duo and talk. Direct. WFAA.

\*\*Babock Bros., Dallas, auto equipment chain, five-minute programs,
vocal duo and talk. Direct.

\*\*WFAA.\*\*

\*\*WFAA.\*\*

\*\*Babock Bros., Dallas, mantines, the standish autotines, the standish autominute programs
week, one year, starting March 15.
Luckey-Bowman, Inc., Agency.
Southwestern Broadcasting System.

ST. LOUIS, MO.

Ford Dealers, one-minute an-nouncements three times daily and two nightly, 120 broadcasts. Placed through McCann-Erickson, Inc. KWK.

thiough McCann-Erickson, Inc.
KWK.

Seminole Paper Corporation, six
five-minute spots, for an indefinite
processing the spots of the sp

PORTLAND, ORE,

Payn-Taket and Safeway Stores
13 daytime spot announcements
starting March 9, KGW Time, Inc.
(March of Time Newsreel), one-

starting March 9, KGW Time, Inc.
(March of Time Newsreel), oneminute electrical transcription.
Placed by Batton, Barton, Durstine
and Osborne. KGW.
Lipman Wolfe, department store,
additional spot announcement serveys, 13 Immediates and the serveys, 15 Immediates and the serveys of the ser

spot announcement, Book of Life program, dally. Placed direct. KOIN.

Pennzoll Company, Pennzoll motor oil, two electrical transcriptions each night. KALE.

L. Y. Billingsley Motor Company (Pontiac), half-hour musical program each Sunday morning. KALE.

BOSTON

Ray Jenesity Company, 13 33-minute programs, Sundays, beginning
March 17. Through Salinger & Fubllcover, Boston. WAAB.
Goldmain, 30 weather reports,
Wednesday, Thursday, Friday. Direct. WAAB.
Gloria Chain Storcs, Inc., 28 30minute programs, Sundays, Through
Aaron Bloom, Boston. WAAB.
Normandie. Ballroom, 28-15word announcements, daily. Direct.
J'imken Slein Automatic Company,
12 weather forecasts, daily accept
Sunday. Began March 11. Direct.

WAAB.
Timken Silent Automatic Company,
12 weather forecasts, daily except
Sunday, began March 11. Direct.
WAAB.

WAAB.

Boston Celery Company, 182 15word announcements, two daily.
Through Aaron Bloom, Boston.
WAAB.

Gillette Safety Rasor Company, 60
participations in the Yankee Network News Service broadcasts, daily.
Through B.B.D.&O., New York.
WNAC, WORG, WEAN, WMAS,

(Continued on page 44)

#### Sears-Roebuck Warm

Chicago, March 19. Everybody in the radio biz here scrambling for the Sears-Roebuck account,

orden house la b - Mail order house is not after the ether, following the click of the rival Montgomery - Ward show on NBC with its Sunday Bible yarns,

#### Wright After WPFB

Wright Atter WPFB
Birmingham, March 19.
Charles Chuck Wright, dean of
Alabama and the state of t

Leo Kahn's Sponsor

Howard Jewelrs signed Leo
Kahn's orchestra for a series over
WNEW, New York: Program will

WNEW, New York. Program will be heard from Mondays through Saturdays at 12 noon, Kahn's band was a part of the station's long-running dance pa-rade-which-is-quiet now due to the musicians' situation.

# COLUMBIA BROADCASTING SYSTEM Presents LITTI

LITTLE

AND HIS ORCHESTRA

APPEARING NIGHTLY IN THE SILVER GRILL, HOTEL LEXINGTON, NEW YORK CITY And on Columbia Records
C.B.S. Conet-to-Conet Network

111111111 Thurs. Sat. 11 P.M. 5 P.M. Sun. 11 P.M.

BADIO'S NEWEST, LOVELIEST VOICE

# BERNICE

and Old (BAYER ASP(RIN) ABC, Every Tues., 8-8:30 P.M. Cohst-to-Cores

\_\_\_\_\_

"Abe Lymen's Walta Time" (PHILLIP'S MILK OF MAGNESIA)

etion, LESTER LEE, REO BLDG. N.-

and his ORCHESTRA WEAF NBC, COAST-TO-COAST

WEDNESDAYS 2:00-3:00 P.M. EST 10:30-11 P.M.

VICTOR COTY

# ROY FOX

AND HIS BAND.

ON TOUR

B.B.C. NETWORK

# **EMERSON GIL**

AND ORCHESTRA

HOTEL WEBSTER HALL DETROIT MCA DIRECTION

#### Radio Chatter

#### New York

Lemie Hayton has his own piano at NBC, and no one can touch it.

WENX changes its amateur song writing hour from Sundays to Fridays at 7 p.m.

Grant of the sundays to Fridays at 7 p.m.

Bernal of the sundays to Fridays at 7 p.m.

The sunday March 24.

Ferde Grofe's Thapsody in Steel' will be given its radio premiere on the Armco Iron Master. program on the Armco Iron Master. program of the sunday of the s

#### CHARLES PREVIN CONDUCTOR

#### REALSILK'S SILKEN

STRING CONCERT

N.B.C.—SUNDAYS 8- 8:30 P.M., CST 9- 9:30 P.M., PCT 10-10:30 P.M., MT

612 No. Michigan Ave.

# LUCY MONROE

#### GOODRICH TIRES EVERY FRIDAY, 10 P.M., WJZ

Dir: NBC Artists Service

# GRACI BARR

DE LUXE THEATRES

Sole Direction
HERMAN BERNIE
1619 Broadway, New York

# BOB

**BROMO-SELTZER** 

Every Friday—8:30 P.M.

LOUIS SHURB

### EASY ACES

NBC

Monday-Tuesday-Wednesday

"Hi-Ho Everybody"

lege Dramatic Society. Gene Arden plays title role in skit. Announcer Robert Rissling takes place of Chester D. Vedder as nar-rator on "The Gypsy Trall' shot, with John Chapman, barltone, over WGY.

with John Chapman, baritone, over WGXSY HIR Rangers, billed as a WGY frew talent find, playing some p.a. dates.
George Hinkel, veteran vaude-villian who has been The Singing Cheff for Phillips Packing Co. on the property of the Packing Co. on the property of the Packing Co. on the Packing Co. on the property of the Packing Co. on the

#### Western Canada

Noel Pearce, violinist, is the dally musical show of the Air Edition on British Columbia leads the four western Canada provinces in radio licenses.

Jimmie Noble, Scottish comedian, is now featured over the British Columbia network of the Canadian Radio Commission from the Fraser Valley studies of CEIWHeel Proadcasting of CEIWHeel Proadcasting Columbia (Parcouver, for about two weeks, Before that he was at CRCV.

Betty Lee of CKMO, Vancouver, victim of the flu.

Ritts Thursby and Dorothy Scales, planists, tickling, 'em for CJOR, Vancouver, Vancouver, Letter Levels and CRCV.

victim of the flu.

Rita Thursaby and Dorothy Scales,
planists, tickling, em for CJOR,
planists, tickling, em for CJOR,
Communist, Party Is, susing, time,
on CJCA, Edmonton, to spread its
gospel to the public.

A 45-minute program of rebroadlast, thing, AI, CHKK, Chilliwack.

Betty Lee is giving a 20-minute
talk on home economics over
CKMO, Vancouver.

Series of weekly addresse to be
given by members of the British
Columbia Conservative Association
over CFCT, Victoria.

Beacon, theatre-orchestra-is-beingused quite frequently to supply,
dance music to listeners of CJOR,
Vancouver.

dance music to listeners of CJOR, Vancouver, Author is Dorothy Fowler, Author is Dorothy Fowler, Octories McLines Jerson, do Indicate the Country of the Countr

#### Pennsylvania

Betty Schaefer, WIP press sector, offered a job as model but said not the press of the press of

sports chatter.
Newest addition to KYW staff is
Bob Arthur from WOR who comes
in to do spieling and assist on production.
Lew Entin out with Berlin Music
now tying in with another firm for
Philly radio. All patched with
WCAU, too.

hilly radio. All patched with VCAU, too. Betty Ray new WFIL warbling

find.
Dave Rolentz's 'Sen. Hassenplef-fer' on WDAS after two years ab-

rer on WDAS after two years absence.
Carolyn Cross, WIP Home Economics expert, dedging a case of jury duty and a bench warrent.
Anice Iyes of WHAT Women's Club moved to New Order for the Hubby Lou Anker remains.
Paul Alger, WPEN program exec, forming all-girl revue to augment the station's long list of visual xudlence shows.
Ray Powers, former Atwater-Kent audition winner and Paul Whiteman warbler, now singing yia.
WCAU announcers are paying for WCAU announcers are paying for WCAU announcers are paying for well-benefit and the control of th

WIP.
WCAU announcers are paying for all ether mistakes into a monthly fund, with Fred Lang rating tops.
Andy Stanton, WFIL spiletr, resigned last week to do ether free-landing here in sparts consisted.

signed last week to do ether free-landing here in sports connection Replacing is Al Stevens, of WCAO,

Egatimore,
Charles Stark, newest addition to
the WCAU spieling staff now handling script and production on the
CBS Bandwagon show out of Philly.
Stark, dubbed 'Personality Thorax,'

is one of youngest announcers on the first of the studio. The studio of the studio of

fac.

Able Cohen, the WCAU new engineer, to Boston over the week-end for an engagement party.

Don Wilnycomb, Jack Stewart and Rog Clipp, WFIL's exec staff, are splitting weekly New York trips for agency coverage.

#### Illinois

Les Atlass readying for a quick fin to the Coast. Bob Elson to California and Cata-Bob Elson to California and Cata-tion of the Catalance of the baseball training camps out of Quin Ryan pulling names out of a hat for the two nags he bought for his wife. Ted. Weemses are adopting a baby.

aby. George Couper back in Chicago

and of the control of

oer innis on the course of Cherniavsky band-audition for a couple of NBC commer

Weber.

Josef Cherniavsky band auditioning for a couple of NBC commercial of the com

Square Charlle Wilson hopped down to Toledo to guest on WSPD. Yohnson floor wax show maxing to New York for its regular Sun-

to New York tor, us argumed agy attnig.

B.&K. farming out Joaquin Garay on his 10-week contract.

NBC giving Art. Jarrett band four network rides weekly out of the College Inn.

Pat Kennedy has added poundage and dignity since his recent

New net program clearing through WEEL, Boston, tagged For Sick, and the state of th

rheian, Ridgeneid plano duo, get-ting builder-upper at WICC, Bridgeport. Lou Brustein, Bridgeport corre-spondent of New York papers, added to Yankee news staff at WICC.

WICC.
Sterling Sophists of Yale and Proand Con-club of Bridgeport debatlag over WICC tonignt (20).
Hillbilly Hilda, musicomedy,
readying at WICC. Alma, Bettinger
drilling scripters and Jud La Haye
musickers.

#### Georgia

Steve Cleier, of Birmingham, in Atlanta getting readled for take-over of WITL in case FCC says oke. Tentative plan is to re-broad-oxe. Tentative plan is to re-broad-oxe the take of WSB, pulled a phoney broadcast during a recent dinner given the officers of one of Atlanta's leading a more of Atlanta's leading the conditions of the take of take of the take of take of the take of ta

#### Michigan

B. &K. farming out Joaquin Garay on his 10-week contract.

NBC siving Art. Jarrett band four nework rides weekly out of Pat Kennedy has added pounds age and dignity since his recent marriage.

Bruce Van Cleve, formerly with Art. Signature of the Week from the work of the second marriage.

New England

Charle Gifford, staff accountant at WEEI, Boston, shopping for motor-driven lawn mowers and seed catalogs.

Charle Gifford, staff accountant at WEEI, Boston, shopping for motor-driven lawn mowers and seed catalogs.

Leavitt and his Toddy correct the mike of WEEI, Boston, a new group of other players to be called back missing the mike of WEEI, Boston, a new group of other players to be called by Huth Winters. Salome and Wilson, where two group of other players to be called by Huth Winters. Salome and Wilson, Staff of the mike of WEEI, Boston, a new group of their players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now group of cheep players to be called by Jack Hill, guitarist, 'are now

Hillbilly Half-Hours' new outlet and takes the Ohlo bar exams in Or- Connecticut mountain-folk at WICC, Eridgeport. Jimmy Milne emisse.

WEEI, Boston, received 17,169 week at WKRC, Cinclinnati, where pleces of fan mall in February of this year. That's 12,000 more than

Bob Newhall, sportscaster on

WLW, Cincinnati, is on his first vacash in four years. The Mail Pouch Tobacco Co, which spon-sored him on weekday programs, concluded its contract with that sta-

tion.

Ramona made her first professional return to Cincinnati March 16-17, with Paul Whiteman's ork, since leaving WLW in '32 to Join the King of Jazz. The date was at Castle Farm. suburban cafe.

#### Louisiana

J. Adolph Meise, former amuse-ment and radio editor of The States, is doing the publicity for WWL.

WWL.
Jack Weber and his orchestra
have resumed their Sunday night
broadcasts over WSMB.
Llonel Ricau, WDSU announcer,
will walk to the alter at an early

Wall wark to the altar at an early decided. Lew Childre, guitarist and vocalist, has new series of programs over WWL.

Ed Wheelshin, WSMD bathone Ed Wheelshin, WSMD bathone series of programs with Ray McNamars and Sylvia Sheen alternating as plane, accompanies.

Joe Borrello, known to listeners Joe Borrello, known to listeners nected.

as Tony becomes a tong and a tong and a tong (Continued on page 57)



#### UNCLE EZRA (Pat Barrett)

Featured Comedian Sponsored by ALKA SELTZER

BLANKETING THE KEY CIT OF AMERICA. NOW DOUBL ON 2 NETWORKS; OVER NBC.

#### TIM and IRENE RYAN NOBLETTE

"Hy Ya Boys"

Goodrich Tire Program

Every Friday Evening WJZ-10 to 10:45 P. M. National Broadcasting Company

#### fred allen's

TOWN HALL TONIGHT!" 

Õ

ОШОШОШО **GEORGE** 

GIVOT THE GREEK AMBASSADOR

OF GOOD WILL EX-LAX Every Monday, 9:30-10 P.M. COAST-TO-COAST

Columbia Broadcasting System Sole Direction
HERMAN BERNIE
1619 Breadway, New York

LUIS **ALVAREZ** 

VICTOR RECORDING ARTIST

#### Weber Warns Traveling Orchs, on Sidestepping 10% Out-of-Town Tax

American Federation of Musicians has issued a warning to traveling orchestras against doing anything to sidestep the international's 10% tax on all out of town dates. Warning, signatured by President Joseph N. Weber, points out that many small locals have helped the bands get around the tax by accepting them as full mean Musician to the same and the combos saviant size of the combos saviant so the combos saviant as considerable sum on what they otherwise would have had to pay into the A. F. of M. trasury. Weber's warning declares many bands are evading the tax. To correct this situation the international has put into immediate effect a rule which holds that 'all dance engagements, single or weekly or seasonal, played—in—public—dance, halls, in auditoriums or halfs connected—with—am—institution—esamucement reserve thind in hotels, restaurants, cates, clubs or inns, are, considered traveling engagements and the 10% tax law of the Tederation applies to them. American Federation of Musi-

tion applies to them.

Exempt from the tax are bands engaged directly by the sponsor of the function at a hotel, and not booked through the hotel manage-

Under this new ruling the mo-ment a band steps outside the jurisdiction of its own local to a date it becomes subject to 10% tax.

#### COL. PHONO CLAIMS AT \$8,000: OFFER 50c ON \$1

Together with an auditor's report on debts, operators of the Colum-bia Phonograph Co. last week sub-mitted through John G. Paine a request that the publishers accept a settlement of 50c on the dollar of the royalties due from the firm prior to Sept. 30, 1934. Accounting showed that these claims come to

over \$3,000.
Making the bid for settlement are the new owners of Columbia, a group headed by Herbert Tates, of Consolidated Laboratories. Debts that they seek to have clipped in helf were those accumulated during the regime of Grisby-Grunow, Tunkle Mates bought control. Royalty bills of less than \$10 would be resid in full:

the regime of Grisby-Grunow, from while X rights bought control. Royalty bills of less than \$10 would be provided by the season of the control of the season of the control of the season of the seaso

#### Lombardo's Tenor, Dave Penn, in Suicide Try

Los Angeles, March 19, David Penn, tenor with Guy Lom bardo's band at the Cocoanut Grow will recover from a builet fired int his chest with alicgedly suicidal in

He left a note telling of an unsuc-cessful love affair.

#### EARLY SOC. MEETING

Board of directors of the American Society of Composers, Authors & Publishers holds its monthly tnors & Publishers holds its monthly meeting today (Wednesday). Date was advanced from the customary last Thursday of the month because the society's annual meeting and dinner is being held next Wednesday (27).

Royalty payoff for the first quar-ter of 1935 is expected to be at least 10% better than it was for the previous quarter.

#### GARBER'S ROAD HOP

Chicago, March 19.
Jan Garber closes his winter season at the Trianon for Andrew Kar-zas April 20 and then heads out on road tour and a stint on Catalina Island before landing back at the local ballroom in Sept.
Carlos Molina band will be the first replacement at the Trianon.

#### New York Ad Agencies

(Radio Production Executives) N. W. Ayer & Son, Inc. 500 Fifth Ave., N. Y. C. Douglas Coulter.

Batten, Barton, Duratine & Osborne, Inc.
383 Madison Ave., N. Y. C.
Arthur Pryor, Jr
Herbert Sanford

Benton & Bowles, Inc. 444 Madison Ave., N. Y. C. Chester Bowles E. M. Ruffner.

Blow Co., Inc. 444 Madison 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 1790 - 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. Croot Co

28 W. 44th St., N. Y. C. Arthur Anderson Donahue & Coe RKO Building, N. Y. C. Ernest Chappell Erwin, Wasey & Co., Inc. 420 Lexington Ave., N. Y. C. Charles Gannon.

William Esty & Co., Inc. 100 E. 42d St., N. Y. C. William Esty. Edward Byron

Fletcher & Ellie 500 Fifth Ave., N. Y. C. Lawrence Holcomb.

Gardner Advertising Co. 330 W. 42d St. N. Y. C. R. Martini.

J. Stirling Getchell
Chysler Bldg., N. Y. C.
Tom Everett Gotham Co. 259 Park Ave., N. Y. C.

A. A. Kron

Lawrence C. Gumbinner

9 East 41st St., N. Y. C.

Paul Gumbinner.

Hanff-Metzger, Inc. 745 Fifth Ave. Louis A. Witten.

E. W. Hellwig Co.
9 E. 40th St., N. Y. C.
George Carbart.

Joseph Katz Co. 247 Park Ave., N. Y. C. ennett Larson. Lambert & Feasley, Inc. 400 Madison Ave., N. Y. C. Martin Horreil.

Lennen & Mitchell, Inc. 17 E. 45th St., N. Y. C.

Marion Parsonnett. Robert W. Orr. Lord & Thomas 247 Park Ave., N. Y. C.<sup>2</sup> Gregory Williamson Thos. A. McAvity.

J. M. Mathes, Inc. 122 E. 42nd St., N. Y. C. Wilfred King.

McCann-Erickson, Inc. 285 Madison Ave., N. Y. C. Dorothy Barstow. David Brown. Newell-Emmett, Inc

40 E. 34th St., N. Y. C. William Reydel. Peck Adv. Agency 444 Madison Ave., N. Y. C. Arthur Sinshelmer

Pediar & Ryan, Inc. 250 Park Ave., N. Y. C. David F. Crosier.

Frank Presbrey Co. 247 Park Ave., N. Y. C. Fulton Dent.

Ruthrauff & Ryan, Inc. Chrysler Bldg., N. Y. C. Myron P. Kirl F. B. Ryan, Jr.

Stack-Goble, Inc. 400 Madison Ave. Wallace Butterworth.

Tracy-Locke-Dawson, In 22 E. 40th St., N. Y. C. Joe M. Dawson, J. Walter Thompson Co. 420 Lexington Ave., N.Y.C.

John U. Reber.

Robert Colwell. Young & Rubicam 285 Madison Ave., N. Y. C. Hubbell Robinson. W. R. Stuhler.

#### New Business

(Continued from page 42) WICC, WLBZ, WFEA, WLLH, WNBH.

(Continued from page 42)
WICC, WIEZ, WFEA, WLLH,
WNEH.
L. P. Rogers, 156 15-minute programs, Tuesdays, Thursdays, Saturd
WS. Through Silner & Publicover.
Larus Company (Edgeworth Tobacco), eight 30-minute programs
(Corn Cob Pipe Club), Mondays, bed
gan March II (piped from the Work,
WNAC, WORC, WMAS, WNBH,
WLLH, WICC, WIEZ, WFEA,
E. L. Knowles, Inc., 48 participations in the Yantee Mework, News,
WLLH, WICC, WIEZ, WFEA,
E. L. Knowles, Inc., 48 participations in the Yantee Nework News,
WLLH, WSC, WIEZ, WFEA,
WLLH, WSC, WIEZ, WFEA,
WLLH, WSC, WAS, Mondays,
Wednesdays, Fridays, Through
Dowd & Ostreicher, Boston, WNAC,
Graham Motor Car Company, 12
Els-wood announcements, Tuesday,
Dittel States Advertising Company,
Detroit, WNAC,
Ironized Feast Company, 28 fiveminute electrical transcriptions, MonRothrauff & Ryan, New York,
Massachusetts Horticultural Socicity (Flower Show) series of 1th
announcements in Convention with
Through Radio Broadcasting company, WEG, 200

Through Radio Broadcasting company, WEEL pple Week, six an nouncements in connection with Winesup Apple Week on Evening Tattier, between 6 and 6:30 pm. Iszard Agency, Seattle, Washington, through Greig, Blair and Spright, Inc. WEEL. Studebaker Corporation, special announcements on wax. Through Roche, Williams and Cunningham.

Beence Boe Company, 10 announcements Boe Company, 10 announcements on wax.

WEEL Species williams and Cunningham WEEL Species Shoe Company 10 announcements, on E. B. Rideout per 17 announcements of the Species Species

WMEX.

Daniel O'Brien Funeral Service, 13
weeks, Sundays, 8 to 3:15 p.m., Warren Moulton as 'The Wanderer,' with
organ, starts March 17. Direct.
WMEX.

#### CINCINNATI

CINCINNATI

Sherioh-Williams Company, Cincinnati, 100 spot amouncements, advertising new paint and wall paper Star Clothing Company, Cincinnati, 52 programs, 15 minutes on Sunday and Friday, five minutes Monday and Friday five minutes Monday five minutes Monday five minutes Monday five minutes Monday five minutes five minutes

rect. WCKY.

Bard & Barger, Inc., Cheinnail,
General Electric refrigerator distributors and Pogue's, Cincinnail department store, five quarter-hour
programs, The General Electric
Dream Kitchen, domestic scence
talks. Handled direct. WCKY.

#### CLEVELAND

CLEVELAND

Sparks-Withington Compony, Toiedo, Walberg Brown's ensemble
with Ann Healt and Worth Kramer,
for eight Sundays, 6:15 to 6:30.
Placed through United States Ad
Company, Toledo. WGAR.

Sterling Oompany, Chicago (cosmetics and dentifrices), for four 1sminute programs with Ai and Pete,
beginning April. Traced by HeathCytagy Crystols Company, 300
quarter-hours, twice a day except
Sundays, featuring Chief Redbird
and—hilbilly—band.—Placed—direc.
WJAY.

Sufficient State of the Company (laxallers). Products Company (laxallers). Products Company (laxallers) two transcriptions a week on Tuesdays and Thursdays of Phil Harris-Leah Ray-Three Ambassdors records. Placed direct. WJAX.

#### DAYTON. O.

DATTON O.

Best Auto Storie, auto supplies 42
spots, Tollowing boat police court
broadcast, six days, 25 weeks
WHIO.

Dr. Brands' Chicken Hatchery, 10
announcements. Over period of 25
weeks WHIO:

Clyde Sauerkraut Company, 13
announcements over 25 weeks.

WHIO.

Continental Finance Company, 20
announcements. WHI company, 20
announcements. WHI company, 20
announcements. WHI company, 20
Announcements. WHIO:

Leonard Coal de Supply Company, 12
announcements, Feb. 21 to April
19. WHIO.

#### Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc. 410 North Michigan Ave. J. H. North. F. G. Ibbett. tten, Barton, Duratine & Os-

221 N. La Salle St.
George May,
221 N. La Salle St.
George May,
221 N. La Salle St.
Bob Hotz.
Roscoe Barrett.
Doramica 4.

Doremue & Company 208 S. La Salle St. 208 S. La Salle St.

J. Ray Henderson.
Erwin, Waesy & Co.
230 N. Michigan Ave.
J. E. Ainley:
Frederick & Mitchell, Ine.
350 N. Michigan Ave.
Karl Frederick.
Frey & Ayevard
333 N. Michigan Ave.
Larry Trigger.

Larry Triggs.

Gundlach Advertising Co.

400 N. Michigan Ave.

400 N. Michigan Ave.
Evring Rosambloom.
Hanff-Metzger of III.
520 N. Michigan Ave.
S. J. Andrews.
Haye McFarland
333 N. Michigan Ave.
Haye McFarland.
Henri Hurst & MoDonald
520 N. Michigan Ave.
N. J. Pumpian.

N. L. Pumpian.
Frances Hooper
400 N. Michigan Ave.

400 N. Michigan Ave.
Frances Hooper.
Kastor
360 N. Michigan Ave.
Cecil Whiddireld.
Kirtland-Engel
646 N. Michigan Ave.
R. M. Kirtland.
Lord & Thomas
919 N. Michigan Ave.
George Jagac.

George Isaac. ewis Goodkind. Matteson, Fogarty, Jordan 307 N. Michigan Ave.

Tom Davis.
McCann-Erickson 910 S. Michigan Ave.
Raymond Atwood.
McJunkin
228 N. La Salle St.

Gordon Best. Morrie, Windmuller & Enzinger 230 N. Michigan

George Enzinger. Carroll Dean Murphy

Carroll Dean Murphy
35 E. Wacker Drive
James Shebel.
Needham, Louis & Brorby
380 N. Michigan Ave.
Helen Wins.
Neisser-Meyerhof
400 N. Michigan Ave.
Walter Rubens.
Reincke-Ellis-Younggren-Finn
50 N. Michigan Ave.
Russ Williams. Russ Williams. Roche, Williams & Cunnyng-

ham, Inc. Strauss Bldg. William Roche

William Roche.
Rogers & Smith
20 N. Wacker Drive
Everett Opie.
Ruthrauff & Ryan
360 N. Michigan Ave.
Dale Carroll.
Sellers Service
8 S. Michigan Ave.
George Court

George Couper. Stack-Gobie

Stack-Goble

S. S. Michigan 'Ave.
Ralph Goble.

J. Walter Thompson.
410 N. Michigan Ave.
Dick Marvin.
Wade Adv. Agency.
208 W. Washington St.
Water Wade.
Young & Rubicam.
221 No. La Salle St.
D. G. Schelder.

weekly announcements, Feb. 17 to April 7. WHIO. Dr. W. H. Sells, dentist, 27 an-nouncements, three days weekly. WHIO.

WHIO. School of Beauty Culture, weekly announcements, 13 weeks. WHIO. Washing Machine Exchange, 200 spots, seven days a week. WHIO. Citizen's Federal Sortings and WHIO. Assn., 12 announcements. Advance.

WHIO. Advance Laundry, three spots, week of March 11: WHIO. Mazwell Englise Company, three times weekly spots. WHIO. Gellaher Dring Company, one spot daily for 13 weeks, started March 11. WHIO.

with the company of t

#### AIR TRUTH ABOUT MEXICO' OVER NBC

government goes on NBC tomorrow night (Thursday) for a series of paid-for good will broadcasts. Contract calls fo 9:30 to 9:45 EST spot on the basis

blue (WIZ) for 13 weeks.

Opening program will have the Mexican consul general in New York City read a telegram contains ing hands across the border sentie ments from his country's minister of foreign affairs. Machado's or-chestra will provide the music.

Mexico City, March 16.
Station KECR 20,000 watta, has been inaugurated here by ministery of foreign relations for governament's Truth About. Mexico' pubslicity drive abroad to give people over the borders government's side of conditions obtaining in this country.

Broadcasts will be in English, French and Spanish and include concerts of Mexican music and singing.

#### MORE TICKETS THAN SEATS FOR CBS SHOW

Approximately 200 persons with tickets of admission could not get into the CBS Playhouse, New York, on Sunday (17) to hear Eddle Cantor's Pebeco program. Grumblers hung around and made charges of favortlism to persons allegedly admitted without ducata. In an effort to disperse the crowd lights in the lobby were extinguished. CBS professed no knowledge of the cause for the situation which found people in evening dress turned away.

#### Lucky Strike Back

Lucky Strike returns to NBC's red (WEAF) link April 20 with an hour's musical show batoned by Lennie Hayton. Rest of the cast is

being lined up.

Cig account is taking the Saturday night 8 to 9 stretch now occupied by Swift & Co. Latter vamooses April 3.

#### Horlick's on Mich. Web

Detroit, March 19. Horlick's is expanding the Turns and Abner show to include the Mithigan network. Will be tacked on to the regular broadcast over the Mutual web.
Stared March 18 and set through the Chicago Lord & Thomas agency.

#### Conquest Adds Three

Conquest Adds Three
Conquest Alliance Co. last week
acquired the exclusive representation for two stations in Havana and
one in Bolivia. Latter outet is
CPX. La Paz, which operates on,
5,000 watts.
Havana transmitters are CMX,
1,000 watts, and CMW, 1,400 watts.

announcer, producing the program, 13 weeks. WHIO. Company, 13 15-Laurel professions. Auntie Laurel, children's show, twice weekly to April 19. WHIO. Miom! Valley Breising Company, Nick Thomas beer, features 15-minute six nights weekly produces by Si Burick, sports editor of the Different Strategy of the Six Burick, sports editor of the Different Strategy of the Six Burick, sports editor of the Different Strategy of the Six Burick, sports editor of the Different Strategy of the Six Burick, sports editor of the Different Strategy of the Six Burick, sports editor of the Different Strategy of the Six Burick, sports editor o

#### ATLANTA

Carter Medicine Company, 156 one-minute transcriptions, for Carter's Little-Liver Pills. WSB.

Little Liver Pills. WSB.
Sterling Company, one afteenminute talent-show. WSB.
Walker Remedy Company, 78 onemodel of the Company of the Company
WSB.
Great and Company, Atlanta.

### **Inside Stuff—Music**

One of the elements figuring in Decca's alicged conspiracy suit and demand for \$1,000,000 damages against Brunswick, Victor, Columbia, et al., is a peeve dating back to imported talent. Heretofore, whenever one, or another phonograph recording firm brought in some Guban combo, or other foreign artist for rumbs, racial or strictly local recordings, it was the practice of the U.S. Immigration Dept. to query the opposition whether or not this imported talent was sufficiently, unique and extraordinary to warrant importing foreign labor. As a trade courtesy, and for the actual reason that no phonograph recorder wants to defray any costs of importing talent if enough of it is available locality, and of like quality, each competitive firm would usually acquiesce.

Decca recently brought in some novelly talent from Trinidad but encountered troubles with the Immigration autorities because some of the ground of the contractive of the contra

convince immigration that the artists were sufficiently unique and extraordinary.

Another angle to the intra-trade tiffing, according to Jack Kapp,
Decca's prexy, was such as Irving Mille' peeve. Mills took umbrage at
Decca of America-releasing two Duke Ellington records. Mills Is Ellington's manager. While in Europe last year Ellington made two recordnags for the British Decca outht which gives the American Decca company the Drivilege-for-release-on-this-side- Mills-deemed-this-unprofesstonal and infair in view of Ellington's exclusive contracts with Victor
and Brunswick. Kapp-argued that he didn't squawk when Brunswick took the old Lombardo, Mills Bros, Crosby and Casa Loma recordings
for Brunswick and threw them into the 25c catalog on Vocalion, just to
under-bid Decca's new 35c retail price.

Meantime, none of the defendants has flicd answer to Decca's auti.

The other side of singing film stars preferring to stay off wax is that phonograph records were successful in originally 'making' many of the present filmiustaci aimses and also any number of prominent radio bands and singers. This is an argument the recorders set for the to recalcitrant screen artists who take umbrage at the hinteriand radio one-lungers etherizing their disks promiscuously.

The recorders argue that despite the multiplicity of broadcasts from

The recorders argue that despite the multiplicity of proaccasts from these lesser air stations, it's not detrimental because, everything in that nature comes under the head of exploitation. The more often a singing film star is heard on the wax, the better it reacts for the boxofine, say the film execs, and some of the artists have been made-to-see it that way. Bing Crossly was one who argued against any further recording, feeling it might hurt his pictures. Latter Crosby concurred that it was the disks which made him originally, and he continues on disks.

Recording by Paul Whiteman of Johnny Green's 'Night Club Suite,' for Victor, only awaits the straightening out of copyright technicalities between the composer and Paramount.

Green, when under Par songwriting contract, composed the suite in '32 and Par claims everything within that period fails to the heritage of Famous Music Corp. Par's pub subsid. Green contends that he was only signed for pops and that no grand-work-was mentioned in his contract. Green is holding out for self-ownership of the copyright to his own-composition, figuring it may also have future film possibilitias. Until the copyright and publication rights are adjusted Victor cannot undertake the recording.

All the press services went for a Marc Lachmann release on behalf of Eddle Dowling, whom he is publicizing, in connection with Dowling's interest if asome new Jimmy Walker lyrics. It develops that the ex-Mayor of New York and lyricist of Will You Love Me in December As You Did in May? had signed an open contract with an Arlington, N. J., versifier, by the name of Grobholz, on future songwriting collaboration, whereupon the promotional wordsmith fashioned a flock of song lyrics and appended Walker's name as collaborator. When Dowling read some of 'em he opined that Walker never wrote those bytics.

Both members of the English music publishing firm of Campbell-Conneily are in America. Reg Connelly arrived from London in New York last week, still in a recuperative condition from a recent appen-dicitis operation, but intent on closing for a number of C-C songs with

rican music pubs.

Inny Campbell is in Hollywood with his wife, Betty Baifour, and remain on the Coast for some weeks on filmusical matters. Missour may head east ahead of her husband for a Broadway o.o.

Since Victor has the instrument business more or less sewed up it's approving the free use of some of its basic patents to other disk makers. Decca is the latest to be okayed for the Victor ecentric growe, which expedites discard of records on automatic phonograph players. Victor's attitude is that more records sold by themselves or others nutrues interest in the retail phonograph blz.

In connection with the Whiteman Week, Glen Gray first wanted to dedicate his Camel program to the dean of Jazz, in line with the general idea of musically paying national tribute to Whiteman. Camel objected that since Whiteman was on another commercial (Kraft Phenix) it wasn't sound business.

Then Gray wanted to dedicate his sustaining program to Whiteman To this CBS objected because Whiteman is on NBC.

The 8,000 ballots cast in the RKO Hillstreet, Los Angeles, and Warners ollywood 'Sweet Music' contest, for favorite bands, conducted over the ir and in hight spots in conjunction with the run of the Valice picture, looked upon as unusual.

ir and in hight spots in conjunction with the run of the valid looked upon as unusual. Managements of the two houses point out that those votin ossibility of reward, and had to supply their own postcards for possibility of reward, and man Dick Jurgens' band was the winner.

Freddie Bartholomew, English youngster who was 'David Copperfield' In the Metro film, was guested at the Hotel St. Regis, N. Y., by Johnny Green, composer-planist-conductor at the hostelry.

As recliprocal gesture young Bartholomew, publicly requested Green to Diay his 'distat' composition, 'Body, and Glory'. Green didn't bother to explain that the title is 'Body and Soul', or that it was written seven Years are.

Borrah Minevitch for years was the M. Hohner harmonica company's chief unofficial, and later official, exponent in America until recently. Carl Freed's harmonica band for Hohner, commercially on WOR, is the result of Minevitch's split with the German mouth organ outfit.

Minevitch's now conducting his own mail-order business on-behalf of a self-invented harmonica.

Johnny Green, like many another orchestra icader, is between the devil and the deep blue on the A. F. M. Local 802 ruling about \$3 a man extra for broadcasting. Raymond Moley, receiver of the Hotel St. Regis, N. Y., and Columbia Records, who have Green under contact, want the band on the air regardless, but the composer-bandleader's position is compileated by the A. F. M. restrictions.

Theory that a surprise new face, even on the records, can be made highly commercial is the case of Bob Howard, Negro planologist on WINS, New York. Howard's first disk will hit the 10,000 mark.

#### Most Played on Air

To familiarize the trade with the tunes most on the dir around New York, the following is the listing of the songs most played on the cross-country networks leat week, in relative standing, according to the approximate number of combined plugs on WEAF, WJZ and WABC.

Fare Thee Well, Annabelle. Moon Turns Green. Everyday. Lookee, Here Comes Cookie. Little White Gardenia. Lullaby of Broadway.

Lullaby of Broadway.
Soon.
I Was Lucky.
My Heart Is an Open Book.
Blue Moon.
I'm Lost for Words.
So Red the Rose.
I Grow too Old to Dresm.
I Misunderstood.

# **DURANTE \$2,500** AT N. Y. PAREE

Jimmle Durante's in for a limited stay at the Casino de Paree, New York, starting tomorrow (Thursday), at a reported \$2.500 a week. His Metro option on his film termer coming up in May, the Schnoz must\_return to Hollywood

Schnoz must-setum to Hollywood around that time.

Harry Richman was also being negotiated for the Paree, N. T., but instead he goes into the Chez Paree, Chicago. Jack Osterman opened for a special try-out at the C. de P. last Saturday with possibility of picking up as m. c. after Durante's engagement.

The besinezzled comedian and The besinezzled comedian and been making the Broadway nite spots during Durante's engagement at Loew's Metropolitan, Brooklyn, last week, which inspired Durante's nitery comeback. Clayton may work with Durante ex-officio and it's likely for the Synday professional likely for the Sunday professional midnites that Eddie Jackson will join in an extemporaneous reunion of the Clayton-Jackson-Durante

combo.

Mitzi Mayfair, Jack Whiting, Elia
Logan and Leon Belasco orchestra
are feaving the C. de P. show, latter
being replaced by Leon Myles, newcomer to the east.

#### Dixie Lee, Wini Shaw Waxing Own Film Songs

Decca has Dixle Lee (Mrs. Bing Crosby) and Wini Shaw recording their own songs from Love In their own songs from Love In Bloom' (Par) and 'Gold Diggers

sby is also an exclusive Decca

# **Resolution Asking Bd. of Aldermen** To Impose Relief Tax on Showless Theatres Proposed by N.Y. Musicians

#### Det. Westwood's Names

Five name bands have been con-tracted for the summer outdoor season at Westwood Gardens, 13 miles out of town. This is the spot brought George Olsen and Ethel Shutta in for 10 weeks last

First namer in is Little Jack Lit-e. Jan Garber, Buddy Rogers, ed Weems and Vincent Lonez for iow. Each band scheduled for two weeks' stay.

Arrangements are being made to bring Paul Whiteman, Rudy Vallee and Waring's Pennsylvanlans in for three-day in-between dates. Buddy-Fields, of Detroit Artists Bureau, signatured for this end. Otto Huck is proprietor of West-wood Gardens.

#### **DINNER AT DEMPSEY'S** STARTS WHITEMAN WK

Most of the working name dance orchestras in New York were maestro-less around midnight, Thursday (14) when Paul White-man was honored by his musicianly conferes, as well as songwriters, music publishers and the Broadway bunch, at a gala at Jack Dempsey's restaurant. The dance masstros took the attitude that the dean of took the actitude that the deal of jazz merited their concentrated in-person presence at the midnight supper, and the leaders either made arrangements for a bow-out or just

arrangements for a bow-out or just out of the discount of the second of \$750 for the supper and vintages to which some 75 Broadwayite invited

An NBC hookup from 12-12:30 i.m. broadcast some of the speeches.

Lucille Conrad Set Back from a European and South American tour, Lucilie Conrad danseuse, is set at the Shoreham hotel, Washington, D. C.

New York musicians' union may ask the Board of Aldermen to im-pose a tax for relief fund raising-purposes on all theatres which while purposes on all theatres which while in operation do not employ—musicians, actors or stagehands. Resolution seeking this action from the municipal author/lies is slated for a yote at a meeting of the Local 802 membership in Carnegte Hail tomorrow [Thursday] midnight. To be exempt from the tax, the resolution would have a theatre employ continuously several persons in all or any of these branches, with the number—based—on-neating capacity—and admission scale.

Another resolution due to be presented at this meeting urges that this moeting urges that this moeting urges that this moeting urges that

Another resolution due to be presented at this meeting urges that members holding steady justs be restricted from taking outside jobs unless the weekly salary is fess than \$50. In that case, states the resolution, the members may accept single engagements, but the aggregate exactly a work. The control of ing off the fifth. If the layoff is impossible, and the union's executive board agrees that it is, the musician working a steady job would then be taxed 50% of his fifth week's income. Signed weekly statements of their earnings would be filed with the union's secretary.

Other resolutions that will be submitted to the meeting provide:

Member with six radio engagements not permitted to accept any other work.

Member holding a steady engage.

ments not permitted to accept any other work.

Member holding a steady engagement be prohibited from accepting a single engagement or radio work.

No man on a steady joh to control another joh and have a subset.

No engagement of any a week, with a substitute brought in for the seventh day.

No doubling on instruments, or one instrument to a man.

Member holding steady job betaxed \$3 a week for the union's resilef fund, or proportionate taxation of the employed for bonefit of the unemployed.

No member be allowed to act or

No member be allowed to act or No member be allowed to act or clown in any way in a theatre un-less the musicians are engaged for a legitimate act appearing in the same act each week at a different

theatre.

Unemployed members unable to pay dues be permitted to remain members of the union, with working cards granted them at the rate of \$2 a quarter.

Joseph Weber, prez of the American Federation of Musicians, be all the second processes of the conference of

asked for permission to close Local 202's membership books for one year.

No nember to allow an orchestra the answer of any commercial product, corporation, business, non-union member or agency without the consent of the union's executive-board.

At a meeting of the membership held in Palm Garden last Friday afternoon (15) several amendments to the union's by-laws dealing with the duties of officers were passed. Situation created by the local's enforcement of the 33 tax on pick-up-hand broadcasts, remained, unchanged up. to yesterday (Tuesday). New York Hotd Menis Association continued to refuse to meet union officials for a discussion of the last rather than pay 13 a mun for each broadcast.

#### Wanted: a Deb

Baltimore, March 19. Agency, local niter hooker, is casting around here for a deb or two with background, voice and looks. The office tried to secure Eve Symington, who is married to a Baltimorean, and who started the bluchlood fad when she went into

the Place Planae.

When efforts to bring Miss Symington falled, the agency inserted an ad-in the locally, circulated Roland Park magazine which hits the homes of the local sike socked sct. Ad didn't get a single inquiry.

If a real with, the sought quisities is found, she'll go into the Barn, nitery in the Lord Ballo hotel.

# 'Solidarity' Keynote of SPA'Speakers' Remarks: Declare Need of an Ass'n

Speakers at the annual meeting of the Songwriters Protective Association iast week at the Astor made the word 'solidarity' the keynote of their remarks. Sigmund Romberg, Gene Buck and Arthur Garfield Hays, counsel for the organization, each in turn declared that the writers today are in need of an association like the SPA more than ever before.

Gene Buck also took occasion in his, talk to comment on the gov-

his, talk to comment on the gov-ernment's anti-trust suit against the American Society of Composers, the American Society of Composers, Authors & Publisher of Which he is presented to the transfer of the transfe

bach, Jerome Kern, S and George Gershwin Another tople that came up for

discussion had to do with song folios. Benee Russell recalied the action taken by the Music Publishers Protective Association and the SPA against continuing their sanction of a nickel lyric folio published by outside interests and urged that the SPA go on record as opposed to the reprinting of lyrics by any magazine. It was suggested that the SPA eventually print its own series of song folios and market them itself.

Meeting created a new office, that of assistant y-p, and elected to, it

Meeting created a new office, that of assistant v.-p., and elected to it. L. Wolfe Gilbert, who is permanently located on the Coast. Benes. Russell was named vice-chairman of the SPA council. Romberg had urged that Russell be elected to the council in recognition of his urged that Russell be elected to the council in recognition of his virtous services to the organization, including that of editor of the SPA builetin. Those re-elected to the council were Fred E. Ahlert, Billy Rose and Sammy. Stent. Other re-elections were Romberg, prez; irving. Berlin, v.-p.: Ira Gershwin, treasurer, and Ahlert, secretary. Named as alternates on the council: were Gerald Marks, Herman-Hüpfeld, Deems-Taylor, Olio Har-bach, Jerome Kern, Sammy Leruer and Göorge Gershwin.

# GORDON AND REVEL HAVE SPLIT!

9 Bonus Awards From A. S. C. A. P.

(These awards are given to writers for all outstanding songs measured by their popularity.)

A new additional two year exclusive contract with Paramount Pictures..:

Thanks to Paramount Pictures.

4 years of pleasant and successful collaboration, under the personal guidance of BOBBY CRAWFORD.

DEEPLY Appreciating WALTER WINCHELL ORCHIDS; for Which ORCHIDS TO WALTER WINCHELL.

A 1934 Royalty melon (with our sincerest salute to ROCCO VOCCO) from Crawford Music Company on—

"Did You Ever See A Dream Walking?"—"Stay As Sweet As You Are"—"With My Eyes Wide Open I'm Dreaming"—"Love Thy Neighbor"—"Take A Number From One To Ten"—"May I?"—"College Rhythm"—"She Reminds Me of You"—"Goodnight, Lovely Little Lady"—"You're Such A Comfort To Me"—"Don't Let It Bother You"

And Many Others Too Humorous To Mention

That's What----

# GORDON AND REVEL HAVE SPLIT!

# A FROM HARRY REVEL

Once upon a time, my partner in crime without passion, MACK (Belly-Full-of-Ballads) GOR-DON, the King Kong of Crooners, asked me to go to Palm Springs, but I refused, so he went without me. While there he wrote three songs alone for Paramount's "Love in Bloom" namely—"LOOKIE, LOOKIE, LOOKIE, HERE COMES COOKIE," — "MY HEART IS AN OPEN BOOK" and "GOT ME DOIN' THINGS."

In the same picture is our waltz, "LET ME SING YOU TO SLEEP WITH A LOVE SONG." I refused to share credit on his solo ditties, as I didn't deem it fair, but it serves me right for not going along, as the songs look like real hits . . . so Good Luck, Mack! But from now on it's always reservations for two. Since then we went to Palm Springs together, and look what's coming:

#### PARAMOUNT'S "STOLEN HARMONY"

Starring BEN BERNIE and GEORGE RAFT

And Featuring Our Songs

# "WOULD THERE BE LOVE?" "LET'S SPILL THE BEANS"

Hollywood Representative, FRANK ORSATTI

# **NIGHT CLUB REVIEWS**

#### LEON AND EDDIE'S

LEON AND EDDIE'S

(NEW YORK)

Probably the most consistent mounted to the most consistent mounted to the consistent mounte

double-entendre comedy of this madouble-entendre comedy of this make winter vacash, and Leon Thas brought in the Tic-Toc Girls, Billy Reed, Faul Duke, the Noble Sissie trio, and Bernice Farks to augment (dango-tumba) occhestrata. Reed is me'ling in Davis 'place. He was last of the Eddle Jackson, Val Irving and Billy Reed trio, at the Paradise and a bright little performer, even though it's chiefly a sub-job.

frving and Billy Reed trig at the Paradise and a bright little performer, even though it's chiefly a garage and a bright little performer, even though it's chiefly a performer and Eddies, as it always has been, is that it's one of those sure-fire lively rooms. Starting with an extraor-inarily briek lunch big, then the cocktail session, dinner and after-theatre always sees a heavy turn-theatre always sees a like stop into a dead spot no matter how swaint. L&E's surefire 52 street madhouse which guarantees life always. The new April in Paris garden is with movable celling for the hot spell. It just about doubles the regular capacity, with the inside room reserved for the dance, floor, adjacent to the bar, Zito's naughty panels are no small attraction, either, immediately extaplishing the entering the sure of the specific starting of the show, the femme Tic Toos.

adjacent to the bar. Allo's naughty panels are concerned attraction panels are concerned attraction atmosphere.

Of the show, the femme Tic Tocs are unsubtle in their apic, lyrics but hold em with snappy deliberation of the show that the short panels are unsubtle in their apic, lyrics but hold em with snappy deliberation of the short panels are unsubtle in their apic, lyrics but hold em with snappy deliberation of the short panels are unsubtle and the short panels are that the customers sir right on top of him, whereas Cardini at the Casino de Parce and elsewhere the case of the short panels are the short panels and the control of the most panels are the short panels and the control of the most panels are the short panels are the shor

#### **PENTHOUSE**

(DETROIT)

Detroit, March 17.
This spot is the newest of the local night rendezvous, with Ben Pollack essaying his first attempt at cafe management. It's one of the prettiest layouts in this part of the country o

prettiest layouts in this part of encountry.
Featuring Doris Robbins (Mrs. Pollack), a floor show and the band for a no cover or minimum except a Saturday, at over with a floor and the saturday of the saturday of the saturday of the saturday of the saturday for their more with results in keeping. Pollack has a new band that he hand-picked on the Coast three months ago-asd-it

### MAURINE and NORVA

CONTINENTAL POOM HOTEL ST. MORITZ Beginning Friday, Feb. 22

Thanks to Mr. Solomon of the Central Park Casino, who said: "Maurine and Norva one of the finest teams to play the Canino." Also Hanks to Mr. Rost of the Plaza for a splendid engagement.

# JAY SEILER

HARRY BESTRY

is the smoothest to be heard from these parts in many a day. While these parts in many a day. While the same of th

the buys
Sondra and Winters dancing is
smart.

15 outstanding as to contime through foor abow, plan which has
a part of show alternating with
each dance set. This is causing considerable comment here, with patrons being entertained at all times
and-leaving-no-dull-moments.
Spot is located on top of Park
Ave. Hotel, downtown; and has perfect facilities for summer roof garfect facilities for summer roof gargen and the summer of the summ

#### **EL BOLERO** (NEW YORK)

CIL BOLENCY

(NEW YORK)

This Greenwich Village hitery (Stil street) is primed for modest purses, featuring a \$1 dinner, a marimba-type band and a couple of the company of the company of the company of the company of the scenery, its prime deficiency is that it doesn't go in for enough authentic atmosphere.

Manistement (Milo Lemus) one mode in the condition of the condition of the condition of the company o

#### 2D ROUND TO ASCAP IN ST. MORITZ SUIT

Infringement suit brought by the American Society of Composers. Authors and Publishers against the Authors and Publishers against the New York, reached the seed of the second round Monday (17) when Judge Patterson, in the New York Federal Court; ordered that the hotel's answer be struck out. As part of its defense, the hotel challenged the right of ASCAP to Impose a performance right fee since that organization has been charged by the government with being in violation of the anti-Sherman Act. Latter case is now pending in the same court.

ASCAP filed its infringement action against the St. Moritz as a result of the latter's refusal to take out a performance license.

#### C. A. ELECTION

Open Meeting March 26 for Voting

and Clarification

Popular music publishing trade will meet at the Astor hotel, N. Y., March 28 for an open election of the code authority. Also to have explained to them by John G. Paine, chairman of the Music Publishers Protective Association, various phases of, the code's operation. Among the first acts of the code authority will be that of adopting a set of by-laws and appointing an executive scoretary. Codists will also name a trade practice committee whose function will be to receive all complaints and pass them on to the code authority with recommendations as to their disposal. Trade practice group will deal with violations of the thousial—inch provisions—in-Section—8 of the Industry's code.

#### Lux Will Ride Heat

Lux Soap will keep its Sunday afternoon dramatic series on NBC running through the summer. Account had originally intend; I to fold the show at the end-of-26 weeks, or

April 14.
Program made its debut Oct. 14.

#### Squawks

With the \$3 tax thing by Local 802 of the A.F.M. (New York) limiting the name band plugs, music publishers are hollering about what the ether curtailment is doing to their

curtailment is doing to their new ditties.

Somebody pointed out that when a song is overplugged they squawk; when it's not plugged enough they also com-plain.

#### MUSIC NOTES

Dolores Farris now in the Village Barn, New York.

Dwight Fieke doing a supper en-gagement at the Savoy-Plaza, New

Dorothy Fox and Charles Waltars booked for the new floorshow at the Versailles, New York.

Franz Waxman has been signed by Universal to write an origina score for Bride of Frankenstein.

Sol Hopi and his Hawaiians cut 20 des for Brunswick last week. Harry Baily, former planist with Herbie Kay, joins Ben Bernie as ar-

Xavier Cugat renewed for an other 13 weeks on National Bis cuit Co's 'Let's Dance' program. Albert Kavelin's stand at the De troit Athletic Club extended t March 28.

Lou Alter and John Scholl have sold 'Moon Crazy' and 'One in a Million' to Warners for filmusical, 'Crashing Society.'

Larry Les's orchestra in Baker otel, Dallas, succeeding Herman Waldman.

Dixie Lee (Mrs. Bing Crosby) waxed two numbers for Decca with Orville Knapp ork accompaniment.

Tex Howard combo into Trianon, Seattle, for 12 weeks.

Carol Loeffler has recruited a band for three months' engagement at Casino ballroom, Ocean Park, Cal.

Herb Kingsley and Vickie Chase into new floor show at the Ver-sailies, N. Y. Milton Douglas also added.

Enric Madriguera opens at the Chez Paree, Chicago niterie, April 3. It's his first time in the midwest. Ben Cutler replaced Larry Siry at the Weylin, New York, last week.

Shep Fields taking Leon Belasco's lace at the Casino de Parce.

Harry Sapro, Arthur Gibbs Sneeze, Rena Estabrooks and Jerri Farrar comprise the new floor show at the Coin de Paris, New York. Niterie formerly was Gene's

Francis Pettay leaves WJW, Can ton, for WAIU, Columbus. Charles Lake preceded him in similar move

Beatrice Knight is broadcasting again over WJW, Canton, for her former sponsor.

H. A. Hutchinson, formerly with KTUL and KVOO. Tulsa, is now with the commercial department of KOMA, Oklahoma City.

Dr. Robert Katscher, Viennese composer-who-wrote When-Day-Is Done, has been added to Metro's music staff.

Ben Cutler has replaced Larry Siry in the Caprice Room of the Hotel Weylin, N. Y. Cutler also m.c. ing show comprising Raoul and Eva Reves, Rosalean and Seville and the Hernandez Brothers.

Toya Sasabe, Kay Cody and the De Limas go into the Casino Mont-clair, N. J. Marti-Michel's musikers hold over.

Dorsey Brothers orchestra dated or Nuttings-on-the-Charles, Boston, April 22.

Benny Goodman orehestra play-ing the Northeastern University junior prom April 5.

Arthur Johnston and Gus Kahn wanted by Darryl Zanuck to dish

# Waring, Lyman Each Planning **Benefits for Lavoff Musicians**

#### NOT MAKING GOOD

Out-of-Town Bands Get Chance Nothing Happens

Local situation in New York City due to the enforcement of the \$3 per man tax for unemployment re-flef within the Musicians Union has llef within the Musicians Union has opened the gates of opportunity for many obscure out-of-town bands. It's been a dream of years with some of the leaders.

But up to now the provincial combinations haven't made the grade. Not one has commanded standout attention through the new network pletups.

#### Bandits Stick Un Cincy Cafe, Take Whole Staff for 2G

Cincinnati, March 19.

James Brink, manager of the
Lookout House, and two of his employees, were beaten on the heads
by pistols and sawed-off shotguns
Monday (18) morning for resisting
three well-dressed bandits who
stuck up the over-the-river nitery,
and escaped with more than \$2,000
in cash and Jewelry. The robbery
occurred at 4:30 a.m. after all
guests had departed. Entertainers,
musiclans and waiters, 36 in numbed, were the victims.
The thugs also were armed with
a machine gun. Brink turned over
\$1,500 from one safe, the Sunday
receipts. Another safe, containing
Saturday's take, was unopened
when Brink sold the robbers on the
idea that the combination was
known only by his father, who, he
said, had departed. The ider Brink
is in Florida.

Mae Mack, singer, handed over Cincinnati, March 19

is in Florida.

Mae Mack, singer, handed over a diamond which—she valued a \$350, but retained another by placing it in her mouth.

#### **NITERIES TRIMMING** OFF FOR SUMMER BIZ

Class niteries are trimming sails even though it is expected that the Tuesday through Thursday sessions will be considerably improved with the return of the southern winter

Class spots figure that their type Class spots figure that their type of patrons have suburban residences or clubs and that kills week-end trade. Monday, besides being normally dead, is also a recuperative day for this type of customer. That leaves only Tuesday, Wednesday and Thursday for important nitery crosses.

#### ACTS HOT AND COLD ON FLORIDA SEASON

Florida nitery season was so-no for the talent. The returners, to Broadway regard; it in tota as a good vacash, some even going for a good vacash, some even going for a cost strough cut-rate, or in one or two instances, no payoris. The company of the company of

The name talent in some instances was protected by pre-payment or escrowed guarantees, but others had to chance it with the ratio of gross receipts.

up tunes for 20th Century's 'Sing. Brother, Sing.' Pair under contract to Metro.

Eddie Duchin orchestra playing the junior prom, March 29, for the Massachusetts Institute of Technology.

Maurine and Norva, ballroomists, open tonight (Wednesday) at the St. Moritz, New York.

Bernie Cummins is back before his band at the Roosevelt, New York, after an operation for an abscessed throat.

Yacht Club Boys Join the floor-show at the Hotel Navarro, New York, next Wcdnesday (27). Eddle Elkins' band stays.

Abe Lyman and Fred Waring are promoting two competitive benefits for layoff musicians, Lyman to donate the proceeds to the union for distribution and Waring to expedite the distribution of the funds to worthy known musicians through any union. Heup the sampless, sans any union. Heup the sampless, which was not been considered as augices, sans any union. Heup the sampless of the s

month of April.

Waring's plan, which he put up
to a committee of name band leaders at a New York A. C. luncheon
confab last Friday, is for selfautonomy, combining cabaret and
show features with the dance idea-

#### Lyman's Own Band at Hollywood: 55% Interest In Nitery Cost \$50,000

Abe Lyman, who bought a 55% interest in the Hollywood restaurant on Broadway for \$50,000, will spot his orchestra-into the nitery, probably March 26 or April 3. Joe Moss continues as his partner, holding the remaining at 45%. Lyman opening the season of the partner of the par

may be further delayed by an illimess which has him confined to his
home.

The Lyman deal also calls for a
piece of the Pavillon Royale, Mcrrick roadhouse on Liong Island, but
the ground lease continues in John
Steinberg's control, latter also retaining an interest in the operation.
Lyman acquired his share from
Christo (formerly of the John &
Christo (formerly of the John

#### Femmers Chased

St. Paul, March 19.
Following complaints to police, four femme impersonators doing a nightly Dance of the Fairles' at the Stables, local intery, were shaged back to Chicago by John Law.
Boys did their dance and their circulated about the tables to dance with the chiles to dance the control of the control of the control of the chiles of the chiles.

with male customers and act as hostesses. Cops objected specifically to the latter practice.

#### PHILLY 'DRUNKARD' OFF

Philadiphia, March 19.
Hotel Walton's 'Drunkard' faded'.
Thursday (14).
Hostelry had opened its roof to
the attraction after much building
of stages, etc., and a wholesale ad
campaign in the dalles, but neglectcampaign in the dailies, but neglect-ed to check building plans with local fre underwriters. As a result, the city officials caused a break-up of stage and scenic effects twice, until finally the owners gave up. Cast was recruited from local nitries.

# He Makes a Nation Dance KEL MURRAY and his Orchestra hear's Saturday hights over WEAF on the "Let's Dance Program" and providing twenty million toes with plenty of reasons to tingle. Hear him play:

WHEN I GROW TOO OLD "CLOUDS"
"Y WAS LUCKY"
"EV'RYTHING'S BEEN DONE
BEFORE"
"SINGING A HAPPY BONG"
"BLUE MOON"

ROBBINS
MUSIC CORPORATION
III 799 SEVENTH AVENUE

#### **NEW ACTS**

AGNES AYRES and GIRL BAND ('CHAMPAGNE COCKTAIL' (13)

(16)
Songs, Dances, Talk
16 Mins.; Three (Special)
Academy, N. Y.
Agnes Ayres in a new presentation, Ex-silent film star has appeared in sketches, but this is a departure from her usual vaude-

ville fing.

Act has some good points but has been poorly routined. Miss Ayres merely tells of stalking the burning sands with the late Valentine in The Shelk, then taken Little haton before the orchestre. Little introducing of numbers and that's

introducing of numbers and that's all the Barnes, who has figured Ruthe Barnes, who has figured Ruther Barnes, who has figured weren! vaude offerings lately, lose since tape but something should be done about her costuming. Two other girls specialize, one supplying imitations and pranks which register nil, the other doing an acrobatic dance fairly well. But latter can't follow Miss Ball. But latter can't follow Miss Ball. But latter can't follow Miss Ball. But Batter Can't follow Miss Batter

"LAZY DAN' (2)
Songs, Piano.
11 Mins.; Two
Orpheum, New York
This is only for the record. 'Lazy
Dan' is Irving Kaufman, of the Kaufman Brothers, and a vaude vet. The Lazy Dan monicker is from WABC, over which station he broadcasts on Sundays. Blonde accompanist with him on the stage

accompanist with him on the stage.

Kaufman does not hug the mike and is okay all the way. He sings what the old folks like and also outlines his air chores, showing how he does several characters over the ether, by himself. Had an easy time here.

Sham.

CECIL GORE

DECIL GORE Impersonations 14 Mins.; One of Orpheum, Incolor Orpheum, Incol

#### STARR, ROLLO and DITSON

In "THEY'RE OFF" nks to 'CHEZ PAREE FOLLIES

Dance Flash ( 21 Mins. Palace, N. Y.

Mackin Megley produced this act and he's a producer with consideration he was a new of at the Palace. It impresses here as an act which has everything except taient.

Obviously there's something decidedly wrong and digging is necessary to figure it out. Story is that the theatre is piaying, it wrong loss seems the heatre is piaying, it wrong loss seems the heatre is piaying. It wrong loss with the show, which should be interpolated to give the appearance of a unit, but it takes patience and energy and showmanship. At the Palace it is played as an act: And as an act it ab as an act was a line of ten, well out.

rance as player as an act. And as an act it's base of ten, well rought and a state of ten, well rought and a state of ten, well rought as a state of ten and a state of the st

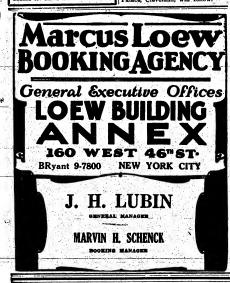
HIT and RUN Mins.; One Academy, N. Y.

Academy, N. Y.
At least the name of the act is distinctive albeit a certain information and the second of the seco

#### Par and RKO Give Downey Five Weeks

Morton Downey in April goes o his first vaude tour in five months, playing three weeks for Paramount two for RKO.

He opens at the Michigan, I troit, April 9, and makes Chicand Buffalo, his next two star RKO's Albee, Cincinnati, Palace, Cleveland, will follow.



R K THEATRES 1270 SIXTH AVENUE RADIO CITY NEW YORK

#### Unit Reviews

### MILTON BERLE REVUE

(LOEW'S STATE, N. Y.)
Only one thing can be said against this unit, born of a sudden desire on the part of Leew's for a provent of the part of Leew's for a provent, and that is the fact that hoofers follow hoofers. Otherwise this show is really swell entertainment, carrying a load of comedy through of its billed name, Milton Berle, Follow for the billed name, Milton Berle, Follow hoofers.

as in.

Two acts, which are spotted hadly attitude in the spotted hadly and the spotted hadly don, Reed and King, both of which hop the buck in the same style. Former contains four boys and three girls, and is used like a chorus line, except for one lads fine speare challenge dancers, good, but permitted to stay too long in this presentation.

Other acts in the show are formed to the speak of the speak of

permitted to stay too long in this presentation.
Other acts in the show are Joan Abbot, torch-singing single, and Abbot, torch-singing single, and the stay of the

a films cape.
Frescotts act, with Berie clowning as Sheepshead Bey is one of the best bits in a show replete with Berie's nimble comedy. Comic is kidding as many people as he can think of, including his mother, who cause appleause and laughs. However, a couple of nasty cracks about a ing the mention of their names, is rather dangerous.
Berle is working wave hear to the

ing the mention of their names, is rather dangerous.

Berle is working very hard in this show. Latter truns about 55 minutes and Berle is on the stage for at least—40. "He-opens—he-unit—with the stage for at least—40. "He-opens—he-unit—with two blackouts, the silnt with Frescott and then closes the show with imitations of Pat Rooney, Harry Richman and Eddle Cantor. He scored in applause and laughs all the way, the fact that he say of the supplied of the supp

#### REVUE DE VILLE (ORPHEUM, LINCOLN)

(ORPHEUM, LINCOLN)

(Incoln, March 17.

Built around Janet Adler's 10plece girl's band, this 46-minute,
unit gets along pretty well all the
way, but lacks the soot at the does

Band is okey for a femme group,
with more volume, especially in the
trumpet section, than found in most
skirt ensembles. It gets the opening,
skirt ensembles. It gets the opening,
enough to sell-well.—Show is mucadby Jimmy Dunn of Dunn and Bernice. His talk is spotty, but he
keeps a fair average.
Faul and Faulette, salircomists,
Faul and Faulette,
Faul and Faulette,
Faulette, salircomists,
Faul and Faulette,
salircomists,
Faul and Faulette,
Faulette, salircomists,
Faulette

#### FOLIES DE PAREE

(PARAMOUNT, OMAHA) (FAHAMOUNT, OMAHA)
Tolles de Paree hits an acceptable pace and maintains if throughout the hour or so it holds the stage.
No letdowns, and the fare is above
the average seen here:
'Unit mainly features girls and
novelties, with band of 18 femmes
holding down the gear stage, a cho-

#### Wondering

Washington, March 19. Is Tom Phillips planning to send a delegation of strippers to haunt the N.R.A.? That's one of the questions Bill Farnsworth is trying to an-

Farinsic's wrinkled brow re-suited from a wire by Phillips protesting any move to the the burley code. Message wound up this way: "We shall fight this to the last stitch." Errors like that don't just happen, sez Farnsie.

rus of 12, and three vaude turns that are different. More in the standard line are a dance team, two comics, a girl and the men to the standard line are a dance team, two comics, a girl and the property of the entire show the Three Jacksons and the Novelle Brothers rate tops because of the studied accompiliahment they offer. Jacksons in the studied accompiliahment they offer. Jacksons in the property of the studied accompiliahment they offer. Jacksons in the studied accompiliahment the buil come on last half-eat from their sack of bird seed and so to town with their regular them the studied and the studied at the

marches and leaps over and about her.

Band comes in for its chukker, doing a mediey, a novelty song and featuring Janice, singing and consulty an eccentric dance. The state of the state of the band in its choral number and by neon lighted tambourines for the band in its choral number and by neon lighted tambourines for the line.

Costuming.—settings—and staging, set off the show, but don't over shadow. Most in favor of the show, but don't over shadow. Most in favor of the show is until the state of the show, but don't over shadow. Most in favor of the show is until the state of the show in the show in the state of the show in t

#### Claire in J. C.

Ted Claire goes into Loew's Jersey, Jersey City, Friday (22), as house mc. for the special productions, replacing Johnny Perkins. Latter winds up a seven-week ru. Claire is booked for four weeks,

#### Fleshy Worcester

Worcester, Mass., March 19.
It has been many a month since
three stage shows were presented
here the same week, but it happened last week with stock in its first week at the Worcester; vaudeville at Plymouth, and a unit at Poli's Elm

### 15 YEARS AGO

(From VARIETY and Cupper)

N. Y. Theatre Owners' Chamber N. I. Treatre Country Craimbon of Commerce, newly formed, an-nounced it would wipe out 'all ex-isting abuses' and stand back of its members' contracts. Originated to fight the percentage plan.

Announced that Pickford, Fairbanks and W. S. Hart would all take fiyers on the speaking stage. Then they thought it over and decided not to.

Brooklyn grand jury took cog-nizance of the overcrowding of the picture theatres. Least of its wor-

Keith theatres putting in assistant house managers. To offi-clate backstage without interfering with stage manager. Sort of oneman reception committees.

Museum across from the N. Y. Palace tried to steal the House of David band from Keith's with a \$2,000 a week old. Was doing \$1,200 a week on a two-bit charge but planned to up to half a dollar if it got the whiskers.

Shapiro, Bernstein refused registration of name of Mary Lee by (Continued on page 50)

#### 'Crime Never Pavs' Is **Behind Crook Serial** On Kansas City Stage

Kansas City, March 19.

A new idea in stage presentations, in connection with pictures, is being tried out by Dublinsky Bros, in their Liberty theatre this week. It is the first of a series of sietches based on local criminal events and titled 'Calling Ail Cars'.

The set has the atmosphere of both stage and radio, as part of the talk comes through the loud speaker of the public address system, and the other from the persons on the stage. A brief synopsis of the sketch given through the loud speaker.

Scrips are written and the sketch directed by Russell Murdock. V. Care in the stage of the sketch of the sketch of the sketch of the sketch given through the sketch directed by Russell Murdock. V. Care in the sketch of the

speaker.

Sortps are written and the sketch directed by Russell Murdock. It is the intention to present a number of the sketches under the name. Calling All Care 'tite, changing twice a week. Plug is 'crime never

#### THEATRE SOUNDS NO **NUISANCE, SAYS COURT**

Easton, Pa., March 19.
Sounds emanating from a motion
picture theatre cannot be classed as
a nulsance, according to an opinion
handed down by President Judge
R. W. Lobst in the Lehigh county

N. W. Loss, in the Lensin county courts.

Infunction proceeding started against the Hamilton theatre, Allen-town, by Dr. Frank S. Boyer, who re-sides near the theatre, sought to re-strain the course of the theatre from opening the doors and xyin-dows at the rear during the presen-tation of shows. The doc lost.

#### Harry Burns' Route

Harry Burns, closing at Loew's State, N. Y., last week is set for 12 weeks with Loew, starting in Pitts-

burgh April 12.

After Baltimore, he returns for the New York time. Lyons & Lyons agented.



#### DIAMOND BROTHERS

On May 28, 1934, a London paper

"The Diamond Brothers are a comedy trio in Why Not To-night at the Palace, practically stealing the show."

Direction, Arthur Fisher, 1560 B'way

#### PAULINE COOKE

BOB RIPA

BOB RIPA
and
CHAMPAGNE COCKTAIL
with DUKE MCHALE
PALACE, NEW YORK
(This Week, March 18)
"COCKE & OZ"

Just Completed 80 Weeks Winter Garden, New York WALTER "DARE" WAHL

The Smash Comedy Hit of
"LIFE BEGINS AT 8:40"
WEEK (Mar. 18), PITTSBURGH
Per. Mgt., IRVING SHERMAN
ED DAVIDOW OFFICE

#### TRACY and VINETTE

C/O Shepperton Studios LONDON

#### DOROTHEA ANTEL

226 West 72nd St., New York City Birthday, Everyday, Convalescent Greeting Cards

in Boxed Assortments, 15 exclusive and original cards to the box, \$1.00. Special discount on large quantities. Write for Particulars

# Now It's Daylight Saving Time; New Alibi Makes Things **Look Dark for Summer Vaude**

Current trends of the vaudeville field point to a general move towards straight pictures by almost all of the indie theatres now playing stage abows, and some circuits probable for the stage of the stage of the stage of the stage of the meridian. Indie houses will be the first to feel the effects because of third and fourth-run picture product, with the circuits probably following suit on the vaude-dropping to an even greater extent than late and the stage of the stage

due

Arthur Pisher, at the beginning of
the season the leading New York
indie booker in playing time, is now
down to one week comprising Hershey, Pa., three days, and Waterbury, Conn., four days. Lewrence
Golde is down to a week and a
half, Toronto, full, and Manchester, 'Vt., split. Dowe in Front

ter. Vt. isplit.

Dowe in Front

The Dows now lead the fielt with about three on a half weeks. They are News, full, Binchanton, Wilsensen, and Seranton, splits; Gloveraville, two days; Hamilton, three days, and Endicott and Johnson City, one day, each. Next in line is Eddie Sherman, with three weeks in the Hipp and State Baltimore, and Fay's and Carmen, Philladeiphia. Fanchon & Marco, falling in the classification of indie by the state of the been deriving a good part of their income from the indie time. They'll miss it this summer.

#### TED LEWIS TO PLAY 4 TEXAS WEEKS ON %

Ted Lewis' band unit will play four weeks on the Interstate time in the south, commencing April 26 at Dallas, all dates on percentage. William, Mortis office set the deal. Show is the first to play the Interstate houses in four months, Trip also will be Lewis' first time in Texas in 15 years.

Following the Interstate dates, Lewis goes direct to Hollywood for his Metro picture.

#### Howards at \$4,000

Willie and Eugene Howard are returning to vaude, opening April 9 at the Palace, Chicago, for RKO then the Fox, Detroit, April 26, Sal-

ry \$4,000. Deal set by Curtis & Allen.

#### Bermuda Hotel Bookings

Bermuda hotels may use U. S. talent straight through the summer season. Nat Abramson, WOR art-

talent straight through the summer season, NAT Abramson, WOR art-lats manager, leaves this week for nexotiations.

Three hotels, Hamilton, Bermudiana and Belmont are especially interested in continuing their present enterturings. Political Abramson entertainment policies. Abramson will be gone four or five days to straighten out booking dates and

# MINUS MILTON BERLE

'Casino de Paree' revue is con-Milton Berle and Cardini, Marty May takes the place of Berle, who stepped out this week to go into

the State, New York.

Revised show opens for RKC at
the Shubert, Cincinnati, at \$6,500
net. Praviously, on the Leew time,
the unit out of the Manhattan Casino in N. Y. got \$8,500 net, with
Berle: separately pald.

Following Cincy, show goes to
Detroit and Chicago for Paramount,
and then to the Indiana, Indianapolis. Deals set by the William
Morris office.

#### Pittsburgh Merchants Supply Amateur Prizes

Pittsburgh, March 19. WB inaugurating weekly amateur sessions in most of its houses in this territory. Nabe theatres will stage preliminaries with regular finals each week in big-seater Enright in East Liberty.

right in East Liberty.

It's a cash-prize basis with the promise of an ultimate week at downtown Stanley with salary for the non-pros and a two-way break for Warners, through expected revenue increases and publicity from tie-up with local radio station WWSW. Weekly finals will be broadcast from Enright as a result of an exclusive tie-up with station. In many cases, cash prizes won't be footed by the circuit but are to be donated by business establishments in return for sereen plugging. in return for screen plugging.

Alvin, Harris house downtown

In return for screen plugging,
Alvin, Harris house downtown,
chiefly responsible for the amateur
nite retival, in theatres here, starting it couple of months ago and
going to two intes weekly short
time ago as result of stunt's
phenomenal success. Currently on
a straight picture basis for fortnight, Alvin continues its finger in
the amateur ple by staging its
weekly shows over KOV but, for

the amateur ple by staging its weekly show over KQV but for cash prizes only and no batt of week's stage engagement.

Another house that has gone for idea is Varlety, burleque site. in addition, burly management stages, and the burly management stages, and the burly management stages. The burly management stages are supported by Mariety and the stages of the burley has been supported by the burley b

#### Boston Goes Vaudeless: Celebration Is Over

After its costly vaude splurge of last month in Boston in commemoration of B. F. Keith's \$2d anniversary, RKO is pulling out stage shows entirely in Boston, starting April 6. Vaude goes out of the Keith-Boston on that date, with the Memorial, the scene of the big February shows, already in straight, pictures,
RKO will probably keep the stage-shows-out-until-next-fall,-although-maintaining that it will put attractions into the Memorial when they come along between now and summers end.

mer's end.

Memorial plays single features in its straight-plx policy, while the Keith-Boston, when it drops vaude, will dual it.

#### Polly Moran for London

Polly Moran has been set by Cur-tls & Allen for three weeks at the Palladium, London, Opens May 27.

#### BALTO VARIETY CLUB NEXT

Baltimore, March 19. Formation of a Variety ch will be gone four or five days to straighten out booking dates and rates.

Six more units are to be sent out mext 86 days. Bill Saxton, town manager for Loew's: Lou Rome, optom this bureau before the current tourist season folds. About 15 persons are in each troupe.

Detroit, March 19.

First repercuession of the amateur orace was rist this was a sense of the se Detroit, March 19.

# Chi NBC Offers **Act Combinations** For Vode Dates

Chicago, March 19.
Artists' bureau, of NBC here, under Nelson Shawn, has drawn up a schedule of acts under network contract and is offering these turns to vaude in double combination. Double-strength setup is generally designed to combine sinn, Double-strength setup is generally designed to combine as nigning turn with a comic, or personality act.
Combinations so. far are Marion and Jim, man and woman team, and Big Bill Childs; Joe Parsons and the Ranch Boys; Happy Jack Turner and Mac Macdoud; Morin Slieters and Mac Macdoud; Morin Slieters Macon and Stylvia Clark; Maple City Four and Bill Thompson. These are submitted as available for Saturday and Sunday booking. Kaltenmayer Kindergarten' act, consisting of six people, is offered for Wednesday dates, while Jackle Heller is being submitted for week-ends.

Besides these regular turna, NBC is now booking the Sinclair Minstrell's show, comprised of nine performers, into convention halls and throughout the midwest. Due do throughout the midwest. Due do the condition of the condition

# Performers Get Edge in Amended **Vode Code Now in Effect: Forces** Pay for 'Amateurs' and Bicycling

#### SUES FOR ROYALTY ON DOG FOOD PHIZ

John Rich, who owns Betty and Lone Eagle, police dogs in vaudeville, is suing the Laddle Boy Sales Corn. for \$1,000 in N. Y. Municipal court for breach of contract under a deal whereby Rich was to have received \$75 a week and a royalty of

curved 410 a week and a royality of loc. per case on the sales of the Eaddle dog and cat food products. Rich's dog is a renowned canine in dog circles and by reason of the use of its picture on the Laddle products the vaudevillan was origi-nally pay rolled at 715 plus.

nally pay rolled at \$75 plus.

He admits payment of three
weeks at that stipend, but says
there's been no royalty accounting
and subsequent remittances, hence
the suit filed by Julius Kendler, at-

#### Hickey-Anger as House Stagers for Fay's, Phila.

Fay's, Philadelphia, goes into policy of special productions starting Friday (22), with Hickey & Anger, unit producers in New York, in charge. Harry Anger will be the actual producer, with Eddie Sherman booking.

man booking.

House has been a vaude spot for years, this season having gone in heavily for units. First Hickey & Anger production will comprise Bert Walton, the Pastinose, Maurice and Vincent, Peggy Sinclair, and a 12-girl lime. Producers' contract with the house is for two weeks with options.

# The Trahans Scram

Al Trahan and Yukina Cameron sall for South America today (20) aboard the Britannic.

They plan remaining on the other side of the Equator for two months, going up the west coast to Cali-fornia. The dog is going along.

Vaudeville performers get a better break than they had anticipated from film code amendments covering presentation houses, which went into effect March 11 after kicking around the Recovery Administration since mid-December. Three changes

since mid-December. Three changes hpriaseology, or effect, were made by government exces in approving the amendments.

Explaining modifications are intended to better working conditions, Recovery Administration justified amendments as designed to correct abuses which have 'risen and prevent subtretuges used by insufficient with the code.

Frobably the most important Probably the most important

with the code.

Probably the most important change was to require over-time pay for extra rehearsals. Government put a stinger in the clause permitting 8 o'clock calls one a week to polish off new routines by stipulating that the added hour cannot be included as part of the regular work requirement. Added clause guarantees time and a half for any rehearsing done between 8 and 8 and 10 and 10

Another point won by actors as-Another point won by actors assures payment in dough-re-mi instead of rubber checks, prizes, ham
sandwiches, or I.O.U's. The amendment designed to curb bleyeling of
acts and to outlaw the 'amsteur'
dodge now provides that performers,
compensated in any manner,' must
get \$7.50 in coin of the realm and
must be paid the minimum for each
house in which they appear.

Includes Actor-Producere

Includes Actor-Producere
Code Juthority proposal to leave
Principale owning their acts outside
the two-week rehearsal limitation
was killed and code, as amended,
now provides that all performers,
whether principals or not, must get
half-pay whenever the rehearsal
period exceeds two weeks.
Untouched by the government and
oked as originally submitted are:
New clause permitting lay-off of
seven payless days in any six weekperiod on account of irregularity of
bookings, but with \$3 per day compensation for extra-time laid off.
Revision of clauses requiring employers to provide cash for transportation of actors fired while on
the road, but not to performers quirting on their own account.

ting on their own account.

Revised article permitting exhib

or contractors in houses with resident choruses to give a one-week layoff every six weeks instead of the one day of a week, and limiting rehearsals during the vacash period to

# Govt's Wardship of Quins Turns Into Free-for-All with U.S. Dailies, Parents

Toronto, March 19.

An attempt to stir up trouble between the government and the Dionne household is beling made by a United States newspaper syndicate which failed to secure photograph rights in connection with the famous quintuplets. Such was the charge volced on the floor of the legislature by Hon. David Croll, minister of welfare.

It is reported that the Hearst interests are trying to edge into the picture rights of the babies, Present picture rights of the babies, Present picture rights of the babies, Present picture rights of the pales, Present picture rights of the present picture rights of the present picture rights of the period of French-Canadian Women, the audience by Prime Minister Heriburn. He ministains that there will be no change in the government's decision and he will not see the parents, their legal counsel, or Leo Kervin, manager of the Dionnes senior during their recent vaudeville tour.

kervin, manager of the Dionnes senior during their recent vaude-wills tour.

The situation is further compilitated by the arrival here of Dr. Alan Roy Dafoe, the babies until they are 18. Dionne does a diverse of the service of the control of the

minister the quins trust fund which by June, will have amounted to \$200,000.

#### 'Not Freaks'

In a firm declaration that there was someone powerful behind the scenes' prompting the parties statements, Prime Minister Hopers of the government is to stop exploitation; to stop the quick talkers and chieslers from their attempts to gain control of the children. These babies are human beings and not freaks. They will not be exhibited on any midway between a sword-swallower and a bearded lady. One of those promoters was in my office and showed mea contract whereby and showed me a contract whereby he would receive 40% of the entire

he would receive 40% of the entire exhibition proceeds.'

The claim of Oliva-Dionne is that The claim of Oliva-Dionne is that the new legislation splits his family in two. He says he was told by Hon. David Croll to 'go back to the farm and forget about the babes until they are 13. Dionne does not want two separate families, one of which will consist of 'state children'. He says that when he and he wife, under a removate in The.

#### \$3 VODE AT HIPP, N. Y., TO ABET NAZI BOYCOTT

The Hippodrome theatre, New York, drops its popular opera for a one-day stand of vaude, April 30, at \$3.30 top. Show will be under the sponsorship of the Non-Sectarian Anti-Nazi Lesgue. Purpose of the presentation is to acquire funds for the league to promote the Anti-Nazi beyout in this country. Samuel Untermoyer is head of the organization.

#### Hellinger's Revue

Mark Hellinger (Mirror) makes the second Broadway columnist going vaude for a second time for Loew. Other is Ed Sullivart (News). Hellinger opens at the Valencia, Jamaica, L. I., April 5 in a revue type of show, Loew's booking office to set the talent. No further time has been laid out for him as yet. Last time he played in vaude, Hel-linger-did-a-sketch.

Norene Carney
Muriei Seabury
Walter Davies
Gioria Gilbert
Maria Desty
Harald & Loia.
Olympe Bradna
Les Manginis
Lelime Trio
Drona

Juan Guittar Emile Bores Noble Sissle Ore Carl Hoff Oro

H'Iyw'd Restauran
Fhil Harris
Leah Ray
Eliolse Martin
Sammy White
Plerce & Harris
Vera Nizas
4 Diplomark
Terry Lawlor
Barbara Blana
Milis & Kover
Virginia Vaughan
Elicen O'Conner
Jack Star
Back Star
Bedro Via Cubani

Hotel Aster

Jack Berger Ore

Jack Deuny Ore Vernons Ray Heatherton Dot, Kay & Em Barry Devine

Hotel Commede

Archie Biever Oro

Hotel Delmonice

Hotel Edison

Freddle Starr Oro Jerry Blanchard H & M Kane Hotel Fifth Ave Mishel Gorner Oro

Horaclo Zito Orc Hotel Gev. Clinter Anthony Trini Orc

Ferdenando Orch Hotel Lexington

Hotel McAlpla

Jimmy Blake Barker 3 Frank Farrell Oro Flessie Osbeck

Jack Little Ore M Schuster Oro

Hotel Gt. No

Julie Gilespie Alex Fogarty Harry Tuker Ore

H'lyw'd Rest

Delso Roberts

### Variety Bills

NEXT WEEK (March 22) THIS WEEK (March 15)

Numerals in connection with bills pelow indicate show whether full or split week

#### RKO

NEW YORK CITY
Harine (22)
Donatella Fros & C
Oline De Quincy & L
Harine (22)
Harine (22)
Harine (23)
Harine (23)
Houstri Fam
Lillian Carmen

Time (23)
Houstri Fam
Lillian Carmen DETROIT
FOR (15)
Rhytim (15)
Rhytim (16)
Rhytim (16)
Rhytim (16)
Rhytim (16)
Rhytim (16)
Radio Rubas
Frankis (Connors
KANSAS CITY
Mainstreet (21)
Vespers
Fettet & Douglas
Modiey & Dupree
Irane Vermillion C
MINNRAPOLIS
Orpheum (22)
Willis Mauss

Houstri, Form
Lillian Carmen
Tillian Gwynne Co Campus 4 Lewis & Moore Eddle Peabody 2d nart (19-21)
Sway Srandals '3
Collseum
1st haif (23-26)
Radio Ramblers
ew Parker
Two to fill)
BROOKLYN
Albee (22)

PROVIDENCE
Allieo (22)
Serge Flash
Eleanor Sherry
Cass Mack O & T
Buster Shaver OFFICIAL DENTIST TO THE N. V.
DR. JULIAN SIEGEL
PARAMOUNT BUILDING
This Wil: Mitchell & Louise; Robert Dark

(15) Rae Samuels' Rev

ROCHESTER
Kelth's (15)
Harris 2 & L
Don Cummings
Eddie South Orc
Barry & Whitleds
Great Gretanos

SYRACUSE

Keith's (22)
wery M H Co
TRENTON
Keith's
at half

rennic Parkor
Fault Times
Fault Times
Fault Times
Fault Times
Fault Times
In Times
I Frank Parker Silm Timblin Paul Tisan

Keith's 1st half (23-25) Camilla's Birds Popeye Hal Sherman Vornen Rethburn

Frank Hunter & F.
Ina Ray

Farisian Standais

Faris

Loew

NEW YORK CITY Capitel (22)

Metropolitas (22)
Alf Loyal's Stalilons
3 Fonzalis
Hacket & Trisault
Frances Arms
Freedy Martin Ore
Valencia (22)
Benny Davis Co Capitel (22)
Helen Denizen
Florence & Alvarez
Bonner & Newman
Danny Dare Giris
Boulevard
1st hait (23-25)
Monroe & Grant
March & Play
J & K Loe
Jimmy Sayo J& K Loe Jimmy Savo Dance Dreams

Valencia (22)
Valencia (24)
Benny Davis Co
BARTIMORE
Century (28)
3 Kanas
Russell-Marconi-&
Everett Marshail
Ted. Anshar
Ted. Jimmy Sayo
Danco Dreahdar
John Dengal Dengal
Jat half (22-25)
Chapelle & Cartton
Columbians
Aprice
Morrie & Campbell
Keep Moving
2d half (28-22)
Kay Hamilton
West & Page
Jack Ostornian
Gambola et (22)
Honey Fam
Lorraine & Digby
Rox. Cole Mounters
Bars & Carton
Bars & Lynton Rev
Bars (22)
Dans & Lynton Rev
Bars (22)
Dava Appolon Rev EVANSVILLE

Majestlo

2d ha!f (24-27)

Bennstris Vanities

JERSEY CITY

Loew's (22)

Johnny Perkins

Mary Small

J & M Mason

(Others to filth

B Callowny Orc PITTSBURGH Penn (22) Geo Olsen Orc BROOKLYN
Gutes Ave

1st-half-(22-25)
Felovis
Morgan & Stone
West & Page
Jack Osterman
Gambois of 1935
2d haif (22-28)
Chapells (Carton
Morris & Campbell
Jinmy, Sav

Duke Norman Rsy Cab Calloway Or WASHINGTON Fox (22)

BOSTON
Metropolitan (22)
Pete Peaches & D
Sylvia Froos
Frank Gaby BUFFALO
Buffulo (22)
4 Christensons
Stan Kavanaugh
Nina Olivette Co
Royal Uyenos CHICAGO
Chicago (22)
Barto & Mann

(16) 3 State Pros

Gracio Barrie Harriet Hayes Gaudet's Toy Shop Miles & Kover Vivian Chiesa Marbre (18) Miles & Kaver
Vivian-Chiesa
Mnrbro (15).
Runbaiand-Rev
Tho. Rimec'
Itellet & Lumb
Joaquin Garny
Callenta Volanda
Oriental (15).
Swedish Helringer
Ross Flerre & L.
Winnie & Dolly
Dalton & Craig

Pickering Dancers
Seima Marlowe
DETROUT
Michigan (22).
Gautier's Toy Shop
Hugh Herbert Co

#### Warner

TANCASTER Capitel 2d haif (21-23) ntry Club Scand PHILADELPHIA

WASHINGTON
Earle (22)
Park & Clifford
Grace DuFaye Co
DeRoze
Eton Boys
Do-Re-Mi J & M Mase Rosec J & M Mason
Roscoe Ates
Buster Shaver Co
Vitaphone Girls
Georgie Taps
WILMINGTON Queen 2d haif (21-23) Bert-Smith-U YORK Strand
2d half (21-23)
A Continental Re-

#### Independent

CHICAGO State Lake (16) Harry Rose Sherry Frayne Jackson & Gar Bradna Boya Co Pat Kennedy G & N Ryan

A & A Striker
Frank Sidney Co
DeBard Huff & S
Paul & Pauline 3
LOS ANGELES
Orpheum (13)
3 Midnight Stepper
Dave Monahan
4 Andrews Sis
Maradith & Snooze
Conrad & Miles
Prosper & Meret

#### Fanchon & Marco

Ann Ronell Roy Russell Fanchonettes Glee Club Corps de Ballet Rube Wolf Bd

PHILADELPHIA
MUTTAY Lane Co
SWAN Lucilla & E
SWAN Lucilla & E
WON COLORS EN
Plymonth
at hair (21-24)
Sayles & Lewis
Molino & Davis
Ghanes & Papper
(Others to fill)
Art Henry Co
Jimmy Pinto Co
Jimmy Pin

#### Cabarets

NEW YORK CITY

Armando's Coin de Paris Coin de Paris
Rence Estabrook
Jerry Farrar
Harry Sapro
Arthur Gibbs
Congress Consuelo Flowerton Bal Musette Arden & Duncan Geo Marechal Millard & Anita M Ferri Geovignetti Pietro Sld Austin Oro Cotton Club

Cotton Cipb
C C Rev
Mears & Mears
Nicholas Bros
Leitha Hill
Ophrela & Pimient
John Henry
Span & Los
Bill Bailey
Jessle Scott
Dynamite Hooker
Cora La Redd
Cab Calloway
Coq Ronge
Joe La Porte Oro
Cabanacan
Rigo & Campanel -rel of Fun

Beanx des Arts Nina Allen Justine Jal Tal Bruno Bruno George Thorne Angelita Loya Fox & Ballister Ralph Navelle Ore Rigo & Carmencii Miguel Di Grand Juanita Don Raphael Cordoba Sis

Cofe International inez Elvira Lita Santos Lagitanilla Los Otedas El Chicorrito

Cantina Barra Raym'nd & Lucinda Gilberto & Jose Byrnes & Gould Sis Durso Orc Gilberto & Jose
Briceno
Don Jose Oro
Casino de Paree
Jimmy Duranto
Harry Stockwell
Roul & Reyes
Leon Belasco Oro
Centrat Pis. Cuelli
Holes Carran

Wences
Wences
Paco Cansino
Mignon Dallet
Rosita Rios
Francisco Ramos
Emilio de Torre
El Morocco Helen Curran Leo Reisman Orç Chatenu Modern Paul Bass Orc Betty Bolnker Babbete Christin Tony & Sam lrving Rose's Orc
Nano Rodrego Bd
Billy Milton
Yevo & Doro
El Torendor

Tony & Sam
Club Gaucho
Senorita Leona
Club New Yorker
Loia Elliman
Comfort & Helliy
Jack Meyer Ore
Club Hichman
Wheeler, M & W
Coronnut Grove
Rela & Dunn Cocounut Gr Reis & Dunn Lloyd Garrett

Juanita Ramon Quiros Ferium & Mara Essex Honse Glen Gray Oro Firenze Sandino & Fairchild Dick Mansfield Orc Firenze Eleanor Roit
Sandino & Fairchild
Dick Mansfield Orc Chaz Chase
Flying Trapese Chas Agness
Hazel Williams
Freddy Berrans Orc
Don. Enrico

D J Escarpinter Of Trini Varela Dinorali Arguden

Dawn Patrol Cini Frank Farrell Ord Barker Trio Delmonico's

Kathleen Karr
Jimmy Kelly's
John Rockwood
3. Riviera Boys
Wayne Cook Jr
Joan-Miller
Sterling Sis
Midgie Parks
Midgie Parks
Jean-McCauley
Alma Halasy
Lean McCauley
Lean Halasy
L

La Rue Walker O'Nells Orc

Kay Kyser Ord Beverley Kirk Alex'nd'r & Swa Frances - Willer

Ches Parce
Al Trahan
Yukon Cameron
Nick Long Jr
Miles & Kover
Betty Kean
Gus Ambelm Oro College Inn Art Jarrett Eleanor Holm

Cinb Algiers y Davisou Kay Davison
Rosita
Algiers Ciub Ors
Eyelyn Camen
The Weismuellers
Kay Davidson
Sammy Kahn
Austin Maok Ors

Frank Sherman Corlies & Palmer Ercelle Sis Helene Carol Adelna Dossena Hope Parker Maurie Stanton's

Karre Lebarons Ferde Grofe Oro

James Kozaks O
Embassy Club
Evonne Falth
Ruth Joffee
Pep & Ginger
Roy Fox.
Lou Shatel
Danny Alvin's O

Rocky Twins
Helen Gray
G & C Herbert
Eddie Bikins Oro
Lester Lannin Orc French Cash umber One Cinb at Muriel

Paradise
NTG Rev
Sally Rand
I Aaronson Oro I Agronson Oro
Effenore Woods
Raye Maye
Rosesell Roland
Bernice Lee
Jayne Manners
Ching Ling Foo
Reis & Dunn

Lescargot d'Or Harriet Page Less & Eddie's Biliy Reed Paul Duke Ann Haines Hal Simpson Lee Gardner Bernice Parks

Maison LaFitte Max Dolin Orc Thamara Sinirskay

Maison Voyant A Valentino Orc Splvy Rita Belle

Walker O'Neil
Monte Hoss
Frank Marino
Peter Gallo
Maria Donia

Mon Paris Paul Guido

Normandle

Mayfair Eacht Clu

Park Lane Place Piqu Northway & Danill Harry Rosentbal U Jeanette Carlay Eve Symington

Rainbow Room Viviene Siegal Donna & Medrano Endor & Farrell Marcello Luzzato Jolly Coburn Oro

Bene Merry-Ge-Ruth Denning Reno Dudes Val Olman Oro Elts Tewer

Bavoy-Pinza
Bob Grant Orc
G & C Herbert
Dwight Fiske
Florence Herbert
Rositz & Fontan
Jos Zatour Orc

Hotel Montclair Leon Janney Leota Lane Resita Ortega Franco & Francin Ruth Urban Marti Michel Orc Sherry's Maurice & Con Alice Dawn Al Ross Jos Smith Orc Hotel New York Ozzie Nelson Orc Harriett Hillard Florence & Alvares

Sterk Club
Bobby La Branch
Gay Adams
VI Bradley
Vercelle Sis
Hayward Powers Test Grill. Geo Hall Oro Loretta Lee

Thomashefsky's Florence Ring
Mme. Charova
Irv Bercowltz
Gertle Bnilman
Ches Doberty Rev

Ubangi Cinb

Milton Douglas
Fox & Walters
Kingsley & Cha
Damy Higgens
John Rockwood
Al Ross Al Ross Jos Smith Oro Rodriguez Bd

Jerry Blanchard
Sammy Walsh
3 Boston Giris
Dolores Farris
Eddle Gale
Accent & Jenesc
Julie Wintz Orc

Accent & Jeneson Julie Wintz Orc Josh Medders Julie Wints Oro

Jack Fagan
Sheer Broe
Beebe Moffet
Alleen Cooke
Val-Vestoff
Milton Mann Ora
Waldorf-Astoria Consuelo
Hal Leltoy
Carmen Castillo
Xavier Cugat O
Heary King Ore
Beauvel & Tova

#### CHICAGO

Adelaide Keroff Gano & Rita Mary Nevells Arthur Gretlow Bob Tinsley's O

Robert Royce Eddle Scope Patricia Norma Marcy & LaBell J Cherniavsky

Delores Marcelle Jeaunette Graham Hal Hiatt's Ore

Opera Club

Palmer House

Stuart & Lea
Jay Seller
Stanley Morner
Condos Bros
Abbott Dancers
Ted Weems Ora

Paramonnt Club Biliy Gray Nan Blackstone S Roberts Joe Marino Maurie Stoin Oro

Boyale Frolics
Joe Lewis
Giggles Regan
Bebe Sherman
Marge & Marle
N & O Detrick
Dolores
Cecil Blair
Henri Lishon Oro

Henri Lishon Ori Terrace Gardes Roma Vincent Alice Blus Szita & Anis Hank, the Mule O'Brien Girls Stan Myers Oro Via Lago Rick & Snyder Chicak Stanley Peggy Laurie Lou, Blake Oro

Walnut Room

Club Minn

Edgewater Beach
Alta Warsawska
Herble Kay Orc
James Kozaks Or
Embassy Club

Paris-Vienna Rev Tom Gerun's Oro Earl Rickard Eddle Dander's O Joe Buckley Orc orc

Harry Harris Al Wagner Phil Furman Harry LeGrand Sid Raymond HI Hat Club

> Lamb's Cafe Bob Price Peggy Leonard Gwyn Rogers Edna Stanley Dodds Bros

Michelob inn Betty Moore

# Waltus Waltus (Bismarck Molel) Art Kassel Or Berfront & Earlyne Lillian La Verne Florence Solubert Ted Travero Joe Ferrone's J. Marengo Oro Murray Peck Doe Sis Patsy Leemy Texas Tommy Freds Dear Texas Tommy Freds Dear Loise LOS ANGELES

Myra Mason Murray Sis 6 Counts of Rhy Orville Knapp Or Ramon & Rosita

GELES
Les Hite Bd
El Ray Club
Gene Auetin
Gene Auetin
Gene Martin Gre
Hotlywood Stable
Paul Law Gre
Hotel Roosevelt
Joe Martin Gre
Italian Village
Masie Richardson
Gray & Hudson
Marcell Inn
Tommy Lyman Or Ramon & Rosita
Biltmore Bowl
Jimmy Grier Orc
Riythm Rascals
Beatrice Hagen
Darlens Walders
Cafe de Paree
Roy Herbeck Oro
(Agua Callente)
Nizvanse

Marcell Inn

Tommy Jyman Tommy Jyman Chuy Palmeran Chuy Palmeran Corpey Serenaters Edith Davis Dina Do Tolly Howard Jarrad Falomar Dick Jurgens Ore Parls Inn Bert Rovers Oro Singing Walters Joe Marengo Ore Sharry's (Agua Callente)
Nirvanna
Julian Marjorie
Baatrics Ynez
Armida Towsra
La Francon
The Casinos
Merissa Flores
Bobby Maytoreno
Benito Bd
Cocoannt Grove

Guy Lombardo Orc Clover Cinb Frankle Masters Bd Sharry's Bob Miller Oro Cotton Club

Mills Bros 3 Midnight Steppers Gse Redman Oro

#### Cold Feet

After announcement had been made in the newspapers of the pro-After announcement had been made in the pro-posed opening of burlesque at the old Grand Opera House here on March 9, promoters suddenly aban-doned the idea and the house con-

tinues dark.
Negotiations are now on to install dramatic stock. House was recently leased by T. M. Jones of Morgantown, W. Va. It's the only dark theatre in town.

#### Fed. Control

(Continued from page 2)

industry. As bill's advocates see things, the most that the industry can expect is that the church will not support the measure, but will adopt a neutrality stand. The legislative situation is more

adopt a heutrainy stand.

The legislative situation is more advantageous for film foes now than at any time in the past few years. In the first place, the Pettengili measure is attracting support from groups which would not go for anything as, drastic as the perennial blue nose bill originally sponsored by Grant M. Hudson of Michigan and later put forward by Representative Pattman of Texas and Representative Culkin of New York. Secondly, this Congress, unlike its predecessor, will reassemble next year, so that bill will remain alive.

On the latter point, it is noted that if sponsors can get hearings before legislators quit for the summer, they will-be a long way-toward.

before legislators quit for the summer, they will-be a long-way-toward-their goal. Then next winter the play, would be to get a vote in the house and push the proposish through the Senate, where it may be much 'easier to work in view of the attitude of the Progressive bloc toward the film code and the industry as a whole. Measure of the very as a whole. toward the lim code and the indus-try as a whole. Measure so far has not bobbed up in the Senate, advo-cates figuring the drive ought to start for strategic reasons, in the lower chamber.

#### 15 YEARS AGO

(Continued from page 48) copyright office. Wanted it for a stock songwriting signature.

Variety offered desk accommodation to yielding managers. No charge; merely an accommodation.

Lenten slump and B way houses had no new shows listed until Easter.

Chicago judge, enlisted as referee, decided Equity's Clause 14 meant-players must be paid for time cancelled. Managers claimed to the contrary. Might be the letter, but not the sense of the clause.

Al Woods closed his Business Be-fore Pleasure' No. 5 co. but he had two still out in the south and mid-west. That was show business those days.

Steamship rates practically doubled, which made it tough to play abroad.

John Emerson, of Equity, ac-cused—managers—of—kidding—the-chorus girls. Gave 'em minor prin-cipal contracts, and took away the free elsepers. Stick managers bat-tiling Equity for nine shows one week if able to give only seven pre-vious week.

Manager of one of the Gus Hill Manager or one of the Gus Hill shows deducted railroad fare from the salary of a chorus girl quitting the show. Against Equity, so play-ers, musicians and stage hands all struck. Manager capitulated.

Chicago moved to change its child actor laws after Belasco had to pull 'Daddies' because of legal troubles. Not almed at drama, but it hit all.

#### **50 YEARS AGO**

(From Clipper)

Chas. Andress, carnival man, had a litho made of his home. Offered one free to anyone who wrote for it. Was a heavy advertiser.

McKee Rankin picked up a Chinese actor on the coast for his 'Danites.' Most westerns had celestial characters those days. The Bret Harte Influence.

Broccollni, American opera singer, went to Australia for Pirates of Penzance. Christmas panto was such a hit that he drew a salary for two months before they pulled the panto.

Frank Oskes Rose went to the West Indies to try and plant sub-scriptions for a ballet tour. Sold fire extinguishers on the side. A novelty then.

Barhum & Balley got the Call-fornia railroad privileges for 1886, Meant no other circus could travel on rails wast of the Rockies. Only one each season.

In his letterheads Gus Hill called attention to the fact he was dancing a reel while swinging the clubs.

Speltarina, a trapeze performer, was doing an act with Harry Moulton. He was drinking too much and in a discussion over the matter she belted him in the eye. Later in the day he camped at her hotel and shot at her at short range. Builet missed, but her face was powder blackened.

Reported from Toronto that the Leonzo Brothers, who had son dramatic dogs, were doing such blg business they pulled the ads or of the newspapers.

At a meeting of the Actors' Fundi-it was reported that \$480 was paid out for relief in January and \$530 for February.

Complaint that at the funeral of the late Dr. Leopold Damrosch, the ushers at the Met sold seats in the stockholders' boxes.

'Ixion,' which had started as an all-femme show, now had three men in the cast. Jeff d'Angells was the latest addition.

Talk of turning the Madison Sq. Garden into a skating rink, but it didn't go through. Rinks every-where and even the saloons were kicking.

Reported the Lyceum theatre would open \$30,000 in the red exclusive of the building.

#### **Paramount**

Earle (22) Ross & Edwards Mitzl Green

(15), 3 DeLong Sis Maude Hilton Co Ina Ray Hilton Dorothy Crooker READING Astor (22) Blackstone (15) Benny Meroff U

	YORK CITY loxy (22)
Pappy	Zeke & E
Olym	olc Aces
Fradd	y Mack
Gae I	Poster Girls
Roxy.	Rhythm Orc
	re to fill)
LO	S ANGELES
	amount (14)
Patri	cia Bowman
Ann	Ronell

Hotel Park Lane Max Bergere Orc Hotel Pennsylvan Hal Kemp Ore

Hotel Plans

Hotel Rits-Cariton Rich'd Himber Oro Joey Nash Arman Vecsey Oro

Hotel Boosevett
Bernie Cummins Or
Bernice Parks
Pomeroy Rev
Sarita

Hotel St. Merits Maurine & Norva Cordoba Sis Leon Navara Oro

Hotel St. Regis Johnny Green Oro Marjory Logan Gertrude Neisen Hotel Vanderbill

Hotel Weylin
Rosaleén & Seville
Raoul & Reyes
Milton Douglas
Larry Siry Ore
Hernandes Bros

Hotel Wyndham Kathleen Karr

Club Alabam
Trudy Davidson
Viria Vaugbn
Bobby Danders
Gloria Starr
Hinton Sis
Phyliss Herry
Gale West

Courress Hotel (Jee Urbau Room

### **Show Hungry?**

One week George M. Cohan says the road is dead. The next week he thinks the road is okay. Eva LaGaillenne has so much faith in the road she'd rather play it than battle it out in New York. Fritz Lelber, one of the road's Shakespearean statiwarts, couldn't make a go of it this season and stopped his tour in mid-season. 'Roberta,' 'Ah, Wilderness' and 'As Thousands Cheer' cleaned up.

There are several indications of a desire on the part of the road for shows. Last week Washington papers burned up because Katharine Cornell announced she would play a split week in Baltimore in a new show. They think she's tilt-nosing the nation's capital. And in Baltimore the boys figured out that Jake and Lee are playing their shows everywhere except Baltimore.

Those two towns Washington and Baltimore, are evidently hotter about legit than most. In Baltimore more than a few have written Bert Lytell asking him to bring in First Legion.' And earlier in the season, in that town, someone got up a subscription and practically sold a full week of tickets for the Dolyly Cartes, offering that to the British operatic troupe to come in—but the Britisher just couldn't. All dated up. And yet, Baltimore, this week, hasn't a legit show.

Easton, Pa., reported a little theatre company, doing 'Peter Grimm,' cleaning up around the neighboring towns. Nothing else by way legit, so the natives are going for local talent.

Sook publishers report that never in history have they sold so m lays in book form. Clubs, everywhere, are buying 'em, putling plays in book form. Con, or giving readings.

There must be a demand, a yen, somewhere. Maybe, then, it's the fault of the showmen not supplying enough fodder. The case of Battimore should mean something. If Battimoreans get tirted of yelping and give up caring whether they get shows or not, maybe it won't be

# Legit Managers Agree to Attempt **Enforcement of Ticket Provisos**

Broadway managers say they are going to try enforcing the ticket control rules as set down in the revised legit code but if and when the enforcement comes, the season will be drawing to a close.

At last week's Code Authority session the ticket matter was once again the principal topic. It was decided to draw up a budget, after digesting a letter from Sol A. Rosenblatt.

decided to draw up a budget, after digesting a letter from Sol A. Rosenblatt.

Report of a special tloket committee named by William P. Farnsworth had been turned over by the
latter to Rosey, who replied to the
CA. Rosey said it was up to the
CA whether the tloket provisions
should remain in the code or be
dropped. He reminded the committeemen—that—they—asked—forteeth to be put into the control system and all that remains is to see
if they meant it,
when the meant it,
when the second is the second conmittee propersed—to—put—theproblem up to Washington, but
"Vashington-passed—the-bude-rightback to the showmen. They thereupon went into a huddle and voted
to give the code system a trial.
Budget for enforcement is expected
to call for a moderate sum.
CA does not meet saxin until

Budget for enforcement is expected to call for a moderate sum.
CA does not meet again until next week and it is not likely that the theatres and agencies will be checked to see if the rules are being followed until Easter. Understood the only regulation that is working is the retention of 25% of tickets in the box offices, severe, that there is little gypping along Broadway, what with business on the wane and few new successes registered.

#### Just Boys

New Haven, March 19.
Ziegfeld Follies' folded here in a
blaze of glory, with a near-riot being staged by Yale studes.
Saturday night about 200 rahirahers tried to crash the stage door

for a closer look at the 'glorified' femmes. A tough stage crew-held femmes. A tough stage crew held om off till a riot squad appeared and dumped five of the college boys into the Black Maria.

#### Robertson Wants Out From Hart Contract

Art Contract.

Guy Robertson, Juve in 'Great
Waltz', at the Center, N. X., has
asked Equity in a former complaint
to release him from his contract
with Max Hart on the ground that
his former agent manager is now at
alent seout for Universal and no
longer a 10% cr.

Hart states that when he made
the U connection as eastern caster
he did so with Equity's knowlege
and approval and without prejudice
to his past business as an artist'

to his past business as an artists'

NOT SO 'MERRILY'

18G Loss on Coast Production—Me Shauer's Piece

Hollywood, March 19.
Homer Curran is reported to have dropped \$18,600 on 'Merrily Wa Roll Along' in Los Angeles and Frisco-Mel Shauer, Paramount production executive, went for \$5,000 on his share of the investment and may be sued by Curran for a share of the

#### **BAL. THINKS SHUBERTS** ARE DODGING TOWN

Town is beginning to wonder more and more at the strange manner in which the Shuberts are seemingly isolating this town as far as-Booking in shows touring under their guidance is concerned.

Back a few years, when the Erlanger chain opposed the Shubert link in key cities, the brothers held a franchise-on the indie Auditorium here, late: transfering their interest to the likewise indie Maryland. Erlanger: outfit controlled Ford's. When the rivals teamed and the United Booking Office was formed, Ford's was chosen as the local site, and the Maryland was and the Maryland was a formed, Ford's was chosen as the local site, and the Maryland was continued to the control of the con

Laurally week of the control of the east coast, but Balto hasn't been

promised it.

Last week Eva Le Gaillenne hauled in her production of TrAigion for a split-week at Ford's. When the play left N. T, it Amsannounced for local showing, but not definitely dated. Then it was cancelled. Finally, after Miss Le Gaillenne took over the operation of production from Lee Shubert, the play was quickly dated for local engagement and came in.

#### MISS FREDERICK ILL

Toronto, March 19.

Fauline Frederick is temporarily out of the cast of Mary of Scotland due to lliness.

Was replaced by Leona Powers, her understudy, for the Toronto and Buffalo engagements.

#### Not Even S. R. O.

Columbus, O., March 19.

'Mary of Scotland,' due in Columbus today (19) was completely sold out at the Hartman six days before opening. Owner of theatre, with all tickets gone, quit advertising, publicity, shut up shop, and went away to rest.

Local newspapers had to answer phone calls from frantic stub-holders who thought the play was cancelled and from those seeking seats who hadn't heard of the seli-out.

It's a one-night stand.

# FORUM PASSED **UP IN EQUITY** TICKET

Regular ticket named for election Equity's Council does not in submitted by the association's younger group, known as the Actors' Forum. When the latter failed to place, any names on the nominating committee at the re-cent general meeting, a communi-cation was sent the nominators

cation was sent the nominators suggesting that the quartette be considered. Request was ignored. Possible the Forum will elect one or all of its candidates by writing or all of its candidates by writing to show much more strength than it did at the meeting, when its elate was defeated two to one. Ticket names 10 members who, if elected, will serve a five-year term. They are Waiter Abel, James Bell, Humphrey Bogart, Beulah Bondi, Elifot Cabot, Alexandra Carille, Pedro de Cordoba, Edward Fielding, Friestly Morrison and Blanche Yurka.

urka. Names for replacement to the ouncil are Helen Broderick, to erve two years; Kenneth McKenserve two years, Kenneth McKen-na, two years, and Ernest Glen-dinning, one year.

Four of those nominated for the full term are at present members of the Council.

#### **Washington Dailies** Think Kit Cornell Passing Capital Un

Washington, March 19. Announcement that Katharine Cornell had booked the break-in of her new show. Flowers in Forest, at the Maryland, Baltimore, led two Washington newspapers into burn-ups, claiming that the Capital was being neglected in favor of Balto by Miss Cornell.

Miss Cornell.

They pointed out that she debuted her 'Allen Corn' in Baltimore, and did-not parade-it-in-Washington at all; then, too, her 'Juliet' never played here.

Papers' used streamers across their dramatic pages to point up their disappointment. After they got the facts of the case off their chests, they wound up by telling the Capital playseers to commute to Balto when 'Fires' Dreaks in there, April 4-5-6. So maybe Miss Cornell or her reps won't mind so very or her reps won't mind so very

#### SCHWARTZ'S YOSHE KALB' FOR LONDON

Maurice Schwartz and Edward A. Reikhi, sailed for London Saturday. (17). Schwartz wants to produce Yoshe Kaib, his Yiddieh stage, hit, the British capital, and will talk to a West End management about it. If arranged, Schwartz will recruit most of his original company. in, New York.

#### After Film Names

Hollywood, March 19.
Anthony Brown, stager of "Tobacco Road, is expected here this
week to get a couple of film names
for the cast of his next, "There
Were Glants," set for Broadway." New play was written by Melvin Levy, author of 'Gold Eagle Guy'.

# Stagehands' Head Goes to Radio On Strong Plea for Sunday Shows; Says That Equity Must Play Ball

#### Tryout on Broadway Sans Lights, Effects

# 4 COMPANIES TALKED FOR 'HORSE'

With a second company of Three Men on a Horse in rehearsal for Chicago spotting, a third is in prospect for the road and a fourth is in sight for England. Horse race comedy is expected to be a Broadway summer holdover, regardless of the road units. It is now in its eighth week at the Playhouse, and has developed into a leader in the tlock agencies.

Third company planned would be spotted in Baltimore first, where a coterie of business men has offered to guarantee Three Men for an eight-week-engagement. That period, would cover the Maryland spring racing season. Same unit is slated for New England stands during race meets there, while the

slated for New England stands during race meets there, while the
Chicago company will strike for the
Coast's fall meetings.

Alex Yokel, who produced the play
in association with Warners, will be
the associate presenter of the London company. Presentations other
than the London unit in Europe, if
any will have as weeth water.

ory, will be on a royalty basis.

Show's Chicago opening is dated or March 31 at the Harris theatre

#### Courtney Burr Loses Suit: \$10,121 Judgment

Judgment of \$10,121 was entered by stipulation in favor of George F. Greening against Burr-Court Pro-ductions in the Supreme court, N.Y. Monday (18). Burr-Court was the corporate owner of Sailor Beware, presented by Courtney Burr. Lat-ter decided not to contest the claim

ter decided not to contest the claim and judgment was made by consent. As Burr-Court is virtually defunct, it is not clear how Greening is to collect.

When 'Sallor' was about to open at the Lyceum. N. Y., more, cash was needed to pay pressing creditors and Greening, a friend of the authors, put up \$1,750. Understood he got back about \$14,000 on the investment, but he then discovered

he got back about \$14,000 on the investment, but he then discovered the theatre was played on percentage instead of a rental and claimed ashure of the house profits.

Burr rented the Lyceum, forming The Thesplans, an operating corporation, which hooked 'Sailor' on regular sharing terms. He contendated the contendated of the contendate the 'Sailor' production had no right to share in the house profits.

#### 8-Week 'Vanities'

A season of eight weeks for an Earl Carroll's 'Vanities' is slated for the Winter Garden, N. Y., with the opening set for April 22. Presentation will be made by Carroll in association with Lee Shupert.

Understood the revue will have as its nucleus the floor show which Carroll staged at Bill Jowyer's Paim Island night club at Miami Beach.

Going on the air last night. (Tuesday) in a stirring appeal for the legalizing of Broadway Sunday legit performances, William Dempsey, president of local No. 1, stagehands' union, declared that every labor union in the State of New York except Equity favored the billis pending on the floor of both houses at Albany. It was the nearest thing to an open break between the stagehands and the actors' association with the American Federation of Labor.

Labor. Dempsey, speaking in behalf of his union and the controlling international body (I.A.T.S.E.) stated that of the 1.700 members of local No. 1. 80% are dependent on the legitimate theatre—and that an ayerage of 1.200 have been continuously unemployed for the past

seven years.

He explained that the crash in the legit theatre came prior to the crash in Wall Street. Dempsey fixed the date as 1928, when talking pictures entered the amusement fixed the date as 1928, when talking pictures cntered the amusement field, with picture people leading legit houses, out of town and shutting: them against road shows. Added that union has no quarrel with picture house shownen and, although they are 'our friends.' the legit managers are 'our greatest friends.' More Work.

almough usey are our greatest friends. More Work.

Dempsey expressed the helief that by having Sunday shows the union would be able to put more members to work and at the same time create new audiences for legit—people who cannot get to the metropolie on other days of the week. Conceding that such audiences may not be able to afford the regular ticket scales, he looks for reduced prices.

In sharply countering Equity's views on Sundays, the unionist also stated that concessions from the state of the state o

ample was zonit valaine, taken on after a disappointing run. It had 28 stagehands back stage.

Double Pay Adjustable

Stagehands head, when queried on the matter of double pay for deckhands on Stindays, indicated that his, people stood ready to regulated the requirements. Equity infered it would seek the same proportion of compensation for Sundays as the stagehands. Dempey added that the managers and his problems, without remarkers and his problems, without end the problems without end the problems without remarkers and his problems, but not the same strike since the union was formed in 1886. Equity appears to have somewhat changed its adamant Sunday attitude, but is still insistent that it can tell its members when and when not to work and under what conditions. An Equity leader said that there are 27 cities outside of New York where Sundays are permitted, but that didn't help traveling shows much. That contention was weakened by the scarcity of shows touring and no other spot in the country compares to New York in the number of week-end visitors, it was pointed out.

If and when Sunday legislation is passed and signed, the managers will place the Sunday them helds the hills provide for local option. No opposition is assistanted from city and still and the said provide for local option. No opposition is assistanted from city and still a st

# Rumpus Over Benefit May Force Changes in Theatre Authority; **Equity Investigating Charges**

**Helping Actors** 

With the Actors' Dinner Club folding at the Hotel Woodstock, N. Y., the Royal Castle restaurant on 100th street and Broadway has ar-ranged with Miss Sitgreaves of the

A. D. C. to furnish 16 meals nightly o guests.

Mildred Palmer of the Royal astle is also arranging for carare to be furnished the guests whom the Actors' Dinner Club

CALIF. STOCK.

**FOLDS** 

San Francisco, March 19. stock under operation of N. H.

'licensing' benefit shows by the recently formed Theatre Authority may lead to a change in procedure may lead to a change in procedure following a rumpus over the performance given Sunday night (10) at the imperial, N.Y. Supposed idea in back of the TA as supervision of benefits is to eliminate alleged rack-eteering in the free talent shows. Irregularities in benefits around Broadway are now believed to be rare, but the TA is counteted on the principle that all such events are under suspiction.

under suspiction.
Authority of the TA was questioned after an unsatisfactory session: between Allen Corelli and a CAZAR, LAST committee aponsoring the benefit in ald of the Home for Orphans and Aged, Woodelle, N. J., and the Jewishtemple, of that township. Corelli is the secretary of the benefit control body and is the only paid employee. He is quartered in the Actors Fund offices. Show was conducted by Henry Goldstone of the home's board and Irving Sherman, interested in the Riviera, a Jersey night club.

night club.

Sheeman, and Goldstone objected to the questions put by Corell, objected to the Ta getting a percentage of the receipts and refused to sign an application to license the show upon being informed it was revocable 48 hours prior to the date. They explained the event was not advertised, theke being distributed among their own coleries and was not advertised, theke being distributed among their own coleries and way any other charity should participate. Picketing Threat Corelli declared he would warn actors not to appear and is charged with addressing professionals appearing at Carnegie Hall on the same night, telling them not to go on at the Imperial. He also threatened to picket the elage entrance of the imperial, but did not do so.

Name players went on at the prival regard of the prival regard in the result of the rule, it merely having been prival regard in the prival recently in the association's house organ and it is doubtful it house who appears at the Imperial will be penalized. In the meantime the methods of the That to have a representative not only present at the count-up, but to have a representative not only present at the count-up, but to have a representative not only present at the count-up, but to have a representative not only present at the count-up, but to have a representative not brom-benefits was to be divided in the result of protests by The New York Society of Teachers of Dancing, Group held its third annual hall Teb: 23 at the Waldorf-Astoria, N. T., but Geen't feel it can artord to turn-over the 15% gross tickback demanded. Points out that plans for the entertainment had been made way in advance of organization—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—or—publication—of—the—TA.—so—publication—the transplaced of the deciration of Actors, calculation—the transplaced of the trans

'LIFE BEGINS AT 8:40'
Opened August 27. Majority of the first-stringers agreed
on this as the season's first
musical hit. Lesst it got were
moderate reviews from Atkinson (Times) and Hammond
(Tribune). Formir said, Only
a reviewar would suspect his
how of being a triffe dull
under a stunning eurface,'
Veriety (thes) seid: 'Life'
is plenty show.'

(Post) and Anderson (Journal), seid 'nay' to this Theatre Guild production featuring Jane Gowl. Brown called it, 'a drama which is naither fish, flesh nor fowl.' Variety (Ibee), said: 'Tem-parate success probable.'

De Luxe' was withdrawn after two weeks at the Booth. Play drew a tepid press and was hooked up too high to operate at moderate

DE LUXE
Opened March 6. First
stringers were almost unanimoue in celling this a very
dull play. Hammond (Tribmuna) termed it 'datious' and
Gabriel (Amsrican) said it
was 'about a lot of 'nearly
deed people.'
Variety (Kauf) said: 'May
draw smart mob for a short
while, but not enough or for
long.'

Three Fold-Uns

Three productions were with-drawn from Broadway last Satur-

any (10).

"Life Begins at 8:40" went to the road from the Winter Garden after running 29 weeks. It was the season's first hit. Revue virtually had the musical field to itself and before the others arrived it was out of the production red.

"Rain From Heaven' toured from the Golden (Royale) after a mod-erately auccessful engagement of 12 weeks. Held profitable pace after Theatre Guild's subscription period (five weeks), but slipped lately.

RAIN FROM HEAVEN'
Opened Dec. 24. Only two
of the first-stringers, Brown
(Most) and Anderson (Jeurnal),

# stock under operation of N. H. Carter and E. O. Bondeson, folded Saturday (16) after indifferent business. House tried hard with good talant should be suffered by the stock of the stock o **Broadway Roadshow Season with** Relief Coin Is New Minne. Idea

Minneapolis, March 19. Minneapolis, March 19.
Claiming that arrangements have been made for financial aid through the State Emergency. Relief administration, Civic Dramas, Inc., organized by a group of Twin City-ties to appanor a spring drama feetival in Minneapolis and St. Paul, is also should be supported to the state of th

high class legit field.

It's asserted that leading stars of the New York stage have been lined up and that two important premieres are set. Ushers, ciercal wooders and other will be recruited from the relief rolls and paid through government funds, the sponsors declare. Between 140 and 150 persons thus will be employed in the Twin Citles, according to these sources.

All of the actors will be from New All of the actors will be actors will be from New All of the All of the actors will be from New All

All of the actors will be from New

three theatrical Guilds (Catholic Jewish and Episcopal). Percentage from benefits was to be divided among the relief funds of all. Later

York and will be paid from funds derived from a subscription season. However, until it becomes self-susstaining, the theatre 'is to be supported by SERA funds,' says Hugh Andress, manager of the local Lyceum, which will house the season here. He also asserts date for the opening of the spring season tentatively has been set for April 22, but may be postponed until April 29. It the spring season is successful for the spring season is successful for the spring season is successful for the season with a surface of the spring season of from 12 to 12 weeks, starring Sept. 18.

Andress claims that Civic Dramas, Inc., will show Aifred Lunt and Lynn Fontanne in a modern yersion of Shakespear's "Taming of the Shrew" (Guild) in -advance-of, its Broadway presentation next fail. He also claims to have arranged for the American premiere of a new Noel Coward musical show, 'Up to the Stars,' cast for which 'now is being assembled in New York.' The Simpleton of the Unexpected Isles; 'Ian Keith and Ilka Chase in 'Accent on Youth;' the New York.' The Simpleton of the Unexpected Isles; 'Ian Keith and Ilka Chase in 'Accent on Youth;' the New York.' Andress has announced an advisory committee of leading Twin City socialities and states that the leading Minnespolis and St. Paul business organizations are co-operating. It is planned for each offering to play one week R. Minnespolis and St. Paul business organizations are co-operating. It is planned for each offering to play one week R. Minnespolis and St. Paul business organizations are co-operating. It is planned for each offering to play one week R. Minnespolis and St. Paul business organizations are co-operating. It is planned for each offering to week. Robert Henderson has been announced as director and Stewart-Chaney as senio designer.

# **Inside Stuff—Legit**

Charles D. Coburn, who will head a company doing four comedies during the Mohawk Drama Festival on the Union College campus, Schenectady, N. T., during July and August, stopped off there to confer with Dr. D. R. Fox, president of the institution. Coburn was enroute to Chicago with the 'First Leston' company. Preliminary arrangements for the appearance of the Coburns at the festival were made about two months are.

months ago will run a week, first performance being scheduled for Each play will run a week, first performance being scheduled for July 23, and the final, Aug. 17. A related drama institute, directed by Dr. Thomas H. Dickinson, former professor of drama at the University of Wisconsin, will be conducted for an eight-week period, opening

Perfect job of passing the buck down several lines was evidenced in Manhattan last week on Archibald Leish's poem-drama, 'Panic'. First it was published as a book and all the book lads wrote big pieces about the beause MacLeish is the top U. S. post from a sales standpoint. Most of them got around it by saying it probably played better than it read. Then it opened at the Imperial. N. Y., and most of the play reviewers turned the ball right back, saying that it probably read better than it played. Meantime it got more newspaper space by way of the double sponsorship and because the only play coming in last week, than any-thing size in months.

Believed to be unprecedented in Baltimore is the local Catholic laity to Balto.

Balto.

Letters are being answered personally by Lytell, thanking the writers and saying that if conclusion is reached, as to whether a week's stand in Balto would be profitable, the play will come on. Fact that Lytell blandly discusses with the letter-writing public the hinge that will or will not bring show to town—whether profit is forescen—is also deemed a departure. The letter writing has not been prompted by the local Catholic Catholi

Sam Macco, night club operator, of Galveston, Tex., is associated with Ben Bernie in backing Times Have Changed, National, N. Y. Both lade started counting profits—when-Philadelphia rated the play highly. On top of the Paris run of 12 months made the investment look okay, but New York reviewers reversed Philly opinion, and business has been mild since the premiere. Some doubt if it will stick after this week.

this week.

Show is represented under the name of Theodore Rolbein, former Russian banker, who is married to Elena Marimova, of the cast.

Abbey Players, at the Biltmore, Los Angeles, drew biggest consistant bo. support from the film crowd of any recent legit attraction there. Troups also helped states are traces, promoted by Willie Spencer and Screen Dublin company's stand almost a nightly event, many are stated attraction of the state of

Hippodrome, N.T., is again operating with pop grand opera, top being 99c. Performances are given twice weekly, as against nightly shows when that policy was originated about two years ago. Alfredo Salmagsi is the impresarie as previously.

House, is being operated by Julius Stone, former boxoffice man, who secured the lease last month. Lessee has turned a profit together with the operatic showings and other bookings, latter usually of a non-theatrical-nature.

With Three Men On a Horse settling down for a run at the Playhouse, N. X., William A. Brady will probably install a cooling plant in the theatre, anticipating the comedy will span the summer. Engineers from Warners Bros., which firm has a half interest in the attraction, loked the house over last week.

Three Men' is a first play by Cecil Holin, actor, whose first stage experience was with the Mask and Wig Club, University of Pennsylvants.

Reports-around that Katharina Cornell has changed her mind about pictures and is considering a Coast bid, but it is authentically stated that she has no intention of entering pictures.

After appearing in the forthcoming Flowers of the Forest, Miss Cornell proposes to rest and will go abroad.

Michael Myerberg, legit casting agent, is producing 'Symphony', using the name of Charles March, Inc. Myerberg waives cast commission through an Equity rule that agents who sponsor shows cannot collect commission from players.—March is the name of the play's author. Show is due to debut in

There will be four men handling publicity and promotion of the Chicago company of 'Three Men on a Horse'. Joe Flynn is in charge with Joe Roberts, Sam Clark and Hamilton Gardner making up the staff.
Roberts will contact the racing and sports departments of the dailles. Similar special assignment applies to the New York show.

Laurence Riley, author of Personal Appearance, Miller theatre, N. T., is back from Hollywood after three months, writing for Paramount. He is returning to the Coast where he has a home, to work on a new play, Cardboard Castle. es were sought immediately after the debut of 'Appear-

How distinctive specialty dance routines, such as Buddy Bradley (for-merly with the late Billy Plerce's studio) are missed came up last week when a couple of dancers were in search of a tutor. Bradley is currently

ost of these specialists are in Hollywood.

Almost every dramatic commentator and columnist dropped into Thursday night's performance (14) of 'Green Pastures' at the 44th St. N. Y., the day the original 'De Lawd', Richard B. Harrison, died. They found no visible, nervousness or sentimentality in that night's performance, and a good house.

#### **NEW TORONTO CENSOR BOARD: 'CHEER' BLAMED**

a number of citizens on the royal family skit in 'As Thousands Che a new stage censorship board for

Toronto will be appointed to re-place the former censors, who were ousted some months ago as a civic

outed some months ago as a civilo-comony measure.

Mayor Simpson says the proposed censors 'will have to arrive at de-cisions as to whether a film or play is fit for the public.' He seemingly was undawre that a government board of censors takes care of films and has jurisdiction beyond the city's administrative powers.

### Now, with Other Cities Pulling Legit, Philadelphia Wakes Un

Philadelphia, March 19, Garrick, dark for several weeks, rejoins the legit parade next Mon-day, giving Philly three houses showing activity and on April 1, a snowing activity and on April 1, a week from Monday, Samuel Nird-linger announces the definite re-opening of the Broad with his cutate policy, which did so well in the

fall.

Unusual feature will be to find four legit houses open in the traditionally dull period before Easter, whereas mid-winter weeks had only one. However, that's just another sample of Philly's crazy legit situation these days.

uation these days.

This week has two newcomers the Theatre Gulid's 'Kain from Heaven' with Jane Cowl at the Forest and 'Hollywood Holiday'-at-the Chestnut. First-named is a sub-scription offering which follows the lead of 'Mary of Scotland' by moving from the Chestnut (subscription home) to the larger-espacity Toy-

rest.

"Hollywood Hollday was originally scheduled for two weeks, then ye sheduled for two weeks, then Tuerk try-out, was booked in on March 25 and Hollday's stay was trimmed to one week. Now 'The Dominant Sex' has been switched to the Garriok and if the Daniels-Lyon-Gallaher plees originally-scheduled fortnight.

Dominant Sava—weeks or the same originally-scheduled fortnight.

fortnight.

Tominant Sex's switching to the Garrick gives that house two bookings, just when it looked as if it ings, just when it looked as if or boile of the sex o

the Garrick won on tradition and precedent.

Monday, April 1, brings the Moscow Art (Frague) Players to the Chestnut for a two weeks' stay, and Life Begins at 8:40, Philly's first more and the state of the control of the state of the control of the state of the control of the

### ABBEY'S BIG 20G IN L. A., BUT LITTLE ELSE

L. A., DUI LITLE EASE

Log Angeles, March 19.

Legit activities the past week were confined exclusively to the downtown area. with Henry Duffy atthin a confined exclusively to the downtown area. Wife looms as a probability.

Abbey Theatre Players in second and final week at the Bilmore rered and the second and final week at the Bilmore rered and east 10,500, bringing the take for the short-two weeks close to the 32,000 mark. House goes dark until April 3 when 'As Thousand Cheer comes in for either 10.

Pinates of Penzanoe, by the Lyric Players, did fairly well on its nine-day run, garnering around \$1,000, which left a little profit.

At the long-darkened Mason, Pop Goes the Wessel, semi-amateur production by Willius Goodhue, did miserably and was moved out after Belasco relighted last (Monday) nich, with the cogat production of Tobacco Rount featuring liehy-liul in his original. N. Y. parting indicates a satisfactory first week, with lighlood of a short run.

### Chi Opera \$5,400

Lincoln, March 19.
Chicago Civio Opera, presenting parts of three operas, 'La Tosca,' Tanne to the control of the gurantee on the engagement, which was underwritten by business men here as well as the University of Nebraska.

Jeritza refused to go on until she was paid her \$1,000. Company had a bad showing the night before in Des Moines and went from here continued to the control of the contro

east augmented by sixty acunecole. \$3.30 top maintained.

### **Loop Washed Up:** Single Show Is 'Legion,' Oke 10G

Chicago, March 19. Chicago's righto is down to a sin-gle legit show, and that one is pure-ly accidental. 'First Legion' came Iy accidental. First Legion' came in here a fornight ago for a two-week run under the auspices of the American Theatre. Society as its fourth play on the current subscription list. It was to have finished here on Saturday (16), but business was good anough to teach the short of the start of was good enough to keep the show

n at least another fortnight.

D'Oyly Carte Players completed two fine sessions and scrammed for

More in the concert field is the Opera Comique, which opened at the Auditorium last night.

Auditorium last night,
Shows due are Rain from Heaven'
at the Erlanger on April 1 as the
fifth American Theatre Society
show: Three Men on a Horse at
the Selwyn March 31; Life Begins
at 8:49' at the Grand on April 20,
and Mary of-Sociand, as the sixth
and final play of the American Theatre season, on May 6.

Estimates for Last Week

D'Oyly Carte Gilbert & Sulli Duyly Carte glieber & Sullivan Elayers, Enlanger Landin 1 and a layers. Enlanger Landin 1 and a layer and the sullivan Landin 1 and a layer and a laye

Other Attractions

Showboat Dixiana; 'Her First False Step.' With spring around the corner the showboat now planning on a renewed business campaign.

### \$20,000 ADVANCE SALE ON 'LIFE,' PITTSBURGH

Pittsburgh, March 19. Pittsburgh, March 19.
Looks like a strong finish to an otherwise mediocre legit season at the Nixon, with prospects, too, of the ATS winding up in a blaze of glory. Latter is the result of Guild decision to send Lunt and Fontanie here in Taming of Shrew for the week of April 22 as the fourth substants and the color of the following the fifth of t week or April 22 as the fourth sub-scription-play and 'Rain From Heaven' as the fifth on the follow-ing week. That leaves the society only one more show to provide and little difficulty is expected on this

Future Plays

\*Kind Lady', play by Edward Chodrov From. a short, story by High Walpole, will be presented April 22 by Potter & Haight, starring Grace George. H. C. Potter directing.

\*Supply Supply Supply

### **Current Road Shows**

Abbey Players, Curran, San Fran

clsco.

Ah, Wilderness, Colonial, Nor-folk, Va., 18; Lyric, Richmond, 19-20; Playhouse, Wilmington, Del., 21; Lyric, Allentown, Pa., 22; Capitol, Reading, 23.

'As Thousands Cheer,' Tech High School, Little Rock, Ark., 18; Con-vention Hall, Tulsa, Okla., 19-20; Melba, Dallas, 21-22; Worth, Fort Worth, 24.

D'Oyly Carte Repertory, Wilson, Detroit.

'First Legion.' Harris, Chicago, 'Hollywood Holiday,' Chestnut,

'L'Aiglon,' National, Washington.
'Life Begins at 8:40,' Nixon, Pittsburgh.

'Mary of Scotland,' Paramount, Toledo, 18; Hartman, Columbus, 19; Victory, Dayton, 20; Cox, Cincinnati, Mary

'Ode to Liberty,' Plymouth, Bos-

'Rain from Heaven,' Forrest, Phil-

'Sailor Beware,' American, St.

'Tobacco Road,' Belasco, Los An-

geies.
Walker Whiteside Repertory, Mar-low, Helena, Mont., 18; Babcock, Billings, 19; Hall, Bismarck, N. Dak., 20; Orpheum, Fargo, 21; Parkway, Madison, Wis., 23.

### LE GALLIENNE \$3,500 FOUR SHOWS, BALTO,

Baltimore March 19 produced 'Sailor Beware' production at the indie Maryland for a second at the indie Maryland for a second session. Opened sluggishly last week, probably a bit impeded by the fact Eug. Le Gaillenne in TAIglon' played the first half down the street at the UBO Pord's. By Wednesday show started climbing and had lover floor capacities at all performances for last half. Top is only \$1.00 to \$ performances for last half. Top is only \$1, so balcony bia, at 40c a head, is negligible. Just the mezzanine and orchestra counted, but the sestimated \$2.300 enagged represented a net profit and current weeks chances look-accellent. Second of local liftle theatre thespians, and there are no important salaries being paid, so production can get by on buttons.

buttons.

—Ford's—bas—nothing—definitely—on the books for the future, and noth—ing—announced a pending—carliest period in history at which the house briefest season, too, being lighted only seven full weeks to date.

The indie Maryland has the opening of Katharine Cornell's next Plowers of the Forest, now, in re-

Flowers of the Forest, the first hearsal. Four performances in three days, April 4-5-6, at \$3.30 top. Mail orders are already flooding. In No other touring is legit, inked in at on a straight, four-walls rental deal (\$350 a day) this year's edition of the Paint and Powder Club's annual musical revue. Club is communial musical revue. Club is comment for and the annual always does fine biz.

Estimates for 1 are Mark.

tire run, with no glowerful opposition to blemish its record: Final
week was about \$11,000, oke.
Hollywood Holday, a start, and
Hollywood Holday, a start, and
Gallagher, closed a 10-day engagement Saturday, garnering about
\$1,000 for the week, fair. Felt here
that Holday, a light, sasy-to-take
comedy, would have built—if held
len over the pic gatars.
The Drunkard, at the Copley,
still hangs on; now going into its
fifth week. Staging one night of
amateurs each week to pep up bls.
Holday, a light, same and
the start of the start of the start
Wincent Ventitree's. an amateur
Boston Blue Book annual charity
show, took over the Wilbur for final
three days of last week, affecting
blic only vaguely, if at all. Liberty
opened at the Shubert-Monday (18)
and has the town all to herself.
Prospects are good.
Yourney by Night, a new one
start, held off the boards for past
several mounts by Equity, is announced for April 1 at the Shubert.
Moscow Art. Players are-scheduled for the Shubert April 18, and
Shubert stage around Easter. Met
Opera's one week starts April 1 at
Boston Opera House, and after one
week of public ticket sale only a
handful of top price tickets are left
Dedworth' (Colonial, 5th week).
Pollshed off a very successful run
ut \$11,000. Lot of nonsense-and a very
hold queller well played, and tecute the sublic.
'Drunkard' (Copley, 4th week).
Old meller well played, and tecute the sublic.
'Drunkard' (Copley, 4th week).
Old meller well played, and tecute the public.
'Drunkard' (Copley, 4th week).
Old meller well played, and tecute the public.
'Drunkard' (Copley, 4th week).
Old meller well played, and tecute the public.
'Drunkard' (Copley, 4th week).
Old meller well played, and tecute the public.
'Drunkard' (Copley, 4th week).
Out needs mont is a beer license
to hoost bly. Last week around
\$1,200. Not enough to hold it here
long. Estimates for Last Week

"L'Aiglon," Fords (2,000; \$2.20).

"L'Aiglon, Fords (2,000; \$2.20).

"L'Aiglon, Fords (2,000; \$2.20).

"L'Aiglon, Fords (1,000).

" Estimates for Last Week

### TREASURER'S BENEFIT

Ticket Gross \$2,500 and Programs Get \$5,000 More.

its 44th annual benefit performance at the New Amsterdam, N. Y., Sun-day (17) night. Ticket gross ap-proximated \$2,500 at \$2.50 top, some

### Broadway Partially Un: 'Anything' Still Tops List at Fine \$32,000

Business along Broadway last week, when the income tax handicap was hurdled, turned out not was further slipping of grosses, but the alibis provided in advance seem to have party wasted squawks. Several attractions actually improved, including the revival of 'Rain', which is holding over this week. We will be supported by the control of the control

HUSTON \$11.000

'H'WOOD' 7G'S.

**BOSTON** 

closed a five-week run in Boston

last Saturday (16), with the prize money for last week in the bag Show led the town during its en-

tire run, with no powerful opposi-tion to blemish its record. Fina week was about \$11,000. oke.

'Mary' \$12,000

Engagements

Margaret Perry, Ceiling Zero.\*
Henry Daniell, Kind Lady.\*
Edith Barrett, Cyrle Chadwick,
Edith Barrett, Cyrle Chadwick,
Edith Barrett, Cyrle Chadwick,
Edith Cannon, Caubayne, Cannon, Caubayne, Canton,
Nezoff, Seth Arnold, Adrienne Matzenauer, James Todd, Anne Thomas,
Betsy Davis, Richard Stark, Lillian
Green, Pat Randolph and Hene Damur, Symphony.\*

Buffalo, March 19.

and The Bishop Misbehaves, \$8,000.
Closing this week: The Simpleton of the Unexpected Isles, Guildi(return, date) Barrymore: Rain',
Music Box, 'De Luxe' was an added
closing Saturday.

Black Plt' at the Civic Rep theatre is the week' as ole opening (tothe Comment of the Comment of the

tapered from high grosses, last week's gross over 113,000, which week's gross over 113,000, which house (ith week) (C-889-43.0), Newest hit on list; among mon-musical leaders; takings quote at musical leaders; takings quote at financial last states and the season of t

inal week of return date.

'Moscow Art Players, Majestle; also held over. Split week this week, with 'Monte Carlo Ballet Russe',

# Mary of Scotland, with Helen Hayes and Philip Mcrivale did a complete sell-out and standing room business at the Erlanger for four performances the last half of the week. Gross for the engagement was estimated at over \$12,000.

Treasurers Club of America held

day (17) night. Ticket gross ap-proximated \$2,500 at \$2,50 top, some patrons: tickets at \$5 each tilting the takings. Frogram topped last yedrs, the ads totaling around \$5,000. Theatre Authority, which gets 15% of the receips, does not participate in the program earnings.

### St. Patrick's Day Lambs' Gambol Has Radio Talent Topping Show

Lambs went into high again at the Waldorf, Saturday night (16), with a St. Patrick's day Gambol, preceeded by dinner and followed by a ball. In addition there was Bob Hague, permanent host of the Lambs. He's the fellow who has a good time giving other people a good time.

Lambs. He's the fellow who has a good time giving other people a good time. Show was good time, and the Dia! "A standout, bringing on James Melton, Morton Downey, Bartlett Simmons and Conrad Thibault. Each singled.

For laughs from the male Baid, there were Stoopnacle and Buid, and the stoopnacle and the stoopnacl

whitem Adams was the interophone voice of F, D.

Jimmy Savo was the show's stopper and he turned the trick with.

You Marie.

Ride Em Cowboy' was something of a scenic splurge, with warbling can be supported by the state of the range, contents and sunaimped on the range, contents and sunaimped on the range, with the ensemble well voiced there was an earned encore.

Major. Bowes' Amateur Hour, with the maje doing the m.c.ing, had plenty of name talent but somehow it did not stand up as the finale turned to the state of t

### PANIC

Archibald MacLeish's 'modern tragedy' in	
one act and two scenes, produced for three	
performances opening March 14, 1935, at	
performances opening march 14, 1930, at	
\$5.50 top. Phoenix Theatre, Inc., sponsors;	
James Light staged; cet and lighting, Jo	
Mieizinger; dances, Martha Graham.	
An Old Woman Rose McClendon	
A ManRussell Collins	
A Man Harold McCas	
A GirlJoanna Roos	
A Man	
A Man	ı
A Young Man Bernard Zanville	
A Young Girl Eva Langbord	
A Woman Paula Trueman	ł
A Young Man	
Chorus: Edward Mann, Paul Genge, Wes-	
ley Addy Albert Lewis Arthur Singer,	
Yisrol Libman, Eric Walz, Robin Batchel-	ì
ler. John O'Shughnessy, Jerome Thor:	
- Elizabeth Morison, Deirdre Hurst, La Verne	
Pine, Virginia Wellee, Amelia Barleon,	
Pine, Virginia Wellee, Ameria Barleon,	١
Elizabeth Timberman, Oeceola Archer, Bea-	ı
trice Pone, Lucille Strudwick, Mary Tar-	
cal, Margaret Craven, Morgot Loines,	
Elaino Basil.	
McGaffertyOrnon Welles	
Renkore	
Bankors	
gonton	
GuardEdword Mann	
UnemployedAbner-Biberman	
William Challes, Albert Lewis, Paul	í
Genge, Wesley Addy, Robin Batcheller	
Blind Man Harold Johnsrud	
ggeRichard Whorf	
	٠

Panic Is a pootle saga of those troublous early-1933 days he for the troublous early-1933 days he for the first of the fir

coments.
Simple and Grecian in its forthghiness, it is still ultra-contemoraneous. Nor is the verse withtit dramatic power, for MacLeish
a achieved a highly effective and
Ronnie Martin, a free-lance jour-

forcefully dramatic interpretation of the economic struggles of the big banking busto-crusto days of pre-March 4, 1932.

Fanic 181 susto-crusto days of pre-March 4, 1932.

Fanic 181 sunoscor, the Phoenix The State 181 sunoscor, the Phoenix The State 181 sunoscor, the Phoenix Thestor, Inc. (Nathan Zatkin, John Houseman and Virgil Thomson), have limited themselves. It pre-miered March 13, 1935, to a 1995 non-critical audience. Second night (Friday) was the second result of the second property of the second result of the second res

### Plays Abroad

#### MRS. NOBBY CLARKE

Play by Murray Macdonald and Gilbert
Lepnon: presented by Marie Ney Produc-
tions, Ltd., at the Comedy theatre, Feb.
27. Produced by Tyrone Guthrie.
Hilda Greyson Eame Church
Emma Hodges
Wally PatersonPercy Wallin
Elizabeth Kemp-Walton Elllot Mason
Anne Taylor
Nobby Clarke
Lieutenant-Colonel Grayson, I.M.S.,
Atholl-Fleming-
Svd Hodges
Sandy Craig
Eustace Kemp-Walton Liswellyn Rees
Joan HunterJoan Henley
Anthony Lynton
mi

### Someone at the Door

	London, March 8.
Comedy thriller	in three acts, by Doroth
	istle. Directed by Regin
d Tate. Sunda	y night presentation b
e Repertory P	layers at the Aldwyc
heatre, London.	March 8.
onnie Martin	Henry Kenda
ally Martin	Diana Churchi
Ill Reid	
rice	George Devin
C. O'Brien	Gilbert Day
arry Kapel	Basil Radfor
argeant Spedding	Walter Fitzgeral

### I. MILLER

Stride-with "STROLLIES"

A New Shoe for a New Season at a New Price

In 9 "high chadee" for Spring. \$2.00

1552 Broadway (Cor. 46th Street, Open to 9 P.M.

#### Shows in Rehearsal

'Symphony'-Michael Myer-

berg).

Journey by Night' (Trip to Presburg'—Shuberts.

'Goiling Zero'—Brock Pemberton-Warners.

Three Men on a Horse'—Alex Yoke-Warners.

'The Dominant Sex'—Bushara and Turk.

Woman of the Soil'—John Cameron.

Cameron. ameron.
'Lady of Letters' — Dmltrl

rov. 'Potash and Perimutter' (re-val)—Jos. K. Watson.

nalist, envious of crooks and mur-derers who make a fortune by writ-ing up their sordid stories, decides that murdering his sister Saily might bring him all the coin he needs. He discusses his plans with Saily and her fiance, who are quite same, when he explains the sail must be would have to turn up at the eleventh hour to secure his ac-quittal.

that she would have to turn up at the elevent hour to secure bis accupittal.

Ronnie works out his plan accurately in every detail, and his contractive in every detail, and his contractive in the second story seemed had not obvious suspect. When he is on the verge of arrest, a real murder and crook story sets in, as the police find the body of the old curetaker at the same moment, when Sally discovers place. By the time the piece ends, Ronnie has his scoop after all. He detects the conspiracy of the police sergeant with the crook leader who had stolen the jewels and murdered their, contederate, the housekeeper. Story thoroughly thrilling and plenty of wisecracks to keep dialog going. Main fault is farcical element, especially when Ronnie discovers his practical joke is involving him has every an experiment of the plane churchill as the sleter does not attain the standard she has set hereseff in Dominant Sex' yet the ries of first shanced all the derived effects. With the brainwest sex yet of the climation of Hiogleal-tites, the play might sult for American stage or Hollywood.

#### JACK O' DIAMONDS

. 1 4 5	London, Feb	. Z6.
Musical play in tw	to acts by Cliffo	rd Gre
and H. F. Malthy	: music by No	el Gay
produced by Ken	nath Duffleld	at th
Galety theatre Feb	25	7
Galety theatre, Feb Rodney Featherston	ne Hindle	Edge
Teddle Cartwright.	Meriorie	Taylo
Pepita Price	Yner A	n deneo
Mrs. Featherstone.		indoi so
MIS. Peatgerstone.	viola c	Juipto
Phyllis Featherston	eJoka	Pante
Emanuel Montero	Dino	GRIVAN
Colonel Featherston	B Hobble	Combe
Susle Crawford		Fayn
Peggy Turner	Zelma	O'Nea
Jack Denham	Richard	Dolman
Chick Osborne	Reginald	Purdel

Theatrical history proves conclusively that the story of Cinderella has always been—and still is—the most successful commercial plot synilable. We have it one call plot ayallable. We have it one call plot ayallable and the call plot ayallable and the story which has been touring for some time and came into town with the edges neatly planed and the actors letter perfect.

time and cases—the deges neatry planed and the actors edges neatry planed and the actors letter perfect.
All of them standard artists of repute and skillfully portray, their roles, Quality of the respective hits depend principally on the parts they enact. Outstanding-comedy-honors-go, to Zelma O'Neal and Reginald

enact. Outstanding comedy-honorago to Zelma O'Neal and Reginald
Purdell.

Greta Fayne, an extremely graceful danger of the standing of the full
weight, puts over a number lightly
and with polish. There is sold a
legit actor named Dino Gaivani for
the part of a fiery Argentine.

Then there are the griles, who acquit
themselves attractively, dressed and
conductors of the part of the growth of the
good one.

Lyrics sprightly; music tuneful-

London, Feb. 25.
Play in three acts by Jan Fabricius, proluced by John Fernald at, the Embases

	theatre.
	JennyRuth Wynn Owe Julia BradleyMarda Vann
į	Julia Bradley
	Lady Cynthia Chapman Shirley Ba
l	Dr. Jack Warrington Evan Thoma
	Major Bradley Wyndham Goldl
1	Mr. Randall . Anthony Sha Rev. Mark Eawrence . Alexander Archdel Manley
ł	Pour Monte Lamenage Alexander Archdol
	Monlow Inch Envience Alexander Archael
	Desired Core
	Webb Doul Cons
	Mrs. OsborneMargaret Carte
	mrs. Usborne margaret Carte
	Drummond Osborna Basil Bartlet
	HicksJames Crave
	FullerDudley Relto
	Thomas Tupper Loftus Wigram

Jan Fabricius, Dutch playwright many of whose works have been adapted for the English stage, has written this play in English. Ver-blage has been carefully edited by

### Stock, Tenters See Once Fertile Coast Turn Arid; Villainy of Pix

Stock, theatre and tent rep companies are null and almost vold on the coast, with only one stock company, the Alexan, San Francisco, operating on the entire Pacific slope. Long a pleasant and profitable field for theatre and rag rep companies, because of weather conditions and the sustained patronage in small towns due to the coast's almost year-round agricultural advantages, this year the area is a tofal blank, with pictures, as usual, setting the blams, although the fact that Toby shows have long retueed to change the stills may have something to the still of the stills may have something to the still of the still o

L.A., realizing the life ambition of all rep show operators. Murphy cleaned up for several years, but folded for good last season with only his theatre left, which finally, was sold and now grinds pictures. Hart Brothers, operating in and around Long Beach, in and out of canvas and theatres, also folded. Bob McKerste, a family rep company playing in rags, also gave upafter 10 years around these partecatering to the lows trade. Only stock company in the south this year is the Savoy Players, San Dieso, which gave up after a four the rags. Northwest, except for the 'rags. road show which loops around the Pacific, has nothing on its dramatic or canvas stages, and has little-chance of anything in the way of live, entertainment.

### Plays Out of Town

### The King's Pleasure

Beverly Hills, Cal., March 12. irce comedy in three acts, by William Periman, Staged and directed by Dick-Farce comedy in three acts, by William J. Perlman, Staged and directed by Dickson Morgan.

1. Perlman, Staged and directed by Dickson Morgan.

1. Perlman, Staged Morgan, Staged Webster, Stage Staged Staged

Given a new third act, this farce-comedy of a modern mythical king-dom in Europe stands a good chance of being worthwhile stage fare. In its present form the first two acts are decidedly worthwhile, but the third stanzs is an out and out flop-po, Piece can stand a bit more ac-tion and elimination of some of the

. A. Darlington, dramatic critic the Daily Telegraph.

W. A. Darlington, dramatic critic of the Daliy Telegraph.
Fabricius is a dramatist of the Daliy Telegraph.
Fabricius is a dramatist of the Carlon of the Car

stomach, and so on all down the line.

All this its good, interesting drams, but the author beclouds the district of the line and the line and the line and an an at the lilegitimate son of the governor's wife. From then on the two stories run atong side by side, often colliding with—each other, other colliding with—each other, occurrency some difficulty in regaining their equilibrium.

Considerable of the interest in the play was due to the generally fion. Before having sufficient popular appeal, however, plece will require revision.

Budapest, March 1.

Musical comedy in two parts. Book by
Endre Solt and Ivan Tors: lyrics by Imre
Harmath; score by Szabolce Fenyes. Presented by the Royal Revue Theatre, Budarace. peet.

Cast: Erna Rubinstein: Jucy Pataky
Ferenc Lelly, Istvan Bekaasy, Jo Sziklai.

Court - Erna - Rubinstehr - Jug - Pasily - Ferenc Lelly, istvan Bekasy, 50 sikhki.

Two boys of eighteen have written this vehicle for the pretty violin virtuoso. Erna Rubinstein, who is sical isurels on two continents, but wants to top them by showing that she can sing, dance and act as well. Evidently Miss Rubinstein has god to approach that by way of a siage success, even if the stage is only that of a second-rate the earne, even when the same that the same that be approach that by way of a siage success, even if the stage is only that of a second-rate the earne, even if the same that the same time conductor and star of the college orchestra. Her neighbor in the romantic Montmartre attice is Johnny, an American boy, who can be a successful to the conductor and star of the college orchestra. Her neighbor in the romantic Montmartre attice is Johnny, an American boy, who can be conductor and star of the college orchestra. Her neighbor in the romantic Montmartre attice is Johnny, an American boy, who can be considered that the same time conductor and star of the college orchestra. Her neighbor in the romantic Montmartre attice is Johnny, and American boy, who can be considered that the same time conductor and star of the college or chestra. Her neighbor in the romantic Montmartre attice is Johnny, and American boy, who can be a supplied to the same time to the s

enough for the gill he wants to marry.

Mind wants to show him he can't crush her talent. She dresses up as a boy prodicy and enchants Verant, edorly but lady-killing planists. Ed. and the state of th

gab, and a few of the lines mightbe toned down to make it more acceptable to family audiences.

If the second is the second is a second is a second in a second is a second in a second is a second in a secon

Majesty decues and the best.
Outstanding performance is that of Felix Knight as the king. He injects plenty of clean-cut comedy time does he let up to maintain a fast-moving pace. Betty Blythe is

time does be let up to maintain a fast-moving pace. Betty Blythe is not quite so convincing as the queen, although her performance rates satisfactorily.

Harold Webster is superb as the elderly tutor of the king, and Maude Moriey Fletcher as the dowager, and Ellen Clancy, as one of the queen's ladies—in-waiting, are well suited for the parts. Rest of cast is medically the superburger of the parts. Rest of cast is medically the parts of the par

### RICH MAN, POOR MAN

Carnegie Tech drama school presents a lew play by Warren P. Muneell, Jr., Acted by members of the department and lirected by E. W. Hickman. Played for ix performances at Tech'e Little Treatre.

Drama by Warren P. Munsell, Jr., Princeton undergraduate and son of the Theatre Guild's business mana-

Princeton undergraduate and son of the Theatre Guild's business manager and the substances of the Theatre Guild's business manager and the substance of it ever hitting Broadway, at least not in its present form, but may serve for intimate art groups. Action, what little there is of it revolves about the character of the substance of the substan

### Whiteside Tour Cancels, Star Stricken in Mont.

Great Falls, Mont., March 19. Walker Whiteside, on tour with his troups, is reported seriously ill here. A medico and two nurses in constant attendance

In consequence all scheduled en-

### STAGE SHOWS HADDON'S CAST, CENSOR BACK IN **SYDNEY**

Sydney, Feb. 24.

luxer managements intend bringing presentations back into their houses. First to get going will be Prince Edward with a stage band and other units. First time in over

and other units. First time in over ten years that this house has been without its regular pit orchestro. Albert Cazabon is reorganizing his musicians for stage under orders from Dan Carroli, who recently re-turned from a visit to America. Current stage attraction here is a band of entertainers from air sta-tion 2. G.B.—Carroll is reported as ready to give public new entertain-ment ideas picked up on his Ameri-can trip.

ment ideas picked up on his American trip.
Charles Munro, co-director of General Theatres also came back stating that he will introduce newstage ideas into the aces together with the importation of front rank wards not connected to the control of with the importation of front rank vaude pcfformers from England and America. Munro says that he asked his directors to consider vaude. Per-formers will probably be offered a 10 weeks contract with an option for a longer period if successful.

Tom Holt general booking manager for the F. W. Thring circuit in Tom Holt general booking circuit in the second se

### PARIS EXPO ALREADY HAS MONEY SHORTAGE

Paris, March 10.
At least \$10,000,000 is missing in
the budget of the projected Paris
Exposition of 1937. Government's allowance amounts to only \$20,000. 000 altogether, of which \$4,500,000 is

000 altogether, of which \$4,500,000 is already being spen ton widening the Jena bridge over the Seine, which will be the center of the big show, and in clearing the Government Warehouses from the fair grounds. It's planned to erect two permanent museums, as well as all the temporary structures involved in an international exposition, and money at hand will be far short. Complaints arising on all sides, also, as to slowness of planning for the show, which it's feared may not be ready in time.

Edmond Labbe, chairman of the

Edmond Labbe, chairman of the mmittee, publicly announced-yescommittee committee, publicly announced yes-terday that the exposition would go on, or he'd die in the attempt.

### SIR BEN'S IDEA

Wants Government to Finance His

Sir Ben Fuller is playing the government on an idea to maintain grand opera permanently in Australia. Knight estimates cost annually for such a troupe as around \$175,000.

\$175,000.

Government is said to be considering the idea, but regarded as doubtful whether the deal will be consummated, Fuller organization has offered to manage the opera entirely free for the government.

### Whitley Postpones

London, March 10.
Cilifford Whitley's latest Dorchester, hotel-floor, show, due-March-14, has been postponed, because of his recent illness.
Set for March 18 now, with lineup of Hollywood Girls, Charlle Collins, Margaret Sande, all doubling from 'Stop Fress,' his Adelphi revue. Newcomers are the Three Sallors, direct from their pantomine success direct from their pantomime succes at the Drury Lane, and Billy and Beverly Bemis, from Hollywood, booked when Whitley was over

### TROUBLES WITH 'LOVE'

London, March 10.
Peter Haddon is having beaucoup headaches with his show Love and Let Love's, which is an adaptation from the French. Casting trouble was first, from which he has just survived. Now the censor has been on his trail, which resulted in so on his trail, which resulted in so manufactured in the show is almost manufactured and the contract of the contr London, March 10.

ent.
Plece is playing out of town currently, and scheduled for Daly's, but at the moment does not look like materializing. Most of the cast expressed a desire to stay out of town for several more weeks to whip the show into shape.
Binnie Barnes is not satisfied with the normal water for wante, with a read with the normal satisfied.

her part and wants to yacate, with Claire Luce having been asked to give the show a looksee and maybe take the Barnes role.

take the Barnes role;
Meanwhile, Young England, has arranged to be transferred to the Piccadilly. So looks like Haddon will be called upon to pay the rent for Daly's for the time that it's kept dark.

### **Cochran-Equity** Compromise, Now He'll Do 6 Plays

London, March 19.

C. B. Cochran has settled his diffi culties with Equity and will proceed immediately to cast the first of his projected six new shows. It was a compromise settlement which yet allowed the producer to continue as in the past as regards talent.

Cochran's one desire was to be allowed to dicker with talent getting over \$100 weekly in his own fashion and without organization interference, whereas Equity wanted a closed shop policy all down the line Cochran agreed to recognize the union closed shop view as regards minor talent, including chorus girls

and supers.

One of the moves for improved conditions in show business which British Equity insists on inaugurating is the control of salary cutting, which often occure here immediately after an attraction has opened.

Under the proposed new regime office of the show of the proposed office of the show of the show and determined that such a step is warranted.

### PLAYS ABROAD

#### MIMI

(Continued from page 54)

### POOR PARIS CRITICS

They Sometimes Are Forced to Use Cabs

Parts, March 10.
Edmond See, president of the
Dramatic Critics' Association, wrote
an open letter to Max Maurey, head
of the theatre managers' group, protesting that first nights in Parls are
over so late that critics often have
to go to the unnecessary expense of
taking taxis back to their offices.
Maurey repiled he was sorry, but
it was usually impossible to pertent of the property of the service of th

### **SUNDAY VAUDE** AT PALLADIUM

London March 10 Understood the Palladium man agement will shortly start Sunday vaudeville, but it will have to be in a modified form.

Legality of Sunday vaudeville has always been a puzzle to show peo ple here. National Sunday League pie here. National Sunday League, which carried on its Sunday concerts for years, and has recently used quite a number of yaude-villians, has always contributed some of its earnings to charity. It is not known whether Russell, who operates Sunday shows at the concert of Wales, using all vaniety of the control of the con

not. Cabarets, such as the Savoy, Berkeley and Trocadero, issue seven day a week contracts, and exercise them. Even some dance halls here, which use yeudevitie turns, have the acts perform on Sundays. Only objection against entertaining on Sunday is the acts must not wear make up or use stage props, and even this rule is not strictly adhered to.

### 3D FRENCH ACTRESS RETIRES: TAKES VEIL

Paris, March 10.
Movement of Parishan actresses toward convents continued by admission of Maryse Wendling, young and locally well-known, to the order of the Missionary Sisters of Our Lady of the Apostles, who have a nunnery in Lyons.

nunnery in Lyons,

-In-taking the velt Mile. Wendling asked to be sent to the South Sea Islands to take care of lepers for the rest of her life.

During the past two years two other young French actresses, Yvonne Hautain and Suzannie Delorme, have become nuns.

panol. It produced the usual beef-ing from the conservative circles, but the murmurers didn't get any-

(Continued from page 54)

greatest asset of Miss Rubinstein, and a score with many interpolations of classical volini pieces gives her ample occasion to show it flowever, she has pienty of good screen. Her singing volce is individually the continued of the conservative circles, and the looks well in boys clothes. Her singing volce is individually the desired of the scene. There figure is far from particular the looks well in boys clothes. Her singing volce is individually the continued in the continued in the conservative content. The scene is the scene in the secone of the scene in the all manager claim the content of the scene of the scene in the scene of th

### Show Loses Money, Jap Promoter Invites Mob In, Tells Operators He Won't Leave Till Coin Is Refunded

### LIKE THE PRINCE

Everyone Happy at Wales' Visit

Budapest, March 8. ales, here for the fir time and obviously enjoying his un-official visit, which he prolonged twice.
Prince refrained from usual sight.

seeing routine but was a grand customer at night clubs and restaurants, and did plenty shop-ping. Public went crazy about

him:
Only resentment was that felt by
cameramen, since Budapest police
took Prince's wish to be spared the
onslaught of photographers, literally. Press photographers were
arrested by the score, some cameras
were broken and a lot of plates
setzed.

### F.W. Thring Taking **Crazy Shows from London to Sydney**

Sydney, Feb. 24.

F. W. Thring intends introducing the 'Crazy Revue' idea to locals in near future. Tom Hoit, g.m., is at present in London iooking over the field. Reported that Nervo and Knox will lead first revue, if present plans go through.

RNOX Will lead first revue, it present plans go through.
Thring has taken a lease of the Criterion, Sydney, opening, next week with Tolly Roger, to be followed to the tollow have have the Codar Tree. Both nows have have her man to the tollow have have the tollow have have the week, opening with 'Sweet Aloes,' to be followed by 'Eden End' and 'The Maitlands,' Britishers include Betty Bowden, Sybil Davidson, Cyril Vernon, Hilary Fisher White and James Raglan. Gabriel Toyne is producer.

ls producer.

New musicals listed include 'Jill Darling' and 'Yes Madame.' W-T Darling and Yes Madame. W-T-current shows are, 'Roberta,' Nice Goings On,' Viktoria and Her Hus-sar,' 'Music in Air' (revival), 'Old Folks at Home,' and 'High Jinks'

Beyond being interested in Ernest Rolls revue in Melbourne, the Fullers are not interesting themselves in any more legit ven-

#### Dolinoff to Cochran

London, March 10.
Charles Cochran wanted Daniel
Dollnoff (Dollnoff & Raya Sisters)
to stage some scenes for his new
Tracadero Supper show, and has

Team was engaged to play for Paramount in Paris, Cochran cabled Jacque Charles, Par producer, to release or postpone the team. Charles postponed.

### Court, Lond., Reopens

London, March 10.
After being closed for several
years, the Court theatre reopened
March 5 with a policy of fortnightly
runs of new and old plays.
Promoters were unfortunate in

their selection of the first piece. The Great Van Dyn, a poor melotheir

### CIRCUS FIRE

CIRCUS FIRE

Mexico City, March 16...

Twelve persons—two. aerialists, three clowns, two bareback riders and five customers—were seriously injured, by fite which destroyed the show tient, and allo other—damage during the farewell performance of the National Circus, a Mexican outfit, at San Gabriel, Jalisco state.

### Diamonds Back at Pal.

The Diamond Bros, are booked for a return at the Palladium, London, this time for an indefinite run, starting May 3. Dick Henry, of the Curtis & Allen office, set the deal. Diamonds, sall Saturday, (22).

Pantages Show starts for home Feb. 26 with a story about Japanese show business which will sound like a pipe-dream, or a commuter's

Show, booked by Tameo Kailama and managed by Arthur Silber, opened January 1 and played ber, openied January 1 and played to Jan. 28 on 4s original contract. At about that time Yosaburo Suzuki, original backer, apparently went broke and disappeared. His place was ruken by Kyukiel Mogi, a businessman, Mogi, Kaijyama and Silber made a new deal under which the show remained in the Nippon Gekijo losing money for both Mogi and Kaijyama until Feb. 14.

Then the house owners called on the police to throw the show out, on the ground that only 35,600 had been paid out of the \$15,500 rent for the four weeks from Jan. 29 to Feb. 25. Police did so, but the next day. Most moved into the theatre with play the should be and other of the show of the most expensive theatre in Japan. Promise to their in plays as well if the Okawa interests, which control the theatre, do not buy off the mob with enough to take care of all the operating losses.

Japanese papers report Okawa to Jan. 28 on its original contract.

treating them like ordinary crimi-nals and not like the patriots they

were.

One thing stands out in the whole affair: the Pantages Show has been siven everything it was promised and has no kick. Only way it is affected by the present iam is loss of opportunity to work.

### MILLER GRABS PLAY FROM UNDER BBC NOSE

London, March 10:

Gilbert Miller got wind of Edward
Knoblock's 'Grey Rain' being set for
broadcast production under direction of Van Gysegham. On condition that the author's negotiations
are broken off. Gilbert bought an option on the piece, leaving B. B. C.

in the air.

'Grey Rain' is Knoblock's dramatization of a like-named novel by
Horace Berliner, who until a few
weeks back was assistant to ValGielgud at B. B. C.

### Sir Ben Tries Again

Sir Hen Fries Again

Sidney, Feb. 24.
Following a successful run in Sydney, Fully a successful run in Sydney, Fully a successful run in Sydney, Fully a successful run in Motheuman per will be a full for stated that the repeat try will be in conjunction with Williamson Tait,
Although a flop on its first Melbourne run, Sir Ben hopes the second try will be a success, especially on recount of the link with W.T.

No Masthead Daily Mirror, Hearst tab Arthur Brisbane recently N. X. Daily Mirror, Hearst tab which Arthur Brisbane recently took under his direct supervision as executive oditor, has been publishing the past fortinght or so without the usual editorial masthead. A. J. Koblen, even continued to the property of the pr editor and publisher.

editor and publisher.
Presumption is that when the
new sciup eventuates a new roster
of officer, will go up on the tabloid's editorial page.

Tully's Redlighter
Jim Tully has written his first
book about women, Ladies in the
Parior, 'which J. W. Greenberg
brings out in New York in May,
Originally seged on to tell, the redlight tale by H. L. Mencken, Tully
has been five years on the chore,
urged on, as he says, by the desire
to rescue from threatened oblivion
certain hushed phases of American
life that expired with the gay '99a.
Tome titled to carry the obvious
implications, will be dramatized for
the New York stage next fall by the
author.

College Humor Sold Again
College Humor has changed hands
again. Executly sequined by the
Dell. Publishing Co., it has now
passed to Standard Magazines.
Standard already has College Life,
but it's a serious mag.
No editor for College Humor set
asy et under the new ownership, nor
has it been decided whether there
will. be. any change in content.
Meanwhile, College Humor is being
guided by N. L. Pines, the publisher,
who also personally oversees College Life. Leo Marguilles, chief editor of the Standard Magazines, is
in charge of the puble only. in charge of the pulps only.

Ned Brown's New Spot

Ned Brown's New Spot
Ned Brown, formerly sports editor
of the World, and subsequently publisher of the now defunct International Sports Magazine, has affiliated himself with Charles Goodle.
With Joseph S. Haich and Jerri
Nolan also as associates, they have
organized the Goodle Publishing Co.
Initial activity of the new group
will be to syndicate sports features
to newspapers, Erown as editor.

With the movel of Newstand Publication so large quarters, the Western Fiction Publishing Co, an affiliate, is adding a couple of new mags to its string. New ones are Star-Detective and All-Star Fiction, both edited by James Randall. Pair using mostly reprints of previously published fiction, under new titles.

Writers' Congress in N. Y.
Plans for the American Writers'
Congress being set. Will take place
in New York, with April 27 the
tentative date. Place not arranged

as yet.

Scribblers from abroad as well as a statics ones will attend, and it's expected that the event will draw the biggost assemblage of writers ever gathered in this country.

More About Show Biz

Another new theatre mag is scheduled to make its debut shortly, called Theatre News. Sponsored by called Theatre News. Sponsored by a group headed by Sam H. LaBran. it will feature the legit theatre and also cover other amusements in a smaller measure. Not a giveaway, and intended for newsstand sale. Publication will be weekly.

Henry Danziger Dead
Henry Danziger, 33, foreign exchange editor of the Cincinnati Eniquirer since 1919 and prior to that
managing editor of the Volksblatt,
Cincy German daily, died March 16
at his home in that city.

He was the uncle of Bill Dansizes ble analytick secret howe

ger, plc e publicity agent, -1 New York.

Liberal Mag Due Soon
Action, a new mag to combat,
Fascism and anti-Semitism, begins
publication soon. Almed as an international arfair, with correspondents set in every foreign capital.
Operation will evolve upon a
board of cidiors, comprising Michael
Guid, reamed Edurie, ridism Assin
Groupes.—Will be issued monthly.

On the Drama
Waller Prichard Eaton's Dramatic Evolution and the Modern Theatre will be published by the American Scholar.

Work is a short treatise wherein author claims modern drama got its seed from burlesque and the old minstrel shows.

### **Best Sellers**

Best Sellers for the week ending March 16, as reported by the American News Co., Inc.

Fiction

Of Time and River (\$3.00) By Thomas Wolfe Green, Light (\$2.50) By Lloyd C. Douglas Come and Get H: (\$2.50) By Lloyd C. Douglas Come and Get H: (\$2.50) By Edan Ferber Forty Days of Musa Daph (\$3.00) By Franz Werfel Heaven's My Destination (\$2.50) By Thornton Wilde 'A House Divided' (\$2.50) By Pearl S. Buck Non-Fiction

attitudes.

the next issue

Beauticians' Fan Giveaway

Retailers Convene May 19 Annual convention of the Ameri annual convention of the Ameri-can Booksellers Association has been set for May 19 and 20, but place not yet arranged for. As per custom, first day of the convention will be devoted to business. There will be a bannua

be a banquet on the closing

Fleming New L. L. & S. Head New set-up at Lothrop, Lee & Shepard, the book publishing house has Charles B. Fleming the new head. Fleming will hold the posts

of both president and treasurer. Additional directors are Lucile fulliver and Ethelbert V. Grabili. Miss Gulliver also heads the con-

ditorial department.

Enid Bagnold Back Enid Eagnold will reappear on the scene this month with 'National Velvet,' to be published by Morrow Co, March 27. This is her first novel in 10 years.

in 10 years.

In private life she is the wife Sir Roderick Jones, chairman of Reuter News Service in London.

Actor a Laborer

(Continued from page 1) ruling was that. Hymer was not obligated to abide by the Academy's award because his contract with the studio came under the heading of a labor agreement and was therefore exempt from arbiration machinery

of the California law.
Judge Kennys interpretation is
contrary to a recent decision by
Judge Leon Yankwich in which the

Gulliver

W. K. Bassett, who has been running the brightly ne Benft Weekly over the brightly ne Benft Weekly over the been trying an apperiment on that California spot. He has revived his earlier Carmel Cymhail in response to a number of requests, and explains it's a tryout. A copy was placed in each of the 1,285 postoffice boxes in Carmel, each with a return posterd. If, he gets enough subscriptions, he'll keep on. Otherwise he makes the threat that Carmel will have to be content with the Pine Cone, the opposish local weekly.

More Reprints

John B. Snow has a new book re-John B. Snow has a new book re-print idea, which he will put in-practice under the firm name of Re-Publisher. Has taken office space, in the midtown section and is now engaged in assembling an organiza-

tion.

Book reprint thing attracting many newcomers to the field, who are giving stiff competition to the old stand-bys such as Grosset & Dunlan, Burt and Blue Ribbon.

Dunlap, Burt and Blue Ribbon.

2 New Colored Mags
Harlem is becoming more and
more articulate. Two new mags
are in the making to be published
from there, both to combat oppression and discrimination.
One of the mags is to be known
as The Negro Liberator, and Merrill C. Work will publish. Other is
to be sponsored by a group known
as Vanguard, and will be called
Struggle. Both publications will use
a miscellany of matter.

Tea for Needy Scribes

Authors' League has arranged a tea to be given at the home of Mr and Mrs. Lyman Beecher Stowe in and Mrs. Lyman, Beecher Stowe in New York March 31 for the benefit of its fund for needy scribblers. Guests of honor will be Pearl S. Buck, Struthers Burt and Owen

Davis.
Series of teas, or literary gather-ings, as well as operation of its Bundle Shop are the means whereby the league has been raising funds for indigent fictioneers.

MeEvey On Writing Jauns
J. P. McEvey, after a year on the
Coast for Paramount, leaves there
shortly for the Orlent. His litterary will include China and Japau,
and possibly the world if he suddenly declare to protract his trip;
Purpose of Jauni is to prepare
a serious novel long an aspiration.
He will be accompanied by his two
children. children.

Strictly for Boys

Latest Jitvenile mag planned will
be one for boys only, and will be
called just that Boys. Prospective
publishers have a tie-tup with the
Boy. Rangers of Amorica, a soout
organization, by which Boys will be
recognized as the group's official
organ. John L Scherer js editing.

Denver Officers

At their annual meeting Denver Press club elected Taylor Casey, president; Joh -president: John C Taylor Gasey, president; John C. Fseeney, v.p., Ed Eyons, secretary; Paul Mayo, treasurer, and Lute Johnson, historiau. Gene Cervi, Edward D. Foster, Luke J. Kayanaugh and Leonard Kahn were elected directors.

Monthly on Economics

contrary to a recent decision by Judge-Leon-Vankwich-in-which-the-latter affirmed an Academy, award in favor of Lupe Vice. against Rowland Productions on a similar Issue, and in which Judge-Kankwich held that a motion picture actor was an artist whose special and unique services were not to be rated as labor in the legal sense. With these two diametrically opposed versions of the player's status, rate of, any actor-producer dispute faken to the court for affirmation will depend largely upon appeal.

Meantime, Hymer has filed suit for the \$1,000 he claims against Universal in municipal court. Dispute hetween actor und studol, is whether Hymer was prepared to go to work in the picture. Straight From the Heart, when he was called under Academy contract. Monthly on Economics to Important a book subject Just now. Annabel Braverman Is nithing attrangments to jubilish a mag on the subject. One of the few forme publishers, she will call her mag, the American Economic Journal, Publication to begin within a month, She Will edit.

'Park Row" Ready Hy Danb and Ross Duff Whythock, on Coast, have hied to the desert to turn out an original yarn called 'The Ble Arena.' Collabing pair recently Big Arena.' Collabing pair recently completed 'Park Row.'

Ex-Juggler New Ex-Ed Thomas F. Waldron, editor-and-chief of the Trenton (N. J.) Times Newspapers, which include the chief of the Trenton (N. J.) Times Newspapers, which include the morning Gazette, afternoon Times and Bunday Times-Advertiser, has resigned after 40 years' affiliation with the organization. He has also sold out to the owners, the James Kerney estate, his 10% interest in the newspapers. On the trend of the trend of

New Fiction Pulp Started
Harry Steeger and Harold S.
Goldsmith are issuing a new faction
pulp, Thrilling Mysteries, as the
latest addition to their popular
Publications chain. Rogers Terrill,
who edits most of the Popular
mags, is handling the editorial
reins of the new one also.

PM Goes Commercial
Those new publications that disdain advertising invariably change
their attitudes before long—if they
can last long enough without advertising revenue to change their Attorney Turns Pub.
Wendell P. McKown, lawyer, is
turning-publisher as a-sideline, has
organized the Matinicus Publishing
Co., to issue a limited number of
books and pamphiets. McKown
plcking them himself. No special
type, and will take for publication
the best things that come his way. Latest change-of-attitude is P.
ha monthly which Percy Seitl the monthly which Percy Seitlin and a number of others get out for the mag production trade. Since PM is a non-profit, co-operative affair, the boys thought they could keep it going on the sales price alone. Have found out otherwise, and will take advertising beginning with

CHATTER

Edna Ferber back from abroad. MacKinlay Kantor in town from Harry Franck and Mrs. Franck

in

Giveaway fan mag called The Hollywood Mirror will make its ap-pearance soon, for free distribution in beauty parlors. To be issued by the newly-formed Hollywood Pub-lishing Co., a subsidiary of a beauty abon, avulyment manufactures—the i Mexico.

John O'Hara back from Florida

o start a new novel.

Authors Guild is investigating the

lishing Co., a subsidiary of a beauty shop equipment manufacturer,—the Duart Manufacturing Co.
While The Hollywood Mirror will go in for general film fan matter, editorial matter and photos will stress beauty aid and hints. It will be in rotogravure. Around 56,000 beauty shops already set as distribution outlets.

Authors could a bavestigating the rental library problem.

May I will be the first issue of the revived Polloc Gazette.

Eric Hatch back on Long Island after a brief Coast trip.

Thomas Wolfe the biggest of the current novelists—in also England after but a brief stay hour wrapped with the bas Louis Paul wrapped and the but a brief stay hour wrapped in the bas Louis Paul wrapped in the bas Louis Paul wrapped with the bas Louis Paul wrapped wrapped with the bas Louis Paul wrapped with the bas Louis Paul wrapped wrapped with the bas Louis Paul wrapped wra

man's What Manner of Love.

Harry Salpeter has joined
Literary America as book editor.

Wolfe Kaufman (Vanisry) has a
short story in the current Esquire.

Hervey Allen well on with a new
novel to follow 'Aithony Adverse.'
Pemberton Wills seeling about a
place at Woodstock for the summer,
Joseph A. Judd, the publisher,
moving his mags to Rockefeller
Center.

night.

Most important matter to be dis-closed at the convention will be the effect of book price maintenance. F. Hugh Herbert's novel, 'A Lover Would Be Nice,' off the Macaulay

presses.

Ed T. Turner and Thomas
Stephen have opened a new literary

agency
Helen Steelman in Brazil to
gather data on a novel about the
coffee growers.
Phillip Wylle's novel, Footprints
of Cinderella' has been dramatized

Phillip Wylle's novel, Tootprints of Cinderella, has been dramatized by Lee Morrison.

Louis Bromfield hurrying through a new novel so that he can catch a boat for France.

It took Susan Miles 14 years to complete writing of Bilind Men-Grossing—a Bridge.

Lcaile Charteris looking New York town over and writing, some. short stories about it.

Catherine Drinker Bowen and Mme. Barbara von Meck collibling on a blog of Tchalkovsky.

Barbara Lucas, who has placed 'Stars Were Born,' novel, with Harper's is a niece of E. V. Lucas.

Mrs. Madden Martin in from Louisville to sign a contract with Appleton-Century for a new book.

Heinchann has falken the Eng-

ppleton-Century for a new book Heinemann has taken the English publication rights to Norman S. Archibald's 'Heaven High, Hell

S. Archibald's 'Heaven High, Hell Deep,'
Charles Angoff, who quit as editor of the Amerimerk upon its recent sale, doing a book on recent. American literature.
College football is exposed in an untilled nevel-by-Earl-Tunberg, Fox-assistant scenario ed on Const, to by-Earl-Marchin doing a dramatization of Erekine Caldwell's 'Kunel-to the Rising Sun', which appeared in

the Rising Sun, which appeared in the Feb. issue of Scribner's

More than 4,000 applications for entry blanks thus far in the Dodd, Mead-Pictorial Review first-novel contest. Prize is \$10,000 for the winning novel.

winning novel.

Julia Kernan has joined Longmans Green as editor of Catholic
publications. She's just back in
N. Y. from Paris, where she was
editorial secretary of the French
Dook Club.

Lee. Robinson. for many years

with the Bill Brothers Publishing Corp., has quit to associate him-self with L. Noci Booth. The two will publish a new mag to be known as Camping World.

### **Book Reviews**

On the Near-Past On the Near-Past
Chautauqua was a big institution
and a major industry in the United
States once but has slowly tapered
off in past 19 years. And now, justbefore its burial, comes a strong,
fine-novel about the life that Chautauqua was. It is '0, Chautauqua'
(Coward-McCann; \$2), by Thomas
W. Duncan, and will get loads of
attention during the next few
months.

attention curing the next rewmonths.

Duncan admits he was part of Chautaqua at one time, as is quite evident from a perusal of the book. He knows what he's talking about. At the control of the said that the said the

Too realistic and adult for film

The Vanishing Thug
Courtney Ryley Cooper seems to
have found the way out of the
gangster maze by writing a gangster book which doesn't bear the
onus of a gangster theme. It is
based on fact and life and therefore holds more than ordinary interest. Titled Ten Thousand Public Enemies' (Little-Brown; \$3), and
is a fine job of journalism.
Cooper has evidently had the
help of the government, because
much of his material is fresh and
authoritative. It purports to tell

much of his material is fresh and authoritative. It purports to tell the story of gangaterdom in the U. S. for the past few years, how it reigned, where, and when and how it was broken down. The Dillinger, Baby Face Nelson, etc., stories are completely detailed.

completely detailed.

Fantasy

'Chichi' (Crowell; \$2), by Rachel Grant, is supposed to be about the glories of book publishing. It's a satire that isn't funny and a yarn that deesn't hold action, Authors might enjoy reading it, however, for a fine picture of how book publishing might be. The heroine of the book decides to write a book, is signed up by a publisher just like that, gets a year's big buildup, hundreds and hundreds of ads, parties in big hotels, luncheons, dinners, radio speeches—it's a beautiful dream, for a poor mugs, who tries hard to get a book published and, after working two years, earns \$132.71.

Play in Verse Archibald MacLeish is America's mate number one poet from a sales standpoint, although most critics don't rate him on top from literary standpoint. His newest effort, Panic (Houghton-Mifflin; \$2), is not likely to help his standing—or hurt it.
It's a play in verse form and was produced in New York last week at the same time as it was published. It is confused reading and only occasionally beautiful peetry. It impresses as a play which should sound and look better than it reads. male number one nost, from a sales

presses as a play which should sound and look better than it reads. A review of it as a play appears in the legit department.

Market Guide?

Writer's Digest has brought out a new edition of its 'Writers Market.' new edition of its 'Writers Market,' which is probably ds accurate as any such volume can be in the present state of the trade, though one questions the editorial acumen of a compiler who lists concerns bankrupt for more than a year and tells readers the Associated Motion Picture. Writers' clubrium when the second of the s

Mild Mystery

Rob Eden manages to fan up a mildly interesting plot about a locket in his Want Ad Helress' (Hopkins, 42).
Locket was deliberately tost by a rich matron, with the idea the finder should inherit her millions. Found by a stenog, who is almost lured into a wedding to a schemer, but is saved by a lawyer, who also loves her. Lifely picture material.

Director Turns Author
Tay Garnett is a film director. He
turns movelist now with 'The Man
Who Laughs Back' (Macaulay; \$2). It's an action yarn laid in South America, with considerable hulla-baloo. It's loud and fast, but never convincing or actually interesting.
Material seems to be there for a
film, but it will need unwinding
and segregating.

### Among the Women

By The Skirt

Best dressed woman of the week: JOAN ABBOTT (State)

### Simplicity at State

Simplicity at State

Good show at the State theatre this week, headed by Milton Berle, who has cleaned up his stuff considerably. In a blackout, Mr. Berle is assisted by a young woman in a pajama suit of two whades of blue. The stris of the Mattison's rhythm dance in chartreuse lace frocks banded at the waistline with estir ribbons and a large bow. The bodiese are caped over the shoulders. In another number they are in black satin pants with eliver mass jackets and black blouses. Joan Abbott, a good looking blonde miss, is costumed in a black ceri frock oddly hemmed in cords. The skirt fares to the knees and the bodiec consisted of two blags bodied revers. There is a diamond brooch at the throat and one at the rear of the walst line.

#### Depends on Numbers

Deponds on Numbers

Golddiggers of 195' will have to depend upon its two big production numbers to shove it into the hit class. An act around vaudeville for many seasons was Jerry and Her-Baby Grands.—Warners-has elaborated upon it; to the extent of at least 72 planes and which do all kinds of stunts, until they finally work out a veritable ligg-saw puzzle to form a dancing platform. The girls at the grands were in white frocks inserted with lace.

Another big number is 'Lullaby of Broadway' with the girls in fan

practorm. The girls at the grands were in white frocks inserted with lace.

Another big number is 'Lullaby of Broadway,' with the girls in fan pleated skirts of black chiffon, the no bodices being upped with black cert jacksta. The time stepping of the boys in black trousers, light jackets and black stock ties, and the girls, is fine rhythm.

Gloria Stuart is first seen in. a series of nondescript clothes, but she goes shopping and from then on shows some worthwhile gowns. A white full-skirted frock was frilled to the 'nth degree in net ruffles. There was a close fitting black gown with layers of flounces at the hem Clenda Farrell, as a stemographer, was gowned more as a sophisticated society damsel. Two black frocks were trimmed in metallic cloth and another gown carried an exaggerated bow at the neck. Her one evening frock was of white with a collar bow of black sequins. Alice Brady wore several fusey frocks and her evening outfit was covered by a facket of black sequins.

### Summer With Winter Romance

Summer With Winter Romance

Let's Live Tonight, a Columbia picture at the Roxy, teams Tullo
Carminati with Lillian Harvey. It is too much picturing them as sweethearts. Miss Harvey looks more the daughter, appearing to be but a slip
of a gith. The whole story is ridiculous. One gets dizzy watching the
high jinks of the social scenes. Parties galore go, on at all times, in
homes, on yachts and in night clubs.

Clothes of no distinction are worn by Miss Harvey. Her evening
rocks, all of simple streight lines, are adorned with spangles of some
sort. Two fur capes, one-ermine-and one black-lynx, are-shown. Inwhite bouldon, Miss Harvey's nightless seem to be of the high neck variety.
Nesilgees are either satin or chiffon, and cloth suits are for the most
part fur trimmed.

Janet Beecher, whose every other word is 'dagling', wears some nice
clothes of the matronly order. There is a metallic shirtwalst frock, and
a cocktail dress is long and clinging, of a shimmery material. Black
hace has bowe for trimming.

The Roxy stage shows now dress the stage with girls while acrobats
do their stunts. This week, while a bar act is going on, girls in Normandie costumes, with huge headdresses, recline on the stage. Marylin
Karky, a girl from Fred Allen's amateur night, sings nicely in a simple
Karky, a girl from Fred Allen's amateur night, sings nicely in a simple
continued and the second of the stage of the second of t

### At the Ritz

Dennis King, in Petticoat Fever, at the Ritz, seems to be doing a spiendid Imitation of Bobby Clark. Doris Dalton, leading woman, one of those tail girls who looks terrible in tailored suits, but is ravishing in evening clothes. A cloth skirt of brown is worn with a checked jacket, worn under a leather coat. The evening frock is the color of a ripe peach. It is worn with a three-quarter cost trimmed with sable, Ona Munon is splendid as a pert miss and appears in a beaver coat-worn-over a-piale skirt and brown-jacket.—She-shows a negliges of pink velvet and also wears, a black frock and raspberry colored jacket and a black turned up sallor hat.

### Radio Chatter

(Continued from page 43) (Continued from page 43)
to Maureen Leilky, ataff violinita
at WWL recently. When she displayed card to four inebriated male
frolickers on Mardi Grass Day who
had linked arms about her as she
hurrled to studio for breakesset
of 'Police Department' inscription
at top.

Henry Dupre, WWL announcer,
making public appearances with
Elsie Carlson, wife of WJBW
owner, only New Orleans feminine
announcer.

making public appearances with making public appearances with the making public appearances with small company, and public appearances with the making with a making to making the ma

sports celeb-weekly-ever-WCBM-WEAL is doubling the quarters of its studios and general offices. A new studio now gives the broadcaster a total of five.

Paul Menton, Eve Sun sports ed, will go on WFBR commercial in April. Pelid, of the Ed Petry Larry Field, of the Ed Petry active in Bailo getting acquainted with WFBR staff.

#### Rich Man. Poor Man

(Continued from page 54)

### Did You Know That-

The Fulton Oursiers and Mary Lewis arrived from abroad Saturday (23) ...the girls complain that the steam curtain effect, at Radio City, takes the curl out of their half they sit down from. ...that was Blossom Seeley at Bruck-Weiss the other day. Marlene Dietrich was interviewed in a gorgeous silver neitizes in a gorgeous silver neigines in a gorgeous silver neigines with a red velvet associ tie the control of the con in a gorgeous silver negligee with a red velvet ascot tie...

### DENVER

(Continued from page 11)

50) — McFadden's Flats' (Par). Around \$3,500, not hot. Last week Rumba', (Par) did a grand below average and closed with \$3,000. Picture received exceedingly poor reviews which hurt.

Denver (Huffman) (2,500; 25-35-50)—After Office Hours' (MG). May see. \$8,000, good. Last week Folles Bergere' (U) did average, leaving \$6,000 in the till at the end of the week.

of the week,

Paramount (Huffman) (2,000; 2525-50)—'Good Fairy' (U). Okay at
\$5,000. Lat week 'Whole Town's

Talking' (Col) did better than
average, \$5,000. This house has
taken on a new lease of life since
it has been taken out of the shirf
picture class sho boosted to second
position in the Rufman chain.

#### CHANGE 'GALANTE' TITLE

In Lincoln It's 'Panama Canal

Lincoln, March 19. Varsity is the third house to go to double features with its action this week. The Kiva, also an L. L. Dent about a month ago, facing J. H. Cooper's Sun, which bargains, too. Cooper's Sun, which bargains, too.
That's about the only news on the
street this week. Bix is spotty and
not-so-good, due to an unprecedented Lenten observance here, which
was not-expected.—Hope-is that-aweek of it, will take out some of the
rigor and stiffen the bo, takes.

#### Estimates for This Week

Estimates for line week.

Colonial (LTC) (156; 10-15)—
When a Man's a Man' (Fox) and
Marie, Gallante' (Fox). Title
Mystery, All right with \$90 on
stretch. Last week three changes
with 'Under Pressure' (Fox), 'Mutiny Ahead' (M41) and Captain
meanted \$150,
Lingsin (LTC) (1,000; 10-25)—\$81.

neared \$950.

Lincein (LTC) (1,600; 10-25)—'St
Louis Kid' (WB) is a so-keer, and
about \$2,000 will reach expectations
Last week 'Rumba' (Par) had a
good start, but turned spotty with
the Lenten observance, Good \$2,500.

### Going Places

By Cecelia Ager

That Berle Touch

When, occasionally, it is permitted the other performers in Milton Berle's Varieties to get a crack at the State audience, one may note that the ladies assisting Mr. Berle's blackouts are doubties emilisted from the femme contingent of the bill. There is a femme contingent, it seems, made up of Joan Abbott and the three girls in Mattison's Rhythms. Now and then these young ladies present samples of their own acts.

it seems, made up of Joan Adorou, and the interpretable of their town acts.

Kinythms, Now and then these young ladles present samples of their own acts.

The Mattison's Rhythms trio are blonde, brunette and red-head, tapping deftly first in yellow allower lace gowns with yellow satin sashes gowns, in that sinde of yellow peculiar to fabrics that have such a proper sowns, in that sinde of yellow peculiar to fabrics that have the reader with radium paint. Whether or no these particular dresses have been readed with radium paint is never discovered, for the number been those neough to stand the various degrees of lighting that might seet in 15. Second and last time the girls are on, they dance in black estin trousers, flared at the bottom, and silver putfod-sleave-mess-lackets.

After straighting for Mr. Beric, which consists of taking his hearty and not too subtly expressed advances—Mr. Beric has an impish way of cultaring a girl's arms and back with a resounding mack—Miss Abbott is left alone to sing two numbers. Then it develops that Miss Abbott is left alone to sing two numbers. Then it develops that Miss Abbott is left alone to sing two numbers. Then it develops that Miss Abbott is left alone to sing two numbers. Then it develops that Miss Abbott is left alone to sing two numbers. Then it develops that Miss Abbott is left alone to sing two numbers. Then it develops that Miss Abbott is left and the miss with the control singer. Thus, the sinky black cire that fashions her dress, thus the clinging fit of it. Only from the knees, swiring out to the corded hemiline, does it tear itself away from her splendid figure. Backless to the waist, it grows shy inf front and clambers right up to Miss Abbott's throat. In fact, so high does it reach in its sudden burst of modesty that it completely veils Miss Abbott's neck and makes her look as if her shiny blonde head was set plunk on her shoulders.

#### Great Gal, Miss Sten

Great Gal, Miss Sten

Anna Sten's such a swell gal in 'The Wedding Night,' such a person, so simple, so regular, so without artifice and thought-out écquetry, the flape just can't find it in their jealous hearts to begrudge her their head man, Gary Cooper. Fair is fair. If somebody's sot to have him, darn it, then let it be Anna Sten. She almost rates him. She's even got them pulling for her, ganging up against his picture wife, Helen Vinson, suffering the miseries of vicarous frustration that Miss Sten's and Mr. Cooper's extra-martial romance must end an affair of the spirit only. Drat these decent pictures—they're going too fair Now they're killing off a girl when all she's done is think another with the stands her group to the stands her group to the stands her ground, and if's not out of athbornness, either, the inher the stands her ground, and if's not out of athbornness, either, She likes being a country gal and she likes the country. She respects it and hereid. She proves it's possible to give without giving in. Also, that a gal may have style in just the way she pulls a lumberlack's it and hereid. She proves it's possible to give without giving in. Also, that a gal may have style in just the way she pulls a lumberlack's knitted cap on her head, ties a shawl.

While Miss Sten'is aligning the flaps, Miss Vinson is doing an equally good job wringing sympathy from wives in the audience. Though her's is a losing battle and she knows it, they admire her gallantry, her charm, feel for her when at lact, casting out pide, she begamend to ne avail. Miss Vinson, a chie city gal, pleads for her own in mart satin dressing warmed by a while plushe bed jacket travels heave politicar in bed check auit with a large plaid cape, but the very excellence of her costumes, in the pastored idyl is against her.

Hilda Vaughn, playing an independent, voluble, hired girl, creates a fine comedy characterization with no more than a bit.

#### Three Blondes, But No Heat

Watching Times Square Lady—which gives a person lots of time for tile speculation—a person gets to wondering what there is about Virginia Bruce that got her cast in the title role. Something laten, probably, something that doesn't sort of shins through right now.

And yet, continuing the revery—since there's nothing going on to stop the person reaches the conclusion that whereas Miss Bruce isn't so Helel Twelvietness and Lobel Jewell, in Times Square Lady, too—long the person reaches the conclusion that whereas Miss Bruce isn't so Helel Twelvietness and Lobel Jewell, in Times Square Lady, too—

Now, in the past Miss Twelvetrees and Miss Jewell he accused of being tepld, therefore, when all three actresses—two of them proved sizzlers—seem lukewarm, it must be something outside themselves that's responsible. It could be "Times Square Lady." Perhaps in her next picture whatever it is Miss Bruce has got won't be so

Alias Bruce has got won't be so.

Alias Bruce has the work of the solution of the surface of the surface has got won't be so.

I such three blondes they are. Each lacksdastscal, each trying a bit to hearth. Ille, into her role, each, winding up-a-pretty, eishing old-wish-gestures. Miss Bruce has the most costume changes, for after all, she is the lead. Miss Twelvetrees, the most fair, Miss Jewell, hie most intensity. Her clothes are not supposed to count, anyway.

Miss Bruce submits to photography in a black eatin sheath with an off the shoulder black net ruft, then in a beige long-coated traveling suit with beaver collar, then she's framed with lynx, then with badger.

Miss Twelvetrees' most memorable costume has leopard on cape collar and cap to prove she's dangerous. Times Square Lady also has a cow, featured in a song number, who is milked by Miss Bruce in time to the music.

The Fashion Side of Hollywood femme fashion where compiled by Paramount from clips of several converse and forthcoming releases, was acreened for the Fashion Group, New York stylists organization, at its regular luncheon meeting in the Crystal Room of the Ritz-Carlton on Friday, March 15.

on Friday, March 15.

Film's running comment in serious and authentic style lings by Kathfilm's running comment in serious and authentic style lings by Kathleen-Howard, former prez of the Pashlon-Group-and-colitor.cd. Harpers.
Bazaar, now contract actress with Paramount, assured it Instant and
loyal interest from this audience and sincere consideration from any
other group concerned with styles. Short opens with Miss Howard discussing the new style trends with Travis Banton, Paramount costime,
designer. Cuts to Joan Bennett, Carolo Lombard, Marlene Deitrich, Mae
West, modelling Banton's little numbers.
Though Miss Deitrich's glamorous laco, fringe, and chentile dot costumes from 'The Devil is a Woman'-dramatically and suspensefully
lighted, stunningly photographed and superbly worn—are the most arresting and significant from the fashlon point of view, Mae West, styling
her modelling of her flamboyantly beaded and firred dresses. Audience
was also interested to note that the Mae West sthouette in 'Goin' to
Towar will-be-more so.

Sercening of 'The Fashlon' Side' of Hollywood' beauent and the standard of the standard the standard of the standard the

sponse will be more so.

Serconing of The Peaklon Side of Hollywood brought out a Sir.Co. attendance, from the Fashion Group. Meeting, presided over by Alice Hughes, had among others at the table of honor Eks Maxwell, whose address plugged. De Luxe and also offered good cheer for the end of the depression because Television is around; the corner, Edan Woolman, Chase, editor of Voruc, and those two fashion experts, Al Wikke and Loussian the Wilke, tracked down hiding behind a table bouquet of violets and illes-of-the-vailey, confessed that Paramount will screen the short for the International Lace Manufacturers. The International Silk, Guild, and similar commercial organizations, and for schools of costume design too.

### East

First Mrs. Smith Reynolds loses her plea to set aside her divorce from the late Smith Reynolds. That leaves the earlier settlement in force and gives Libby Holman \$750,000 and her son about \$6,500. 000.

Wainut theatre, Newark, passes to the Newark-Wainut Corp. which bought it from the building and loan which had foreclosed.

loan which had foreclosed.
At the instance of: Bishop Manning, services for the late Richard.
B. Harrison were held in the Cathedral Instead of St. Phillips, as planned. Disclosed that the dead actor had been a lay reader of the Episcopal Church to the property of the p

Sunday.

Negro actors perfected the formation of their Gulid with the advisory aid of representatives from the other actors' guilds. Aimed chiefly at the exploitation of Negro

Vassar Coilege to offer a course in the theatre this summer.

vassar College to offer a course in the theatre this summer.
Theatre Authority Inc., organized to control benefit activities, reported to Egatily, that I membera violated the ruling prohibiting appearances at benefits without authority was a benefit without authority with the control of the

Says he'll need that much longer to cast The Night is Young.

Eva 'LeGallienne follows George Cohan in part-timing Brooklyn-Will do two-day stand at the Academy of Music Whiffen, once a leader on the Bway stage, celebrated her 96th birthday last week on her dairy farm ner Koanoks, Va. Martha Attwood Alberini, formor Allesnadro Alberini, concert artist, in Barnatable, Mass, Said he. slugged her and used abusiye language.

grugged her and used abustve language.

In reply to a newspaper attack. Mattle Radin and Charles Cevin, who operate the Cameo and Acmetheatres. N. T. deny they have any connection with the Soviet. U. S. Soviet of the Congress of the Congr

in that time. Brought out in the inquiry started by Commissione: Reported that former Mayor Walker will write the lyries for a show Morton Downey will produce. It took 20 wagons Monday on the control of the control o

Arm. Dorothy Stokes Procter, former, picture actress, has obtained an attachment against her husband, Frederick W. Procter, soap millionaire. Attachment is for \$4,205 to cover her expense since he alleged by abandoned her in Paris June 1 of last year.

over her expense in Parls Junior of last year men picketed Minsky's Revuble last Wednesday afternoon. Union men said six musicians, six deckhands and four projectionists had walked out in protest against the kickback. Police dispersed the growd.

the kickback. Police dispersed the crowd.
Murry Brand, part owner of the Dawn Patrol nitery, found guilty in grand part of the part of the

George K. Arthur arrested on a charge of using Mary Jopling, so-

#### **Dailies** News From the

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. ARE COMMING CONTROLLED TO A PROPERTY OF THE CONTROL OF THE CONTROL

cialite, as his innocent accomplice in amugaling into this country a bracelet alleged to have been stolen from Stephen Raphael, English banker. Alleged he acquired it to Miss Jouling for safe keeping. He diamed it last September, she says. Jewish Theatre Guild held memorial services Sunday (11) in Temple Ansche Cheesed. Eddle Cantor Fraud orders issued by Post Office against 300 engaged in sale of lottery tickets. Green Prince Mike Gob in the show, but he cannot leave New York without paying a \$125 judgment. Circus wants him to m.c. a Russian spec. Green acquired to the country of the

dramatic school of the Arter peayers.

William Brandt takes the Audubon from Fox Theatres, Inc., on a
percentage basis with a guarantee.

Mrs. Maude C. K. Kindler of the state of the control of the c

on aer nusband, Grant Kimbell of radio. Amenda her former complaint to now include the charge Mrs. Severy's husband with construction of the Mrosco March 25 to let the Group Players into the Longacre. Browny McFarland, bootback in a barber shop, suling Jawa an udged in the stomach by Dempsey, Done in fun, but it hurt him and he had to go to the hospital, he avers. One of the construction of the constr

American Ballet closed it's first New York season Sunday (17) at the Adelphi.

une Adeiphi.

Lawrence Tibbett presents awards to children for best note-books on comments on concerts by Philaminonic-Symphony Society. Distribution of medials took place at Carnegie Tidl.

monic-Symphony Society. Distribution of medials took place at Garge Fair, film actress, such as the Criterion. Santa Monica. All provides the control of the

David Lubritisky has named Irving Grossman as co-respondent in his suit against his wife, Dlana. Latter will be named by Mrs. Grossman in her divorce claim.

Peter Martin doing a play from Direktine Caldwell's Kneel to the Rising Charles of t

present this spring. Third chore will be Daughter, also by Caldwell.

It will 'Rain' for another week at the Music Box then Tailulah Bank-liead will go into 'Something Gay' for the third the spring dramatic festival.

Milwaukee and Ann Arbor Once it was just Amm' Arbor. The spring dramatic festival. Will include Minneapolls, St. Paul, Milwaukee and Ann Arbor Once it was just Amm' Arbor. This work of the spring dramatic festival. The spring dramatic festival. Will include Minneapolls, St. Paul, Milwaukee and Ann Arbor. Once it was just a feet of the spring the spring

mance lasted seven days, she tens court. Players Group to start Lysistrata' at Heckacher theatre March 28. Ensemble theatre to do 'When the Crash Comes' at the Chanin. Henry H. Rogers, Jr., drops Louis Bromfield's 'Here Today and Gone Tomorrow.' Crosby Galge picks it up.

Tomorrow. Crosby Galse picte it.

Theatre Guild again spots 'Parade' as the finaler for the season.

Kiki Rogers, former chorus gird and woow of the final state of t

### Coast

Fiest of Diesel engine boats to ply between Catalina Island and four points on the mainland this summer. Heretofore only local terminal was at Wilmeld and the control of the company of t Charles Miller, Coast Equity-rep board,

ory board.

Alice White charged with driving through a red light and crashing into a car in a \$3.769 damage suit filed in L. A.

William Reginald Craig, singer, named in \$56,000 breach of promise suit filed in LA, by Mary Stevens.

Defandant contends she declined his profiler of marriage.

profier of marriage.

Ellinor Fair, film actress, sue Thomas Daniels, aviator, for divorce. Last year-Daniels secured annulment following an elopemen to Yuma, Nev., but they later remarried.

court why she didn't turn in her driver's license as ordered by the Motor Vehicle Dep't after assertedly falling to satisfy judgment growing out of traffic accident.

ialling to satisfy judgment, growing out of traffic accident;
Truly Shattuck and Frankle Balley hold weekly reunion.in Hollywood Equity offices.

Marriage of Rosita Moreno to Mel Shauer a matter of days now.

Marriage of Rosita Moreno to Mel Shauer a matter of days now.

The control of the

down by femme bandit for \$35 mile taking the purps for an air ling.

The purp of the purp

### Behind the Keys

(Continued from page 19) ard B. McLaughiin, rep of the in-surance company which owns prop-erty, and will open for a week com-mencing April 18 with grind show-ings of Wandering Jew (Olympic).

Seattle.

Jos. Rosenfield, who came here from Omaha as manager for Hamrick's Music Hall, and then assumed advertising managership, has joined the Evergreen Theatres staff (Newman -Rosenberg - Finklestein) going to Spokane as city manager.

Boyd Allen replaced Frank Record, resigned, as manager of the Valley, El Centro, in Fox-West Coasts-latest managerial shift. Leo L Hartley succeeds Kent Fletcher at the Capitol Calexico. With the ling, Robert Sprowl goes in as manager.

ing. Robert Sprowl goes in as manager.
Principal is reconstructing its Culver City house and also doing general remodeling of its theatres in Brawley and other spots. hitted Earle D. Barry from the California, Venice, to the managerial spot at the Criterion. Santa Monica. Al Bartolot replaces him at the former house.—In-Bartolot-sormer spot-at the Strand, San Pedro, is John R. Willedsen.

by April 22. House razed by fire recently.

Greenville, Miss.
The Saenger interests are thinking of reopening the Grand here as well as remodeling the Paramount.

New Haven. Jack Sanson, mgr. Roger Sher-man (WB), has left for similar post with Colonial, Hartford.

Cecil E. Vogel, former manager of Loew's Palace and State theatres, has red to the control of the control of the the Peter of the Lightman-Para-inount interests here. Francis Deer-ling goes to Houston. ing goes to Houston.

Birmingham.
Thomas E. Orr. former head of the southeastern exhibitors association, is to build new \$25.00 theatre at Forr Fayne. Also operates houses at Boaz, Attaila, Cuntersyllie and Albertville.

Seattle. Eddie Rivers, new publicity mgr. for Hamrick chain in Seattle, Ta-coma and Portland, headquarters here.

Elizabeth, N. J.
Capitol here goes to Morse &
Rothenberg for recopening after fouryears of darkness. Louis Simon will boss.
Same circuit now operating the 
City theatre in Newark.

New York
Dehar Theatre Co., Harry Brandt
outfit, reopens the Tudor on East
42d atrest. House formerly known
as Tuxedo is a 60-seater and until
recent acquisition by Brandt was
operated by John Valindes.

Memphis. Howard W. Rutherford, formerly at Loew's State as assistant, now at Locw's Palace.

Oil City, Pa.
Harris Amusement Company of
Pittsburgh, has relinquished leases
on the Drake and Lyric theatres
here.
Lyric has reverted to the owners,
Stahl-Brothers.—Drake has passed
to Mike Marks. Oil City, Pa

Salem. W. Va.
Alpine company of Ohio leased
Strand of J. M. Raad; Fred Iden,
manager.

Seattle.

Jim Clemmer succeeds Boh Mickell and Mickell

Roger Butler has been made man-ager of the Strand, a Wilby house, at Montgomery. He succeeds C. E. Kenner now assistant manager of the Paramount.

Waynesburg, Pa.

Larry Puglia,; theatre operator, who has been offering Sunday ples for the past several months, is paying a fine each Monday for violating the blue laws.

Charlotte, Publix-Bamford Theatres N. C. remodeling the Redwood Building, Asheville, into a picture theatre. Spending \$75,000. House to seat 1,400.

Denver Reopening of Orpheum under RKO management set for March 21, with 'Roberta' as first flicker. Floyd Maxwell managing.

Leland Mischinick, former as-sistant at the Varsity, to the Kiva as manager, after Johnny Sanders was ordered back to Pueblo, Colo, Both spots are Westland houses, and Mischick will still work under City Manager Milton Overman. Lincoln

Oklahoma City.
Criterion closed since Dec. 15 for alteration, opened March 7.

The Harry G. Wailace Co. Is execting a new \$50,000 building at Forty-second and University avenue to have a 700-seat theatre, leased by Tri-States. Parking space for theatre patrons will also be provided according to plans.

Thad Barrows, president of Local 132 (IATSE), motion picture operators, has been delegated by a unanimous vote from his organization to attend the convention of Society of Motion Picture Engineers in Hollywood, May 20. Barrows is the only projectionist in the country who holds a bona fide membership in the Academy of Motion Picture Arts and Sciences.

### **VARIETY'S' BROADWAY GUIDE**

For show people as well as laymen, this Gulde to general amusemente in New York, first insugurate hera in 1926, is revived and published weekly in response to respeated requests. VAREET, lends the guidance of its judgment in the various entertainments denoted.

No elight is intended for those unmentioned, as text will be switched weekly. The lists are of VAREET's compilation only, and as a handy reference, it may serve the out-of-tower as a time saver in selection.

PLAYS ON BROADWAY

Current Broadway legitimats attractions are completaly listed and semmentad upon weekly in the Legitimate Section.

In that department, both in the comment and the amount of the gross-receipts of sach show will be found the necessary information as to the most successful plays, also the seals of admission, charged.

FILMS ON BROADWAY

Similarly, the new pictures in the Broadway first runs and combina-tions are covered weekly in the reviews, the film gress boxoffice story and the etanding box on Page 8, which indicates the new films for next week and the week after.

BEST FILMS ON BROADWAY

Rivoli-'The Wedding Night' (Goldwyn-UA). HOTCHA NITERIES

Barrel of Fun, Ubangi in Hariem, Nut Club in the Village, and King's Tarrace in Times Sq., are sufficiently heated for the heetle nocture addicts. Lou Richman's new 1935 version of the famed Diary Club is another lively entry. New Front Door has taken the place of the new shuttered Ony Club as the fave musicians' hangout.

shuttered Onry Club as the fave musiclans' hangout. Less hectic but equally hilarious, Eddie Davis' saucy songs at Leon & Eddie's and the mauve-decade gang-singing at Gay 90's are surefure for lively diversion and divertissements.

Any number of Times SQ, side-street dialecteries are also good diversion it yearning for 'different' type of atmosphere, Mimi's Faubourg-Montmarts and the Bal Musette are in that category; likewise the Cafe international, and any number of Rullain enteries. Latter have about killed of Little Italy, since it's easier to get everything in that field right in, the Broadway belt without taxi-ing. However, Harveney like the Cubanacan in the Si enterialment like Bal Cubanacan in the Callage of the Callage of Callage and the Callage of the

'CLASS' AND 'POPULAR' NITERIES

Smarter east side (mostly) spots include the new Versailles, an ultra room, which right now is doing a big business, El Morocco, House of Lords, Jack and Charlie's, Club New Yorker, the new Stork Club, all

fave cases.

Rainbow Room in Rockefeller Center; the St. Ragie hotel; Leo Reisman's music at the C. P. Casino getting a big play; the Savoy-Plaza, the Waldorf, Hotel New Yorker; and the Place Piqualle are among the smarter supper hooteries. Eve Symington's return to the latter has further upped biz.

French Casino's Tolles Bergeres' revue is still the top cabaret money-getter, but the new Casino da Parce show is now once again an important intery factor, as befits the ploneer in the cabaret-theatres. Jimmle Durante's debut at the C. de P. is expected to further up trade. Of the new starters, Jack Dempsay's chop house is doing wow-biz. Paradise and Hollywood among the outstander mass cabarets.

RECOMMENDED POPULAR SHEET MUSIC

My Kid's A Crooner-Different type of kid song; halls from London.

'London On A Rainy Night'-Sequet to 'April In Paris' and 'Autumn
In New Tork. Nice lyric style.

'I'd Bather Ba With You'-Lew Brown-Harry Aket's hif from the new
Casino de Parce nitory revue.

When My Prince Charming Cornes Along'-Good filmusical walts song
from a not-so film.

not-so nim.

• Passee By—Another distinguished Schertzinger waitz from the et's Live Tonight. Love rassee By—Another distinguished Schertzinger walts from the film, Let's Live Tonight."

"I'm Keeping Those Keepsakes You Gave Me'—Foxtrot ballad; title almost tells all.

### Son and Watchman Get Death Threats

In Appleby Case Toronto March 19

Death threats through the mails and over the telephone, received by Louis Appleby, son of the dead man. and Joseph Kapnicki, theatre nightwatchman, are the latest developments in the murder of Abe Apple by, owner-operator of the Roxy, city's only buriesque house, who was found dead in his office with two bullet wounds in the back of the head during a performance two

weeks ago.

Kapincki was told to stop talking to police and warned that you
get what the boss got if you don't
keep your mouth shut. Police hold
the threat letters received by young
Appleby, but their examination for
fingerprints revealed no clues, they
claim. Police maintain that the
motive for the murder was not robbery and was planned with delibera. notive for the murder was not rob-ery and was planned with delibera-

They have been unable to learn why all the light bulbs in the dresswhy all the light bulbs in the dress-ing-rooms were unscrewed in their sockets so as to make the electric switch ineffective. It was also re-vealed that the ushers flashlights had been removed from their accus-tomed place and were finally located elsewhere, prior to the discovery of

he manager's body.

It is also learned that Appleby and his former partner, Fred Piton, car-led joint insurance policies for \$30, 600 with double indemnity clauser which would protect either partner in the event of violent death. Piton whose interests were bought out by the dead man, has been in Miam for a month. Appleby, police claim, had also taken out an additional \$25,000 insurance two months ago to protect the mer bers of 1 s fam-

### **GUILD'S BIKE EVENT** FAILS TO CLEAR NUT

Hollywood, March 19. L. A.'s third six-day bike race years, which wound up Friday (15), was a moral victory but a financial standoff. Promoter Willie Spencer wound up with first prestige dent the sport has mad locally, but took a minor financial setback after settling un with his joint sponsors, Screen Actors' Guild However, with experts agreeing it was one of the most sensational whirls in saucer chase history, having broken all existing records for return session this fall at a larger and better location and with Guild'

Hollywood, with Guild stimulation, contributed biggest chunk to the close to \$14,000 take on the ses-sion, the Actors organization grab-bing a 10% silce of the gross. Busi-ness started slow-except for picture ness started slow-except for picture-play, with nine grand in the till up-to the final night at \$2.20 top, but finish pulled over \$4,000 running the biz close to the nut. Olympic Audi-torium—downtown fight spot—loca-tion cost him four grand for the event plus \$1,400 for the track. American team of Bobby Wal-thour, Jr., and 'Al Crossley, Jr., copped with \$1,406 points over 2.377 miles, beating out the favorites.

miles, beating out the favor Torchy Peden and Jules Audy

### Denver Park's Names

Denver, March 19. Lakeside Park here has signs Lakesuce Park here has signatured with Music Corporation for a series of five name bands over a 15-week summer season.

First to arrive will be the Herbie Kay aggregation on May 5.

### Take Your Pick

West 47th, New York, has more dialect eateries on the one block between Sixth and Seventh than any street in the world, ranging from spaghetti o chowmein cuigine.
West 52d, between Fifth and Sixth, has more niteries than any other street in the world.

### PRIMO AND IMP HEAVE AND TUG AT GARDEN

By JACK PULASKI

For six rounds it was a battle f sneak punches when the world's treest ringmen, Primo Carnera and ay Impellitiere met Friday (15) at largest ringmen, Primo Carnera and Ray Impellitere met Friday (15) at the Garden for heavywaight con-tendership. Jack Demsey was in there refereeing and had plenty of pulling apart to do, but that didn't prevent. the glants from trying countless covert inside wallops. The fight was stopped in the ninth round with ponderous Prime the

Carnera was the best of the two Carnera was the best of the two freaks and the gamblers were conservative in rating him 3 to 1 favorite. Imp hasn't shown much as a fighter although he has been growing -bald boxing in gymnasiums He was fat around the middle and compared with the heavily nucled Primo, looked like a man of nutty.

of putty.

The largest crowd the Garden has drawn in years for a boxing show was on hand, more than 18,000 fans paying nearly 345,000 at 34.40 top. Fact it was a heavyweight card proved the draw, also that it was Carnera's first appearance locally since Maxie Baer, hit him so hard last summer that Primo's ankle bone was chipped.

Evene Until—

R. was evens until the seventh round started. Imp then took it without countering and Primo tried for a knockout. Primo merely proved again that his blows have no snap. He couldn't knock Imp of his pins, although having every op-

no snap. He couldn't knock Imp off-his pins, although having every op-portunity to turn the trick. At the end of the eighth round. Bill Duffy, in Primo's corner, was so annoyed that his man couldn't topple the other mug that he slapped a spongeful of water into the Preem's Misser. Immediately although the property of the primoise of the country of the property of the property of the property of the pro-terior of the property of the property of the pro-terior of the protection of the protection of the pro-terior of the protection of the protection of the pro-terior of the protection of the protection of the pro-terior of the protection of the protection of the protection of the pro-terior of the protection of the protection of the protection of the pro-terior of the protection of the tried to follow Duffy's instructions and let go a haymaker. It landed high on Imp's map and the fellow staggered backward. A commission

staggered backward. A commission doctor called to Dempose to stop it and Harry Lenny, the Imp's manager, jumped into the ving to save his boy from further puntshment. Result therefore was a vertical kayo, there being no knockdowns. Nor was a drop of claret shed by either pug. This Friday (22) Art Lasky meets Jim Braddock. It is another heavyweight card.

Lasky meets Jim Braddock. It is another heavyweight card. 6 Curley's New Burpere Jack Curley tossed a new crop of wrasslers into the Garden ring Monday (18) and, curlously, they copped their respective matches. Dan O'Mahoney, of Erin, disposed in less than 23 minutes. He did it with what is called the Irish whilp, but how will probably never be known.

Indian, Little Wolf, not so An Indian, Little Wolf, not so little and plenty flerce, roughed up Rudy Dusek and downed the 'toughest of the Duseks' with a hold labelled the death trap. It's some sort of a leg lock and supposed to be very painful, Fans liked Little Wolf, also his fancy bathrone.

### CLAIMS RACE STARTER FILCHED, WANTS CUT-IN

Los Angeles, March 19.
Declaring that its patented starting device for racing nags was infringed upon at the recently terminated Santa Anita meet, the Bahr Starting Gate Corporation of Chi-Starting Gate Corporation of Chicago has come into Federal Courthers demanding an accounting and cut in \$16,000,000 handle and approximate \$1,250,000 gate credited to the Los Angeles Turt Club, Inc.

Complaint states that the suing corporation holds computer rights to

Complaint states that the suing corporation holds complete rights to the portable starting gate, from which horses are sprung, and that the Santa Antto track management used this device without authority. Injunction against further use of the bangtail launcher is asked, as well as accounting.

### Railbirds Muff 150G's in Bets at Santa Anita; Track Will Repeat

Kraft Nixed in Bid For Raise on Award

Appellate Division, in an opinionless verdict, unanimously refused to award Harry Kraft, advertising man, more than the original \$300 which the N. Y. Supreme Court ceded him in a libel sult against Armando Araujo, art director of the Lord. & Thomas agency, Walter Winchell, Breadway. columnist. of Mirror corporation, Sult was predicated on a phrase in Winchell's column mentioning the word rat.'. Kraft appealed for an increased award. Appellate Division, in an opin

### POLICEWOMAN CHARGE **HOLDS 9 IN ATLANTA**

Atlanta, Ga., March 19. Eight principals and the manager of the burlesque company at the Atlanta theatre were bound over to the state courts on charges of public indecency. O. L. Freeman, manager. was at liberty under \$100 bond, and \$50 bonds were posted by Snookie Woods, Joan Frank, Hazel Devoe Violet Spivey, Mickey Dennis, Charlotte Gray, Tamara Renio and Monte Dale. Charges against Jack Patton, comedian, were dismissed when it was testified he was a vic-

when it was testified he was a vic-tim of mistaken identity.

They were bound over to the state courts after a police court hearing presided over by Judge John L. Cone, who asserted he would not eet himself up as a one-man hoard of censorship.

Arrest of the burtesquers was surprising in that Mayor Key and other city officials have voiced no opposition to operation of the show and no previous arrests had been made, although the house has been running for a long time. Mrs. Lora 'E. Davis, a policewoman, Jodged the charges, and testified that she believed at least three of the strip dancers appeared on the stage completely nude and that others wore no clothing from the waist up. Snookle Woods dehiedbeing 'completely' nude and insisted that she wore a strip of adhesive tape. Arrest of the burlesquers was sur-

Jack Patton, the comedian re-leased by Judge Cone, was arrested by Mrs. Davis, who said he had ap-peared on the stage in iong red flan-nel underwear. Paul Mathis, anther comedian, voluntarily testified other comedian, voluntarily testined that he, not Patton, wore the old-fashioned undles. At this point Judge Cone said: If wearing red flannels is a violation of the law I broke it every day until I was 18 years old.

years old,'
Mayor Key takes the view that
the label burlesque is outside the
door and nobody is forced to attend.
Freeman enforces a rigid rule that door and nobody is force Freeman enforces a rig no minors be admitted.

### DEMPSEY'S AVERAGING \$4,000 DAILY, OKAY

Jack Dempscy's restaurant, New York, is estimated grossing an average of \$4,000 daily. Some peak evenings have lotted the takings over \$3,000. While the daily gate is elightly under the opening pace, average is okay.

An addition is being built so as to occupy the entire site at 56th street and Elighth avenue, as originally intended.

### BIRTHS

Mr. and Mrs. Walter J. Klinger, son, March 11, in Hollywood. Fa-ther is business manager of Metro short subject department. Mr. and Mrs. Hobart Henley, son, March 10, in Hollywood. Father is

March 10, in Hollywood. Father is film director. Mr. and Mrs. Kenneth Niles, son, March 9, in Los Angeles. Father is

marcia, in account of the control of

Mr. and Mrs. Joe Weston, son, March 17, in New York. Father is the vaudevillian.

Hollywood, March 19. Hollywood poured millions into the pari-mutuel machines during the Santa Anita meet which ended this month. The track has some \$150,000 worth of 'out,' or unclaimed ashings on tickets that were purchased before the close March 9 and is awaiting holders to cash them in.

The Turf club must keep its office open, though the track is closed for the specific purpose of cashing these tabs in case they are brought in. This procedure, according to the rulings of the State Racing com-mission, must continue for one year from the date of purchase of the tickets before—the club itself. can tuck away the coin for its own

can tuck away the coin for its own. In addition to this goin on hand, stockholders obtained around 50% back on their investment, for the first-meet, which opened Christmas day and ran until March 9. The stock was sold at \$5,000 s, share and the entire cost of building the plant (which amounted to around \$1,300,—bell of the stock of the track belief to the control of the control

the dividend.

Most of the stock of the track is held by San Francisco interests. The track officials were so gratified with the success of the first season, and the fact that they did not have to let loose with tons of Annie Oaklies to get the folks in for the first season, that they are going to expend around \$250,000 for improvend around \$250,000 for improvend. pend around \$200,000 for improve-ments, which will include a new clubhouse addition, doubling of the grand-stand seating space, im-proved terraces in front of the grand stand, also an increased num-ber, of totalizer boards.

These insurance being made, it and being made, it and the made, it and being made and a seaward a seaward and a negarity and the total state and are

made, it is said, by insiders, though an assurance that the State Racing Commission will not issue a second permit for a track in Southern California. Despite this fact, Alfred B. Green, motton picture director, and Al Uniack, are still determined in their endeavor to get a permit to build a track within eight miles of Hollywood. They are reported to have strong connections with men close to Governor Morriam and claim they are not going to be pushed around. pushed around.

nushed around. The Moson Walshe Milnor-McCarthy faction to get a permit is add to have been see back through the withdrawal of the superport of George Hearst and Louis B. Mayer. The Hearst support was pulled, to is said at the instance of W. R. Hearst, father of George, who

W. R. Hearst, father of George, who has editorially always been against race tracks and betting.

The boys who operate Santa Anita also seem quite elated over the fact that they got and again will get Eastern horses for their meet, while Bill Kyne, who: operates Bay Meadows outside of San Francisco, is handicapped for his current meet through the shipment of the Eastern stable entries back home and is: ern stable entries back home and is dependent entirely, for his card on Coast and Texas horses.

Coast and Texas horses.

A similar situation exists at Agua
Callente for selection of horses for
their summer meet,

It is figured that in the late fall;
when the Saratoga and Belmont
Park seasons are over that the
Eastern group of horse owners will
again ship their stables West. That again ship their stables West. That would make it possible for Santa Anita. to get underway around. Notember with its second meet, which it is planned to run about 90 days, with the big event being the \$100,000 classic for the blowoff.

### Betting in Neb.

Lincoln, March 19. Hancoln, March 19.

S. F. 14 better known out here age the parlmutuel betting bill, went to the governor's desk and was signed, making: it legal in this state afted seven years to bet on the ponies.

The accepted measure provided that 10% of the total betting goes to the licensee; 10% to holders de winning tickets. It costs \$200 a deg, state license to overste mutuels in

winning tickets. It costs \$200 a day, state license to operate mutuels in counties over 200,000 in population; \$100 in counties over 75,000 and \$25 a day in counties of less population than that. Harness races are assessed one-fourth the above figures. There can be for races independents by, it must be in conjunction with \$200 investments of the conjunction with \$200 investments.

### Broadway

Brock Pemberton abed with grippe Harry Sobol operated on at Poly Earl Morrie joined the Lottmar office.

Peppy de Albrew may reopen his Chapeau Rouge.

Velma Forrest in Polyclinic for appendix removal.

Sid Clark, Paris travel agent, in New York on a visit.

Harry Bestry now exclusively reping Jack Osterman, Naked Truth dinner dance at the Hotel Astor April 27.

Bob Gillham takes of Friday (22) for a Hollywood visit.

Stanley Shuford, WB ad man, In Bermuda on a vacation. Jeff McCarthy expected back from Hollywood Monday (25).

Jay C. Flippen Kentucky Coloneled. He's No. 1,876,321.

Tom Cahill's cafe dolled up with new sign and neon shamrocks.

Mort Blumenstock is thinking of shifting to the east side of town. Jack Barry and the missus back om a belated honeymoon cruise.

from a belated honeymoon cruise.

Walter Vincent back from a month's health tour to the Bahamas.

Harold Stein back with National Studios, photographic advertising. Nicholas Coleman, brother of Emil, is new addition to latter's

Rochelle Hudson guested on Kate Smith's matinee hour (20) over CBS.

John Flinn not expected back rom Los Angeles until next Monfrom Los day (25). Ager taking violin les-ran Kendler dittolng on the

Cecelia

Cecella Ager taking violin lessons. Fran Kendler dittoing on the plan.

The process of the proce

Berle.

The strain of writing a flock of radio programs prompted Billy K. Wells' departure on an extended vacash.

number of bootblacks per block in the Times Square area has tripled with the advent of spring

weather.
Paul Duke, of Leon & Eddle's, to
Washington for the White House
scribes' dinner to the President

Washington to the President March 28 dinner to the President March 28 whitney expects to take the five boat back to America after the English horse-racing classic has been run off.
Frank Scully's Heart of a Hoofer, story on Jimmy Walker, in the current. Esquire has the Broadway bunch agogaga.

Barrett McCormick out in Indeannalls as guest hous manager

### CHATTER

way from New Orleans soon to fence around with some of the distributors on picture deals.

Octavus Roy Cohen, Jr., a soph at Harvard, will song-plug with a small music pub in N.Y. during his summer, holidays: Experience.

The Bill Danzigers, who don't like bridge because they can't toss in the burn hands. It was to the burn hands, he was side. And generally remembered that Walter King, in For's currently released One More Spring, is Walter Woolf, musical comedy somester.

Don't saus the Music Hill-tush can be summer of the control of the co

stress being held over untur April, She was it have been home by Xmäs.

Most of the show bunch (working performers) have winshed up their Florids season and back on Broadway getting set for the immediate the shame learn rederation of Actors

way getting set for the immediate future.

American Federation of Actors throws-its first annual bail March. 30 at Mecca Temple. Winner of danee contest to get \$100 and a west at an moback, last singing the lead in the Shuberti revival of Bitter Sweet, is vamping till ready with the Rolland theatre stock (Yiddish) in Brooklyn.

Bondage, sump by Nelson Eddy Temples, which was a summer by Nelson Eddy afternoon was written by Hida Emery Davis, in private life Mrs. Meyer Davis.

Those outside scenes in The

Meyer Davis, in private life Mrs.
Those outside scenes in The
Those outside scenes in

also aired over NBC at the dandellon debut.
Tendency of comics to take pokes
at California's unusual weather
tendency of comics to take pokes
at California's unusual weather
tendency of the company of the company
fickleness of the N. Y. nitery
patronage is asserting itself any
patronage is asserting itself an

### **Budapest** By E. P. Jacobi

"Students of Iglo" unpretentious locally-made romantic picture, best bo, in a long time. Film trade journals spring up here the property of th

Actors' ball a great success. Big income for actors' charities. Phil-harmonic orchestra is following suit with a Philharmonic ball next week.

harmonic orchestra is following suit with a Philamronic bail next week. Three and a Half Musiceteers' is tallier, wholle for Szoke Szakai, to be produced jointly by Styria, Austrian, and Hunnia, Hungarlan-company, at Budapest. New manager of Warner's Budapest branch, Karl Bergas, formerly content of the suit of the s

rent. Esquire has the Broadway be produced jointly by Styria, Australian and Humia, Hungarian company, at Budapest.

Barrett McCormick out in Indianal Budaparian company, at Budapest.

New manager of Warners' Budapost and the France of Circle for opening day of Ladder control of the Construction of Land and the Land and the Construction of the Construction of Land and the Construction of the Land and the Construction of th

### London

Nora Williams son and mother ue here any day. Hubert Griffith adapting Nina, comedy by Bruno Frank.

George Salmony adapting 'Gentle-man,' by Sidney Phillips.

man', by Sidney Phillips.
Lothar Mendes has signed to direct for Alexander Korda.
Hugh Ross Williamson has written a play about Mirabeau.
Label Jeans considering Elope
With Me' by Raibh Neale.
Irene Griffiths adapting The
Dominant Ser' for Poland.

Lawrence Wright publishing Leo Ascher's 'Laughing Clown.' Haytor Preston approached write a play on Karl Mark

write a play on Karl Marx.

Mr. and Mrs. Sidney, Howard off
to Egypt. Primarily holiday,
Mrs. Oscar Ebelsbacher off to
Snain to start a play agency.
Clifford Whitley may do a show
in conjunction with Bradbury-Fratt.
John Maxwell hullding a new pleture house in Bournemouth to seat
Zupe. Clyde to start a snothers.

June Clyde to star in another British picture. This time for British Lion.

sritism picture. This time for BritiAlfond, Lampel and Kurt Gottlieb
directing Indie Beethoven talker for
United Artists.
Frank Reynolds called back to
London after fatal accident to his
11- des Grand and the state of the state
accident after 15 months run of
'Mr. Whittington.
Dave Bader celebrated the 15th
anniversary of his connection with
John Paddy Caretairs writing
sketches here for B.B.C. and Luxemboure, networka.

sketches here for B.B.C. and Lose embourg, networks.

Bert Jason's (Three Sallors) wife here, and looking forward to addi-tion to the family.

Lew Stone and band packing them in at the Hollywood, renamed P-brices' Restaurant.

tion to the family.

Lew Stone and band packing them lin at the Hollwood, renamed Princes' Restaurant.

Princes' Restaurant.

The Savoy. Booked for a fortnight originally.

New comedy The Plant of Mayfair by Jan Fabricius to open at Arts theatre May 28.

And the May 28.

And the Savoy. Booked for a fortnight originally.

New comedy The Plant of Mayfair by Jan Fabricius to open at Arts theatre May 28.

And the May 18.

And the May 18.

Mathea Merryfield likely to go to Varna's Lido nitery in Paris. Gino Arbib here negotiating.

Mathea Merryfield likely to go to Varna's Lido nitery in Paris. Gino Arbib here negotiating.

Tallon as result of Lilly Measinger's staint scouting.

Raymond Massey asking George Godwyn for copy of his Leonardo da Vincti play, The Disciple.

Tex McLeod fined \$25 at Liverpool. on. conviction. for ning linds.

Tex McLeod fined \$25 at Liverpool. on. conviction. for ning linds.

longers' Beggar Student 25 at LiverTex McLeod fined \$25 at LiverCent' Jokes in his monolog.
Garland—Wilson, former planothumper for Nina Mae McKlinney,
now with Jack Payne unit.
McMarch Payne unit.
Schnitzler's short story Break of Dawn' into Love or Money.
Korda asking Mechot Lengyel to put an unperformed stage play into 
Fredde Lonsdale telling film peopic fire is writing plays and theatremanagers he is busy on films.
— Exchibition of paintings by promise.
— Paramount to build a super in 
Sirmingham, bringing the— chainnumber up to 15 in England for a 
few days to dodge congratulations 
on his success of 'Stop Press.'
— Clayton Hutton lost \$12,000 on his 
Radio thestre stunt at Prince Ed— The Beggar's Opera, 'staged at 
the Criterion, March 5, is the first 
West End production in 50 years.

Ike Hatch, having sold 'The Nest 
on the Criterion, March 5, is the first 
West End production in 50 years.

Ike Hatch, having sold 'The Nest 
on Lang.

The Nylers here in full force.

Mr. and Mrs. William Wyler (Margaret. Sullavan). and brother.

Richard Tubber's next, pleture for, 
British International likely to be 
'Old Heldelberg,' with Paul Stein 
directing.

John Yeo Smart contemplating a 
line-up, with Alban Limps to pre-

Jestie of Wimpole Street, Piccadily;
Dick Whittington, Lyceum.
Gilbert Lennox, part author of Mrs. Noby Clark, buye It. K. and U. S. rights of Austrian two-characteristics, and the Street of the Str

tended performance of Love on the bole at the Garrick, March 8, also reception given by members of cast. Patricla Burke, daughte of Marie Burke, anxious -to -come-over but intent on fulshing her singing course, which will take some months.

ment of hands and some course, which will take some months charlot's next revue will be 'Charlot's Charlot's Charlot Send week of April 10.

Title of Matheson Lang's latest

April 10.

Title of Matheson Lang's latest play, For the Defence, changed after one week to There Go All of Us; reason, first tile too much like his film. The Great Defender.

### Tokyo ~ By Burton Crane

Victor Chenkin, Russian baritone, here in four concerts.

Group of 40 Slamese dancers due here about the middle of March. Al Uhles Orchestra, currently at Florida Ballroom, recording for Vic-

tor.

Arthur Rubinstein, Polish pianist, scheduled to play in Tokyo April 2, 5, 9, 10 and 10.

New 190,000-yen house completed by Shochiku in Otaru, Hokkaido, will play films.

Water R. Water R. Holling of the Complete of

First Japanese revusical, 'Girls of Violet,' in p. eparation by the Photo-Chemical Laboratory Motion Pic-ture Co,

ture Co.

Viscount Hidemaro Konoye talkIng of taking his New Symphony
Occasion of the Facilic
Constitution of the Facilic
Charley Hugo, Ten of Marcus
Show, back in town, talking about a
date for attraction while enroute to
fill a Christmas booking in Calcutta.
Alexandra Therepnine, Russian
composer and planlst, guest soloist
with the New Symphony Orchestra
Ech. 1, performing one of his own
works.

works.
Helen Sumida, Los Angeles-born Japanese, featured in 'Chorus of a Willon,' Japanese-language talker.

**Paris** By Bob Stern

Blacot on a tour. Cecile Sorel's Memoirs publish Jeanne Aubert opening at A. B. C. Little outdoor whoopee on Mardi

French troupe back from Mon-treal. Clayton Sheehan in and out of Paris.

Clayton Sheehain in and out of Paris.

Clayton Sheehain in and out of Paris nabes.

Nuits Moscovitcs' released in Paris nabes.

Son born to Betty Rowe and Henry Garat.

Rosie Dolly and Irving Netcher burners of the State of th

ves Renaud putting of atre bill in Raymond theatre bill in Raymond Bulleting place.
Nadla Dauty playing lead in Countess Martiza at the Trianon Lyrique.
'Gilded Lily' (Par) opening at Lord Byron, usually United Artists'

Gilded Lily (Par) opening at Lord Byron, usually United Artists showcase.
Piece by Jacques Chabannes based on alx-day race, Vel d'Hiv, opening at Lord Byron, and the Clin Zulius of Paris showing Harry d'Arrast's Spanisher, Three Cornered Hat!

Margaret Sullavan and William Weyler, on honeymon, cornered by French press photogs.

of the Paris Opena, of the Paris Opena, volunteering for popular concerts at the Trocadero.
Gaston Baty to open next season at Montparnasse with "Crossfre," three actor by Albertman submarine film, running seven weeks in original version at Passy, chema.

Armand Denis and Leila Roosevelt off for the Beijain Congo with truck and the Constant of the Consta

French Seiner.

Jacques Deval, author, himself megging film version of his legit hit 'Tovaritch,' now in work at Join-

ville.

Renee Dahon (Mrs. Maurice Maeterlinck) to play in 'Peleas and Mellsande' at Antwerp, Ghent and
Liege.

Georges Andre Martin, fingerdancer, off on a two months'-tour
of south of France, Switzerland and

Schnitzler's short story Break of Dawn into Love or Money.

Korda asking Melchor Lengyel to May a continue to the continue of the continue of

### Hollywood

Tom Held hospitalized,
King Charney east again,
Frank Vincent to Honolulu,
Bradford Ropes rushing east,
Mark Kelly out of the hospital,
Gwill Andre in Hollywood again,
Callente selling out on weeknds.

ends. Jack Gross continues to put on weight. Irving Current nt. ling Cummings showing his ma around. Charlie Murray haunting the cir-

s. Roddy opened a new suds

spot here.
William S. Paley wound up his
Coast stay.
Louis Sobol getting tired out at studios. ugh O'Connell back from New the

the studies.

Hugh O'Connell back from New
York vacash.

Mike Simmons off Columbia Miles Simmons off Columbia witting start. witting start. Warren William set sail for a weeks cruise. Vacash brings Jimmy Coston from Chicago. Lamar Trotti in hospital for in-

Lamar Trott in hospital for in-ternal carving.

The Milstein back from a vacash in Mexico City.

Grant Withers named in \$22,200 auto injury suit.

Lyda. Roberti convalescing from

Lyda Robertl convalescing from help of the home.

John Cop at home.

John Cop at home of the home of t

Sherring travel debut by flying in access.

Fox trying to borrow Frances From Par for Ban Bas Black

Nary a Celt missed that corned cel party at the Masquers last Sunday. Rafael D'Aleva opened the Cafe Chapeau Rouge at the old Bally-Chapeau nouse in hoo spot.

John B. Hymer joining his collaborator, Sam Shipman, who got in

Mother of Sol Rosenblatt here from Omana visiting here daughter, Ann. Ronnell,
J. C. Nugent's new play, The World Is My Onlon, opens in Pasadena-in-May Garadena-in-May Garadena-in-May Metro to start apprentices and the start of the start o

With the gee-gee gone northconversation around town is getting
back to normal.

Warners allowed option on Olive
Jones, Columbus warbier recently
some columbus warbier recently
and the second of the second of the second
Dave, Miller at Palm Springs
working with Pete Smith on dislog
for Metro shorts.

After season at Santa Anita handling the gate, Don Bechold back
to the second of the second of the second
to the second of the second of the second
to the second of the second of the second
the Abbey Players.

Joe Shea satisfied his hamming
yen; walked on in a mob scene at
the Abbey Players.

Joe shea satisfied his hamming
yen; walked on in a mob scene at
the Abbey Players.

Joe shea satisfied his particular
yen; walked on in a mob scene at
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the Abbey Players.

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### CHATTER

Michael Balcon and Dr. Paul

to Michael Balcon and Dr. Paul Korctz.

Norman Moray, short subject sales mgr. for Wanners, here conferring with Jack Brower.

For Wanners, here conferring with Jack Brower.

War Arno's hopes for a New York with the work of the Work of the Mark Arno's hopes for a New York rip are waning now that the summing now that the summing here.

Max Arno's hopes for a New York rip are waning now that the summing here.

Max Arno's hopes for a New York rip are waning now that the summing here.

Max Arno's hopes for a New York rip are waning now that the summing here.

Max Arno's hopes for a New York rip are waning now that the summing here.

Max Arno's hopes for a New York rip are waning here for his possible to the summing here.

Max Arno's hopes for here waning here waning here.

Max Arno's here waning here waning here.

Max Arno's here waning here waning here.

Max Arno's here waning here.

Max Arno's here waning here.

Max Arno's here.

Max Ar

r.
'Want Ad Heiress, latest novel
'Rob Eden (Bob and Eva Burk-irdt), hit the bookstands last

week.

Flarri, new play by Louise and
Friest Cortis, to be produced by
the Pasadena Community Play-

the Pasadena Community
house,
LeRoy Johnson feeling exclusive
since he nailed up the street entrance to his office. It's no longer

trance to his omce. At a no loager an alley.
Bing Crosby spending all his time at the Bay Meadows track up at Frisco. Flying down only for his broadcasts. Harris in from Palm Beach on his annual Coast trip coincident with opening of his 'As Thousands Cheer' road company at Billmore.

Thousands Uneer rose con-Billimore.

After commuting weekly for 19 years between Hemet and Los An-geles, Bill Martin, veteran exhib, still can't see anything interesting in the trip.

### Palm Springs

The B. P. Schulbergs taking th

The B. P. Schulbergs taking the sure of the property of the pr

Al Joson spending all is time at soil. The separation has been accommodated by the separation of the s

### Toronto

Billie Bell going south. 'Curtain Call' plotting a new for-

mat. Bill Hawkins had his appendix

yanked.

Janked.

Janked.

Joetor's orders that Al Leary
head for a Florida vacation.

Frances Drake home from Hollywood to visit her parents here.

Will Osborne making a. 21-hour
trip from Toronto to Newark by
autocothy Stone says ahed ilke to
make a-film after Thousands Cheercide to June.

Dorothy Stone says she'd like to make a film after Thousands Cheerfolds in June.

Charlie Querrie, of the Palace, celebrating his 14th, business birth-celebrating his 14th, business birth-desired the same of th

### Berlin

By Tom Wilhelm

Gustav Kreelich assigned lead in ungenleur Mare' for Ishe.
Ufa assigned Karih Hardt to lead of Die Toerichte Jungfrau.
'Die Endestein finished Viel Larm
Die Endestein finished Viel Larm
German Fox producing Varwandlung, with Jenny Juso Jeading.
Grufa is winding up studie shote of Der Daemon des Himalayas.'
Ufa, is doing 'Vom Deutschen Erigette Helm got lead in 'Tera's Ein idealer Gatte' by Oscar Wilde.
Critics still somerasuling over Grace Moore's "Night of Love' (Col.).

Grace More's "Night of Love (Col).

Ufa troupe returning from Dai-mation-location, Julabed-Zigeuper-haron."

Life troupe returning from Dai-mation-location, Julabed-Zigeuper-haron.

Life troupe and Leopoldine Kon-haron. The state and Leopoldine Kon-haron will have leads in Ufa's Die Ledige Wilten.

Renate Mueller began her first film for Carl-Froehilch, "Ligeelotte van der Pfals."

Luise Ufrein, ticketed for Hölly-wood later, has the lead in Europa's "Amphitryon" with Willy Fritsch, Paul Kemp, Adele Sandrock and Fita Benkor almost ready at Ufa.

'Liebe nach Noten' (Cat'-and Cannry') (430) with MacDonald and Novarro is holding up well at the Alboe bullt a dry coops after in the coops after in the

book.
Walter Jannsen's 'Bezauberndes
Frauelein' with Heinz Ruehmann,
bizzi Holzschuh and Wilhelm Bendow, for Riton-NDLS, ready for
walcage.'

idesi Horzeccuur and variable dow, for Riton-NDLS, ready for release, the Riton-NDLS, ready for release, the Riton-NDLS, ready for release, the Riton-NDLS, ready for release, probably best collection of lookers brought together here in months. Brausewetter, Paul Dahlke, Carl Hoine, Carl Holme, Carl Holme, Garlier, Balles, Carl Hoine, Carl Holme, Carl H

by E. W. Emo for Malestic through NDLS release. Ufa's Barcarolg in German and French versions, progressing nicely, with Gustav Froelich, Lida Baarova, Eisa Wagner, Hidt Hildebrand and Eisa Wagner, Hidt Hildebrand and Anny Ondra-Max Schmeling plx, Ein junges Maedchen-ein junger Mann, for Ondra-Bavaria released soon, Anny saw her hubby fight for the first time in this family film. Some pretty shoti, but may have scantiness of scanties.

### The Hague By M. W. Etty-Leal

Deluge of premierce here.

Mark Hambourg touring Holland.

City Cinema has Men in White

German film star Dolly Haas
singing over AVRO.

Papers here unanimous in praise
for Radio's La Cucarache.

Dutch premierce of One Night of
Love' (Col) at Amsterdam (Tuschirsky).

Dutch premier.
Love (Ool) at Amsterdam (lug-chirsky).
New film production company established in Holland, named Amstelfilm, Ltd.
Erika Mann back at Hague with

her select cabaret. Die Pfessermuhle (Peppergrinder),
Mask legit company secured the rights for Holland of Henri Bennisteins latest play Espoir (Hope) berformanes of Pelless and Mell-sande, produced at Amsterdam for the Wagner Association.
Rotterdam to get an all-day grind of newsreels in a house of Cinear of the Wagner Association. For the Wagner Association in the Wagner Association of the Wagner Association. Simultaneous premiere of new Dutch film slated in Amsterdam, Rotterdam and The Hague this week. Title is My Wife's Family. Per Bruno Walter returned here from the United States after a short visit to where spots in St. Moritz. He will conduct the Amsterdam Concertisabouw orchestra in the absence of William Mongelberg.

### New Haven By Harold M. Bone

Dodsworth' into Shubert 21-23. Myra Hess due at Sprague Hai (23). John Hesse now settled in his new

Mother of Charles McBride died here recently.

Mother of Charles McBride died here recently.

Howard Twins knocked em dead at Yale concert.

Junior Leaguers put on a big-time revue at Shubert.

Brandor Leaguers put on a big-time revue at Shubert.

New Haven Symphony folded dist season Monday (18).

Gene Rodney doing some acribbling down on the farm.

Ben Cohen crashes 'Clarion' columns at regular intervals.

Don Robinson has left Yale Drama School for N. Y, job.

Alex' Dean watts till he's home in bed before reading a program.

Alex Dean watts till he's home in bed before reading a program. Burglars nicked home of S. Z. Poll's daughter for \$4,000 loot. Russell Newton hopped from Par to an asst. exec job in New London.

Halsted Welles does a bit of lec-uring in between directing Yale

to an asst. exec you in new amount.
Haisted Welles does a bit of lecturing in between directing Tale
The state of the stat

### Pittsburgh By Hal Cohen

Bill Scott's frau humped up severely in auto crash returning from New York.

Liess Drake and Ralph Wilson leads in Pittsburgh Playhouse's next, 'Spread Eagle'.

Eddle Peyton-Back from Fiorda and has reopened his nite spot for the season.

Teddy Joyce's kid brother has joined the former Penn m.c's band often the former Penn m.c's band John Maloney's El Patrick's Variety Club luncheon.

George Sharp's production of 'The George Sharp's production of 'The

### Montreal

J. L. Slattery's father dead. Chris Ellis going the rounds.

B. M. Garfield down with grip.
Kay Scott m. c.ing at the Em-

A. R. Carman down for annual Florida trip.

Chez Maurice closing down for reconstruction.

Jacques des Baillets away for European tour.

Dominion Drama Festival at the Ritz March 21-23.

Rits. March 21-23.

George Rotsky and Palace theatre reopen Friday (22).

Sid Tomack character acting and me. chief action Maurice.

El Cheo Cheo Maurice.

El Cheo Cheo Maurice.

Stan Day died at Royal Victoria. hospital after year's lliness.

Ten nitcries raided by police.

Thursday (14) with April 10 set for trial.

Ten niteries raided by police Thursday (14) with April 10 set for trial.
Windsor Hotel, first supper dance spot to eliminate cover charge since Monday (11).
Club Lido brought Ernie Stanton and new casting-for-program-change-Monday (11).
Mardi Gras saw all niteries, cabarets and hotels at capacity despite the control of the control of

### Sydney By Erio Gorrick

By Eric Gorrick

Beyond Bengal' is the surprise

The Brite Gorrick

Beyond Bengal' is the surprise

The Brite Brite

The Brite Brite

The Brite Brite

The Brite

The

next. Spreak and Raiph Wilson
Lissas Drake Bayer
Listas Wilson
Listas Preview In MelListas Preview In M

(Continued from page 61)

when his legit season finishes. Thring has been anxious to break into this field for some time. Not known whether Sir Ben Fuller will become interested with Thrins. Tollowalth Broadcasters. Williamson-Tait was anxious to send a company to Brisbane, Williamson-Tait was anxious to send a company to Brisbane, Guesniand, but a message from their representative Use of the ter-side property. The season of the ter-side heat. Sir Ben Fuller visits his opera every night, and mats; too. Says that he just can't stay away from severy night, and mats; too. Says that he just can't stay away from School and the season of the ter-side heat. Sir Ben Fuller visits his opera every night, and mats; too. Says that he just can't stay away from School and the season of t

### Minneapolis

By Les Rees

Four-day Chicago Grand Opera season, first here in years, a finan-cial flop at U. of M. Auditorium. Lupe Velez and Gene Raymond derlined for personal appearance at Orpheum.

at Orpheum.
Bill Blaon in Chicago for few days.
Bill Blaon in Chicago for few days.
Bill Shartin, U salesman, back on job after, five slegs.
Germaine Burke, of UA office starf, laid up with measles.
Botton few spring attire.
MGM club holding series of screenings and buffet lunches.
Al Aved, Columbia salesman, in head on nuto collision near petroit injury, within, but secaped serious

Lakes, milin, out injury.

Eph Rosen, RKO salesman, back on job after recovering from auto accident hurts,

Bee Klucany of RKO office staff, recuperating from operation in As-bury hospital.

recuperating from open-bury hospital. Art Huesman back with Nationa

Art Huesman Back Will as Screen Service.

Mrs. Jerry Abeln, Sauk Rapids, Minn, exhibitor, in local hospital for treatment.

Six-day blue races specifically excepted from anti-walkathon ban in bill which already has passed lower-lessialtive house. legislative house.

Wife of Bill Williams, Journa columnist, died from pneumonia.

columnist, died from pneumonia.

Pari-mutuel betting legalized in a bill introduced in the state legisla-

April 27 set for date of first Va-riety Club charity ball, with tickets to go at \$10 instead of \$15 per couple.

#### Des Moines By R. W. Moorhead

A second naborhood house is to a second naborhood house is to be built soon by the Harry G. Allace Company for lease by Tri-States, operator of the Roosevelt. It will

Tony Sarg's marionettes at Drake U auditorium, March 25. A. H. Blank to Hot Springs for

a rest. Hale Cavanagh celebrated his birthday at the new Variety club

birthnay at the rooms.

The Rev. Glimartin, who sponsored foreign films for the First Unitarian Church, resigned, but the congregation will continue the pic-

congregation will continue the pic-ture idea.

J. M. Spalla has leased the Rilato, Grundy Center, operated for many years by Wm. Hawn.

Torner Fox film inspector, to have charge of new film exchange projection room for Midwest Film Distributors.

Electric sign on the RKO Orphe-um, the first animated electric sign in the control of the control of the con-line though ase, it for the fall build-ness.

### Mexico City

By D. L. Grahame

Ruth Draper booked for recita scries here

scries here.

Slight trend away from films toward highbrow comedy drama.
Education ministry has reorganized the Symphony Ork, giving pop
price concerts at the Teatro Hidalgo
to finance the scovernment's dioing
High-class niteries, established a
cover charge, first time such levies
ever applied here. Front line hotels
have upped their prices to about the
levels of hostelries in average
American cities.

An indigent composer, inmate of
the old people of the of the rimates.
Band is such a hit that its leader
and members expect to have homes
of their own soon.

First dramatic sock here in many
First dramatic sock here in many
First dramatic sock here in many

of their own soon.

First dramatic sock here in many moons is John Colton's 'Shanghai Gesture' done in Spanish, by an all star Mexican troupe at the Maria Teresa Montoya theatre.

### **Baltimore**

By Albert Scharper, Jr.

Rodney Collier waxing weighty. Eddle Sherwood proud possesses

Novelist James Boyd at Hopkins

Novelist James Boyd at Hopkins hosp having orbs o.o.d.
Ted. Routson and the mater to Alacay the state of the Alacay Elamond back organioging at Century after minor op.
Daily-double betting will be inaugurated in Maryland next month when Bowle track opens season. Frank Mulloy hopped to Pittsburgh over week-end on dual mission: visited family and hospitalized self. oz. a. day for operation on Descendant of Edwin Booth has given packet of the family-old-correspondance to municipal mu

Lescendard Lewin Booth and correspondance to municipal municeum, with proviso that missives will not be opened till 1970.

New play, Tinkle in the Crash, will get first hearing next month at Bopkins' Playshop. Authored by Sticks, Amen' had brief run on B'way last season.

En route to give Hollywood the condition of the better-half, Lou Az-Morried Mechanic, own of the New Meatre, Quarter motoring out, and will be gone three weeks.

### Omaha

Jimmy Joy and band headed for hi this summer. Cherry Sisters wound

By John Quinn

Jimmy Joy and band beaded for Chi this summer.
Cherry Sisters wound up two weeks at the New Modern Club.
National Flower Show, dog show, and building show all coming up next month.
Henry Busse and ork in a one-new the company of th

orville Renne switched to the Par

Orville Renne switched to the Par as assistant manager to work on the audition system introducing vaude acts. Community Playhouse, presenting Wet Paint, translated from the French locally by Bess Bozell and Bernard Solide, Aksarben Indoor Cheus got set without mishap, they have wreck in the east de-layed arrival two hours.

### Chicago

Billy Elson in on another look round. Rosalind Glickman giving a pian auson in, on another Jookaround.
Rosslind Glickman giving a plano recital at J.P.I.
Bill Stein readying for another fine of the cost.
Bill Stein readying for another fine of the cost.
Brown of the cost in the loop.
Henry Herbel giving up yachting for golding this summer.
James Coston to the Cosat on an urgent wire from Harry warer.
Lower war was a stein of the cost of the cos

film inspector, to have charge of come film exchange projection room for Midwest Film Distributors. Electric sign on the RKO Orphemental Communication of the Country of the Country of the Country came to town for the sonality and ability contest conducted at the two-day meets of the Alled Theater Owners of Iowa.

### Milwankee

H. J. Fitzgerald and Edda Welser on vacation in Florida.

Jules Kaplan, operator of the Co-lumbia, has taken over Edda Wiesner's Gem

er's Gem.
J. R. Patterson is selling the Viot in order to devote all his time
new printing company.
Work has been started on disantiling the Majestio, which is to
rebuilt into a chain store.

manting the Majesto, which is to be rebuilt into a chair is not a uncertainty of the control of the continued to the Riverside b. 6.

Ban on children under seven in theatres, churches and schools due to scarlet fever epidemic has been continued to April 15.

Ban on children under seven in theatres, charlet in Oshkosh and Green Bay, following order of regional board to discontinue. Herb Israel succeeds Evelyn Hammond as the News Miss Hammond now private secretary to E. R. Mahoney, managing editor.

### Cuba

By Rene Canizares

Exodus of 'revolucionaries' for Miami has been great.

Trene Dunne was in town for a few hours the day before the strike

began.

Garcia of the Nacional theatre expects to have a musical show ready in April.

Another strike gone, with thousands put behind bars and many more thousands losing their jobs.

Curtew law had all shows in the ready as forced to close before 9 pm.

Now they are won-again.
Newspapers went on strike be-cause-of-the censorship, but Diari de la Marina and Avance continued

publishing.
Douglas Fairbanks and Lady Ashley, with a party, in on a yacht, but didn't have chance to see much of the city on account of the strike.

### Vienna

O. L. Preminger to London. Rudolph Lothar 70 years old. Hubert Marischka getting a di

Karl Zuckmayer writing a Tyro-

Karl Zuckmayer writing a Tyrolean novel.

Jarmila - Novotna contracted for Salzburg feat.

Eddie Cantor film - Whoopee'.

Arthur Halms nacpotating to take over the Theatre an der Wien.

Hans Jaray's Ping-Pong 55 up and under consideration with Gertrude Lawrence, London.

Paulia Wessely invited to star in 'Liobeele' for a German season unRichard'. Hageman and Arthur Goodrich's opera 'Caponsacchi,' based on Robert Browning's 'The Ring and the Book', announced at Volks Theatre under direction of composer.

### Calif., Here We Go

(Continued from page 5)

all employees not to buy anything unnecessary within next few weeks, and not to sign leases or enter into any property obligations until the situation is ironed out one way or the other.
Meanwhile Hollywood is looking

the other.

Meanwhile Hollywood is looking to the legislators in Sacramento to make the decisive move.

N. Y. Exces Serious

S. R. Kent, Joe Schenck, Sam Goldwyn, Nick Schenck, the Warner Bros. and Adolph Zukon. are mentioned among those who have advanced beyond the threatening stage and are preparing to advanced away from California if forced, Kent, the Fox president, as a committee-off one-has-just returned from Florida where he has been looking over property, talking, to ligh state and other officials, result interests, etc. He went into the situation throughly while in Florid Wednesday. (27), at which time he will make a report.

Industry magnates admit that no one wants to pull stakes but that if matters receib a noint where heavy matters excell a noint where heavy

one wants to pull stakes but that if one wants to pull stakes but that if matters reach a point where heavy burdens are placed upon the studios, it will have to be done without regard to the sacrifice entailed in property out there, other investments, cost of moving, etc.

Wife of Al Sobler, former p.a. for Chleago Warner theatres and now indie theatre operator, died in Chi-cago on March 12 of pneumonia. Burial in Chicago.

### **OBITUARIES**

RICHARD B. HARRISON .

RICHARD B. HARRISON
Richard B. Harrison, 70, creator of
De Lawd' in 'Green Pastures' and
who played the character for five
years for a total of 1,675 performances, died in the Fifth Ave, hospital, New York, March 14, of overstrain. He collapsed in his dressing
room in the 44th St. theatre March 2
of a heart attack. Physcians told
him that he would require a long
rest, but he was planning a return
to the stage when a sudden turn for
the worst developed.

to the stage when a sudden turn for the worst developed. He is survived by his widow, now dangerously ill in a Detroit hospital; a daughter, Marian, and a son named after Paul Dunbar. Richard B, Harrison, whose performance in Green Pastures had made him the best liked of all Negro players, was born in Canada, the son of slaves who had been radireaded; to Canada by the 'underground' in slavery days. He received but little education, but he developed a passionate love for Shakespeares plays and could recite many of them by heart. His talent he commercialized by giving dramatic readings—before—Negro schools and colleges, which appears of the control of the controls and colleges, which appears to the many of the chools of his race. Later he made the Chautau circuit. qua circuit.

Marc Connelly encountered him in
a Harlem casting office when he was

Marc Connelly enfountered him in a Harlem deating office when he was seeking Negro players for the new venture. At first Harrison demurred, feeling that the role was sacrilegious. Connelly was persistent. According to the story, it was the Episcopalian Suffragan Bishop, Herbert Shipman, who resolved his doubts and-encouraged him to assume the character. How good the advice was founder. Herbert Shipman with the story of the strength of the story of the strength of the story of the s

#### WILLIAM P. CULLEN

William P. Cullen, 60, died March 13 in Hollywood following severa months' illness. His widow survives. - Gullen- a-native- of Chicago

Guilen; a-native-of-Chicago, was-for many years with Henry W. Sav-age, attractions road showed out of New York, in Chicago he produced a number: of legit: road shows, among- then 'The Burgomaster,' The Tenderfoot,' 'Alaskan' and others. About 10 years ago he moved to San Francisco, where he was prominently identified with legit ventures, both ahead and back for several vears he pilloted Fanchon & several years he piloted Fanchon &

several years ne piloteu rainenou ex Marco units on tour. Cullen suffered a heart attack last winter and was for a time in Gen-eral Hospital in Los Angeles, Burial March 15 in Hollywood.

HOLMAN DAY

Holman Day, 72, died Feb. 27 at Mill Valley, Calif., from a complication of diseases. A native of Maine had written around 80 novels and 1,000 short stories, mostly laid in the logging districts of the holman state. He was former of the holman state of the holman state. He was former of the holman state of the paper, later published in book form. He formed the first motion picture company in Maine, the Holman Day productions, and produced one of his novels there in film form, 'Rider of the King Log.' Later he Joined First National on the Coast to title 'Firming's Fouth's and remained there.

Flaming Youth and remained there for several years as a scenarist, He is survived by his widow.

JOE ELVIN

Joe Elvin, 72, veteran cockney music half comedian, died in a Lonmusic hall comedian, died in a London hospital Mauch 4 after some weeks 'lliness'. Starting at the age of 10 in boy parts, he made his name in horse racing sketches, and was a contemporary of Marie Lloyd and Dan Leno. His hobby was betting, and he won \$25,000 in one afternoon, from which he parted before the month was out. In his later years he drew a pension from Brinsworth, the 'rest home' for aged pros, which he had founded and subsidized.

> PETER CARROLL Carroll, 58, assistant pro

Peter Carroll, 58, assistant production manager at Hal Roach studio, died after a lingering illness in Los Angeles, March 13. Deceased was branch manager for Fathe in Spokane, Wash., before he joined Roach as eastern representative, in Los Angeles orchestra conductor, which capacity he served for 10 ided in Holland.

years. Illness forced his retirement a year ago. His widow survives.

CALVIN HALPERIN
Calvin Halperin, 46, died March
13 in Los Angeles, following a
year's illness. He was a world war
veteran, and for past 14 years associated with his wife, Sadle Halperin, in the vaudeville booking
agency business hers. Funeral
services March 17, burial in L. A.

JOHN ESHLEMAN
John S. Eshleman, 37, for many
years associated with the Central
Ohio fair, which operated in several
Ohio towns, including, Orryllle, O,
died March 10 at his home in Orreville, O, Surviyors are three daugheters and two sons, all living in Orreville ville.

MARGIE B. McCORT

Mrs. Margie B. McCort, wellknown vaudeville and night clubdancer, also a dance instructor,
died March 9 in Twin City hospital,
Unrichsville, O, following an operation for appendicitis. Surviving
are her husband and an adopted
daughter. Burial locally,

FRANK JOYCE
Frank Joyce 43, died Sunday
(17) in Los Angeles fater a long filness. He was a former vaudevillian
and hotel owner, last a partner of
Joyce and Selznick agency in Hollywood, one of the biggest agencies
show business has ever known and
unsurpassed as to income. News
story in film section.

JOSEPHINE H. ABRAMSON Josephine Hilty Abramson, 68, singer and composer of children's song, died March 9 at Compton, Cal.

MRS. WM. B. GUYTON

MRS. WM. B. GUYION
MRS. William Boothe Guyton, 51,
died March 10 in Los Angeles. She
was identified with L. A. Grand
Opera Ass'n and Philharmonic or-

HARRY BENTLEY

HARRY BENTLEY
Harry Bentley, 34, one of dance
band crooner ploneers here, died in
Middlesex hospital, London, March
3, following three months' illness
with pneumonia.

JACOB W. RICHARDSON
Jacob W. Richardson, 78, killed
by an auto March 18 in Bound

FRANK N. HEARN, Jr.

March 28, 1932
My darling Boy:
I shall remember while the light lives
yet.
And in the darkness I shall not forget.

MOTHER.

Brook, N. J. Did vaudeville blackface as solo and as Richa son and Mitchell.

MRS, ELAN E. DODD
Mrs, Elan E. Dodd, 67, long in
pletures, died in Brooklyn, March A.
Originally with Vitagraph, she
transferred to Vitaphone whea
Warner Brothers took over.

MRS. HENRY PRATT

MRS. HENRY PRATT
Mrs. Henry Pratt, 86, died at Muscatine, Ia., due to infirmities of old
age. She was known in theatrical
croles as Amelia Watts, making her
first appearance at the age of six.

GENE METZER

GENE METZEN

Gene Metzger, manager of the
Lyric theatre at Lima, O., was instantly killed recently in an automobile accident. He was well known in theatre circles in southern Ohio.

JOSEPH SOHN
Joseph Sohn, 637, former musical
critic of the New York American
died in New York March 18. Better known as a concert pianist, haying made his debut at the age of
16 in Steinway Hall, New York.

Lazarus Noah, 75, in charge of dressing room keys at Universal studio for 16 years, died March 10 in Los Angeles of a heart attack.

Father of Bud Murray, Holly-wood dance stager, died in New York, aged 70, about three weeks ago

### Stock Market

(Continued from page 6)

that sank to new lows for 1935. It points. Preferred of the lastDespite this, two preferred amusement stocks sold at new highs for
the year. They were Eastman Kodak preferred at 152%, the closing
point, which gave the issue a gain
point, which gave the issue a gain
point, which gave the issue a gain
of 135 points. The other was Unidown the control of the control of the control
of 135 points. The other was Unithe control of the control
of 135 points are the control
of 135 points. Preferred of the lastnamed company was up a point at
Eight of a point. They were demreal Electric, at 21½; Lowe comon, at 33§; and Radio B, at 35%,
The upswing in Universal pfd. on
the control of the lastnamed company was up a point at
mande company was up a point

75%.

Three Issues were down seveneights of a point. They were General Electric, at 21%; Loew common, at 33%; and Radio B, at 35%.
The upswing in Universal pd. on
only 150 gales undoubtedly reflected
the reiterated depial by officials of
the company that it was not being
sold. The stock never dropped besold. The stock never dropped to
ton at the close, for more than four
ton at the close, for more than four
ton at the close, for more than four
displayed—title—ability—to withstand
the selling wave. The latter at one
time was down 2½ points, but came
back a little to finish at 15. Warner
Bros. bond also fell to new lows for
1335.

Judged by the action of both com-

vectal preferred which sourced to dealy, its closing quotation, where it was up 4% points.

The list of stocks to touch new low ground includes American Seat, at 4%; Consolidated Film Industries common, at 4%; Consolidated Film Industries ind., preferred, at 17%; Fox A, at 3%; Faramount certificates, at 2%; Law on the company being the common at 4%; Wanner Bross. common, at 4%; Wanner Bross. common, at 4%; Wanner Bross. common at 4%; Wanner Bross. common for at 5%; For A, at 5%; Law of the common for a point and greater in this sector. Columbia pletures certificates were off a point at 6. Consolidated Film prd, lost a point to 18; even in the face of a cash sale at 435 per share on Saure for a point of 4%. Consolidated Film prd, lost a cash sale at 435 per share on Saure for a point at 10. Wanner predicted Lower prd, off one point at 103%, low mark of the week; Pathe of the property of the predicted Lower prd, off one point at 103%, low mark of the week; Pathe of the property of the predicted Lower property of the prediction of the property of the property of the property of the prediction of the property of the property of the prediction of the property of the pr

### Summary for Week Ending Menday, March 18:

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714	4%	4.000		41%	80%	40	-1
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128%	1104	8,300	Consol. Film pfd; (1)+	119%	\$17%	18	-1
15214	141	210	Lastman Rodak (b)	119	116%	117%	-2%
1814	894	5.000	Eastman Kodak (5) Do. pfd. Fox Class A.	. 1102%	151	1521/4	+11/2
1814	2014	79.100	Gen. Elsc. (60c)	T	18%	8%	- %
3074	3114	21,500	Toom: (0)	1274	20%	211/6	- 1/8
-204%	100	1.200	Losw (2). Do. pfd. (0%)	184%	321/4	33%	- 76
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4514	8512	2,400 28,500	Badle and B	. 00%	50	. 50%	+ %
256	1%	10,600	Radio pfd. B.	38	85¼ 11¼	361/6	- %
40%	86%	150	Universal pid	1 72	30	1%	144
24%	21/4	-85-400	Warner Bros	110%	1214	40%_	+41/4
24%	. 1414	.350	Do. pfd	1.0	\$141/2	15	-2%
41	32%	81.800	Westinghouse	2574	13256	33%	-156
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	100		BONDS		1140-		
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71%	071/2	10,000	Gen. Thea. Eq., '40 Kelth 6s, '46	714	181/	61/4	- %
100	10314	\$8,000	Kelth 6s, '46	. 081/4	68	68	- 4
5014	42%	0,000	Par-Broadway 54s, '51	104%	104%	104%	- %
75	58%	87 000			48%	4914	+ %
75	50	84,000	Par-Fam-Lacky 6s, 47	72%	00%	69%	-41/6
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75%	58%	193 000	Pay-Pub. 5½s, 50 Do. ctfs	. 74%	70%	70%	-41/6
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### Incorporations

NEW YORK

NEW YORK

Albany

Bedmar Enterprises, Inc., per Labony

Broadcasting business; capital stock, 200

Broadcasting and a comparation of the comparation o

Charies Buchanan, sos Lenn.

Charles Buchanan, sos Lenn.

Acument and Designation

Acument English Services and Acument Services and Acuments, conorate network Park Very York Office. 122 South Pearl street New York Office. 122 South Pearl street Abanny, Reginald Morse, president by Charles Morse, 260 Tremont street, Boston Morse, 260 Tremont street, Boston

### CALIFORNIA

Dave Gould, Inc.; dance learnestor; capital, 2,500 shares, no par; permitted to issue four shares. Directors: Dave Gould, Harry Ladewig, Wal Raxet, Jack Greenhouse.

Lutes, Earl S. Messer, George W. Conn.
Owen C. Mcmory.
Fox West Division Exchanges (Los
Angeles); capital siock, 4100, none subscribed. Directors; Dario L. Faraida,
Amos Halt, Stuart W. Webb, all of New

Wictor McLaglen Light Horse; no cap-lal stock. Directors: Victor McLaglen, Crill McLaglen, Arthur, McLaglen, Pan Pacillo Exposition Auditorium (Los Angeles country): capital stock, 2,500 shares, non subscribed. Directors: Ollifori W. Henderson, Phil Henderson,

2,300 w. Henderson, Fun and Joe Helget.
Joe Helget.
General Exhibitors, Inc. (world's fair exhibit); capital, 50 shares, par 1100, permitted to issue 50 shares. Directors

permitted to lease 50 shares. Directors not named.
R. N. S. Ltd.; motion picture production: expital, 1000 shares, no par; per tions expital, 1000 shares, no par; per tions of the production o

### OKLAHOMA

Mountain Amssement Club, Mountain View, Okta. No capital stock, Incorporate Marco Ma

### Judgments

(First name is that of debtor; name of creditor and amount follow).

Alcha Amus. Corp.; G. S. Van Schalck, State Supt. of Insurance; \$255.

we Guild, Inc.; dance learners, and the Guild, Inc.; dance, learners, learner

### TOM MIX CIRCUS

Hollywood, March 12. First circus to hit here this sea-on and first truck trick to make son and first truck to make California in five years. Tom Mix's aggregation opened on the Beverly-Fairfax lot Saturday. A muddy lot and early season confusion, this being the show's second stand, plus rain, made the Hollywood opening Sunday's business, how ever, saw two capacity shows with indications that the five-day stand

indications that the five-day stand would be profitable.

Mix show on the lot looks like class. New equipment plus considerable new canvar makes a flash appearance. Inside the big top, it's another story. Despite Mir's personal rep for showmanship, show as it unfolds cries out loud for a circus man. This was indicated in getting the show on the lot. Despite he arrival on the lot a severe.

cus man. This was indicated in getting the show on the lot. Despite the arrival on the lot as seven am, big top was not ready outfil three with the mat going on at three-thirty. Likewise on Sunday with everything in order, mat did not get "Show is mostly Mix and his write, Irma Ward. Mix is on for four displays." Show is mostly Mix and his write, Irma Ward. Mix is on for four displays. Shape should be made and and one her over-arm throws in fine style, later works in the Arbush flying act. "The work of the matter o

in the center ring as the family group. Act contains the father, two sons and a daughter is made up of typical small show doubling acts. Opening is the pageant minus Mix, who makes a separate entrance. Theme is western. Swinging ladders with 10 girls and three cloud of six foeys next. Show could use a producing clown. Three dog acts next, followed by three or four ponydrills, all Hobson stock. Mix sharpshooting next. High school and pacuage borses text. Small in numbed in the second of t

shooting next. High school and manage borses next. Small in number of the property of the prop

indication of the latter at either of the ticket wagons. That's open for bects, with a second or bects, with a second or bects, with a second or bects, with 40 trailers housing the personnel. Show tears down following performance, elecis and moves sound at all the second of the sec

### Owen, Not Jones

It was Buck Owen and not Buck lones who played that guest date with Kinkle's Rangers in Cleveland

### Chi 'Coney Island' Plan

### Poodles with Shirley

Hollywood, March 19.
Poodles Hanneford and his family have been spotted in a special circus sequence in Fox's 'Our Little Girl,' the Shirley Temple starrer. Clarkonians, flying act, also in the nicture.

Both acts, featured with the Barnes show for the past severa seasons, will probably go with Gor-man Brothers' Circus this year.

### PEARSONS AND WALTER JOIN BARNES ON COAST

Los Angeles, March 19.
The Pearsons, English riding family of seven, with eight head of stock arrived here last week for the Barnes Circus. Act replaced the Foodles Hanneford, group.

The Walters, aerial bar act, also an import, is due here this week. Show, finishing up rehearsals, moves from winter quarters to San Diego today for a three-day dress rehear al period, opening there March 23.

al period, opening these man skipped Several towns will be skipped here, the only dates to be played before it hits L. A, being Santa Ana, Physicalds. Alhambra, and Long Riverside, Alhambra and Long Beach. Local opening is March 3 for 11 days, with three in Holly-wood to follow.

### Municipal Noah Plans Modern St. Paul Ark

St. Paul, March 19.

Not a sot's nightmare—but a stark reality—is the municipal project to house Como park's present zoo in an ark built upon the lines of the late Father Noah's domicile.

use late ratner Noah's domicile.

Announced Saturday (15) that
\$80,000 has been appropriated by the
State Emergency Relief Administration. Will provide work for 250
men, cost to be shared by the city
and Federal governments.

and Federal governments.

Designed by Charles Bassford city architect, ark will be 150 feet long, 40 feet wide and 27 feet high, and won't be launched, but will instead be placed high and dry within Como's confines. There will be 22 cages, an ample monkey house, and aquaria arranged under the cages. Kitchen, refrectory and restrooms will be provided. So conrooms will be provided. So con-structed that animals can be viewed from the inside during the winter with outdoor inspection during with outdoor inspection during warm months afforded by simply dropping side panels.

Asked how faithful a reproduc-tion of the McCoy his model will be, Bassford cracked: It's my own conception of the ark, Anyhow, who knows what the original loo like?"

### Charlotte Assured Fair

Charlotte, N. C., March 19.
The Carolinas Fair, Inc., has been organized force to stage a district fair in the fail. A 102-acre site has been secured and Architect George N. Rhodes has prepared plans for buildings. Freed L. Hirkey heads the convert with a committee named to the convert with the convertigation is a 100 min.

Capitalization is \$100,000.

#### Starting to Hustle

Frank Euler, secretary of the March, 19.
Frank Euler, secretary of the March, 19.
Was in Nashville last week to converse to the March March, 19.
Director, and R. H. Millon, Androro, specialists with the Agricultural Extension Service relative to agricultural exhibits to the 1935 fair.

### · Cole in Akron

Cole in Akron.

Akron. March 19,
First circus of the year, is due
here May 15 when Cole Irros, will
here May 15 when Cole Irros, will
hivade castern Ohio on 11s hasty
trek east. Show will be the first
and outlit to play the rubber eity,
which, despite one of the highest
readers in the country, is considered
by circus men as one of the best
spots in the midwest. So far no
Riverside, 25: Pomona, 27: Alhambra,
popposish.

(Continued from page 1)

Continued from page 1)
bulk of the Chicago Fair, particularly the beaches and the rides. It
would have a casino to be erected
on the alte of Hollywood concession
at the Century of Progress and,
would seat 2,000 for concerts, meetlings and special motion pictures.
Enchanted Island concession,
would be rebuilt and kept as a permanent playground for the kids at
Its results dime admission. There

would be rebuilt and kept as a permanent playeround for the kids at its regular dime admission. There would also be glass house for picnics, outdoor, playerounds and other buildings for kids at which the dime admission would be charged.

General admission, to the entire control of the contr

tising purposes, such as characterized the Century of Progress.

Announcement of the plan caused the newspapers to rear up and how! First to go to but against the seven was the Chemon half the newspapers to rear up and the newspapers to rear up and the plan caused the newspapers to rear up and the progress of the Pribine. Likely the tab Times will be only Chicago daily to back up the idea.

Tribune has been talking of a permanent Fair, and has been interested in having Major Lenox Lohr, chief of the Century of Progress, to head this permanent and the second of the control of

sil.soc.oo.

Plenty of excitement starting already, with the papers veiling
money grab. To show business the
Concy Island' idea doesn't look as if,
it has a chance. The regular
amusement parks, such as White
City and Riverview, have been battlifts desperately to keep their heads
above water.

### Shiny Ape Cart Lures Bite, Laws Mix Trink

Los Angeles, March 19.

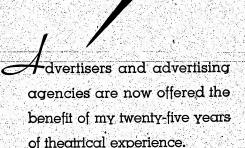
For making its circus warons so brightly alluring that children were tempted to come close to a wheel-d monkey cage-during a halt in the first parade of the season, with attendant injuries to a boy who tr-d to play with the animals, forms the basis of a unique suit grainst the Tom Mix circus.

Father of six-year-old Cael Helrer demands \$1.700 for alleged manging of the child's finger by a manky while the show caravun half-d near the boy's home. Making the bardle wagone irresisting attractive for kids, without waron, guards, Los Angeles, March 19.

ive for kids, without wagon guards, constituted negligence, the com-plaint states.

### Clauson to Ringling-B.B.

Ralph Clauson, former front for, the Ingenbeck-Wallace show, who lives here, announced this week upon returning to Chi, that he'll be with the Ringling show in the same capacity during the 1933 searen. This is under the new setup caured when Jess Adkins withdraw to manage the Cole Bros. enterprise. Lincoln, March 19,



I am prepared to consult with users of radio, prescribing corrective treatment for increased efficiency, entertainment value and resultfulness from present and proposed programs.

# Eddie Cantor

1

113 West 57th St., New York City Telephone » » CIrcle 7-3338

# 15¢

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Vol. 118 No. 2

NEW YORK, WEDNESDAY, MARCH 27, 1935

64 PAGES

# E DANSAPATO

### Minne. Burley Troupe Does 'Faust' But Stripper Cops the Big Mitt

Minneapolis, March 26.

Minneapolis, March 26.

Harry Hirsch's atock burlesque troupe at the Gayety here has dischended stripping in part of the lighter forms of a past week actually not be a past week actually precised two scenes from the grand opers Faust. Moreover, the comedians discarded their grotesque makeups and worked throughout the entire show in stylish business suits, depending only upon their gags and jokes to get laughs. And appecialties included the more refined ballroom and adagio dancing.

Three high class singers—lene Hughes, Jack Vernon and William Couzens— warbled the principal roles in the condensec version of Faust, running nearly 20 minutes. The garden and prison scenes were presented with Miss Hughes as Marguerite. Vernon as Faust, and Couzens as Mephistopheles. They and chorus members were costumed appropriately of opera with a flash tableaux in which some for the four-lesque chorus girls, wearing flowing white robes and appropria

### 'NUDIST' CAST IS ONLY SEMI

Mt. Vernon, N. Y., March 25.
Stald Westchester is getting a
peek at nudist drama this week—
but only a peek. The Nudist Theatre Guild is performing semi-socially, also-semi-nude.—Instead of peeling all the citches, the boys and
not to shock the customers 'oo
much.

not to shock the customers for much.

Program reads The Motion Picture Academy Pilayers present the Nudist Theatre Guild. Play is The Glid from Childs, an ancercurem and the stating that this is a version of the play as it will be done in 1850.

Males are wearing black shorts, shoes, socks and garters. One of the hoys, just to make sure, has a pair of suspenders holding up his panties. The girls are all in bathing suits of various colors and trimmings.

Beyond that freak apparel the group of 10 plays very much like an amateur company, and not very sood amsteurs.

amateur company, and not very good amateurs.
Show is at the Biltmore here on what may be a full week's run. Group hopes to convince the audience this way, that nudism is not so bad. Public seat sale at \$3c top. Opening night, Monday, (25), was about 80% capacity with paper plentiful.

### Surprise

Operator of a dine and dance spot in a midwestern city is using the following billing for his current orches-

tra:
'Close your eyes and you'll think it's Lombardo.'

### FILM TRAILER FOR CRIME CHASE

Detroit, March 26.

Detroit, March 26.

Enlisting the aid of every theatre
in Michigan to track down a criminal is the method employed by the
federal and state police authorities,
via a motion picture trailer, giving
details of his crime and description
of the culprit. Next week, trailers
seeking the slayer of 11-year-old
giri, hunted since last September,
will appear on all Michigan screens
complications.
Assisting on the arrangements
were H. M. Richey, managing director of Michigan Allied, John E.
Flynn, regional manager of M-G-M,
and Fred Frahm, chief of Detroit
detective force. Flynn is arranging
for national distribution of the picture through the Hays organization.

### **A&P STORES ASK CO-OP** FOR 'OPPOSISH' IDEA

A radio guest star idea that's being mulied by A. & P. Gypsies for its air commercial is expected to be worked out despite obvious complications

complications

A. & P. retail.chain stores, vending so many products which sponsor talent on the air, take the position that it would be good co-operation. all around if Kraft. Phenix (Whiteman), Jello (Benny), Standard Brands (Vallee, Penner, et al.), for example, would 1 ind these radio names for single-shot appearances as guests on the A. & P. program.

### Quentin's Tin Panner

San Quentin, Cal., Marca 26.
Allan, Herbert, Immate band, arranger at the state prison, is composer of Tm Dreaming of My Rainbow, recently heard on a national hookup. He has turned out several other numbers including the march,
'Nickerson Standard.'
He dedicated the march, 'Eyes'
West,' to Warden Holohan.

### TIN PAN ALLEY SCANS THE LIST

Many New Faces in Past 10 Years, but Whitemans, Lewises, Bernies Hold Their Own-Importance of Arrangements - Radical Music Evolution

### BANDS CATALOGED

By ABEL GREEN

Because the stage and dapee bands and orchestras, as a class have survived the many recall and overless the stage of the s

music.

Changing styles and cycles has afforded the tin pan alleyties ample opportunity for cataloging and rating the outstanding bands and orrelestras. The "Whiteman Week' testimonial in honor of the 26th anniversary of the acknowledged 'dean of jazz' but the music savants into a huddle in reviewing the longevity of the dance purveyors.

ors.
While the Original Dixieland Jazz Band, the Memphis Five, Ted Lewis, Paul Whiteman, the late Art Hickman, Vincent Lopez, Earl Burtnett among others go back with the Jazz band thing to befol

### (Continued on page 46) Dog Double-Crossed

Hollywood, Ma ... 26. Hollywood, Ma... 26.

Paramount's technical crew, headed by Ewing Scott and William
Kaplin, in the southeast for the pasteight weeks photographing background footage for 'If You Hunt
With Old Don, 'returned to the studios fast week. During their absence, yarn received a rewrite and
is now known as 'Reputation.' Originally it was the story of a hunting
dog. Now it's the yarn of a boy and
his grandfather, with .Fred Stone
and David Holt to be starred.

#### 6c Stamp

The 're beginning to gag about Florida as film land. 'Super Special Pictures is moving there,' relates one wise ove 'They'ye already alrguy, 'They've already mailed their equipment.'

### Hitler and Mussolini Just Stooges In Lady's Play on Townsend Fund

### Learned NBC

Requests for radio announcers Requests for ratio announcers to address graduating classes are coming in to NBC. Dan Russell may be sent out to some of the spots to orate before the exiting classes.

High-schools also are after air personalities.

### OIL CO. MULLS FREE SHOW AGAIN

Standard Oll of New Jersey m'y resume its roadshowing of the Gay-Lombardo unit on a free admission basis next fall. Contract for 52 weeks which the Lombardos have signatured with the petrol refiner for the coming autumn not one of the standard of the coming autumn not one of the standard of the standa

(Continued on page 58)

### DEPT. STORE JOINS AMATEUR PARADE

Baltimore, March 26.

Amateur shows on radio continue with unabated vigor here. Practice has spread to nabe pix houses, with about haif a dozen now engaged in weekly parades or simon-pures. Going over with especial detonation in negro theatres. Horde of small niteries, which lack floor-shows, have also commenced fostering talent trials, since costs but buttons and seems to draw crowds. Climax reached last week when Hecht's, loop department emporium, staged such shows on Friday and Saturday on main floor of building in effort to lure customers. Paid off performers adjudged tops with dough and merchandles.

tee Cream Showmarship
Liggett's, national chain drug
stores, is negotiating with several
film showmen to join the organization as exploitation consultant.
Wants some one with practical
film house operation experience to
inject showmanship into the selling
of hair tonic, ice cream sodas, nostrums, etc.

#### Hollywood, March 26. The Townsend Old Age Pension

Fund is due to plunge into the drama, if the intentions of Kathleen Townsend (no relation) get be-

learn. To use intentions of the point of the Tracy's old man.
Play also calls for the appearance

(Continued on page 56)

### ONE FIRM'S **8 AIR SHOWS**

Baitimore, March 26.

Baitimore, March 28.
Procter & Gamble will have eight programs on the air shortly. Test program of its shampoo product, 'Drene,' over WPER, Baitimore, may be extended to the rest of the Atlantic seaboard area.
Meanwhile other P. & G. programs are 'Gibson Family,' 'Vic and Sade,' 'Ma Perkins,' Chipso, Oxydol, Camay Dreams, and Ivory Stamp Club programs.

### Professional Toaster

Detroit, March 28.

Detroit, March. 28.

To what extent the various brands are soing to promote their drinks is shown by the stunt engineered by the Bacardi people of Cuba in sending Senora De Chappeleo out as an envoy extraordinaire.

She is visiting various smart clubs and bying all the women present a Bacardi cocktail.

### DOUBLE TALK IN WAX

Gertude Stein, since she made some experimental recordings for Westinghouse Electric, is being sought for commercial waxing. Liberty Music Shops in New York, which releases its own brand of platters, wants to market one of Gert's unintelligible interpreta-tions of the Stein school of litera-ture.

### If Pix Must Leave Calif., Near N. Y. Is O.K., Opines Wall St.; California **Big Biz Squawks Forcing Tax Cuts**

Wall Street doesn't savvy the Florida studio talk. The bankers are in sympathy with the studios' stand against excessive taxation in

stand against excessive taxation in California, but they feel that if the studios must move from that state, they will move-into the metropolitan. New York areas. This does not mean New York city accessarily.

Any general studio trek from Collouistan. The Opinion of Dankers who might have to pass eventually on, putting up the coin for such, an undertaking, therefore, is important.

The estimated property and equipment value of the studios in California has been quoted at around \$250,000,000.

The banker

around \$250,000,000. The bankers feel that it is en-tirely feasible for the studios to remove from California. Whether an immediate removal can be had is something else. At any rate, this kind of banker opinion can be taken to mean that should the studios find it necessary to move that reasonable financial resources may be put at the companies' disposal for such a, purpose.

Hollywood, March 26. Following protests from big busi-Following protests from big business-and organizations a deep cut is expected to be taken in Gov. Merriam's proposed income tax measure which calls for around one-third of the Federal schedule. Legislative leaders here are conferent enough of the conference of enough to appease businesses and dissipate the threatened reprisals.

and unsupate the threatened re-prisals.

Gov. Merriam's plan provides that the state deduct \$129,000 from a \$1,000,000 income, making a com-bined. Federal and state tax of an application of the state tax of an application, within the state tax of an application. While this is still a great deal less than would have to be paid in New York, where the state tax is about 75% of the Federal tax, it is reserted here because personal incomes reach higher brackets and because there are 2s states in the union in which state tax is not asked.

asked.
Legislators are particularly burned at the governor for ramming the
Townsend old-age pension bills
down their throats and a number
of the leaders are prepared to kick
over a considerable number of the
governors' pet metayure, especially

### AMICABLE U-ASTHER SETTLEMENT EXPECTED

Hollywood, March 28.—Ti is expected that the Nils Asther-Universal salary scrap will be settled before the Academy consiliation beard gets around to considering the matter on April 1.

Academy adjustment committee ruled for a 60-50 settlement reruled for a 60-50 settlement reversal. Settlement 16 now expected on that basis.

### Chaplin's 'Soldier' Yen

Hollywood, March 26. Charlie Chaplin may direct 'The Good Soldier, Schweyk,' Hungarian war yarn with a comedy twist, for the U. A. program, it deal between the comedian and Peter Lorre Jells. Lorree, currently in Columbia's 'Crime and Punishment,' owns the screen rights to the Garofley Hasek story, and would star in the title role if the deal goes through.

### Piazza Scouting Chi

Chicago, March 26. Ben Piazza is back in Chicago on a guick return from the Coast.
On the hunt for new talent for
Paramount and heads to N.Y. from
here.

Hollywood, March 26 Hollywood, March 26.

Ben Plazza is scouting talent for Paramount's Big Broadcast of 1935.

Benjamin Clazer, producer of Broadcast leaves Tuesday for N.-Y.

to okay the Plazza selections.

### The Comeback

Hollywood, March 26. Jane Hoskins is endeavoring to make a film comeback after nine years' absence from picmine years absence from pic-tures. She's a colored girl, now 11, who played baby parts in the 'Our Gang' comedies and is back for 'adult kid' parts in the same series.

### HOLLYWOOD AGENTS **AGAIN WOULD UNITE**

Hollywood, March 26.

Hollywood's agents are again in the threes of an organization get-together, this time led by the top-ranking percenters, who have concluded they must unite and have their own self-government to avert these town and legislating and other threatened legislative and other nti-agent measure

Steering committee ehairmaned by M. C. Levee has George Frank, Leo Morrison, Ruth Collier and Al Morrison, Ruth Collier and A.
man, discussing plans for oration setup and a code of
s. Several meetings have beer
with one scheduled for this
to consider the steerers plan

### Davies' Fave Lenser **Causes Metro-WB Switch**

Hollywood, March 26. Marion Davies insisted that George-Folsey-photograph her first picture for Warners, Page Miss Glory, and the cameraman was obtained on kanout from Metro. Folsey had previously handled the several productions she' made on the Metro lot, and was constantly on call for the player's pictures and tests at that studio.

tests at that studio.

In loaning Folsey to Warners for the Davies picture, Metro gets. Ernest Hallor, Warner contract chematographer, until Folsey returns to his home lot. Hallor stepped in terplace Folsey in stepped in the replace Folsey in stepped in the ste

Miss Davies will not furnish Warner Bros, with a picture for re-lease on the current season's pro-

'Page Miss Glory' will be held back for 1935-'36 release, probably in August.

### Reinhardt to Become U.S. Citizen After Divorce

Hollywood, March 26. Max Reinhardt will apply for American citizenship as soon as his divorce is validated in Reno.

Also, immediately after the di-vorce, Reinhardt will be married again, this time to Helen Thimig, German actress, now his personal

Max Reinhardt is, for the first time, invoking the Nevada state declaratory relief law under which divorces may be tested in an effort to have the American courts affirm a decree secured by the German producer-director from his wife, Elsa Anne Reinhardt, in Riga, Latvia. in 1931.

AUS. Reinhardt assertedly has re-fused to recognize the validity of the divorce in this country, despite confirmation of the decree in Latvia by that country's appellate courts. Couple were married in England in 1910. Mrs. Reinhardt assertedly has re-

### Metro Signs 2 Legits

Percy Waram and Byron Russel, both from legit, have been set for films by Metro. They were among the flock of legits tested in New York two weeks ago by Billy

First assignment for the pair is 'Mutiny on the Bounty,' Mike Connolly arranged both deals.



Direction
WM: MORRIS AGENCY
Mayfair Theaire Building
New York City

### North German Lloyd Line Sponsors Nazi Pic Banned in Ontario

Toronto, March 26. Toronto, March 28.
Threats to boycott the Madison theatre if the Nazi-made film, Germany Awakes, was shown at this midtown house has resulted in the cancellation of the booking, according to Manager Bill Brady. As a sequel the picture has also been banned throughout the province by the Ontario Consor Board-as Spure

the Ontario Consor Board as 'pure propagnads'.

Because the film was sponsored by the North German Lloyd Line here, it was thought by the theatre management and the censor board personnel to be an expanded travelog, they say; but when the outery-was raised by certain anti-Nazi groups, including the German Nazi groups, including the German wick, censor propagated the control of the German film followed. It had previously been shown in Montreal, the German film followed. It had previously been shown in Montreal, Winnipes, Calgary, Vancouver, Regima and Saskatchewan, according to Lloyd line heads.

The Labor League and the League Against War, were two other organizations which united with Jewlish groups in opposing the showing.

### **METRO BUYS 'MAYTIME'** FOR MACDONALD, EDDY

Hollywood, March 26. Negotiations have been com-leted for the purchase of 'Maytime' by Metro from J. J. Shubert

oy Metro from J. J. Shubert.
Silent rights were owned by War.
ners. Metro picture will probably
have Jeanette MacDonald and Nelson Eddy in the leads, same tean
as in Naughty Marletta.

### SAILINGS

April 6 (Los Angeles to Sydney) Ken Hall (Marlposa). April 16 (New York to London) Col. S. F. Jacobs (Berengaria). April 10 (New York to London) Grace and Charles Herbert (Washngton). April 5 (Los Angeles to Tokyo)

April 5 (Lee Angeles to Tokyo)
J. P. McAvoy (Asama Maru).
March 29 (New York to London)
Otto Dyar (Berengaria).
March 29 (New York to Paris)
Travis Banton, Maurice Chevaller,
Lucienne Boyer, Pierre Colombier,
Arthur Schnabel, Max Ruppa,
Henry Carson, Monte Carlo Ballet.
Russe company, Clothidæ and Alexandre Sakharoff, Lucile Young,
Gash, Sunny Daie, Three Diamonds,
Frank McConville, Mr, and Mrs.
Gary Leon (Ile de France).
March 23 (Southern crusse) Ta-

Gary Leon (Ile de France).

March 22 (Southern cruise) Tamara, Ben Boyer, Robert Middleton,
California Collegians (Volendam).

March 22 (New York to London)
Reginald Baker, Capt. Richard Norton, Mary Ellis (Majestic).

March 21 (San Francisco to
Tokyo) Mrs. James F, Fitzpatrick,
Wilfred Cline, John Hamilton (Tatsuta Maru).

March 27 (London to New York)
Sam Goldwyn (Olympic).

### ARRIVALS

Thomas X. Jones, Betty Jane Cooper, Lathrop Bros, Alfred A. Knopf, Frank and Milt Britton, F. Britten Austin, Mable Wayne, Bin-

### FAMOUS FIRST NIGHTS

The following-descriptions of memorable theatrical premieres is a compilation of stage, screen, concert or nite club openings which, for some odd circumstances or another, stand out is aboue business. They will be recorded without thought to chroniological order. The reasons for the distinction of each premiere range anywhere from some historical significance, in connection with the debut of an artist, novelty show venture, play or company, to some other attendant excitement backstage, some colorful occurrence out front, or merely because of the gala circumstances. This is to be a continued series.

### Radio City Music Hall

Adque City Music Hall

[Dec. 27, [982]]

In view of international attention accorded it, opening of the 6,000-seat Read City Music Hall doublessly was the most important new theatre for the control of the control of

About the nearest anybody could get to the approximate investment involved was that the theatre cost ground \$8,000,000 to build; that the pre-opening expenses, including a \$80,000 advertising campaign, were \$800,000, and that the theatre's weekly overhead was geared at \$112,000. Since then that running overhead has been reduced to ground \$80,000. Policy at the opening was two-a-day at \$2,50 tp. S. L. Rothafel (Roxy) produced a show which ran from \$9 pm. 'dll 1 a.m. and lost most of its audience long before the conclusion. Participating in the performance were such names as Harold Kreutzberg, Martha Graham, Erno Rapee, Taylor Holmes, Sisters of the Skillet, Particia Bowman, Fraulein Vera Schwartz, Ray Bolger, Dr. Rockwell, Dorothy Fields, Jimmy McHugh, Titto Ruffo, DeWolfe Hopper, Weber and Fields and enough supplementary acts to fill three theatres.

The theatre changed to its present combination policy, with pictures, within three weeks.

'The Jazz Singer' (Film)

The Jazz Singer' (Film)

(Warner's, N. Y., Oct. 6, 1927)

(Warner's, N. Y., Oct. 6, 1927)

Few present at the premiere of Al Joison's first major film appearance realized that 'Jazz Singer', into which songs were interpolated, actually signalized the new era for motion pictures. This despite the first Vita-phone program of the previous summer. That consisted mainly of shorts with the feature. Don Juan' (WB) having musical accompaniment. Warners did 'The Jazz Singer' and later 'The Singing Fool', with Joison also topping that film. Both ran up tremendous grosses. 'Jazz Singer' and out because of the effectiveness of its songs: There was only one brief sequence of talk.' The booth switched projectors for the songs.

songs.

Warners was not so sure of the picture's reception and had two prints
of 'Jazz Singer' ready, one with sound and one without.

of Jazz Singer ready, one with sound and one without.
First all talking picture came the following year (summer of 1923). It
was Lights of New York, also made by Warners. This film cost around
\$25,000 or less to make, and grossed just short of \$1,000,000 in rentals

### CHANGEABLE TITLE

Tag of Paris Air Pic Determined by Newst-Speed Record

Hollywood, March 28.

Roscoe Turner and Jimmy Doolitte, in their cross-country time-killing dashes, have gummed up the title of Paremount's 20. Hours By Air so that to keep up with the time, studies has had to change the tag to '13 Hours By Air.' Prospects of the 'ille taking another pacts of the 'ille taking another make a coast-to-coast. flight in the stretosphere in eight hours.

cut with Wiley Post aiming to make a coast-to-coast flight in the stratosphere in eight hours.

Henry Hathaway, who will direct the picture, is at present making atmospheric footage though the feature will not go into production until after Hathaway completes "Target," Annapolis yarn.

### Radio's Amateur Cycle In Wanger's Tune Pic

Hollywood, March 26. Walter Wanger is the first pro-ducer to take advantage of the cur-rent amateur shows favored by ra-dio for pictures. Producer will have several sequences in Every Night At 8; written around tryout broad-cesting.

Wanger is still dickering with Wanger is still clearing with George Raft for the top spot, that of an orchestra leader. Raft not sure whether he wants to do an outside picture or vacation in Europe.

### U FREES STEVENS

Hollywood, March 26. Hollywood, March. 28.
Stock player contract of Onslow
Stevens with Universal has been
cancelled by mutual agreement.
Stevens felt too few parts were
available for him at Universal, and
wants to take a crack at the free
lance field. He had been at the
studio more than three years.

### 5G FOR M. P. RELIEF

Hollywood, March 26. Net proceeds from several Mayfair Club sofrees amounting to \$5,000 were turned over to the Mo-tion Picture Relief Fund last week, Mike Levee is treasurer of the

### HARMONICERS WITH CANTOR

Borrah Minevitch and his gang go into the next Eddie Cantor pic-ture for Goldwyn. Harmonica. troupe's film. deal was set by William Morris.

### PAR, WB DROP 45 WRITERS; **OTHERS**

Hollywood, March 26. has dropped 80 Paramount writers from its contract list and Warners is to eliminate 15 within scriveners leaves 48 at Paramount. lowest number on the payroll in the past four years. Warners with 15 left, will only engage them on week-to-week basis in the future, giving contracts to ace talent

giving contracts to ace talent alone.

Paramount will build up its writer list again but will keep down the total to atouid 50 instead, of the former average of 75.

Those missing from Par are J. P. McNaught, Vincent Lawrence, Jack Kirkland, Edward Kaufman, Eleanore Griffin, Grant Garrett, Martin Flavin, Mary Flannery, Karl Detzer, Tom Cushing, James Cain, Graham Baker and Gene Towne, Maxwell An ders on, Charles Samuels, Lyun Root, Peter Ruric, Pyron Morgan, B. H. Orkow, Henry Mers, Arthur Phillips, William Wers, Arthur Phillips, William Schulz, Kathryn Schulge, Franz Schulz, Kathryn Schulz, Franz Schulz, Kathryn Schulz, Paramountigner, Directors not on-Paramountignew contract list are Jean New Leep Lean

not on Paramount's contract Negulesco, Sidney Lanfield and Edward Sutherland

ward Sutherland.
Players who have been dropped
by Paramount in the past week include Lorraine Bridges, Edward
Craven, Paul Gerrits, Helen Mack
and Howard Wilson, Addition of
new talent keeps the contract
player list at 80.

### Fox's Minnie Erie Canal

Hollywood, March 26. Hollywood, March 28.
Fox is building a canal on its
Westwood lot, a replice of the Eric
Canal for Farmer Takes a Wifet.
Waterway, which will remain as
a permanent set entails the tearing down of the Irish and Hungarian village sets which have been
standing as permanents.

# INTENSIVE TALENT QUEST

### Hugh Herbert Yearns for Vode as He Ad Libs a Personal App. Routine FOR ALL BRANCHES

By CECELIA AGER

By CECELIA AGER
On the eve of their departure for
Detroit and personal appearances
at the huge Michigan theatre in
their own original sketch, Realization—with which they were wont
to tour vaudeville in the days before Mr. Herbert became a picture
actor—Mr. and Mrs. Hugh Herbert
ware encountered in their hotel
sulte, consoling each other as they
packed.

pante, consoling each other as they packed.

The work matter how big the thearre to, Rose, Mr. Herbert said by the consoling the said of the consoling the three different doors: sometimes he would go through the writers' entrance, sometimes through the directors' door, but for the past few years' he's been going only through the actors' portals. The actor in him—Mr. Herbert, used to write his own vaund material—he's tamed the grant of the second o

tions and ad libs for Mr. Herbert, the picture actor.

Eyeing Radio
Recently, though, the writer in him has grown a little restive. It's been nagging him about a radio series, which in itself wouldn't be so disturbing but for the fact that the idea for the radio series is all bound up with two Jewish characters. Now for years Mr. Herbert, who is Sootch, has had a secret but burning desire to play a Jewish character, what he feels, is a real Jewish character, what he feels, is a real Jewish character, what the feels, is a real Jewish character, what he feels is a consideration why. There was a Jewish Jewish character—but they won't let him, in pictures. He can't understand why. There was a Jewish character part in a Radio picture; Mr. Herbert was crazy to do it; they gave it to an actor who was a Jew. Urged, Mr. Herbert imitated the barant burlesqued. Urged further, Mr. Herbert, showed, the way, he would have played the role; quietly, tenderly, infinitely touching. The Vanner reporter was convinced. Mr. Herbert, who considers himself aerned lucky to have his vaude-wille training, who finds it invaluable for pictures in sensing audience reaction and response, who wonders where the comics will come from—now that vaude's gone and there's no piace left where they can develop—even radio doesn't develop comics, he says—who attrib-

come from—now that-vaude's gone and there's no place left where they can develop—even radio that the come from you will be a better story than the feature plcture and had to go because it made to the fact that often the sketch told a better story than the feature plcture and had to go because it made to the fact that the theatres got go big only sight acts would do—Mr. Herbert paused for a moment, as an old vaudeville actor, to marvel at the miracle of plctures. "Can you magine, he exclaimed, me, sitting here in this room, while this very minute. I'm playing to may be the ferrill because, he sayed, he shook his head. "Five million people! Eystry—one seems to know you. You get off this minute if me head." Five million people! Eystry—one seems to know you. You get off this that to buy a package of gum in a little railroad town. The boy who sells it to you, he say, "Why, you're a picture actor—you're, you're Hugh Herbert! Mr. Herbert couldn't get over that.

And proud to be a member of the Warns are Bros. stock company, "Ther's Cagney, Pat O'Brien, Alian cover you've had an audience right along. But thinking it over, remembering that a few mights ago he was asked to come to some doing at a public function and saye leads, and the studies, you don't know you're belied, but the studies, you don't know you're setting applause. It's very pleasant to go away on a vacation and discover you've had an audience right along. But thinking it over, remembering that a few mights ago he was asked to come to some doing at a public function and saye leads, and the setting applause. It's very pleasant to go away on a vacation and discover you've had an audience right along. But thinking it over, remembering that a few mights ago he was asked to come to some doing at a public function and saye leads to the proper setting applause. It's very pleasant to go away on a vacation and discover you've had an audience right and the setting applause. It's very pleasant to go away of the proper setting applause in the setting applause. It's ve

### Call Me Joe

Hollywood, March 28.
Only actor in films with a
hyphen in his name was forced
to drop it before hy could appear in his first picture.
On contract at Metro, Joseph
Spurin-Calleia is now officially
Joseph Calleia.

### **Durante's Legit** Indicates He's Through with MG

Jimmy Durante has signatured for a lead in the Billy Rose circus musical, 'Jumbo,' providing he

Jimmy Durante has eignatured for a lead in the Billy Rose circus musical, Jumbo, providing he doesn't go back to the Metro lot. Schnoz's Rose contract provides he goes with the legit if, not called back to Hollywood. Legit show figures to go into rehearsal in about four weeks, He opened Thursday night (21) at the Cashin de Fares, N. Y., nitery. Goders and Hart, is The Cashin and the Cashin and

### **WB Renews Joison**

Before starting east Al Joison signed a new paper at Warners which calls for several more pictures.

Joison is now in New York. His wife, Ruby Keeler, is due east shortly.

Agents and Players See **Best Screen Opportunities** from Recently Concentrated N. Y. Stalking by Coast Execs

#### MUSICALS, LEGITS

Eastern agents, as well as the New York talent field in general, have taken on new and high hopes of late as result of what appears to be the most aggressive talent-dig ging policy yet adopted by the Hollywood major studies. The Coast's need of new faces for musicals is directly responsible for the recent intensified eastern actor hunting, but agents see the possibility of straight legit players also benefiting.

benefiting.

Most important angle to the wholesale search, as the agents see it, is the studio's new policy of send ing their casting heads to Broadway for periodical trips. In the past, studio casting heads with few exceptions rarely if ever came east on business trips. The general process was not considered to the seed of the

now coming east, say the agents much of the former red tape con-nected with the placement or

much of the former red tape connected with the placement red to the connected with the placement has been diminated. Against are getting the first real opportunity to 
deal direct with studio officials 
without doing it through Hollywood 
channels.

Bill Perlberg of Columbia, Phil 
Friedman of Fox, Rutus LeMaire of 
Metro, and Maxwell Arnow of Warnners all have been in town this 
season. Lew Schreiber of 20th Centurys is courrently in New York, and 
Ben Plazza is in Chi on behalf of 
Far, and heading for Broadway. 
They're all expected to make regular trips from now on.

Ben Pazzz is in this on behalf or Par, and heading for Broadway. They're all expected to make regular in the Broadway. They're all expected to make regular in the Broadway. They're all expected to make regular in the Broadway in the Broad

liminary exam, they qualify for regular screen test.

### Stooge Makes Good in H'wood; Par Signs Baker

Hollywood, March 28.

Benny Baker, with Hal Roach for the past year, has been put under a seven-year contract with yearly options at Paramount.

First assignment will be the comedy lead in "College Scandials."

Baker was Lou Holtz's stooge for several seasons.

### H'WOOD DEMANDS L. A. Billboards Go High Hat, Blink In Splendor Aloug Swank Wilshire

### Wrong Numbers

Hollywood, March 26. one calls at major studies dropped off around 35% the Santa Anita track

Phone calls at major studios have dropped out around 35%, since the Santa Anita track closed.

Efficiency experts are now checking back to make the boys pay for those calls to the boys pay for those calls to the boys have the country of the count

### Writer Guild to Toss Blast Into **Laps of Codists**

Hollywood, March 26. Outgoing administration of the Outgoing administration of the Screen Writers Guild is reportedly preparing to touch off a bombshell either in advance of or at the annual meeting, April 24, for election of officers and board members. Retiring board members and more fiery Guildeers are said to be cooking up a black against the film code and the NRA five-fivers.

In conflict, with the conservative high-saialed writers who have filtered into the Guild. They want-to take a sock at NRA and Administration of the conservative high-saialed writers who have filtered.

high-salaried writers who have filtered-into-the-Guild. They-want-totake a sock at NRA and Administrator Sol A. Rosenblatt, whose
handling of negotiations has the
scribes and the Actors' Guild ried.
With the annual membership
powwow set for April 9, four officers
have been nominated and 22 canditold of the control of the control
have been nominated and 22 canditold of the control of the control
have been nominated and 22 canditold of the control
have been nominated and 22 canditold of the control
have been nominated and 22 canditold of the control
have been nominated and control
have been nominated and control
haves, Francis Faragoh, Albert
Hackett, Francis Goodrich, Arthur
Kober, Doris Malloy, Hrain Marlow,
William Slavens McNutt, Seton I.
Miler, E. Paramore, Jr., Allen
have and Schubert, Son Joe Sayre, Berhard Schubert, Son Joe Sayre, Berhard Schubert, Davigh Harlan Thompusch.

### G MAN'S VIGIL

Ex-Fed Sleuth at Studios to Curb Too Much Flattery

Hollywood, March 28.
Thomas F. Cullen, former secret service man, is tenhical advisor on the several stories now in work at the various studios which deal with G men and the Department of Justice. He carries instructions from the control of the second of the studies of the second o

the Government men.

With five major companies making D. of J. pictures, Cullen will have to do considerable commuting

Washinton, Morch 26.
Justice Department last week lost pathence and blasted published reports that a former agent of the Federal Bureau of Investigation has been assigned as technical adviser for scheduled pix featuring

viser for scheduled plx featuring Government sleuths.
Carefully hiding identity of a motion picture newspaper, Attorney General Cummings' overworked propaganda staff brushed the cobwebs off its typewriters and cranked out a 10-line statement which tartly romarked that "The Department has approved no motion scenario or production purporting to deal with its work."
Despite the stinger in the final

Despite the stinger in the final paragraph, industry reps here were confident that Cummings, would not go back on his pledge to Will Hays to co-operate all along the line.

Los Angeles, March 26. This town's swanky street, Wil-shire boulevard, which cuts through the high-hat district, has taken on

the high-hat district, has taken on a fair for billboards, but to hit the drive they, too, must be swanky. No ordinary 24 sheets rate posting on Wilshire for a drive of several miles. Each stand is a work of art and animation, anchored in a plot of grass of which there is no-greener in this neck-of-the timber.

no-greener in this neck of the timber. Overhead lighting is passe for these illustrated boards, with most displays done in heen tubes, with background effects obtained with varied pastel shades used in the paintings. Many of the three-dimensional effects are created by cutouts rather than in the paintings.

themselves,
Going strong for billiboard and
sign space on Wilshire is the Examiner, this Hearst sheet now making a big play for the so-called
office readers,

ellte readers, we the so-called are planted are watered daily, with scores of gardeners constantly manuscrapes the state of the wilships stands. To be proper one must term them decorative displays. It may cost more money to do so, but think of the effect.

### Mary Ellis' London Play, But She's Still with Par

Before doing another picture for Par, which contains Mary Ellis under contract, after completing two films, she will do a piay in London. Miss Ellis arrived in New York from the Coast Thursday morning and sailed Friday (22) for Eng-

Date of return to America is co

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### Par-Erpi Compromise Big Claim By \$747.652: Other Par Settlements

Warly court approval is sought of an agreement reached between the Paramount trustees and Electrical Research Products, Inc., after pro-tracted negotiation in settlement of the long-pending dispute between the two. Agreems on the com-promise settlement at midnight. Thursday (21), papers were imme-diately served on all parties con-eerned and heaving arranged for presentation of greement yester-day afternoof Guessky before the company of the company of the con-presentation of the company of the parties of the U.S. District court for final okay. No snags are ex-pected.

mortant provisions are:

-1. Reduction. in: the. big Erpi claim against Par by \$747.652.

2. A sawing in royalties and il-censing fees of approximately \$275,000 a, year. Par for one year after approach of agreement, providing that Par may enter this one of a special provision of the same and a saw of the same basis to be entered into terminate on that data. Compromise also includes agreement on the same basis to be entered into terminate on that data. Compromise also includes agreement on the same basis to be entered into terminate on that data. Compromise of the same basis to be entered into the same part to the same and the same an

and psettlement agreement, with the following as a general creditor call and a portion of the Par-Erpl controversy centered around argument over an item of \$834.446; which Erpl claimed Par owed over and above the amount, \$1,027,131; Par maintained it was not obligated to pay. Of the \$384.446 difference between the two, \$190,000 related to equipment sold Paramount News in 1925; Par claiming the equipment did not meet oral specifications and that meet oral specifications and that amount agreed upon. Balance of the difference included royalties on pictures which have been subfect to dispute since 1928. Erpl insisted Par owed the \$384.446 and that I had fulfilled its (Erpl) bargain. The Par trustees, in their petition to the courts, state they were substantial portion of the advised by counsel it was unlikely Par could establish its right to a very substantial portion of the chief of the difference of \$747.652 under the agreement of the property of the agreement of \$747.652 under the agreement of \$747.652 under

\$884.46 Involved in the dispute and that in view of the addistrant anview that in view of the paddistrant anview ing of \$747.682 under the agreement just reached, they believed this an advantageous dompromise. Based on figures for 1932, when royalities to Erpl were \$985.000, as against approximately \$883.000 for future under modified contracts, the royality savings to Par would be \$275.000 a year. The future rate as against royalty payments in 1933 would bring the savings to around \$288,000 a year. that in view of the adjustment and ling of \$147.552 under the agreement just reached, they believed this an advantageous compromise.

Based on figures for 1932, when royalities to Erpil were \$855,000, as \$75,000 claim of the 15th St. Investragainst approximately \$633,000 for future under modified contigets, the royality savings to Far would be 275,000 along your payments in 1933 would bring the axing to amount the paramount is relieved of two Denver and Paramount theatres.

### Fitzpatrick's Feature

James A. Fitzpatrick, short sub James A. Pittpatrick, short subset producer, expects to sall around May 1 for Africa with a company of players and technicians to produce a full-length feature based on the life of Stanley the explorer. Picture will probabe technicolor travellales, Pitcharles May 1 for Africa with the probabe series of the

length (silent) reasons some years ago.

Meanwhile Mrs. Ruth Fitzpatrick sailed last Thursday (21) from San Francisco to photograph six travel shorts in technicolor in Japan and China which will be part of the Fitzpatrick series for the coming-China which will be part of the Fitzpatrick series for the comins-season. She is accompanied by Wil-fred Cline, cameraman, and John Hamilton, technician, plus two Jap-anese technicians.

### WEISMAN'S FOX MET PLAN NOT ONLY ONE

Milton Weisman's reorganization plan for Fox Metropolitan Playhouses. Inc., is offered for consideration under Section 718 of the new Corporate Bankruptcy Act. Weisman represents Fox Chester. Weisman represents Fox Chester. The Corporate Bankruptcy Act. Weisman represents Fox Chester. Corp. is the only. Fox Met stockholder, owning the Fox Theatres is disputed by the trustees of this stock 100%. The claimed value of Fox-Metropolitan. Whether this difference among the parties on this point can affect the Weisman-United Arists' ofter adversely is open. Weisman's plan is not expected to the person of the Weisman's plan is not expected to the person of the Weisman's plan is not expected to th

on product run with the newly proposed plan.
This Fox Film franchise runs out, as presently existing, In September, 1941. However, it is folt that it will be continued or assigned-to-Skourasor Randforce assignees or successors if necessary to do so. It was this inability to get the Fox Film franchise transferred that was figured to have held up the former Loow's-Warner joint bid for the Fox-Met houses. What happens to Fox Film's claim against Fox-Met, under the Weisman-U. A. plan is not explained, but it is assumed that the matter has been arrangied satisfactorily, with Fox Film maybe giving up its claim altogether.

Saul Rogers, former general coun-sel for Film, is stated to have an alternative plan. What that plan alternative plan. What that plan may be is yet to be made known.

#### U'S CARTOON SERIALS

'Flash Gordon,' King Features newspaper strip by Alexander Ray-mond, goes to the screen in the com-ing season via Universal serial

Same company also is repeating another strip on 1935-36 sked, Further Exploits of Tallspin Tommy.

### Practically a Hermit

Hollywod, March 26.
Metro sent Freddie Bartholomew to Palm Springs for a
rest and seclusion but is
motoring fan mag writers the
125 miles to do interviews on

Scribes' stay is limited to one our in the kid's company.

# N. Y.-N. J. HOUSES

Some 85 theatres are subject to reorganization under the Welsman-United Artists reorganization, plan for Fox Metropolitan Playhouses, Inc. Formerly this circuit totaled around 141 houses. Since receiver-ship of Fox Met, around three, years ago, 58 properties, mostly those in the upstate Schine. circuit, have been relinquished. Only recently the circuit abandoned the Audubon theattre in Washington Heights, N. X.

of the 85 theatres to be subject to the reorganization proposal, 27 rule leaseholds, which have an average life of more than 15 years, Eight UA's Big Chance

The Weisman-U.A. The Weisman-U.A. n contemplates rearranging the ortgaged assets of Fox Met, septed and apart from the unmortage assets of the company. This

assets of Fox Met, sep. July and apart from the unmortana. Issets of the company. This is stated to be in little with the right of the lien of the indenture securing the critical receiver of indirectly, leases of the following sectors, but all subject to following sectors, but all subject denture securing the new \$50 depending the new \$50 depending the new \$50 depending the period of the per (Nyack), Capitol (Port Chester), Victoria (Ossining), Beverly, As-toria Grand, Colonial, Commodore, Corona, Forest Hills, Kew Gardens,

(Continued on page 57)

### MG Assigns McGuire as 'Zieggy' Waits on Powell

Hollywood, March 20.
With the Great Zeggfold deal sowclosed between Metro, and Universil, former studio is planning additional work on the script. William Anthony McGuire, who was to
produce the pleture for U, went
with the deal and will get a producer-writer assignment on another
pleture in the meantime.
With William Powell slated to do
two pletures before "Ziegfold" production of the musical is not
planned for at least four months.

### Fox Met's Reorg Proposal Calls For 50-50 Split to UA and Fox Th.

### Fox Met Costs Up to 350G

Si Fabian received \$30,000 for serving as special theatre expert to the Irving Trust, formerly receives, Inc., and, presently trustee of the circuit. Other payments which have been made include \$25,000, on account of final fee, to Irving Trust as receiver, and \$30,000, on account of final fee, to the attorneys for the receiver. Fabian is no longer connected with Fox-Met.

### For N. Y. Theatre **Coup Via Fox Met**

Through its partnership offer, with Fox Theatres Corp., for the Feorganization and control of Fox Metropolitan Playhouses, Inc., United Artists makes a bid not only for a spot in the neighborhood theatre areas of métropolitan New York, but also as a new major theatre holding firm.

Also, in metropolitan New York, U.A. will size favorably as a theatre firm comparable to RKO and Lower's position in metropolitan New York.

### Diamond Horse Shoe' Tibbet's Met Yarn

Diamond Horse Shoe, story of the Met opera, will be the first plc-ture for Lawrence Tibbett on his 20th Century contract. Story is be-ing written by Bess Meredyth and George Marion, Jr. Music will be bought on the open market. Picture will go into production around July 1.

#### Franklin Opens Shop

Los Angeles, March 26. New Harold B. Franklin setu New Harold B. Franklin setup Standard Theatres, has taken office in Beverly Hills.

Associated with Franklin is Alex-ander Kemper, former v.p. of Fox Theatres Corp.

ers. There will be no assessment upon notsholders. All cash of Fox Met, amounting to around \$2,000,000, is to be made avalable to consummate the reorganization plan as proposed. It is felt that around \$2,400,000 in cash will be so distributed.

All claims against Exouras or All claims against Exouras or All claims capable to the second structure of the second stru

debtedness to be outstanding upon reorganization is 55% of this amount, at a fixed reduced rate of interest of 55%. Total new company secured 5% debentures, maturing secured 5% debentures, maturing of notes held, Fox Met noteholders will get 4196.00 cash and 4560 principal amount of new 5% debentures of the new company. Additionally of the receive the pro rate share of any dividends declared prior to closing on stock of the Randforce Annua. Corp., benefit of the Corporation.

There will be no securities issued to notehold:

There will be no securities issued to notehold to the manual to the properties of the corporation of the manual to the properties of the corporation of the manual to the properties of the corporation of the manual to the properties of the corporation of the manual to the properties of the corporation of the manual to the properties of the corporation of the manual to the properties of the corporation of the manual to the properties of the corporation of the manual to the properties of the corpo

Under Milton Weisman's proposed plan for the reorganisation of Fox Metropolitan Playhouses, Inc., the United Arties Theatre Circuit, Inc., and the Fox Theatres Corp. will receive each 50% of the outstanding 10,000 shares of common stock of the new Fox Met company.
Capitalization will include additionally secured 5% debentures due 1945, amounting to \$5,888,385. Milton Weisman is receiver of Fox Theatres Corp., which owns presently all the common stock of Fox Met.
The U. A. circuit is putting up

Fox Theatres Corp., which owns presently all the common stoch of Fox Met.

The U. A. circuit is putting up \$700,000 and Fox Theatres is putting up its share in the unmortsqued assets of Fox Met common stock, which is given a stated estimated liquidation. Value. In. the. Weisman, plan of \$200,000 to \$500,000.

Bondholders of Fox Met will be entitled to three board members in the new company. Six directors see the new company. Six directors in the new company. Six directors in the new company. Six directors in the new company. Six directors of the would be purchasers are:

Toseph M. Schenck, William F., Philips. Harry D. Buckley, Milton Weisman, William R. Rhinelander Stewart and Samuel S. Allan.

Philips is treasure of U. A. and a director of United Artists Theatre Circuit, inc. He was formerly with J. & W. Sellgman, bankers. Buckley is v.-p. of U. A. circuit. Stewart is a member of the downtown firm of John C. Paige & Co. Samuel S. Allan is a partner of Weisman, Quim. Allan Samuel S. Allan is a partner of Weisman, Quim. Allan William F. among counted for Harry Brand and the Independent Theatre Cwntar Samuel S. Allas is a bearing before Federal Judge Mack to be held on April 12.

Skouras operates around 44 of the Fox Met Harry Brand and the Independent Theatre Cwntar Samuel S. It is subject to a hearing before Federal Judge Mack to be held on April 12.

Skouras operates around 44 of the Fox Met Harry Brand and the Independent Theatre Crust. Randorce operates 38. Skouras sealary under the Weisman plan will be at 182,000 annually, in the nature of a drawing account.

Weisman plan will be at \$22,000 anmally, in the nature of a drawing
account. Similarly, the Randforce
salary counts to \$39,780.
Total executive salaries in Fox
Met are limited to \$60,000 maximum yearly. The Skouras and
Randforce drawing accounts come
from the operating companies in
which Fox Met has a \$69, interest,
Skouras and Randforce having the
remaining 50%, interest.

### SKOURAS, RANDFORCE TO GET 10-YR. PACTS

Under the new operating deal which is proposed in the pending Weisman reorganization plan for Fox Metropolitan theatres, both Skouras Bros. and Randforce

Weisinah reorganization plan for Fox Metropolitan theatres, both Skouras Bros. and Randforce (Assertance of the Control of the

named.
It is also provided that Randforce shall put up \$350,000 as security for performance of its operating contract, and the Skouras Bros. must depost \$30,000 on their part. These deposts of securities shall be payable by the operators only out of 15% of the dividend income from their respective 56% and when its best respective 56% and when its their respective 50% stock share in each of the two respective operating

### Details of Fox Met Plan

Fox Metropolitan noteholders stand to get approximately 75c on the dollar, partly in cash and partly in new 5% secured bonds, under the Milton Weisman-United Artists' Milton Welsman-United Artists plan of reorganization. For Met, today, has outstanding \$2,458,200 in 64% convertible gold notes, and \$2,500 in 64% sinking fund gold debentures.

\$2,500 In \$4,5% sinking fund gold debentures.

The total amount of bonded indebentures to be outstanding upon reorganization is 55% of this amount, at a fixed reduced rate of interest of 5%. Total new company secured \$5% debentures, maturing in 1945, will amount to \$4,853,385.

For every \$1,000 principal amount of notes held, Fox Met notsholders will get 1195.00 cash and \$500 principal amount of new \$5% debentures the noteholders are to receive the pre rata share of any dividends declared prior to closing on stock of the Randforce Amus. Corp. beneficially owned by the Corporation, out of sarnings of the corporation, out of sarnings of the corporation from operations prior to Feb. 1, 1935.

There will be no securities issued

# WHO'LL UNDERWRITE PAR?

### VICTORIA, B. C.'S JACK COHN'S HUDDLE **BRIT. QUOTA** PIX BID

Hollywood, March 26. group of British Columbia capitalists are endeavoring to encourage Hollywood companies to go to Victoria to film British quota pictures there instead of in England. Anthony de Bosdari, representing the moneybags, is currently here

and talking up the proposition.

A former studio in Victoria will be reconditioned and brought up-todate with American equipment says de Bosdari who is also en-deavoring to sign up sound tech nicians of British nativity who have had American studio experience

### LOU BROCK HAS HIS STUDIO WOES

Hollywood, March 26.
With 'Argentina' going to E. W.
utcher, it means Lou Brock will
ad his contract at Fox without

With Argentina going to E. w. Butcher, it "means Lou Brock with end"his contract at Fox without doing a picture.

Brock came to the lot five months ago from Radio and was to make this picture, and was to make this picture, and make the could not enver to cooperation from studies of micking as it is a waiting the artival of Sidney R. Kent on Thursday (28).

### Majestic Denies Any Trouble, Will Prod. 12

Majestic has finished six pictures, for ready for a seventh and will deliver its full quota of 12 this year, with ample financing to see the program through as sold, according to E. H. Goldstein, Majestic Read. Goldstein denies that he is resigning, declaring cittudities—and—that financing credit arranged with Herbert Yates has not been exhausted yet.

yet. Those organizing Majestic invested \$100,000 before calling upon.
Yates for added credit under a
financing-laboratory printing deal
typical of those which Yates makes
with independent producer-distributors. Larry Darmour, partner in Ma-

Larry Darmour, partner in Ma-jestic and head of production on the Coast, has been in New York for a week discussing balance of prod-uct for the current year. Plans for the 1935-36 season were also con-sidered. Darmour fiew back to Hollywood yesterday (Tuesday).

### '35 Over '34

Washington, March 26.
Winter slump in theatre business continued through January but volume of patronage was better than a year ago, according to latest tax. figures of the Treasury.
February collections of January admissions taxes amounted to \$1.-205.535, which was a gain of \$209.
\$205.535, which was a gain of \$209.
\$205.535, which was a gain of \$209.
\$205.535 which was a gain of \$209.

### Hoot on His Own

Hollywood, March 26 Hollywood, March 28.

Hoot Gibson has taken over the production of his remaining two westerns for First Division from that organization.

FD distributing the pictures, also acted as producers on the first two.

### WARNER-U ON; OFF AGAIN

That Warner-Universal amalga-mation talk has reached the on-again, off-again stage, so far as again, off-again stage, so the trade goes. A deal is still possible.

### ack cohn's huddle on coast production 3 FIRMS NAMED

Before boarding a plane Saturday (23) for the Coast Jack Coin stated Columbia may produce more features this coming season than for 1984-58, but that nothing is set in advance of preliminary discussions. Accompanied by Abe Montague, Col sales chief. Cohn will confer with Harry Cohn on product plans of near future. Laner unable to come east at this time due to press of studio activity.

### **Par Adding Supes On Moderate Cost** Pic Productions

New crop of supervisors is being prought into Paramount for the new department being organized by Har old Hurley, exec assistant to Ernst Lubitsch. They will be turned loose on a group of medium-priced pic-

Likely that each of the three nev supes will take charge of four to six pictures yearly and although they will be individual units all will be

will be individual units all will be responsible to Lubitsch- and Henry Herzbrun. Hurley will continue production of the Zane Grey series. "William Lackey," former inde-pendent producer and recently an associate producer at Monogram, associate producer at Monogram, joins Paramount as a supervisor under Harold Hurley. Jack Cun-ningham, former Paramount writer, is also on Hurley's staff and there will be a third not yet named.

### ROWLAND BANKROLLED FOR 4 TUNERS IN N. Y

Hollywood, March 26.

With financial backing assured for four filmusicals to be produced at the Blograph studios in New York, William Rowland left for Detroit Friday (22) to close the deal which will provide \$400,000 for each of the films.

Accompanied by his backers, Rowland goes to New York to make arrangements for releasing through Paramount, which has been approved by George J. Schaefer, according to Rowland.

### Gallup Back at Col, Stuart With Franklin?

Bruce Gallup returns April 8 to Columbia Pictures in charge of publicity and advertising, Gallup occupiled that post three years ago, resigning to align with the Donahue-Coe agency, where he has been ever since. George Brown succeeded Gallup at the time. Herschel Stuart, incumbent of the Col pub and ad post for he last six months, with special duties in respect-to-exhibitor-contacts-may-joint H. B. Franklin's new Standard Theatres corporation on the Coast. Stuart was Franklin's alde-de-camp at RKO. He leaves Col as of April 5.

### Par Anchors Vidor

Hollywood: March 26.

King Vidor, currently at Paramount on a one picture deal to direct 'So Red the Rose,' gets a new
contract by that company to make
two pictures within a year.
Pact provides that Vidor take
supervision on one of the films and
will be look director and producer
on the second. Option for a second

year under the same arrangement is also part of the contract.

# AS POSSIBILITIES

Par's New Board Has Tak No Action as Yet-Necessary Move Before Court's Formal O.K. on Final Reorg

### MAYBE NEW SYNDICATE

Paramount's new board has taken o action officially to negotiate an agreement to carry out the under-writing provision of Par's reorganization plan. Belief is current that unless such action is taken soon the court may hesitate to give its formal okay to the plan, because

its formal okay to the plan, because the underwriting provisions are salient points in the situation. Ad-ditionally, others see certain cred-

its formal okay to the plan, because the underwriting provisions are salient points in the situation. Additionally, others see certain credification of the plant of the plant

underwriters. The stockholders group appears to favor Hayden Stone.

Stone. Those who should know, however, consider it extremely doubtful whether Kuhn-Loeb will consider any financing affiliation with Paramount, under existing conditions. It is held likely that an independent syndicate may be formed for the purpose of carrying out the underwriting provisions, in a manner suitable to all.

### **BROWN HAS A SHOE** MAN WARM FOR FLA

Lew Brown's fishing vacation in Florida for which he left over the weekend will also be in the nature of an oo, for indie film production. Brown by a since maintacturer willing to br. the idea. Any self-production will await, however, completion of Brown's tyric-writing chore on the new Eddie Cantor film for Sam Goldwyn.

### BOTH SCHENCKS WEST

BOTH SCHENCKS WEST

Nicholas M. Schenck arrived here
from Tueson vesterday (25)—for
production conference with Metrorecoultves,
Joseph M. Schenck arrives today
(36) with Al Lichtman for discussions with Darryl Zanuck and Edward Small on new product releases
for United Artlata.

### HAYS TO COAST SOON

Will II. Hays plans visiting the Coast shortly. No date set yet. MPPDA head goes out on his usual Spring trip for conferences and checkup on production.

### Creditors Still at Odds on Many Points in Par Reorg Plan: April 4 Hearing Will Probably Be Heated

### WB Execs' Coast Parley

Going west for production conferences, Major Albert Warner, Grad Sears, Andy Smith and Charilg Einfeld take-off-end-of-this-week-or-early next for Burbank, to be gone about two weeks.

Djatribution group, with Einfeld as publicity-advertising rep, will scan coming pictures at studio and did to the conference of the c

### **MPPDA Renews** Slate in Full. Hays' Report

All officers and directors of the M.P.P.D.A. were re-elected at the annual meeting Monday afternoon (26), at which Will H. Hays made his customary report. The head of, the Hays orginization syoided any mention of efforts within the industry to clean up the picture screens to the satisfaction of, outer elements, but dwel at some length on quality and tone of present-day appoof of his earlier assertions to producers that the public demanded and would support wholesome, entertainment drawn from the best in world's literature.'

Hays stressed that the, measure-

in world's literature.

Hay a trassed that the measure of progress for the serven is the extent to which fine pictures become the rule, not the exception, and warned that the success of the industry with pictures that met the highest demands of universal entertainment is a challenge, not a cause for complacency.

There is no limit to the height to (Continued on mare, 82)

(Continued on page 62)

### **GOLDWYN SAILS HOME** AFTER KORDA HUDDLE

London, March 28.

Sam Goldwyn salls back to the U. S. tomorrow (27) after several days of conferences here with Alexander Korda on possible interchange of artists and directors. Korda took Goldwyn out to his new studios, now in process of construction, seeking suggestions for the latest plant devices, among other things.

No announcement made on deals arranged between Goldwyn and Korda, if any.

### Kiepura 'Sings of Love' As First on Par Pact

Hollywood, March 28.
An original stery now being concocted under the title of T Sing of Love, will be the first picture to Jan Kiepura under his Paramoun

contract.
Player-warbler, now with Gau-mont-Eribish, is due early-in-May.

#### More 'Rumba' Rumbles

George J. Schaafer may look in on the trouble Far Is having in Cuba over Rumba, following threat by Cuban authorities that all Far product would be barred from the Island B. Rumba was not taken from circulation. The Par g.m. flew to Mi.mi Thyrsday (21). He plans vicationing to some ex-tent, including a visit to the Bahamas.

Bahamas,

Oreditors are still at odds on many points in Paramount's reor-ganization plan. Should most of these differences continue, the e ecthese differences continue, the ec-tive date of Par's reorganization plan could be jeopardized. It is hoped that, such major differences shall have disappeared by the date of the plan's schedule<sup>4</sup>-hearing on April 4, before Federal Judge A. C. Coxe in N. Y.

Only an estimated 40% of Para-mount-Broadway bondholders con-sents have been received to the Para-amount-Broadway part of the Par-amount-Bublix reorganization plan. This is not enough.

Paramount's reorganization plan is calculated on the basis that dividends of subsidiaries shall be applied to the parent company's earnings. It is probable that, this condition of the plan may have to be changed.

changed.

In Chicago, in negotiating a refunding agreement, on 43,200,000
Bailaban & Kate 5,3%, notes, it has
been agreed that B & K. shall not
pay dividends, while in new 33,%
notes: may be outstanding. This
agreement is with the agreement is with the
agreement is with the
thin the shall be the shall be the
to have been okayed by the Paramount trustees.

The Paramount trustees are Charle D Hilles and Eugene W. Heart D Hilles and Eugene W. Heart D Hilles and Eugene W. Heart D Hilles Heart D Hilles Heart D Heart

rector.

Two of the most persistent critica of Parse-reorganization plan have been Attorneys Samuel Zirn and Archibaid Paimer. Attorney Moris Ernst, of the Vandelip bondheiders' committee, and the so-called Szold-Munger committee are talked of as intending to contest the naming of John Herts to the new company board prompt opnosition from Attorneys Edwin Weisel and George Z. Medalle, counsel to the Fortington-Hertz creditor group.

torneys Edwin Weisei and George Z. Medaile, counsel to the Fortington-Hertz creditor group. In any event, the hearing on April 4 is figured to continue and extend over several days, once getting under way. That's because, in addition to all other reasons so far put forth, it is felt in some quarters that the Par trustees will be unable to clear up certain pending claims against the Par estate in time for approval on April 4.

### M. H. PARLEYS WITH RIV, ROXY NOW COLD

The Music Hall will add neither the Rivoli nor the Roxy in New York as operating appurtenances for the purpose of providing a home its own for pictures of majors has bought but will not play.

it has bought but will not play. Fitther deal is now cold.

Annexation of the Rivoll as a condition insisted upon by United Artists, it this distributor was to make its product available to the Hall first choice, was more seriously considered than the Roxy tleup.

#### KENT'S COAST 3 WEEKS

Hollywood, March 26,— Sidney R. Kent is due here Thursday (28) for Fox production.

Conferences.

Likely he will also add a couple of new producers to the studio staff during his projected three weeks.

#### PAR ADDS 2 DIRECTORS

Hollywood, March 26. Leo McCarev has a directors' conset at Paramount. Meyandry Hall also has one.

### FILM AND RADIO INDUSTRIES TO BENEFIT FROM PROPOSED COPYRIGHT REVISIONS

May Not Get Much Action in This Congress but Portends U. S. Entry Into World Copyright

Washington, March 26.

Major concessions have been grained the broadcastins have been grained the broadcastins have been grained the broadcastins of the copyright is produced in congress this week. Principal changes lighten burden on broadcasters, producers and exhibitors and remove virtually all serious objections to the contemplated modification of U. S. statutes.

Although there is little likelihood that the bill will make much headway before-Congress-adjourns-for the summer, the measure is all set for introduction in connection with the State Department drive to bring Washington, March 26. the State Department drive to bring about American entry into the world copyright union. Hearings in either house this session are

-in-ether-nouse-this-session are doubtful. More than a score of significant alterations have been made by the inter-departmental committee since publishers; broadcasters, writers, film representatives and other groups submitted request, to the State Department last month. Nearly every revision favors broad-casting and films. The more wifal revisions in the confidential draft-relate-to-penalty provisions and will benefit the ra-dio industry by placing broadcast-ers; in general, on parity with newspaper and magazine publish-ers.

Under the latest draft, the mini-mum assessment for infringement is abandoned, giving both broad-casters and the film industry of major victory, although the maxi-mum award in all cases has been fixed at \$10,000, or double the pres-art from

mum award in all cases has beenfixed at \$10,000, or double the present top.

Retusing to grant requests thatcopyright owners be restricted to
describe the second of the second of the second of the
control of the second of the second of the
country but leaving greater discretion to the courts. Right of appellate courts to review both the
size and nature of awards is an
innovation long sought by both
films and radio.

Clause specifying damages now
says that infringer will be liable to
pay, instead of proven damages and
profits, an amount not exceeding
\$10,000 as shall, in the opinion of
the court be sufficient to prevent
rings and as shall be just, proper
and adequate in view of the circumstances of the case.

Radie Like the Press.

### Radio Like the Press

Putting broadcasters in the same category with newspapers, the perfected measure sitpulates that no injunction in an infringement action may be issued which will disrupt a scheduled broadcast, white simultaneous broadcasting of an in-finging program by-more-than-one statistics. station is to be considered only a single act of infringement.

Broadcasters are safeguarded from any criminal or civil liability

Broadcasters...are...safeguarded. from any criminal or civil liability for infringement on the part of advertisers when the station acted in good faith in carrying programs violating copyright laws. Injunctions to restrain programs of this nature may be issued only before rehearsals have started or to prevent repetition of infringements in future broadcasts. Any profits made by broadcasters through the transmission of such programs cannot be claimed by obypright-owners unless the broadcasters through the transmission of such programs. Cannot be claimed by obypright-owners unless the broadcasters. Likewise broadcasters. Cannot be compelled to deliver upthe articles infringing, as in the case of transcriptions and continuities, under the clauses ordering. nuities, under the clauses ordering destruction of materials violating copyright terms.

The modified version stipulates

that works prepared for recording may be copyrighted as well as con-tinuities and writings designed for

tinuities and writings designed for direct broadcasting.
Changes in compulsory license provisions reduce the value of the license from \$2,500 to \$1,000, requiring both notice and resistration before the copyright owner can obtain any remedy other than an injunction or the value of a license.
(Continued on page 53)

### MacGowan's Schedule Upon Radio Return

Hollywood, March 26. Reporting back to Radio studios as soon as cutting and editing Lave been completed on Pioneer's first technicolor feature, Becky Sharp', Kenneth MacGowan has a heavy production slate lined up on his home lot.

Initial production MacGowan will Initial production MacGowan will get before the cameras, will, be Joine, script of which is being prepared by Anthony Veiller. This will be followed by a film version of Hamlet, which is being whipped into screen form by John Martin; a picture being developed from an original by Francois E. Faragohi; and another in the action. and another in the series of Edna Mae Oliver-James Gleason mystery

### L. A. TO N. Y.

Sarah Ashton. Frank Harris. John Herrman, Carl Peterson. rt Jedicker. John Zant.
Ben Plazza.
Benjamin Glazer.
Eddie Alperson.
William Powers.
George Cukor.
Ruby Keeler.
Walter Futter.

### N. Y. TO L. A.

Robert Katscher. Dr. Alfred Weiner. Jack Cohn. Abe Montague. Abe Montague,
Pat Casey,
Nat N. Dorfman,
Al Lichtman,
Joe Schenck,
Neil Agnew,
S. Barrett McCormick,
Sidney R. Kent,
Howard Benedict,
Daya Chasen, Howard Dave Cha Murray Alpert. Larry Darmour. Grad Sears Andy Smith. Charles Einfeld. Frank Farley. Lawrence Riley.

#### Daylight Saving

Another bugbear for the vigilantes of the box office arrives shortly in New York and other states which have legalised daylight saving. It arrives in the Empire state and family the same are Sunday than the Same are Sunday until the last Simday in September (29).

Paris, where he makes headquar-ters, earlier last week.

He has set up a system covering the Continent under which Par men review all plays which are pro-duced, sendings their reports to Farley for Turther investigation if warranting. Farley also has estab-lished an elaborate system of cov-erage enabling him to get advance copies of plays so that when and if produced and the Par reviewers report a piece favorably, he is all set to open negotiations for pur-chase-

### Boles 'Rancho' Lead

Hollywood, March 26.
Paramount has borrowed John Boles from Fox for the male lead in Rose of the Rancho, Gladys Swarthoui's first picture. Al Hall directs.

Numbers for the picture are being written by Richard Whiting Leo Robin and Ralph Rainger.

#### MG QUARTET RETURNS

Hull Stromberg, W. S. Van Dyke, Albert Hackett and Frances Good-rich returne from New York Sun-day after a month in the east work-ing on the story for Metro's sequel

many others the last Sunday in April (28) and doesn't depart until the last Sunday in September (29).

From the start theatre men have argued against daylisht saving as an enemy of the box office, with efforts to combat it successful only in a small measure.

### PAR'S EUROPEAN SCOUT IN FOR H'WOOD HUDDLE

Continental Europe's player and story scout for Paramount, Frank Farley, returning to the States for the first visit in six years, left Fri-day, (22), for the Coast to confer with Ernst Lubitsch and Henry Herry Lubitsch and Henry Herris, where he makes hesidquar-

to Thin Man.
During the trip, Van Dyke photographed atmospheric footage in
New York and Washington for
Metro's federal dick yarn.

### Two Rallies Reverse Market Trend **Upwards: Amusements Up with Others**

A drive against the ralls sent some of the leading stocks slightly lower in digninished trading yesterday (Tuesday). Closing quotations were mixed, though losses out that the sent state of the

point. Amusement bonds also retreated, Warner Brothers Bens alone being an exception.

'As result of two rallies, each caused by two distinctly different lifems of news, the stock market reversed its trend last week and belief and considering the stock of the Amusement groups. The Amusement groups are stocked by those better showing than numerous other stroups. The Amusement Group was well received by those better showing than numerous other stroups. The Amusement Group was well received by those measured by the awerages of 12 reports of the stake-out of the Preceding week. Chartwise, the amusements that is adjudged fine improvement in the light of the action of the Amusement Group received by those strong the stake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding week. Chartwise, the amusements must be shake-out of the preceding was to shake the process of th

### Yesterday's Prices High Low Last ches Sales

New 1985 low.

### Inside Stuff—Pictures

Personages in pictures today and personalities of yesteryear joined on the Coast in celebrating the 20th anniversary of Universal studios.

Fete brought together Irving Thalberg, one time general manager at the plant; Isadore Bernstein, who designed the studio and was its first g.m.; William Horsley, who built it; Lois Weber, U City's first mayor; Laura Cakley, first police chief; Jane Bernody Reed, one of the company's first western stars; Mrs. Imogene Norton, \$1, the oldest resident of the studio, and Carl Laemmle Oelze, 21, the first born there.

James R. Grainger arrived for production conferences in time to attend. Also present were Mildred Harris Chaplin, Bill Desmond, William Dun-can, Edith Johnson, Iva Sheppard, Vola Vale, J. M. MacGowan, Kathleen Clifford, Esther Ralston, Gene Hersholt, Georgia French, Scott Beall, Louis Friedlander, Crauford Kent, Lloyd Hughes, Mrs. Wallace Reid, Priscilla Dean, Harry Cohn, of Columbia; Robert Z. Leonard, Charles Christie, Joe Breen, King Baggot, Francis Ford, Grace Cunard, Elia Hall and scores of others.

Dining and dancing for 2,200 persons, 500 more than had been expected, Among the feters were 44 employees who have been with the studio since its inception.

Among the second generation attending were Carl Laemmle, Jr., Wally Reid, Jr.; Noah Beery, Jr.; Alan Hersholt and Lon Chaney, Jr. Dorothy Phillips was with her daughter. Beall and Friedlander, now directors, were kid stars in the early days of U.

Another long-pending piece of litigation affecting Paramount, brought prior to bankruptcy, is washed up by the trustees through the settlement reached with the Marks Bros. of Chicago and the Continental Illinois Bank there. Par sued Marks Bros. in 1931, to commend the counting for damages allegedly resulting from miserpresentations made by the Marks boys when they sold their Chicago theatres to Par, in 1924, for 13,250,000. Par deposited \$292,170 in eacrow with the Continental bank as still due, but subject to final disposition of the litigation, and in lieu of dropping the old suit is to get \$58,200 of this amount, the balance being paid to Marks. Continental's claim of \$312 filed against Par as one-half of its fees as escrow agent, is wheel out under the settlement.

Fortington-Hertz-creditors have withdrawn-all of their offers save oneto purchase the future Par stock alloiments of certain bank creditors.
Consequently there is no likelihood that any change in the new Par
board will be effected in this manner.
The stock-purchases would have increased the F-H holdings in Par
substantially but whether these additional holdings could have caused
a change in the new board setup is open. Besides, the banks, were
deemed asking too much for their holdings.
Each Paramount creditor group has one favorite candidate, at least,
for a salaried executive job in Paramount. Some have two or three
candidates.

Sixteen-millimeter industrial and amateur films and equipment will receive more attention as a result of the creation of a new Visual Sound Froducts department by RCA Manufacturing Company. The new division and its manager, John K. West, were announced during the week by G. K. Throckmorton, vice-president of the company, Coupled with this department's creation, three branch offices were established—in New York, Hollywood and Chicago—to promote the sale of 16-millimeter sound-on-film products. E. F. Kerns will be in charge of the New York office. C. S. Kernaghan was named for the Chicago district and Mark Smith, for West Coast activities.

Most significant feature of the year 1934 for Fox Flim, which showed a net profit of \$1,275,069 for the 52 weeks, is that distribution returns jumped \$4,000,000. This is declared to be the largest percentage of in-crease of any distribution machine in the business for last year. John D. Clark is general sales manager of the company for S. R. Kent,

president, whose specialty in past years was distribution and the merchandising of product. Gross income from rentals and sales for 1948 amounted to \$36,253,617. Other revenues for Fox, bringing total gross income up to \$37,546,586, included two minor items: dividends, \$360,397, and other income, \$932,572. Gross revenue for 1933 was \$33,285,767

Trade is guessing as to the possible significance of the joint purchase Trade 18 guessing as to the possible significance of the Joint purchase of the Selignan estate at Palm Beach, Fla., by Joe, Schenck and A. C. Blumenthal. Inference is that it could be the first move toward preparing for film production outside of California.

However, neither Schenck or Blumenthal have hinted that the purchase has anything to do with any intended exoduc from Hollywood. Official announcement stated that the land was bought simply for winter residence.

Prediction by the Screen Actors Guild that a number of players would refuse to accept the clause in the new standard contracts calling for Academy arbitration has not materialized although the contract forms has been in use for aimost a month.

While herectorse Academy conciliation was mandatory it is optional in the present form but no instances have been reported where a player has asked to have the Academy arbitration clause stricken out.

Wallace Beery and Irving Thalberg are at loggerheads over the part Beery is playing in 'China Seas' now in production. Producer wants to change the part, originally written for Beery, which has the actor playing an Irish heavy.

Beery, however, is insistent on the part being Irish and is citing his contract which gives him concessions on parts he will play.

Story for Eddle Cantor's next, 'Dreamiand,' mag yarn by Clarence Buddington Keiland, was originally outlined by the latter for Harold Lloyd. Author wrote it after Lloyd conferred-with-lim-last-nummer. Keiland then wrote the story in serial form for the Saturday Evening Post, but Lloyd decided it was not exactly the type he had in mind.

Producer of the next picture of a femme screen newcomer has taken unusual precautions to break up gossip column hints about the actress and a prominent male star. Industry moral mentors are worried because of a-possible divorce.

Actress is understood to have been warned by friends to forget the lad if she values her screen career.

Picture mob on the Coast chaining pleitty over pinches made by speed-cops on the slightest pretext, aspecially since word got around that each handlebur gendarme supposedly has a quota of 80 a day.

While the screen names welcome the ticketing, as it invariably means publicity, the lesser lights are up in arms.

Neil F. Agriew, general sales head of Paramount, has compiled figures which show that Paramount set a new all-time record last week the number of shipments of film, including features, shorts and newaresl. This record, heating the high of 1933 and 1923, is based on film which went out of all Paramount exchanges in this country and Camada.

(Continued on page 21)

### **Current C. A. Meet to O.K. New Budget** Of \$172,486; Also Must Clear Up Z.-C.

Final approval of the revised assment budget for the first half of 1935 is scheduled for the next meeting of the Film Code Authority in New York on Thursday, Budget for this six-month period now calls for raising \$172,486.89.

It was the fallure of the division of research and planning of the NRA in Washington to approve the basis of contributions for the preducer-distributor branch of the industry that sends the initial 1935 budget outlay back to the C.A. for vote. This Blue Eagle division flat-ly refused to put its okay on this portion of the assessment line-up ties okay on this unless the members of those branches in the lower brackets were given an alternative basis for paying.

The budget

The budget consequently will come back to the authority in New York with a proviso that those producer-distributor members in the lower gross brackets, from Class 8 to 14, inclusive, be allowed the alternative, of paying 3% of the actual 1934 gross. This means a saving on dues-for-the minor producer-distributors.

The producer-distrib doing a \$200,000 gross before the alternative means-of-payment-was-introducedwould have to pay \$700 in annual dues. But, on a percentage basis, this would figure only \$250.

dues. But. on a. percentage basis, this would figure only \$250.

The budget covering the first six months in 1935 was first submitted to the CA in December, 1824, being drawn up in much the same manner as the basis for contribution in the last six months of 1934. After the public hearing in Washington last February, at which no member of the industry appeared in protest, the assessment sked was sent to the NRA research and planning division.

protest. the assessment sked was sent to the NRA research and planning division.

In addition to this, the Code Authority will hear the report of John C. Film, executive secretary, on the Los Angeles zoning and clearance schedule. Film has been on the Coast for more than two weeks conferring with L. A. officials in seeking to adjust the zoning problem to the satisfaction of Fox-West Coast and others interested. Fox-West Coast lodged a protest late last month.

Coast longed a process late last month.

Little hope is held out for early sking of the New Haven zoning and clearance schedules excilibrated to the control of the control

The physical lay-out of Kansas City places numerous theatres in

City places numerous theatres in such close groups that equitable zoning has been deemed impossible by local boards. In this, members of the C.A. who have visited K. C. have been inclined to concur. A better adjustment of the clearance problem is expected to go farmed the concurrence problem is expected to go far Canada and the concurrence of the concur price and less\_than. half a block apart have not been adverse to playing day-and-date with the same picture. Leading codists have been attempting to convince one of the exhibs in such set-ups to buy bet-ter clearance since the theatres ob-viously are direct competitors even down to the admission scale.

### Gable Back, 'Sea' Opens

Hollywood, March 26.
Clark Gable returned to Metro
yesterday (Monday) to star work
on the Monday to star work
on a two-week rest between the finfish of 20th Century. Call of the
Wild' and his home lot assignment
but sileed his wacation to a single
week in order not to hold up production.

Tay Garnett

Tay Garnett, who has been direct Tay Garnett, who has been unter-ing around Gable for three weeks, became stymied Saturday with a halt in production threatened unless Gable returned.

### Wilkinson Set West Pettey East Under McC

Lutton Wilkinson remains in Hol-lywood for a few months at least in charge of the new public relations setup organized by Jeff McCarthy on a months visit out there. Mo-Carthy returned to New York Mon-day (25).

If Wilkinson does not stay put

If Wilkinson does not stay put on the Coast permanently he may be there at least four or five months to set the new machinery in motion, purpose of which generally is to close up avenues of publicity which the Hays office considers adverse to the industry.

Tom Pettey has Joined the Hays publicity in New York under McCarthy on general assignment. He may head the Coast setup with Wilkinson coming east.

### Browne Voted 100% **Authority Over Chi** Operators' Union

Chicago, March. 28.

IATSE, through its executive committee, unanimously voted president George Browne absolute power over—the Motion Picture Theatre Operators local here for full investigation and a complete report.

Browne states that until there is

a complete investigation and report from any and all factions in the operators local there would be no operators local there would be no election of officers. Harland Holmden, v. p. of the LATSE from Cleveland, continues as temporary, client of the local and is preparing a full report on the organization with a set of auditors.

### **PULL NEWSREEL SCOOP** ON BASIL ZARAHOFF

Parls, March 17.

March of Time' has a newsreel scoop in shooting Sir Basil Zarahoff, world's number one munitions salesman and mystery man of Europe, who has long etuded cameras. Film is now in the New York vauits of the organization, to be used whenever a subject can be used whenever a subject can be Shot was made by a foreign cameraman sent by Dick de Rochemont. Time\*\*sp here, to Monte Cafio secretly. De Rochemont is still the only man who knows who the cameraman was. He hasn't even told his New York office.

Two pictures were made, one from a camera concealed in a taxi and another in a railway station when Zaharoff, in a wheel chair, was being put on the train for Paris minister was surrounded by police and there was no chance of getting near him. Cameraman hired a pushcart used for

rounded by police, and there was no chance of getting near him. Cameraman hired a pushcart used for seiling -terenaments on platform, put an automatic camera inside it and wheeled it past the victim, pulling a string attached to the trigger as he came into range.

Total bribery cost of getting the picture was \$17, in addition to cameraman's pay, fare and living expenses for a few days. No local Riviera cameraman would even take the assignment, due to police orders to lay off Zaharoff.

### Harlem Pic Prod. Group

Campbell Productions has been formed in Harlem (N. Y.) to produce features with colored players only, probably starting with shorts. Company claims there are 85 colored theatres as a potential market

market.

Al Bartlett had an all-colored company in Atlanta-a dozen year ago and did fairly well for a time.

### Par's Deane on Coast

Hallywood, March 28.

Albert Denne, Paramount's foreign publicity and advertising head,
is at the studio lining up campaigns
on pictures for foreign release.

During his stay he will look at
outside product for possible foreign
distribution, one of which will be
the Marquis de ia Falaisc's film
made in the South Seas.

### That Settles That

Salt Lake City, March 26.
Refusal of distributors to service second run theatres is not a code violation, according to the Code Authority which ordered dismissal of two cases

ordered dismissal of two cases before the griefers here.

L. Stanford Wotten, Rivoli, here, and Harold Currell, Gem, Logan, Utah, were the com-plainants, against Paramount, Metro, Warners, Columbia and Fox.

### NRA NIXING OF **BANK NITE STANDS**

Washington, March 26. washington, March 26,
No modification of present poli-cles outlawing 'bank night' is in prospect despits avalanche of pleas for administrative action overruling the film code authority and local logards.

the nim code authority and local boards. Resisting pressure from all over the nation, Recovery Administration steadfastly refused to change the state of the code. Squelching whitelyind of rumors in trade circles stat week Deputy Administrator William P. Farnsworth unqualifiedly supported the Code Authority in its decision that shank night, constitutes a form of

'bank night' constitutes a form of cut-rating which is banned by the

### TRI-ERGON CLAIM **VS. PAR DISALLOWED**

In American Tri-Ergon's claim against Paramount, Federal Judge Alfred C. Coxe has ruled against an application of Tri-Ergon. of ile an amended claim. His decision, one of the shortest thus far in the Par matter, reads: In view of the decision of the U. S. Supreme Court holding the Tri-Ergon patents invalid, this motion is denied.

Early in the Par hankrupter T. E.

patents invalid, this motion is denied.

Belief in the Par bankruptcy, T.E. died a claim for \$1,000,000. This was contested by the Par trustees and in March, 1934, the late Referee Davis expunsed the claim. Tribergon appealed to the U.S. District court and Judge Patterson affirmed the findings of the referee. Then when Par petitioned to reorganize under 71B and T.B. received a favorable court decision on its patents, the company applied for the right to file another claim, amending the first which was knocked out. Judge Coxe walted for the decision on T.E. after a review of the case by the U.S. Supreme before handing down his ruling.

### PAR PROPERTIES IN L.A. FILES 77B PLEA

More than 50% of the bondhold-More than 50% of the benchola-cre in Paramount Properties, Inc., controlling Par studio, Hollywood, and Par theatre, Los Angeles; ap-proved the plan of reorganization for this wholly-owned Par-Public subsidiary before a petition was filed in Los Angeles during the past week for its reorganization. Of the \$5,500,000 in bonds outstanding, this included \$475,000 in absentures held where the substantial substa

ils-set-for-April. 8-in L. A.
Melveny, Tuller & Meyers acted
in behalf of the Paramount trustees
who have been working on a TB
readjustment of Par Properties and
in the parent: company's plan inserted a provision that, they, the
trustees, could reorganize this Coast
substitute. Pan Properties does not subsidiary. Par Properties does not include the big Vine street plot (vacant), this being owned by another subsid, l'aramount and

### Neil Agnew's Hula Vacash

Hollywood, March 26. Neil Agnew and Bob Williams arrived here Saturday (24) for Par production conferences.
After the chin sessions, Agnew salls April 5 for a vacation in Honolulu.

### **Congressional Stall on All Codes** Means Nothing Will Be Revised on Pix: May Force Self-Modifications

### Pix Come Back After 10 Years to Lititz, Penna.

Littiz, Pa, March 26.
Pioneering days in films aren't over. Harry Chertcoff opened this town to pix for the first time in more than a decade with 'Gilded Lily' in his new Littiz Community these transfer.

Lily in his new Littz Community theatre.
Films enjoyed brief popularity in Littiz during the World War but earned the disapproval of the church which viewed them as 'too-liberal.' The one small house suffered a ban which quickly put it out of business. Chertcoff will follow a policy of hand picking the product of heat of the product of heat of the product of the product

### Horror Scene in U's **Newsreel Ruled Not** Damaging in 200G Suit

Los Angeles, March 26,
Sult for \$200,000 filed against
Universe! by Mrs. DOFFS Presiler
was dismissed file to the property of the control of

### O. THEATRE'S ANTI-NRA SUIT FOR PIX SERVICE

Cleveland, March 26.

In the first such action to be filed
in a state court, the Shelby Theatre
Corp., operating the Shelby, at
Shelby, has gone into court seeking

in a state court, the Shelby Theatre (Corp., operating 'the Shelby, at Shelby, has gone into court seeking an injunction to prevent the local and injunction of prevent the local side of the state of t

behalf of the defendants in

### KOERPEL'S MOROCCAN TALK

Jacques Koerpel has bought American distribution rights to 'tto', French-Moroccan film. 'tto', is poken partially in both languages and is the first talker made in Morocco. Kerpel is think-ing of dubbing the French portions into English and letting the rest of it stay in the original Moroccan

Hollywood, March 26.
Howard Bengdlet, legit press agent, just engaged by Radlo Pletures. as, special personality exploiter on the company's class players is so the Coast now.
His job does not affect Eddle Eccles, studied discountered for the publicity.

Washington, March 26,
Revision of the film code looks
several weeks off although efforts
to reopen the pact in the immediate future are continuing.
Setting a precedent, the Recovery
Board last week reneged on a previ-

Board last week reneged on a previous agreement to overhaul the frequently-rapped shoe code and anounced that until Congress has sketched outlines of a new N.R.A. law the question of revising existing agreements will be side-stepped. Action virtually dashes hope the film pact will be aired before summer.

Action virtually dashes hope the film pact will be aired before summer.

Practically the only ray of hope for action of the practical process of the process

Considerable sentiment exists in Government circles for a greater cancellation privilege, with indications that if, as, and when the film pact is reopened exhibitors will receive generous, backing in their drive. Naturally nobody is inliking for quotation but key officials are considered to the control of the control of

distributors should lossen up and remove all Jokers from the cancellation concession.

Govt Won't interfere There is little chance that the Government will join any move to kill block-booking, most bosses feeling that the unrestricted right to buy is an unreasonable demand and not widely desired, but do believe there is merit in the idea of giving 15 or 20% rejection privileges.

On this point the Government attitude is that producer-distribs would be smart if they acted on cession. N.R.A. exces appear disappointed that the industry has not moved in this direction without Government pressure. The appointment of Donald R. Richberg as acting head of the Recovery Board last week was a move by the President to squick reports that the Blue Eagle experiment might be abandoned in response to squawks from industry and Consent was that there will be no more marking time until Congress acts, yet the whole Recovery machine remains in low gear. While Richberg probably will try to put new life in the comatoso-organization, few important steps are possible during the present uncertainty over the Congressional situation.

Under Richberg's influence, administrative moves are likeonyalatis pouring into Congress, but the suring probably will not go so far as to bring immediate revision of the cancellation clause. On such a bitterly-disputed point, it is generally recognized that chances of satisfying both sides are silm. The last thing N.R.A. wants to do is sitt up new rows which might have refered the consellation clause of the cancellation clause. On such a bitterly-disputed point, it is generally recognized that chances of satisfying both sides are silm. The last thing N.R.A. wants to do is sitt up new rows which might have refered the consellation clause of the condition and critics have folded up.

### 'Capt. Blood's' 750G Cost

Hollywood, March 26.

Budget allowance will permit Warners to spree to around \$750,000 on production of Sabatin's Cap-tain Blood, first starrer for Robert Donat at this studio. Pic will be made under Harry Joe Brown's wing, with Michael Curtiz directing. Casey Robinson has fin-

ished the script.

Picture was made as a silent in 1924 by Vitagraph.

### 'Pimpernel,' \$4,800; 'Ritz,' \$3,200; 'Princess O'Hara' \$4.000 in L. A.: Lent and Rains Hurts Business

Los Angeles, March 26. (Best Exploitation: RKO)

ther one of those lenten week which the exhibitors can blan which the exhibitors can blame churchgoers amusement recess trade slowing down to a walk l also the rain of Saturday night ich punctured receipts plenty; ter reason perhaps is that noth-in the topper class is showing initial week run at the local em-lums.

But the week run at the local emlitins.

RKO Hillstreet copped the excopped t

Estimatas for This Wesk
Chiness (Grauman) (2.028; 30-4055)—After Office Hours' (MG).
Taker more than "s-droy" of-this
sort to enable Clark Gabie to draw
interest of the control of the

week insuring a take of \$3,300. Last week insuring school storacy, finale showed solid sol

TACOMA TRA-LA-LA

All Three Houses Cop Nifty Busi-

Ress Tacoma, March 28.

(Best Exploitation: Roxy)
Jensen-von Hetberg Roxy continues with great run of bills, and likewise getting some sensational money for his burg. B.O. deluge started with a bang with "Sequoit three weeks back, when campaign This week it's "The Little Colone!" that is in the dough.
At Hamrick's two ace houses bit also rates nifty, "Roberta' showing enough at the Blue Mouse to go into enough at the Blue Mouse to go into provide the start of the limited of the limited results. Roxy had oke lobby and big, newspaper campaign for Little Colone!"

wow. Just week, same him, \$4,00; 15you wow was seen that the state of the seen of the se

### PHILLY'S FULL OF HOLDOVERS

Philadelphia, March 26.

(Seet Exploitation: Moldowers)
Holdovers are the rule rather than the exception in Philip's downtown film sector this week. Earle and Karlton are the only week. Earle and Karlton are the only two houses of the control of

nusicals.

Locust reopens Thursday, this time with 'Man of Courage,' Italian propaganda film sponsored by Mussolini.

time with Man of Courage, 'Italian' (1972) time with Man of Courage, 'Italian' (1974) time with Man of Courage,

\$14,500, a little better than average. Fox (3,000; 40-55-65)—Life Begins at 40' (Fox) and stage show (2d. week). Maybe 3,5000, fair. Laat week it clicked to tune of a merry \$2,500, 600; 25-30-40)—Florentine Dagger' (WB). Weak \$2,400 seen. Last week 'Scatcle Pimpernel' (UA), second run, robust \$3,500, 500; 30-40-50—Folies Bergere (UA). May 5gt neat Sergere (UA). May 5gt

### LIFE BEGINS \$13.000 IN **DENVER**

Denver, March 28,
Although City Auditorium, is
packed every night for A. A. Us
makethali Championalist for A. A. Us
makethali Championalist and the control of the control

arre men, who strongly condemn-RKO-for-faing 40c-price.

Estimates for This Wesk
Alsedin (Huffman) (1,500; 2535-50)—Let's Live Again's (Col).

Alsedin (Huffman) (1,500; 2535-60)—Act's Live Again's (Col).

Broadway (Huffman) (1,500; 2540)—After Office Hours' (MG) and
Fower (GB) did an average
house business of \$2,500.

Broadway (Huffman) (1,500; 2540)—After Office Hours' (MG) and
Fower (GB) spit. Hours' moved
from Denver. Around \$1,400. Last
from Power. After Hours' (MG) and
from Denver. Around \$1,400. Last
from The Whole Town's Talking' (Col)
spit, did better than expected for
the initial week of this old.spot,
built in-1890, and used for legit til
now. Did \$2,000. Whole Town's
Talking' did more than twice as

Denbam (Gooper) (1,500: 25-35-

\$4,000 is weak. Last week McFadden's Flatz (Par) dropped the house below average and closed with \$5.50 mer. Huffman) (2,500; 25.54.50)—Life Begins at 40 (Fox). Excellent pace, \$13,000 Last week 'After Office Hours' (MG) did \$3,000 and warranted moving the film to the Broadway for four days. Crowds Orphus (RKO) (2,500; 25.40)—Roberta' (Radio). Very nice, \$10,000. Last week the Orphus was closed. This week is first for house back under KKO banner.

Paramount (Huffman) (2,000; 25.40)—Around \$4,500, poor. Last week (Ph) Around \$4,500, poor. Last week (Ph) Good Fairy' (U) did a grand above average, and closed with \$5,000. Word of mouth exceptionally good on this film, and it had its effect on the boxoffice.

### Eddy Duchin Orch Aids 'Tonite,' Balto, To 16½G, Diggers' 10G

### 'Folies'-Olsen-Shutta Combo Strong In Pitt, 21G; 'Diggers' B. O. Lesson

ing out about act is helping bis cascade. Though started somewhat on the mild side, will achieve a very sound \$16,500.

Herb Morgan of Loew's, had Mayor make this official 'Air Week' food the thing of the control of

stretched up over entrance to airport.

Estimates for This Wesk
Century (Locw-UA) (3,000; 1525-35-40-15-69) West Point of Air
(MC) and vaude headed by Everett
Marshall. Bit disappointing, but
profit at 1,8100. Last week. Wedding Pight (1,00). In way.
Page 10,000, West Point of Marshall of

in Lark (Far), likewise-sturdy at \$5,200.
\$40.00 (Exchanic) (1,800; 15-5-5-0-2)
\$40.00 (Exchanic) (1,800; 15-5-5-0-2)
\$40.00 (Exchanic) (1,800; 15-5-5-0-2)
\$40.00 (Exchanic) (1,800; 15-58-0-2)
\$40.00 (Exchanic) (1,800; 15-5-10-2)
\$40.00 (Exchanic) (Exch

### MISSISSIPPI' TOPS HUB, 22G

(Seat Exploitation: Orpheum)
Best grosser in Hub this week
will be Missiesippi' at the Met, hinting about \$22,000.
Holdover of Roberta' at the
Station Memorian will—got about
to the initial week.
Puzzling variance in b.o. strength
of identical show at the Paramount,
downtown, and the Feinway, uptown.
Paboona. Par is way off, while
Haboona. Par is way off, while
the Fenway is spurting. Baboona'
fagured the deciding factor that's
affecting the respective cilenties.
These two deciding factor that's
affecting the respective cilenties.
These two deciding factor that's
affecting the respective cilenties.
These two deciding factor that's
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These two deciding factor that's
affecting the respective cilenties.
These two deciding factor that's
affecting the respective cilenties.
These two deciding factor that's
affecting the respective cilenties.
The publicity office, displayed
headwork in connection with a furch
the orpheum in the shopping district. During the inaugural ceremonies 2,000 balloons, sniped with
copy attracting attention, to the
opposition of the Alriche
Bear and a shall the factor of the Alriche
week and a shall the factor of the Alriche
Beargere. Also pulled a nitty on
March 17. State put out 500 shamrocks, with an attached invitation.

Estimates for This Wesk
Met (Mac) (4,200; 35-50-65)—
Mississippi (Par) and a stage show
in the same atmosphere. Drifting,
about \$27,000 for 'Gold Diegers'
(WB) and Dorsey Bros. band on
stage. Next-week, Jack-Benny unit
will give out.

33,000, including two exceptionally
good. Opening week a sensational
33,000, including two exceptionally
good. Opening week a sensational
33,000, including two exceptionally
about \$27,000 for 'Gold Diegers'
(WB) and Dorsey Bros. band on
stage. Next-week, Jack-Benny
unit will give out.

34,000 including two exceptionally
good. Opening week a sensational
33,000, including two
complements of the

(Best Exploitation: Penn)

Less Exploitation: Fean)
Lent finally getting in its licks
and takings are going into a decline
this session after last week's lively
grosses. Not much action anywhere, except in po sibly a single
where, except in po sibly a single
pointment, in addition.

case, and at least one major disappointment, in addition.

No doubt about the leader, with combination of Folice Bergere' and George Olsen's band topping the stage, competition and getting most of the available coin, with about \$21,000 in prospect, which inn't bad at all. Staney taking it on the chin with 'Gold Diggers' and only a wife of the available coin, with about \$21,000 in prospect, which inn't bad at all. Staney taking it on the chin with 'Gold Diggers' and only awior hyperson case that the prospect of the control of

show the property of the series of the series of the series and should do around \$5.00 on the second week, which is quite satisfactory, while Fution, going into third, week, with 'Little Colonel, pulled it yesterday (25) in, favor of pulled it yesterday (25) in, favor of floker requires no apologies, getting more than a great \$1,000 in 15 days. Warner litting around rock bottom with weak dual composed of 'Night at the Ritz' and 'A Dog of names will probably make it tough to hit above \$3,000.

to hit above \$3,000.

Fenn had extensive exploitation campaign on Folies Hergere. Including auto parades, free clearer with department stores, auto-graphed pictures of Chevaller in Hudson auto show and special cards announcing new Chevaller cocktail.

Alvin (Harris) (2,000; 25-40)—
Life Begins at 40 (Fox) (24 week).

France patter and the process of the control of the

like more than \$8,750, which is pretty bad. Last week Fluggles' (Par) finlshed strong to a fine \$1,000.

Night at the Ritz' (WB) 2,000.

Night at the Ritz' (WB) and Dog of Flanders' (RKO). No marques strength in this dual, and doubtful of getting more than a miserable \$3,000, if that Last week 'Captain Hurricane' (Rädio) and 'Love in Blogm' (Par) only slightly better at \$3,000.

medium. Last week dorte \$15,800 for 'Whole Town's Talking, 2nd run, (Col). and Cab Calloway in personal color of the color

### **Combo Houses Best in Loop Battle:** 'Roberta' Heads Parade at \$32,000; 'Diggers' 30G; 'School for Girls' 13G

Chicago, March 26.

(Bast Exploitation: Chicago)

Battle for business throughout the loop this week, with every house putting its best foot forward in an effort to get the jump on the rivals and even to crimp the style of the competition. Bais according to the style of the competition and the style of the competition. Bais currently, with the age B. & K. Chicago pounding away with Golddiggers' to buck the rival Palace's Roberta.

But despite one of the best exploitation campaigns ever at the ploitation campaigns ever at the politation campaigns ever at the present pace. The present pace of the week at the present pace, the present pace the present pace of the week is the State-Lake, which is hopping to its best gross in months with a standard vaude, show and School for Girls. Picture was given some heat in ada which steamed okay at each of the week as good evening play on a rather strong youde and picture combination.

About the weakest of the entries

atrong vaude and picture combination.

About the weakest of the entries
is Sequola, which got away slowly
at the Roosevelt. With practical
pace indications are flash and the
only hopes for the picture's stay
are based on good notices. Too
many dames and romance pictures
around the loop for the good of
'Sequola'.

Estimates for This Wesk

Apolic (Bak') (1,200; 25-35-50)
Ruggles' (Fger). Moved in here
Apolic (Bak') (1,200; 25-35-50)
Ruggles' (Fger). Moved in here
Roosevelt: and will pulse this b. o.
into nitty figures currently at \$8.000. Last week 'Copperfield' (MG)
finished its' fifth loop gallop to
spiendid \$4,000 K) (33-400; K) (33-40)
spiendid \$4,000 K) (33-40) (35-55-75)
—'Gold Diggers' (WB) and stage
show. Warner 'stock company'
lack the punch which one big
name might have given this picture.
old the punch which one big
name might have given this picture.
old thing currently at maybe \$30.000. Only the night trade will help
this week. Last week 'Life Begins at \$0' (Fox) faded on weak
mathese business to \$27,200.
spient of the picture of the picture.
old of the picture of the picture.
Ittle Colonel' (Fox). Picture doing into second session at this thry
house the picture of the picture.
Ittle Colonel' (Fox). Picture doing into second session at this thry
howords. Last week seems picture.
Ittle Colonel' (Fox). Picture doing into second session at this thry
howords. Last week asme picture.
Ittle Colonel' (Fox). Picture doing into second session at this thry
howords. Last week asme picture.
Ittle Colonel' (Fox). Fix and seven
shows daily to capacito business
the fixe of the loop. Bix and seven
shows daily to capacito business
at the scale. Last week 'It Happened in New York' (U) and final
session of 'Helio Paris' unit, fair
at \$32,000 considering the length
of Rosseviet (B.e.K) (1,500; 25-45-55)
— Sequola' (MG). Animal picture opened Sautnday (23) weakly.
Pumsa and bucks not much competition this week for the musis
and bucks not much competition this week for the musis
and bucks not much competition this week for the musis
and bucks not much competition this week for the musis
on Vaide, Picture is doing buniness. Will boost the gate this week
to walloping 133,000. Last week.
Ittle Minister' (Radio) acrowHuddaspopolining at \$4,000.
State-Lake soggy, A. 10,500. Tolles
Book and the scale this week
to walloping and may

### INDPLS. JUST FAIR

Good Pix Doing So-So Only-'Re berta'e' Holdover Best Figure

Indianapolis, March 28.

[Meset Exploitation: Circle)

Holdover of Roberta' is doing the Holdover of Roberta' is doing the best in the second week after a fine 314,000 in its opening stanza. The picture was nelped a lot here by the legit engagement of the touring attractor of the second weeks before the film opened.

Best explositation of the week was engineered by the Circle on Laddle which was given a world premiere been RKO publicity department been RKO publicity department of the second property of the second

Apollo Fourth This West 25-40)—Gold Digreer (WB). Not up to expectations but pretty good at \$15,500. Last week "Little Colonel' (Fox) held over in its second week did an olay \$3,500. (2,500, 25-40)—Laddle (Raddo). (2,500, 25-40)—Laddle (Raddo). (2,600, 25-40)—Laddle (Raddo). (2,600, 25-40)—Laddle (Raddo). (2,600, 25-40)—Roberta (Raddo). (2,600, 25-40)—Roberta (Raddo). (2,500, 25-40)—Roberta (Raddo). Running in very good fashion for a second week at \$1,500, but \$1,500, b

at show paces, Last week a socko state of the page of

### 'Diggers' with H. Herbert Personal 24G: Fox \$23,000

Detroit, March 26.
(Best Exploitation: United Artists)

Detroit, March. 26.

(Bast Exploitation: United Artists)
Very good shows at the acchouses this week. Surprise is what.
United Artists will do with "West.
Point of the Air." Michigan is presenting Gold Diggers' with Hugh
Herbert on sorren and on stage.
Fox has 'Good Fairy' and 'Folies
Bergeres', stage rowner unusually
good the past three months which
has invited other out-of-town
showmen in to look over the closed.
Faramount and RKO Downtown.
Owner of the control of the control
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park, with thousands passing this every hour.

Estimates for This West.

Michigan (United-Detroit) (4,100; 25-85-85)—Gold Diggers' (WB) and stage show. Hugh Herbert in person and on screen. Should easily the stage show they herbert in person and on screen. Should easily the stage came through with \$28,000, astisfactory. (5,100; 25-35-55)—Took they will be stage came through with \$28,000, astisfactory. (5,100; 25-35-55)—Took they will be stage shows the stage came through with \$28,000, astisfactory. (5,100; 25-35-55)—Took they will be stage to the stage of th

### 'Rumba' Plus Mary Brian Good for 12G. Omaha

Omaha, March 26. (Best Exploitation: Paramount)

(Best Exploitation: Paramount)
Paramount comes into the heavy
sugar forsaging its usual split-week
policy and holding the stage show
full week. Current bill first onesince vaude was inaugurated that
the theatre has had a name to sell,
and will mean something. Name is
Mary Britan on the stree with a and will mean something. Name is Mary Brian on the stage with a unit built around her, and house is beginning a run of better pictures with Rumha' on the bill. Combinative with Rumha' on the bill. Combinative with the new give the possibilities with the new give the possibilities with the new give the production. Probably around \$12,000 for the full week, very good. 'Gold Diggers' at the Brandels Country day and an eight-day run. For this one, the house reverts to its single feature policy. Golng great, and will wind up around \$100.00 for the production of the pro

For this one, the house reverts to its single feature policy. Going fast and will wind up around \$5.00 and will wind up around \$5.00 and will wind up around \$6.00 and will wind up around \$6.00 and \$6.00 and

day-run, but average for that time, \$3,800.

Omaha (Blank-Tri-State) (2,100; 25-40)—West Point of Air (MG).
Had its Thursday opening all to ittuing, Doing well at \$7,500 and could be more but for this week of exceptional competition. Last week Ruggles' (Par) was cut into as were other pictures, first by a snowstorm and then later by a snowstorm and the later b

### 'Colonel' \$90,000, Music Hall, With 'Marietta' \$45,000, Cap; 'Man Who Knew' a Good \$12,000

(Best Exploitation: Capitol)
Broadway business on the whole
ls causing no raves this week, but
total gross, figuring the good ones
with those not so good, is more
than gratifying considering Lent,
First few days of mild weather,
First few days of mild weather,
Though not getting sock reviews
Little Colone! will go to \$30,000 at
the Music Hall, and stays a second
week, this showing back, the open
dayfil 4. Hall had pondered trying
a third week for 'Roberta,' with a

### ROBERTA'S' THE CANDY IN B'HAM, WHAM \$7,800

Birmingham, March 26.

(Bast Exploitation, Alabame)

Roberta' doing reat but spring weather is hurting business in general all title. This is temporary while the folks get their fill of ridding. When it gets plenty hot the floss-flock-to-then-refirerated the floss-flock-to-then-refirerated the manufactural word of whouth talk about Rogers-Astaire dancing, seldom has the town talked about a dancing also has a neat tie-up with a local radio station, For five minutes station interviews folks on downtown street corner asking cortain question. Passes to best inswers,

Alberta temporary (March 2000)

Ritz (Willby) (1,600; 25-30)

Ritz (Willby) (1,600; 25-30)

Ritz (Willby) (1,600; 25-30)

Ritz (Willby) (1,500; 35-30)

Ratespee (Willby) (1,500; 36-30)

Pantespee (Willby) (1,500; 36-36)

Rocky Rhodes' (U) and vaud.

\$2,900, moderately good.

Panteges (Wilby) (1,850; 30-35)—
'Rocky Rhodes' (U) and vaud.
Westerner and stage show used to
mean business years ago but now
it's doubtful \$1,800. Last week
'Bachelor of Arts' (Fox) and yaude,
\$2,200.

\$2,200, fair.

Strand (Wilby) (800; 25)—'Night
is Young (MG) and Society Doctor' (MG). On split \$1,900. Tat
Last week 'Great Hotel Murder'
(Fox). and 'Winning: Ticket'. (MG)
\$1,800, light.

second week's pace which brought just a few dollars under \$90,000, but was afraid the fortnight had ex-hausted bulk of business and drop on a third week might be too severe.

on a third week might be too severe. Naughty Marletta' got tremen-dous reviews in the dailies, Metro-put a big campaign behind it, and successful to the several several several public to the several several several house expected a smash, although house expected a smash. In addition to the Hall and Cap-there are three other holdovers, Mayfair comes to life with Man-Who Kpew Too Much at \$12.000, or The Astor is also in the money, for a chance, with 'If Happened One a chance, with 'If Happened One

a change, with 'It Happened One Night' (reissue). Change for \$10,000. This also holds. Walter Reade is thinking of trying a policy at the Astor of repeats of hit pictures.

Astor of repeats of hit pictures.

\*\*ZEN'IN Drood profitable at the Rialto, at \$13,000 on week ending last night (Tuesday). Tuggles, fresh from three weeks at the Par, opens-this-morning (Wednesday), this comedy got a surprise \$28,000, aided by stun of getting critics to see it two and three times, then advertising the fact. Private World's entered the Par\_last night (Tuesfor two weeks, with 'Missiasippi' to come in April 17.

"Woman in Red' not good and not

come in April 17.

"Woman in Red" not good and not had, maybe \$28,000 for the Roxy.

"Gold Diggers, under Warner hopes, goes out of the Strand tonight (Wed.) When Traveling Saleslady opens. "Diggers' got \$30,900 first week and hopes to stretch to \$20,000 on its second.

on its second.

Metro biliboarded the town more extensively on 'Marietta' than on any picture in a long time, Loewistor having blasted with a good ad campaign in the dailies costing \$22,000.

Metro having biasted with a. good ad campaign in the dailles costing \$22,000.

Estimates for This Week
Aster (1,012; 25-40-55)—Happened One Night' (601). Release second. Waiter Reade may book researcher. Last week, 'High School Girl' (709) stumbled, around \$4,000.
Capitol (5,400; 85-75-85-\$11.0)—N More than away to the second. Waiter Reade may book researcher. Last week, 'High School Girl' (709) stumbled, around \$4,000.
Capitol (5,400; 85-75-85-\$1.10)—N More than away and \$4,000.
The second of the sec

opening Thursday (28). Last week, Sweet Music (WB), good \$11,000.

Paramount (3,584; 35-55-75-85)—
Ruggles' (Par) (3d week) and Henrietta Schumann in pit. Exploitation pushed up, final (third) week's takings, ending last night (Tweek) and the station pushed up, final (third) week's takings, ending last night (Tweek).

Redic City Music Hall (5,585; 40-80-85-99-31,10) — Little Colone 1º (Fox) and stays a second week. Toberta' (Radio), on second week. Roberta' (Radio), on second week. Roberta' (Radio), on second week. Toberta' (Radio), on second week. Toberta' (Radio), on second week. Toberta' (Radio), on second week. Roberta' (Radio), on second week, when "Ruggles' (Par) came in for second run engagement. Rivoli (2,00): 40-45-75-85-99)—Wedding Night' (UA) (2nd week), Off rather sharply on second week, but \$28,000 not bad. Did \$39,600 first Millions' (UA) following Srewster's Millions' (UA) following Srewster's Millions' (UA) following Srewster's Millions' (UA) and steps show. Com-In Red' (WB) and stage show.

### Biz Good, Lent Harmless in Prov.

### 'Roberta' \$13,000, 'Ruggles' \$9,000; Two Columbia Award Winners Dualed

Best Exploitation: Albeel Looks like a honey week. Things buzzing plenty, and the Lenten bugabos is getting an awful sock in these parts. Flenty of crowds downs where Roberta' is knocking records. Should go at least \$13,000, and looks like a holdover. Gap' opened licer. Thingsies of Red Gap' opened licer. Thingsies of Red Gap' opened licer. The best of the should be close behind around \$9,000. West Foint of the Air, at Loew's, is oke, too, but opposish is a bit too strong this week, the should be considered the strong this week, the should be considered the strong this week, the should be considered to should be considered to the should be considered

Ing the two Columbia Academy the second run houses, but this ward winners, It Happend One same bild. One Night of Love on the stand is gettle somewhere this the second run engagement. Stand is gettle somewhere this week and should wind up with at seasy long the second run engagement. Stand is gettle somewhere this second run engagement. Stand is gettle somewhere the second run engagement week and should wind up with at seasy long the second run engagement. Stand is gettle somewhere opening. Billboard advertishing, seldom used here, co-operative show plugging the picture on week will often the picture of the picture of the picture of the picture on week show plugging the picture on week will close the picture of the picture of

\$10,000. Last week Times Square Lody (MC) and Wedding Night and (MC) and Wedding Night and (MC) and Wedding Night and (MC) and (M

### Holdovers, 'Roberta' and 'Ruggles' Swamp Mpls. at \$14,000 and \$7,000

Minneapolis, March 28.

(Best Exploitation: Orpheum)
This two plate of the control of the contro

Estimates for This Wesk.
Century (Publix) (1,809; 25-35-40)—Kuggles' (Par) (2d wk). Still clicking strongly. Far above expectations all along the line. Looks like around \$7,000, bit. First week, \$3,09.
Griphalm (Singer) (2,300; 25-35-50)
Griphalm

record at the scale. Likely to stick a third stanza.

State (Publix) (2,400; 25-35-40)—
Devil Dogs' (WB), This one is just luke warm. Tough second-run opposition is making itself felt plenty. Will' be lucky to top \$6,000. Last week "Cilve of India" (UA), \$7,000, diagnonlying.

### NEW HAVEN'S SLUMP

"West Point of Air," Dual, Gete

New Haven, March 26. Steady decline toward Holy Week has set in and robody's doing any tail shouting these days. West Point (MG) having a pretty clear track currently, but not any too heavy at that.

track currently, but not any too heavy at the Paramount's best publicity effort Paramount's best publicity effort Paramount's reverse properties of the proper

Estimates for This Week

Paramount (Publix) (2,348; 35-50)

-'McFudden's Flats' (Par) and Unfinished Symphony' (GB).

Start, and probably headed for mild
\$5,800. Last week Ruggles' (Par)

and 'Evensong' (GB). Second weel drew oke \$5,000, making a big \$14, 200 for two weeks.

drew oke \$5.000, making a big \$14,-200 for two weeks.
Poli's (Loew) (3,040; \$5-50)—
West Point of Air (MG) and Murder on Honeymoor (Radio). Easily
West Point of Air (MG) and Murder on Honeymoor (Rodio). Easily
Last week Whole Towns Tallings
(Coi) and Edwin Drood (U). Just
wouldn't catch on and ended up
with only a fair \$4,500.
Roger Sherman (WB) (2,200; \$550)—Gold Diggers (WB). Not such
a fair \$6,500 in sight. Last
week 'Scarlet Pimperne' (UA) and
'Night at Ritz' (WB), Built to a
leading \$1,200, okay.
Bijou (Loew) (1,500; 25-35)—
'Tight a Last
week 'Scarlet Pimperne' (UA) and
'Night at Ritz' (WB), Built to a
leading \$1,200, okay.
Bijou (Loew) (1,500; 25-35)—
'Tight a Last
week 'Scarlet Pimperne' (UA) and
'Night at Ritz' (WB), Built to a
leading \$1,200, okay.
Bijou (Loew) (1,500; 25-35)—
'Tight at Ratio (1,500; 25-35)

### Palace Reopens with \$14,000 for 'Office': Montreal Isn't Bad

Montreal, March 2 (Best Exploitation: Palace)

Montreal, March 28.

(Best Exploitation: Palace)
Re-o-pening of Palace after aix
week-pening of the pening of the pe

Palace (FP) (2,700; 50)—'After Office Hours' (MG). Re-opening and these stars should bring them in and will top the town at \$14,000. Last week dark.

Last week dark... Own at \$14,000. Capitol (FP) (2,000. 50)... Scanlet Pimpernel' (Regal) (2d week). After a big \$15,000 gross last week should collect a further \$10,000 currently, very good. Low's (FP) (3,00). 50)... List Chan in Paris' (Fox). This should do good gross of \$9,500. Last week Man of Aran' (Regal) and Gentlemen Are Born' (WB), \$7,000, and Chan in Paris' (Fox).

about average.

Princess (CT) (1,900; 50)—Power (Regal) and Things Are Looking Up (Regal). Looks like \$7,000, 100 and Mills of the Gods' (Co)), about the same gross.

Imperial (France-Flim) (1,600 40)—Young and Beautiful' (Fox) Gross should be average at \$3,500 'Ellnor Norton' (Fox) last week fair at \$3,000

Cinema de Paris (France-Film) (600: 50)— Zouzou' (2d. week). Maybe \$2,500 after a very good \$3,000 last week.

### LINCOLN 'RUGGLES' CONSCIOUS, BIG 4G

Lincoin, March 26. (Best Exploitation: Stuart)

(Best Exploitation: Stuart)

I Ving on Velvet' is doing well at the ving on Velvet' is doing well at the ving of the velvet is doing well at the ving of the velvet is doing well at the ving of the velvet is doing velvet in a long time was in connection with the Orph stage show and pic Little Women. When Capt. Greenwood took his see lion to all the orphan-ving velvet in the ving of the ving velvet is velvet in the ving velvet velvet

growing contest which has had every male on the campus ratoriess for the past two weeks. Soript ex-cerpts from the yarn were done nightly-by the-Uni Players-over radio stations and the theater lobby wild town actting. Estimates for Thie Week

Estimates for This Week
Colonial (LTC) (156), 10-15)—
Texas Terror (Indie) and Murder
on a Honeymoon' (Radio), split.
Take will run about \$880, fair. Last
week When a Manis a Man' (Fox)
'Marie Galante' (Fox) and 'Smbarrasing, Month of the first holding three
days, total take slow at \$800,

1, 10-16,

rassing Moments (U) for three changes with the first holds. Income changes with the first holds. The changes with the first holds. The change is the change of the change

### **Velez in K. C. Ups** Drood to \$12,000, Bing, 'Point' Same

Kanaas City, March 26.

(Best Exploitation: Loew's Midland)
Spring weather over the weekend, made to order for the motorists and outdoors, not so hot for
amusements. First-runs, however,
much better than the preeding

amusements.

The Mainstreet is back this week with a real vaudeville show headed by Lupe Valez, added to Mystery although the property of the property of the Air is at the target of the Air is at th

sient Lady and the Fox Copura-heid Tittle Colonel' for its third week. Midland went after pub-licity for 'West Poin' from all angles. A tieup with a boys' club for a model gilder contest for the Wallace Beery cup, and aided by a sporting goods store and a model airplane factory, brought hundreds or kids to Memorial-Hill Saturday or kids to Memorial-Hill Saturday 100 cultifes. Other means of pub-licity were teurs with department stores, radio broadcasts, billboards, and other stunts. The Newman also stepped out with tieups with chain drug stores, music stores and the five and tens, handling the Crosby music.

Estimates for This Week

Estimates for Thie Wesk
Mainatrese (RKO) (8,200 25.35.40)—Edwin Drood (U) and vandeville with Lupe Volez. Greatest
part of the advance publicity was
given Velez, easily responsible for
the best part of the business. Headed for close to \$12,000, pretty good
af for close to \$12,000, pretty good
third week, final six days of the
third week of ...Roberta' (Radio),
\$7,000, corking.
Midland (Loew) (4,000; 15-25-40)
—West Folint of the Air' (MG)
prices are not much higher, offset
the moderate afternoon business.
Looks like around \$12,000, good.
Last week Wedding Night; (UA)
\$100, na.2, pr.y. (198, 95, 40), 95, 40.

the moderate afternoon business. Looks like around \$12,000, good. Last week Welding Night' (UA) \$3,000, no. \$4,000, no. \$4,000, \$2.60).

Mississippl' (Par), Management silpped this one in Thursday for an extra day and now thinks it may be held for the second week, Expects near \$12,000, big. Last week. Love in Bloom' (Par), out after six days at \$7,000, pretty good. \$25).

Translent Lady' (U) and stree show. Bargain show for a quarter is holding its own and building a little weekly. Will return about \$7,000. Last week Night Life of the Goods' (U) \$3,200, good. \$2.40).

Tittle Colone! (Fox) (32 week). Temple film likely to show around \$3,000, bood. \$2.40).

### **Brooklyn Film Copy Conservative Compared to High Pressure Churches**

### WEST POINT OF AIR' SOARS TO 171G. BUFF.

Buffalo, March 26, (Best Exploitation: Buffalo)

(Best Exploitation: Buffalo)
Good offerings around town are
bringing the grosses up this week
with Roberta at the Lakes getting
off with a bang with the aid of
glenty of advertising.
Last week also saw good business
all round with the bill at the Buffalo
garnering a fine gross of over
\$22,500.

garnering a fine gross of over \$21,500.

The Buffalo used the airplane angle of West Point of Air 'tleing. In with the Buffalo Times Just protein and the state of the Air Theory of the Airplane models which were displayed in lobby in a 12-foot miniature of Buffalo Airport and with special show for the kids. Aiso ran a special screening for prominent local air enthusiasts.

Buffalo Sheet (\$6,00): 80-40-55)

West 10 (\$8,00): \$0.40-55)

West 10 (\$8,00): \$0.40-55

West 10 (\$8,00)

Months et 23, 100.

Mips (Shea) (2,40°; 25,-40°;

(2nd week), \$6,000, o.k.

Century (Shea) (3,400; 25) 'Car
99' (Par) and 'Enter Madame' (Par)
89' (Par) and 'Enter Medame' (Par)
180 ne at over \$5,500. Last week (West
10' Pecos' (Radio) and 'White Cockatoo' (WB), held up well for \$5,500.

Lafayette (Ind.) (3,400; 25). Ever-green' (GB) and 'Jealousy' (Col.) Indications point to around \$7,500. Last week 'Carnival' (Col) and 'Girl in Danger' (Col), good for over \$7,000.

### Lent in New'k Means Plenty, but 'Diggers' Very Nice at \$14,000

Newark March 28 (Best Exploitation: Branford)
That, is serious here. Combined
with the serious here.

Estimates for This We

Estimates for This week
Branford (WB) (2,966; 15-65)—
'Gold Diggers' (WB), Expects a fine
\$14,000. Last week (Whole Town's
Taiking' (Col) and 'Right to Live'
(WB) okay, but should have been
better than \$9,000.

Detter than \$3,000. Capitol (WB) (1,200; 15-25-35-40) Clive of India' (UA) and Rumba' (Par). Nice bill of seconds should be around \$4,000. Last week 'Gilded Lity' (Par) and 'Society Doctor' (MG) a shade better than recently at \$4,100.

at \$4,100.

Little (Franklin) (299; 30-40)—

'Unfinished Symphony' (GB) (26

week). May run as high as \$1,200

and with hold at least a third. First

steedily. \$4500 with film building

steedily. \$1500 with film building

the steedily. \$1500 with film building

the steedily. \$1500 with film building

Loew's State (2,780; 15-75)—

Bachelor Gir' (MG) and Blanche

Calloway on stage. Will be okay

at \$13,000, Last week Atter Office

Hours' (MG) nice, but disappointed

Hours' (MG) nice, but disappointed

at \$15.500.

Paramount Newark (Adams-Par)
(2248;15-99) — MacFadden's Fistr
(Far) and vaude. Most of the business this week will be drawn by
Will Osborne on the stage. Probably \$13,000. Last week Ruggles'
(Probable at nearly \$16,000.

Probable (Ed. Al) (2,300; 16-55)

Probable (Ed. Al) (2,300; 16-55)

Probable (Ed. Al) (Will) et al)

Transjent Lady (U) will et al)
with maybe \$6,500. House just filling in util Roberta' open Tuesday
for twe weeks. Expected to open

Broaklyn, March 25,

(Seat Exploitation: Metropolitae).

It's still Lent and the sun is chining all over the sprawling borough of churches. Pienty of good fickers in downtown emporiums but getting the still the support of the still the support of the support of the support of google are going in for real high-pressure display advertising campaigns in the dailies thus distracting from conservative copy furning from conservative copy furning from conservative copy furning from conservative support of the Living' but giving his parishioners Margaret McKe, noted for the Living' but giving his parishioners Margaret McKe, noted ing to the ad. Also Holy Week services by local Church and Mission Federation at the Albee the-attractions of the support of the street of the support of th

services by local Church and Mission Federation at the Albee the-atre. Good notices for the majority of pictures in the downtown houses in-greated by the control of the Estimates for This Week

Estimates for Thie Week
Paramount (4,000;,25-35-50-65)—
Gold Digrees of 1985 (WB). Looks
like mild \$15,000, disapointing. Last
week Ruggies (Par) \$19,000, oke.
Fox (4,000; 25-35-50-65)—Whole
Town's Talking (Col) and stage
show (And week). Around \$15,500,
flag. Last week same flin, \$20,000,

me:
Metropolitan (2,400; 25-35-50-85)
Naughty Marletta' (MG) and vaude including Freddy Martin's orchestra. Looks \$16,000, oke. Last week 'After Office Hours' (MG), \$17,000

\$17,000.

'Albee (3,500; 25-35-50-65)—'Great
Hotel Murder' (Fox) and vaudeville
with Frank Parker. Only \$12,000,
poor. Last week 'One More Spring'
(Fox) \$14,000.

Strand (2,000; 25-35-50)—While the Patlent Slept' (FN) and Straight from the Heart' (JA) \$6,000 okay. Last week 'Car 99' and 'All Klng's. Horses' (Par) \$7,000, good.

### Extras in January

Hollywood, March 26.

Mable Klnney, head of the state
division of Industrial Welfare, announces that calls for pleture extras
during February numbered 7,947.
This is an increase of 149 over
January.
Extras

Extras drew \$76,890 on the month, which is an increase of \$8,600.

#### INFLATION NOTE

Metro Scribee Tied to Termers May Take Rap On Fodder Rise

Hollywood, March 26.

Metro is continuing its plan to put its top flight writers under straight two-year contracts, ready-ing itself for further inflation when the dollar won't buy so much at the

the dollar won't buy so much at the corner grocery.

James K. McGuinness got such a contract this week, the fourth to be tied for two years in the last three weeks. Previous trio are Herman J. and Joseph Manklewicz and Jules Furthman.

against 'Gold Diggers' Friday, but held up until Tuesday, Last week 2 to the state of the state

### 'Ruggles' Grabs \$10,500 in Seattle: 'It Happened in New York' \$5,300

Reattle, March 28,

(Best Exploitation Fifth Avenue)
Exploitation gag that tops town
was placed in the control of the control

Colonel' (Fox)-held-steady-for-\$3,000-week, and \$10,300 nine-day van. Geberty (J-vH) (1,900; 10-15-26).

Best Man Wins' (Col) and Monte Carlo Nights' (Mono) dual, Hovering around \$4,300, okay. Last week, When a Man's a Man' (Fox) and Among the Missing (Col) with the former and O'Brien haying read the former and O'Brien haying read Music Box (Hamrich) (900; 38-46).

Roberta' (Radio) (3d week), Silligetting lines night. Zooming at \$5,000. Last veek, same film, great \$5,000 At Week (Markel) (1,700); 2f-\$5)—'H. Happened in New York' (U) and vaude. Perhaps \$5,300, fair. Last week 'Night Life of the Gods' (U) and vaude. Perhaps \$5,300, fair. Last week 'Night Life of the Gods' (U) and vaude. Perhaps \$6,300, fair. Last week 'Night Life of the Gods' (U) and vaude. Aiming to get \$5,500. Last week 'Shadow of Doubt' (Par) and vaude, with Mills Bros. in person responsible for happy landing of around \$1,500.

### 2 OPPOSISH FRENCH **REVUES UP CINCY PIX**

Cincinnati, March 26.

(Best Exploitation: Taft)

wo combo chambers setting
de pace for second straight week
eyre nip and tuck for top money
on whole a neat bulge over last

They're nip and tuck for top money. Biz on whole a neat builge over last week. We have been been been been been been with higher-priced talent, has upped admish scale to 55c top, a nickel under high for the indie opposish Taft. With 'Love in Bloom' and 'Casino de Paree' revue, Shubert is aiming for \$14,000. Taft' take on Lum and Abner, mew radio faves in Lum and Abner, mew radio faves in Lum and Abner, mew radio faves where the second of the seco

and 'Little Colone!.' in fourth main stem week, is Teglistering \$2.500 at the Grand. The Grand. The Grand the Grand

(Ind) and Joe Penner, supported by four vaude turns.

Albee (RKO) (3,300; 35-42)—
West Point, of the Air (AG), Beerr sociring over title; 31,500, all right. Last week Wedding Night (Keithe (Libson) (1,500; 35-42)—
Gold Diggers' (WB). Swell front fash. Opening advanced to mid-weck, will register swell 311,000 for front fash. Opening advanced to mid-weck will register swell 311,000 for week Last was WM was 12,500, very comatose.

week Last week While the Pattent Slept' (WB), five days 22,500, very comatose.

Capitol (RKO) (2,000; 35-42)—
Roberta' (Radio) in third down house, 14,500, alfry, Last veck 47,000. Plx got 124,000 in nine days of initial screening at the Albee, Slated for the Grand next week.

Lyrio (RKO) (1,400; 35-42)—II Blapped after the Albee, Slated for the Grand next week.

Lyrio (RKO) (1,400; 35-42)—II Blapped after third word order the Regard (10, 10) regarded to the Grand next week and a grand for the Grand Regard (10, 10). The Regard (10, 10) regarded to the Regard (10, 10) regarded to the Regarded to the

\$2,100. Strand (Ind) (1,200; 15-20-30)—
Broadway Bill' (Col), Day and dating with suburban runs, \$1,400, good. Last week, Million Dollar Baby' and 'Sing Sing Nights', dual, \$1,100.

### Legit Life at 8:40' And Pic 'Life at 40' In Wash; Both Okay

(Beet Exploitation: Earling)
Flock of big flickers that Capital screens this week-end and the bally suys went to town on "em. Grosses area" tetaggering, but the exploiting surpling sophysics real eassait of pring sophysics real eassait of the company of the com

Estimates for This Week Estimates for This Week
Fox (Loow) (3.434; 25-35-60)—
Folies Bergere (UA) and vaude.
Fleture plus Herb William on stage
will mean satisfactory \$21,000 Last
week Little Colone? (Fox) took
swell \$27,000. 2424; 25-35-45-50)—
Earle WHY (2.424; 25-35-45-50)—
Earle WHY (2.424; 25-35-45)—
building. Maybe \$19,000 big. Last
week (Gold Diggers' got by with oke
\$13,7500.

District. Maybo 319,000, Dig. Last 313,000, Dig. Last 313,500.

Palace (Loew) (2,363; 25-55-60)—
Life Begins at 40 (Fox). Looks like good 318,000. Last week 'Wedding Night' (UA) so-so, \$113,000, \$3-60)—
Roberta' (Radio) (3d week). Ought to win good \$6,000. Last week was smash holdover with \$12,500.

Met (WB) (1,852; 25-40)—Love in Bloom' (Par). Better than expected with state of the state of

### STORY BUYS

STORY BUYS

Rip. Roaring Riley' has been sold by Homer King Gordon to C. C. Burr for early production.

Arthur Horman sold 'Long Hau' to Radio, his third sale of an origination of the contraction of the contraction of the contraction.

Film rights to Cornelius Yander-bitt, Jr.'s, Farewell to Fifth Avenue, have been bought by Fox, with an expose of the 400, 'Thanks for Your Kind Efforts' by Sophie Kerr, sales bought by Fox for next season's schedule.

#### B. O. Satiation

or longer against former two

Polley started downtown in two-bit houses with a first-run plus a second-run film, then switched to two first-runs. Loow's Rochester tried a weak picture along with its ace film and found it helped. Century was forced to follow suit. Now the two-bit houses are squawking as their business fades, ing as their business fades, week to full week policy and Family has extended its five-hour shows to three days a week.

### CZECH B.O.'S O.K. U.S. FILM RETURN

Frague, March 15.

American films are finally making an inroad in the local market after a nearly three years a beence.

Among the first to get good bo. starts, helped by favorable criticisms, are 'Cavalcade' (Fox) and 'Nana' (UA). Also doling well are 'Conquerors' of the Air and Disney's allie symphosisms.

Conquerors of the Air and Dishey s silly symphony.

Market was practically filmless because of the American boycott and the immediate effects of the re-turn, while good, are even better than had been expected.

#### PORT. STRONG

Al Psarcs Gang's Personal Sends B'way to Big \$10,000

B'way to Big \$10,000

Portland, Ore., March 28.
(Best Exploitation: United Artists)
Musicals have hit the burg with a wallop setting extra biz. Gold.

A wallop setting extra biz. Gold.

way, going a good first but poor second week. Roberta's now in its second week at Hamrick's Orpheum. This is the first time that the hard way are a constant of the second week of Gold. Disgers, and holding up than a year ago. Roberta's first week damaged the second week of Gold. Disgers, and holding up Gold.

All exploitation has evolved down to the business of free or paid space. Farker shot the works on three papers, Hamrick was handicapped with Roberta, having severed diplomatic relations with two papers and doing business with

### Lancer' Near Paris Record. \$66,000 In Two Weeks: 'Divorcee' Good \$3.300. 'Night of Love' 4th Week and SRO

one only. Nevertheless, Roberta' topped the burg last week and still holding up strong on its own

Estimates for This Week

holding up strong on its own merits.

Estimates for This Week.

Brosslevay (Parker) (2,00): 25-40)

Winning Ticker' (1460) with All this property of the strong to the strong str

### S. African Population And Cinema Figures

Capetown, Feb. 27.

Following are details of South African population according to the census taken in 1813. Total is 8,132,600 with Europeans, 1,829,300; non-Europeans, 6,025,300.

White population is as follows: Johannesburg, 20,3292; Cape Town, 169,314; Durban, 88,228; Pretoria, 62,185, Fort Elizabeth, 48,924; 28,509, Maritzburg, 21,531; Kimherley, 18,618; Rhodesla, Bulawayo, 11,727; Salisbury, 9,700.

A large number of small towns and villages spread over the continent with small populations. Many have cinemas that only open twice or three times weekly, with seating capacity for 300 to, 500, and of no commercial, value to major firms. In the principal towns there are non-European chemas, but difficult to estimate non-European learned to discriminate between good and bad pictures and do not hesitate to express their feelings.

Paris is going to town for 'Lives

f a Bengal Lancer' (Par). Film is biggest American grosser on first \$33,000 weekly for two weeks at Paramount. Question of arithmetic whether that's a house record. In Paramount. Question of arithmetic whether that's a house record. In francs it's not, because more frances were taken in once, about, four years ago, when france were four centes each. Today they're nearly seven, in dollars it's a new high seven, in dollars it's a new high colorate of the seven in the se

jubile attention. When they have no horses they stand in front of the theatre.

Estimates

'Cockeyed Cavaliers' (Radio), Champs Elysees (460; 68-31-31.30) (Champs Elysees (460; 68-31-31.30) (Champs Elysees (460; 68-31-31.30) (Champs Elysees (460; 68-31-31.30) (Champs Elysees) (Radio), Avenue (300; 68-31-31.30) (Ilth week), Still holding up for carriage trade, averable (300; 68-31-31.30) (Ilth week), Still holding up for carriage trade, averable (300; 68-31-31.30) (Ilth week), Still holding up for carriage trade, averable (300; 68-31-31.30) (Ilth week), Still holding up for carriage trade, averable (300; 68-31-31.30) (Ilth week), Still holding up for carriage trade, averable (300; 69-31-31.30) (Ilth week), Still holding up for carriage trade (300; 69-31-31.30) Fred Bacos production (200; 61-31.30). Fred Bacos production (300; 61-31.30). Fred Bacos production (300;

300 for first week indicates that picture will have a fair run here, and cure will have a fair run here, and cure will have a fair run here and the picture han the picture han this, but collapsed quickly, whereas it looks as it Tally would will the picture han this, but collapsed quickly, whereas it looks as it Tally would start the picture of the p

### BENGAL, LITTLE MAN, 'WAR' TOPS IN SWEDEN

### Midwest Exhibs Seek Exclusive **Theatre Page Minus Nostrum Ads**

### Byrd's Lensers Back With Penguin Footage

Hollywood, March 26.
John Herrman and Carl Peterson. Paramount cameramen with the Byrd expedition, arrived here Sat-urday (23) with 100,000 feet of film shot by the pair in Little America, which will be utilized for a second Admiral Byrd picture to be re-leased by Paramount.

Cameramen were accompanied by

### TITLE CHANGES

Hollywood, March 26, Hollywood, March 28.
Universal's 'Chinatown Squad'
draws 'Frisco Lady' as release tag.
'Wanderlust' goes back to the
original title, 'Mary Jane's Pa, from
which Warners adapted the story.
Paramount's pooch yarn, 'When
You Hunt With Old Don,' has been
sloughed for Reputation.'
New tag for Columbia's 'Gimpy,'
New tag for Columbia's 'Gimpy,'
Tuck Holt starrer, is 'Unwelcome
Strenger.'

Chicago, March 26.

Exhibitors are riled about the manner in which the delies here are messing up the amusement pages with ade and stories which are not only irrelevant to entertainment hut which the exhibs believe are injurious to the show bix ade and box-offices. Exhibs are burning over the spotting of 'varicose vein cure' ads, stomach distress ada, truss ads and such on the amusement page.

Expected that the exhibitors will Expected that the exhibitors will shortly start a campaign to induce the newspapers to clear out all possibly offensive material. They particularly want the amusement section clear of advertising which parents might not want their children to see.

to see.

Exhibs also have been howling for Exhibs also have been howling for some time against a couple of Sun-some time against playing the sound sundars on the first few pages of the Sunday amusement section. Explication of the Sunday amusement section. Sunday amusement section. Explication of the Sunday amusement section. Sunday amuse

### SPELLS LONG LINES AT ANY E

Read every word of one of the most thrilling reviews in the history of motion picture criticism! If I were writing the advertisements for "Go Into Your Dance" I would first measure the film, and then claim in large, boldface letters "that every inch of the celluloid is packed with entertainment!" And that's just what it is.

Many years ago—when Jolson made New York's Winter Garden famous—the mammy singer was acclaimed as "the world's greatest entertainer." He's still that—and then some. To use his words, "You ain't heard nothin' yet!"

"Go Into Your Dance" is tops among the many musical films. Everything about it—acting, direction, music, lyrics, photography, dance ensembles, comedy—is absolutely grand!

Aside from all this tuneful glamour the story is both exciting and highly amusing. The plot has to do with a star (Jolson) who walks out of a show once too often and is barred from Broadway. His struggle to come

Starring

# AL JOLSON

GLENDA FARRELL • SHARON LYNNE • PATSY KELLY •

Story by Bradford Ropes, author of "42nd Street" • Songs

WARNER BROS



### OX-OFFICE WINDOW<sup>77</sup>

says Jimmy Starr in Los Angeles Herald-Express

back weaves in a pretty little hoofer (Ruby), several gangsters, a misunderstood romance, a near tragedy and a few hilarious situations, all building up to a smash climax.

Of course, Ruby is marvelous as the hoofer, and she has plenty of opportunity to display her light fantastic wares. As for Al—well, haven't I already given him a flock of adjectives?

Patsy Kelly is particularly bright with a brief comedy role. Helen Morgan does nicely with a difficult part and one vocal offering. Glenda Farrell is her usual swell self, while Sharon Lynne, Barton MacLane, Phil Regan, Gordon Westcott and others complete the cast.

A nice long bow to Jack Warner, Hal Wallis, Bill Koenig and Sam Bischoff for "Go Into Your Dance"—and that spells long lines at any box-office window!

## nd RUBY KEELER

HELEN MORGAN • BENNY RUBIN • PHIL REGAN • GORDON WESTCOTT by Warren and Dubin • Dances by Bobby Connolly • Directed by Archie L. Mayo

..... Producers

MUSIC HALL, N. Y. Vicente Escudero, a Spanish dan-eer, brought over last fall to appear in the \$4.40 'Continental Varieties,' is transplanted from the intimacy of the Little theatre on west 44th

street, to the super-palace on Sixth

avenue. And the result, for reasons

not easy to enumerate or analyze, is dianpointing.

Escudero's type of Spanish hoofing is not the species that passes that is not in the process of the proc

sire and the sweament and the state of this called the state of the local the state of the same and the same

accuted third one dense. It is hose-chestral overture assignment fazz session reveals Brno Rapee whip-ping a hotch suick. This is suffi-ciently different for the Music-Hall different for the Music-Hall editors and the sufficient of the able audience comment. Business was brisk Thursday (21) at the big house. Shiftey Temple at the big house. Shiftey Temple forces offering.

#### PALACE, CHI

PALACE, CHI

Chicago, March 23.

Show is labelled as a unit under
the tag of Tre the Tope, but it's
really a collection of standard vaude
acts playing just like a vaude show
with the exception of the spotting of
a line of girls at the beginning of
the show. These are the Bebe Barri
pecially in final routine.

But the show doesn't make much
difference because there's no question that it's the picture, 'Roberta'
(Radio), this week and it'll, be this
picture for two or three more weeks,
according to the smashing standaccording to the smashing standpening bell.

It's a good show, with good tal-

picture for two or three more weeks according to the smashing stand-out place which it is hitting from the opening bell.

and the picture of the picture of

porformer, but Oliver's smurgees was an effective cost of armore. John Fogarty is a welcome relief following-Oliver.—He-sang-a-trio-of numbers and had to do encores before actually being forced to best of the cost of the c

#### PALACE, N. Y.

Stage fare this semester is a sprint—but only in running time— the five acts nosing the wire in 57 the five acts nosing the wire in 57 minutes without shaking the grand-stand to any appreciable extent. Show at no point hits a momentum above a turties gallon, the acts being of the tyne that are okay separately but not so hot together. Pace of the opening Harris Boys and Loretta Allen, acrobats and poseurs, is sustained by the rest of the turner and they are a show the series of the turner and they are a show the series of the turner and they are a show them. Boys are twins, girl is an acro dancer besides taking part in the three-high formations. In the closing, act there's another acro-closing part of the series of t minutes without shaking the grand-

#### CAPITOL, N. Y.

CAPITOL, N. Y.

Pleasant if quiet stage show this week. Lack of a stage name for important billing is odd because this is the house which teamed Whiteman with a Shearer picture and the Waring outlit with Crawford. It by the booking office in the current feature, 'Naughty Marletta' (M-G). Even though the main picture runs 105 minutes, full show is only two hours and a half, stage end using up about half an hour. Besides Friday night (22), there are Forence and Alvarez, ballroom team; Heine Denizon, ballerina, and Bonner and Newman, latter apparently the vocal couple.

Nowman, latter apparently the vocal couple.

Stage display takes as the premiser of the couple.

Stage display takes as the premiser of the couple.

Stage display takes as the premiser of the couple.

Stage display takes as the premiser of the couple of

and it appears that they suddenly relt the need for a vocal partner for the gal and handed the dublous assignment... to the ... the dublous assignment... to the ... batoner. They garnered a pleasing reception.

Show opens with the entire company behind a scrint traveler, when you may be the service of the

### STATE-LAKE, CHI

Chicago, March 23. acts on the show current) indicates that the hou

Seven acts on the show currently, which indicates that the house realizes it's up against some stiff competition around the loop this week. Fretty strong show generators are supported by Dromonde and Bro. novelty bike act. That lop-sided unicycle ride by Dromonde and Bro. novelty bike act. That lop-sided unicycle ride by Dromonde rate as surreate by Dromonde and Bro. novelty bike act. That lop-sided unicycle ride by Dromonde rate as surreate by Dromonde rate as surreated by Dromonde rate as a surreated by Dromonde rate as a surreated by Dromonde rate of Dromonde rate by Dromonde rate and Nortis have a helter-skelter comedy act of occasional laughes. Slapstick affair with a fair average of hits in this of tightening. Got over nicely here.

the comedy bits. Act could stand a bit of tightening. Got over nicely him the stage abov half, Al Mardo and his dog were an easy winner. Judy Talbot is here to warble after having earned an excellent rep throughout the territory on her having earned an excellent rep throughout the territory on her having earned and the stage of the high state of the hi

#### Earle, Philadelphia

smother and dad is visiting them of tother size. Since the content of the standard pirouettes, etc. Size of the content of the standard pirouettes, etc. I the standard pirouettes, etc. I the content of the standard pirouettes, etc. I the standard pirouettes and the

### HIPP. BALTO

Eddie-Duchin's ork-is-billed-above-the pic, Lette Live Tonight (Co); and may rate its marquee crowning that pic, letter Live Tonight (Co); and may rate its marquee crowning that pick is a state of the pick of t

### EMBASSY, N. Y.

the to-min. act.

(NEWSRELS)

As the war drums beat over Europe, the war drums beat of the said of library negative, plus editorial ingenuity, paint a lucid screen picture of war's happening. With the aince in the picture of war's happening. With the aince in 1914, current newsred releases are of intense importance. The said of the said of

#### THE LITTLE COLONEL

ox production and release. Shirley Tem-and Lionol Barrymore. Features Bill Juneon. Elizacte by David Bulley, Annie Juneon. Elizacte by David Bulley, Annie m Consellman; cameraman, Arthur lier; teohnicolor sequence photographed William Skall. At Radio City Music II, week March 21, 35. Running time,

by William Skall. At A. Running time, Hall, week March 21, 25. Running time, Hall, week March 21, 25. Running time, Lioyd Sherman. Shirley Temple Colone Lioyd & Lionel Harrymore Colonel Lioyd & Lionel Harrymore Systaxy Sidney Blackman. John Lodge Systaxy Sidney Blackman Jack Sherman. John Lodge Systaxy Sidney Blackman John Lodge Systaxy Sidney Sidney Charles State Stat

Fox continues to reveal ingenity and showmanship in fitting Shirley Temple with vehicles that rate high ar entertainment and preserve as well as increase the popularity of this youngster. Cute tots have tractive the state of the youngster. Cute tots have tractive the state of the youngster. Cute tots have tractive with stories. Little Colonel is skillful holium that will please in general, although the sophisticated minority may make a point of being superior to sunch sentimentality. Widely read-book gives the thim a head start, too.

sweets and the control of the contro

### NAUGHTY MARIETTA

(OPERETTA)
Metro Goldwyn Mayer product Metro-Goldwyn-Mayer production and remetro-Goldwyn-Mayer production and remetro-Goldwyn-Mayer production and remetro-Goldwyn-Mayer production and remetro-Goldwyn-Mayer production and restromber; adapted from same operation of
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same operation of same

An adaptation of the Victor Herbert operate which the singing of Jeanette MacDonald and Nelson Described the MacDonald and Nelson See fair totals: but the working the struggle for anything beyond that level. Slowness of tempo makes it climb uphil with the musical end pought to omke the grade. It climb uphil with the musical end pought to omke the grade. It climb uphil with the musical end pought to omke the grade. It climb uphil with the musical end pought to omke the grade. It climb uphil with the musical end pought to omke the grade. It climb uphil with the musical end of the country of the second of the original score, plus a couple of added tunes, is included. There are nine songs, but from the couple of the second of the second pought and the second of the second pought and the second pought is second to the second pought of the second pought is second pought and the second pought in the second pought is second pought and the second pought is second pought and the second pought in the second pought is second pought in the second pought is second pought in the second pought in the second pought is second pought in the sec

Ingth:

The comedy being insufficient to sustain this much footage, with no especially exciting action, due to the exaggerated theatrical license ne-

cessary to transplant this type of book show to the screen, provides serious handicaps. In other words, although Marietta may have been naughty in 1910, after 25 years and Joe Breen it she's still naughty it's her secret.

L books have to the spream provision at the control of the spream provision at the control of th

### Miniature Reviews

### TALKING SHORTS

### STAR NIGHT AT COCOANUT

Revue 20 Mins.; Projection Room, N. Y. Metro in color, c

20 Mins;
Projection Room, N. Y.

This show, in color, can be sold on marquees and out count and can be sold on the color of the color o

Thelma TODD and Patsy KELLY
The Tin Man'
With Matthew Betz, Clarence Wilson
Comedy.
19 Mins.

Comedy.

19 Mines.

Projection Room, N. Y.

## And the projection Room, N. Y.

Directed by --Mames-Parrott, this two-receive is right along the usual groove with very little to separate it from rim. of the -mill grist. Title suggests a paredy or buriesque of Thin Man, made by the same com-project of the right received the received recei

CHARLES (CHIC) SALE Windy:
Dramalet
9 Mins.
Projection Room, N. Y.
Metro

Here is a honey; a one-reeler that carries a punch and is bound to ap-peal. Handled like a production with Harry Rapt credited as producer, Harold Bucquet, director; story by Sale, screen play by Richard Gold-stone.

Sale, screen play by Attenaus stone.

Sale is an old-time prospector micknamed Windy because of his prevarienting. He likes to talk to kida and the fown school teacher doesn't like ft and wants him banished. It straightens out with the sale of th

Universal production and release. Fea-
ures Mary Astor, Roger Pryor, Baby Jane,
Directed by Scott R. Beal. Producer, B. F.
eidman; story and screen play, Dorls An-
lerson; camera, Charles Stumar, At
Strand, Brooklyn, week March 22, '85, on
Strang, Brooklyn, Week march 22. 80, on
louble bill. Running time, 70 ming.
Marian Henshaw
indy MacLisan
Andy MatLisanRoger Pryor Maggie Haines
EdwardsAndy Devine
Edwards Andy Devine ce Créam Man Henry Armetta custin Grant Mitchell drs. Auetin Virginia Hammond coss Regian Bobert McWade
ustin
frs. Austin Virginia Hammond
loss Ragion . Pohert McWede
diss Carter Dorls Lloyd
fiss Nellie
dother in breadline Louise Carter
tother in braudine
District Attorney Willard Robertson
Speed Spelvin Douglas Fowley
drs. Anderson

trusted her with a desinhed state-ment in which the mayor was ac-cused of being the child's father. Just before the inquest Miss Astor learns that the mayor; so the level and that Pryor is a scounded, and she doublecrosses the latter and names him as the father of the child.

names him as the same child.

Following a raft of hackneyed maneuvers the girl is Jockcyed into reversing her story, but Just as revense becomes his, Proyr realizes when the same story of the more than minimum of the same of the same story.

Andy Devine makes much of the patiry comedy moments allowed him,

### MOSCOW LAUGHS (RUSSIAN MADE)

(Musical - Kinecombinat: production end Amkinerelease. Peatures Luisor Orlova and Leonid
Utesov Directed by Gregory Alexandrov,
Misson L. G. Bundywesky, camera, V. S.
March 21, 28, Running time, 91 mins.
Kestla Leonid Utesov
Helena M. P. Streikov,
Her-Mother E. A. Tispkins
Geodmann P. S. Kurikha

### (In Russian)

Here is the first Russian musical. It is, from several standpoints an eye-opener. It is by no means a good musical, from a completed film standpoint, but it has some fine-new things and opens up a tey color than the standpoint of the future color material color in the first place, it is the first talker coming out of Russia that has the sound matter throttled. Russian films have always thus far Russian films have always thus far the color of the first place of the first place in the first place. It is the first place in the first place in

(Continued on page 31)



Year after year, Broadway theatre-goers eagerly awaited the surprises George White prepared for his annual production. Now he's got the movie public doing the same. And they're in for new thrills. Because this year's "Scandais" is 365 times the show that crowded them to the doors last year!

### GEORGE WHITE'S 1935 SCANDALS

ALICE FAYE • JAMES DUNN NED SPARKS

Lynd Soberti Cliff Edward Arline Judge Eleganor Powell Benny Rubin Enging Durin GEORGE WHITE

Entre production conceived, produced and directed by George White: Screen play by Jack Yellen and Patterson, McNutt, Based on a story by Sam Hellman and Gladys. Lehman, Salas, by Jack Yellen, Cliff Friend, Joseph Mayer, Zabbianal lyrics by Herb Magidson.



# PAR BACK IN PARIS PROD.

### Parisian Distribs, Exhibs Talk **Uniform Contract and Tribunal**

Paris, March 17.
New distrib association, which includes the American firms established here, is now negotiating with Ray mond Lusseley exhibitors union, the strongest film trade association in France, for a uniform renting contract and for a court of

arbitration.

Agreement has practically been reached for formation of a tribunal, which will consist of the former chief judge of the Paris Tribunal de Commerce as chairman, with a representative of the distribs and another of the exhibs beside him as advisers. All commercial disputes in the trade are to be referred to them.

Distribs' association now claims 80 members, including all the big ones except Pathe-Natian and one or two medium-sized houses. Distributors' section of the Chambre Syndicate is almost completely descrited, with the exception of Natian.

Recent attacks on Americans have not disturbed the harmony of the association, in which Yanks, German reps and French combine. Offices have been hired and will soon be opened.

### **HAGEN SEEKING SELF-FINANCING**

After sticking to the production of quota pictures here for Radio, Universal and Gastoner Badio, Julius Hagen, and the Company of the Company

Hagen has organized a new cor-poration for distributing pur-poses and is seeking public capital, the issue to go on the market early in April.

### FOX SPANISH PROD. MOVING TO MADRID?

Madrid, March 15. Clayton Sheehan, Fox foreign de-partment head, is here for a look-

Reported he is looking into the possibility of producing Spanish language pix in Spain instead of in Hollywood, taking advantage of the lower costs here.

### Pathe-Natan's Publicity Nix on Charles Boyer

Paris, March 17. Charles Boyer, returning here last week from Hollywood, ran into a hush-hush campaign led by the French producer which has him under contract; Pathe-Natan.

under contract, Pathe-Natan.
Jean Coupan. local press agentwho is 'interested in getting publicity for the Friench line, wanted to
arrange a little stunt as Boyer got
off the train at the Gare Street LaEarse, bringing Annabella there on
orutches (actress is recovering from
attack by bear in which leg was
broken) to greet him.

Emilie Natan, but of Pathe-Natan, nixed the idea, and the screws
went down so tight that the avening paper. Intransigeant, ran a

went down so light that the seven ning paper, Intransigeant, ran a paragraph saying that, although a man named Charles Boyer was on the passenger list, it wasn't the ac-tor. Now no one knows that Boyer

tor. Now no one knows that Boyer is here.
Fact that Pathe-Natan production is indefinitely suspended and the firm doesn't know when it will have a picture for its star may have something to do with it.

### Vocally-O.K.

One of the most curious censor rulings affects a current French film, Dame aux-'Camellas', Yvonne Printemps stars in the film and sings an old-time French sons which the censors asked to listen to several times before passing. Song was finally okayed by the sciesors scientists but the translated English lyric-titles, superimposed on the film, were-ordered removed.

### Nazi Bans Help Film Production In All of Europe

The Hague, March is—
A murvey of the cinema situation
in Holland for the hole present.
American product is about 50% of
the total. Films from Nazi Germany are a good second in the field
and are picking up slowly what they
lost since Hitler took up the reins.
French fill about 10 to 15%, and
lately are gaining ground. Same
applies to English films. Austrian
production is also important in Holland, selected the selection of the conland, and the selection of the conland, and the selection of the contion of the conmany behind, but also by Jewish financiers,
who formerly backed German production and have shifted their investments to these centres of production. However, there is the purchase.

duction.

Finally, there is the Dutch production. It has a purely nationalist angle, so much so that good Dutch films score 5.0. results over the best foreign super films, although if best duck a national handle does not pull them themselves.

### HALL, ANZAC MEGGER, HOME AFTER U.S. STUDY

Ken Hall of Cinesound, Austra-tian film company, left New York by air for the Coast on Friday (22) and sails back to Sydney on April 6 after an eight-week study of pro-duction on both coasts.

a after an eight-week study of production on both coasis.

Hall is a director down under and intention of his company in sending him, to the U. S. was to improve quality of the product there. Reported in New York that Hall had approached several companies for the purpose of making quota pictures for them in Australia, but Hall denied this prior to sailing. His object, he said, was to brush up the late of the purpose of making quota pictures for them in Australia, but Hall denied this prior to sailing. His object, he said, was to brush up the man of the said was to brush up his own and to contact technicians and talent for a possibility of them going to the antipodes.

There is a possibility of an Australia quota being passed in the near future, in which case Hall feels Clinesound will want to branch out and go for more production. When that time comes, if it does, Hall feels, his company will feel justified in sending to the U. S. for talent, and H. Is with his possibility in mind that he has laid down some lines to facilities. Lines commandance and another communication agents.

American agents.

### Czech Bans

Prague, March 15.
The Czech government has banned local anowing of Cynard (U-A) because of alleged immorality of subject.
Also nixed was film Wedding Night (French).

# EIGHT FILMS

While Other U. S. Companies Cooling Off in Paris, Paramount Starts -Indie Productions Againon Partly Par Coin

#### FOX ALL THROUGH

Paris, March 17. Paramount studio at Joinville is rumbling with production Paramount's own distribution, just as in the old days of Yank output

Par's go-ahead policy in the French ferritory, at a time when all the other companies are pulling in their horns, is responsible. It's preparation for next season, when Par höpes to dominate the American market here.

ican market here.

Program for 1982-36 release includes eight local mades. Organization expects to use them to sweeten as many as 25 dubbed Hollwood films, more than any other tone. Of the eight French films, one is already in the cutting room and two others have been begun. Fourth will start shooting in April, and the rest will follow pronto. Four out of the eight are being made by Fred Bacos, former. Paramount studio business manager, and more recently an independent producer here for Fox.

Fox Out

- Fox Out-Fox has completely dropped its French production. Erich Pommer b.o. flops are responsible for the de-cision; they ellipped more than \$500,000 net off the budget of the

(Continued on page 54)

### Jessie Matthews Stalling New G-B Pact. H'wood Bidding

London, March 26,

London, March 26, Jessie Matthews, back from a holiday, is refusing to sign her new Gaumont-British to nt ract. She wants clauses permitting her to select her parts and stories. Miss Matthews has several bids from Hollywood, American producers thus far negotiating via B-G. That company has been making the terms pretty stiff, but now word has gone out that option time is on and offers are coming to Miss Matthews direct. Most important bid yet is from Radio Pictures, at a reported \$50,000 per film.

### STILL A MYSTERY

Hurel Can't Find Out What He's Supposed to Do in New York

Paris, March 17.

Mystery of what Pathe-Natan is going to do with that office it hired in Radio City, New York, hasn't been cleared up by the visit of Robert Hurel, P-N New York rep, to the homeland.

ert Hurel, P-N New York rep, to the homeland. Hurel officially came here for personal reasons, but he confided to a friend that the real reason for his visit was to learn his functions in New York. He hasn't found out,

### Seastrom's Korda Pic

Stockholm, March 15. Victor Seastrom, who at one time made some pictures for Metro in America, is going to London to di-rect one picture for Alexander Korda's London Films.

Seastrom has been inactive since his return here, but has kept his finger in by acting in small parts in a few local-mades,

### **County Cinemas-Odeon Circuits' Merge** Seen as Further Strengthener for UA

### Economic Sergei?

London, March 17.

A Russian made his appearance in London recently and sought capital for making a picture. Claimed he could make a super film for \$100,000.

Asked how he arrived at so small a cost computation he said he had worked for a number of years under the most economic of all producers, Elsenstein. Latter brought in Thunder Over Mexico, for Upton Sinclair, in something around 200 reels.

### HARVEY, ALBERS BACK AT UFA

Berlin, March 26.

Lilian Harvey is back with Ufa.
having been signed for a series of
films. This does away with the
chatter that she is persona grows are
grata with the German government,
although not clear exactly when the
official change of heart came. Miss
Harvey is now in London making
a film and comes here directly
atterward.

Ufa also has won back Hans Albers, thus geltling back its two
strongest bb... names for many
years. Albers, too, was on the official nothing-doing list for awhile,
but everything-doing list for while,
but everything-a loke today.

Albers inturiated the government
here by marrying a Jewish girl in
the face of all the Aryan laws. He
was eased out and we also for fragues
are make of Warlety' in France
now and comes back to Ufa's fold
immediately afferward.

a remake of Variety in France now and comes back to Ufa's fold immediately afterward.

Whether this means that there will be a general let-down of non-Aryan and encroaching laws as far as filmdom is concerned is not yet clear, however.

### Mrs. Popper from Ufa To Col on Arvan Issue

Frague, March 15.

Immediately following her resignational as local rep of Ufa here, Mrs. Marie Popper assumes the same position for Columbia Pictures. She has been with Ufa for several columbia with the properties of the proper

#### Judgment Vs. Bryson

Judgment Vs. Bryson

London, March 17.

Mrs. Mary Booth was awarded judgment for \$1,250 and costs against James V. Bryson in an activation of a second second in the control of the second of the seco

### Mex Film Day

Mexico City, March 23.

Exhibitors who showed at least 1 one native Mexican pic during Cinematografic Day (19), staged by the National Revolutionary Party, which dominates the government, were exempt from taxes that day.

Party speakers lectured on advantages of alding Mexico's movie industry.

London, March 26.
Two of the most limportant fadependent clinema circuits here are in
the process of amalgamation. They
are the County Cinemas, of which
Charles Donada is head, and in
which Amory Parkes, wealthy attorney,—is—heavily—interested, and
Oscar Deutsche's circuit of Odeons in
outer London and the provinces.
County Cinemas consists of five
houses in London and 38. in the
provinces including four in the
course of construction. The
Deutsch houses number about 40,
with several also in the course of

with several also in the course of creetion.

Deutsch is being financed by insurance companies and banks and both companies and banks and both companies have practically unlimited capital.

Understanding here is that United Artists will have a financial interest in the newly formed corporation and get, a 10% product release. Detected to the companies of the companies of the course of the companies of the course of the companies of the course of t

### P.N.'S FAST ONE ON U.S. 'QUOTA'

Paris, March 17.
Pathe Natan publicity department
pulled a fast one, published by a
number of local papers, stating that number of local papers, stating that the United States had just selected the 20 French films which will be admitted to American theatres—in 1885, and that nine Pathe, films were among them.

This makes it look as if there were a cute of the part of the theatres—in the selection of the films were a cute of the french did not be even of the French quota fight it makes a queer impression. Local Hays, office is sending out. a deniel, stating that no organization of the films of the fil

Local Hays office is sending out a denial, stating that no organization in -America picks films to be admitted, and that any foreign films can get into country, provided the customs duties are paid. Will add a further dig that duties are smaller than those of France, which adds quota restrictions non-epitem in America.

### AMERICAN AD BAN ON SYDNEY TRADE PAPER

Everyone's, local film trade mag, is still on the ban list of the American distribe here because of alleged favoring of a distrib quota. Latest to join with the distribe is Western Electric, which ordered all advertibles removed.

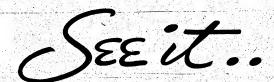
Electric, which ordered all advertising removed.

Agcher Whitford, publisher, was due to sail for America last week but cancelled to remain and give battle to the distribs in conjunction with his editor. Bob Dexter. Dexter said that he will not be fold what he should or should not print and will continue to run his paper without dictation.

### B. I. P. Adds 2,000-Seater

London, March 28.

Rex Theatre, North London, 2,000 scater, has been leased by John Maxwell for a long term as a further addition to B.I.P.'s theatre chain build-up, flouse was originally built by A. E. Abrahams.



## AND YOU'LL SELL YOUR HEAD OFF!

Ask your FOX Exchange for a screening of . . .

# "\$10 RARSE"

Don't form any opinions about it...
before the showing.

Make it a party...with your wife, your friends, her friends...or anybody else who's ever asked for a raise. (Note to the boss: And who hasn't?)

If you don't laugh till you ache at the headaches of the timid Romeo hero... we've never seen a comedy.

And if you don't decide to back it with every trick in the bag ... we've never seen a showman!

"\$10 RAISE" with Edward Everett Horton, Karen Morley, Alan Dinehart, Glen Boles. Produced by Joseph Engel. Directed by George Marshall. Screen play by Henry Johnson and Louis Breslow. Story by Peter B. Kyne.

### **EXPLOITATION**

-

By Epes W. Sargent

#### Busted Air Stunt

Busted Air Stunt

Herb Morgan, publicator Lower's here, was prevented from executing a ballyhoo stunt he had arranged for Sunday last to plug 'West Point of Air' (MG) when the U.S. Department of Commerce intervened with a demand he could not meet a bally of the state of the country of the state of the country had been as having an air daredevil, change planes while the ships were flying. First balked when he wanted to stage stunt over Century theatte, he was willing to compromise by having and the ships were flying. First balked when he wanted to stage stunt over Century theatte, he was willing to compromise by having and the ship of the stage stunt over Century theatte, he was willing to compromise by having and the stage stunder of the stage stunder of the stage of the sta

#### The Eagle Dives

The Eagle Dives

Edward Salette, who has built sick houses for years with china and bedroom sulte giveaways, got crashed when he went from Etles to Anatutied—the stunts which have always passed current in other towns, but this time there was a kick to the code authorities and he had to abandon the gags. To replace he das wiveled the stunts which was a craze out west a year or two ago, but which has had yet yell the airing in the east.

Fromoted articles are auturated off and then the auctioneet turns buffer and not a 22 for a red necktle, 50c for a cigaret of a certain brand. A clever auctioneer can make the gag-very attractive. He keeps buying until the money is got chart this within has been advised had seen the surface of the su

#### Sold the 'Dogs'

press publicity includes additional stories and art as well as distinguished and with a local furniture tore.

He dressed his lobby with a six, sheet on an art board flanked with stills from the browder cluster. Oats the true by arthur Brisbane were distributed to patrons in advance to patrons the distributed to patrons in advance to the patrons and the patrons are the patrons of the patrons and the patrons are the patrons of the patrons and the patrons of the p

#### Straw Hats In

Straw Hats In

Manager Ken Ried, O Loews, hit
on a novel plan to exploit the engagement at his thecurrent
agement at his thecure
when he sent out a snapply
garbed young man attreed much
similar to the popular French star
and wearing a gigantic hat. The
young man for three days walked
up and down the main streets of the
othy, the hat taking up almost haif
Stunt proved one of the best attempted by the theatre and proved
a good plug for the four-day run
of the feature. On the hat band in
large letters was the tills of the
film and the date of opening.

### All Wet but Works

An wet but works
Los Angeles.
Los Angeles.
Los Angeles.
After Office Hours,' distributed
throwaways printed with invisible
lak to every office in downtown Los
Angeles. When dipped in water-tile,
ink becomes readable and suggests
that the thing to do after office
flours is to attend Logw's State.

#### Egg Hunts

Egg Hunts

At least one theatre in each major point is going to have an Easter egg hunt, as usual, and is looking around for new ideas. They have been at it so long there its little left undone, but one gag is at least a tual eggs dyed in different colors and each numbered, with the numbers satraing from one, in each-color. Gag is that some of these will be switch until the following nex Them the numbers are posted in the lobby, but it is not until the second day following that the color required is also posted and the kids find out or yellow eggs carry the prize winners. After that the losers can eat their eggs.

In one town where there was trouble with the park commission of the control of the contro

#### Horrible Example

Horrible Example

Lancaster, Pa.

Dutch ladies are inclined to be fat, that's why Kay O'Connei for the fat that and the fat that and the fat the fat on exploitation for the Bowery Music Hall Revue.

With a best trust chorus with a composite tonnage only slightly less than a bettleship on consult dusted but and the fat the fa

#### P. A. an Air Find

P. A. an Air Find
Omaha.
In a tie-up with radio station
WOW, Tri-States theatres advertising office has arranged for one of
the usual periods where we will be adprovided by the state of the state of the state
periods where the state of the state
putting the talent on the air.
Started some weeks ago by offering the Bill Hogan band for a halfhour impromptu dance concert on a
cleveloped when the fan letters came
in; they, said the band was okay,
but that the announcer was a find.
Check back showed the voice at the
mike to be that of Charles Schlaifer.
District Manager Evert Cummings
liked the program so well that
Schlaifer becomes a fixture on these
air intervals. Continuity for the
five processory, but well be ad-libed
on purpose on future programs.
Same set-up put Mary Brian, appearing at the theatre for a week,
on the air waves in a half-hour Friday early evening program.

#### Foreign Help

Foreign Help

Always figuring to get the most out of its service to the exhibitor. United Aritsts publicity is on a new tack. It's a foreign supplement, and the whole of the supplement and the supplement is, in effect, a primer on how to use the press books. Taking material from the regular book. Kelly marks out a complete camerate of the supplement is, in effect, a primer on how to use the press books. Taking material from the regular book. Kelly marks out a complete camerate of the supplement of the supplemen

and you win mare on a good paign."

With other material to build up, the four-pager is worth a lot to the man who is working in a strange language. And it's as good for the man who can read English.

#### Agin It

F. & M. theatres, the Paramount set-up for around Boston, is making a round Boston, is making the property of the state of

#### Goodwill Stuff Detroit

Detroit.

Hollywood theatre, Cohen Bros, neighborhood deluxer, made page one of deliles, hast week, when they offered use of theatre as substitute class rooms.

This came about because of fire destroying Western High School, leaving 1709 students without space, the substitution of the

#### Old Home Week

Indianapolis.
For the opening of 'Laddle,' the Circle theatre staged a world premiers, with former employees of the to the home town to do honor, to Gene Stratton Porter, author of the novel.

leens stratum rorrer, autom of the novel arrest McCormick, original managing director, issued a call for all the old timers to report, and more than a score were on hand for the premiere. Virginia Weilder came on from Hollywood and will make stage appearances all week. The contingen of visitors was met at the train and a parade through the downtown streets took them to their hotel.

#### Pushed 'Ruggles'

Oklahoma City

John Schoeppel of the Midwest, managed a banner across the street from his showing of Ruggles of Red Yearley of cutual, including a heavy newspaper barrage. Fake telegrams were distributed by both Western Union and Postal and Inserts were used by many stores.

An ancient automobile, said to be the oldest in town, was parked at the curb during the swing and the curb during the swing and figured. One of the Standard Theatre trucks, was, converted, into a pram and all of the Standard theatres carried trailers.

### BEHIND the KEYS

Syracuse operators wor a signative victory when the Common Counter when the Common Counter to maximum of \$150 a year. Minimum tee for any theatre will be \$25, applicable to houses with a seating capacity up to \$60. The \$150 maximum capacity up to \$60. The \$60. The

Gion Gardner opening new itatre, Gem at Alblon.
Garrick, Millan, taken over by Wil
Storl, formerly of Defiance, Ohlo,
from Richard Spangle.
M. Bush and L. Wykoff took over
the Gould at Sheridan, renaming it
Harry Pravat's Roxy, Sturgis,
passes to R. Hartner.
Park, Newaygo, purchased by J.
Thibodeaur from Mrs. J. M. Daie.
George Spinner takes back that Al
Lane. Harry Bennett, manages.
J. S. Buttarfield circuit reopens
the Oakland at Pontiac. Lester
Matt renames his Durant, Flint, the
Roxy.

Spencer Bentley, for several months manager of the Wilmer & Vincent State theatre here, has been called into the New York offices of the firm. Albin Hostler, formerly of the N. Y. State, Harrisburg, Pa., succeeds him in Reading.

McKeesport, Pa.
Bill Raynor, who managed the
Harris-Memorial theatre here until
a few weeks ago has joined United
Artists as a selesman in the Atlanta exchange.
In the first arrest and conviction
for violating the Sunday Theatre
ordinance since Mayor George H.
Lysle closed theatres five weeks
port, was fined 310 and costs, police
charging that he operated a benefit
or stagechands recently in the Harris-Memorial theatre, Warner B.
house,

Sig Stromme from house manager of the Temple theatre to like spot at Blue Mouse. John LaEurgey to manager of Temple. Rex Steveneon, who has been manager of the Blue Mouse for the past six months, has accepted a position with the John Danz theatres in Seattle.

H. L. Waycott has roplaced Edgar Hart, resigned, as manager at the F-WC Aztec, San Diego, in the same town-C. H. Mesker goes-in-as manager at the Fairmont, while Jack Redmond lands at the Mission. Carl Drane has reopened what was formerly Bard's Hillstreet downtown with subsequent run pol-ley. Relabbed Town theatre, and completely overhauled.

Francis R. Deering, formerly of the Loew organization in Atlanta, has been named manager of Loew's

State, succeeding W. V. Taylor, re-

Bell (nabe), operated by Mrs.
William Jorqua (a he has to be seen, and taken over by Mortimore & Schiell, operators of the St. Maurice.

Trenton, O.
First theatre to be built in this district in several years is being constructed by C. O. Dearth.

Wilkes-Harre, Pa.

New house planned here by Comerford Amusement Co. to replace the Hazel street theatre will have a seating capacity of 1,200, double the size of the present structure.

Mansfield, O.
Ritz building will be extended 20 feet to the rear to facilitate installation of 200 addition seats. A new other improvements made according to Soi Bernstein. Independent house,

Recent Ohlo theatre transfers as follows: Kinsma. Kinsman, O., to Earl J. Smith: Owen, Louisville, to Saul Daiy by W. A. Smith; Shelby, Shelby, to the Shelby Theatre Corp. LaFrance, Swanton, to K. W. Norwine: New Roxy, formerly the Jewell Ohlo, De Graft, to John Scheff and Victor Hayes; Grafton at Grafton, to J. M. Newman and at Grafton, to J. M. Newman and Flach.

Harry Huffman has opened the Broadway as a first run. Opened in 1830, the hours was used, for Hellborn put in a booth and sound and ran a few films. With the Broadway soing picture, only the Broadway soing picture, only the municipal auditorium is left form the sound of the form the left form the bondholders, who had foreclosed soon after it was built a couple of vears ago. Denner now E. T. Zadra has leased the Washington Park, neighborhood house, for five years.

New theatre, and the soin the site of the old New theatre, and seat 1,200. Opens about July-1, in time for the tourist-business; \$90,000 building budget.

Indianapolis.

Indianapolis.

Henry Burton has resigned as publicity director for the Lyric:theatre and the job has J een absorbed by Ted Nicholas, manager.

Judy Pointer is back in town from the west coast and has taken a position with the Ohio theatre as exploiteer.

exploifeer.
Clarence Bell joins Thurston here
as publicity agent, replacing John
Hilliard, who died the first day of
Circle engagement of the magician.

Galveston.

Rumors that either Interstate (Hobilizelic) or Martini (independent), will build a new theatre here this year continue to be heard, but so far without apparently tangible (Continued on page 59)

#### Diggers in Balto

Diggers in Baltimore.

George Browning, p.a. for the Stanley, draped up doggy camStanley, draped up doggy camStanley, draped up doggy camSpotted a display in a store window
right across street from oppocish
Century; got free window layout
from loop dept, emporium on tie-la
for Dick Fowell shirts; got a free
free proper of the standard of the

### 'Bergere' in Boston

Publicity department of Loew's State theatre, Boston. Waged a campaign on Folies Bergere' in which are some outstanding atunate which are some outstanding atunate show, Rhythm in the Rain, a cate cala window was set up in a leading Hub department store, featuring umbrellas. Art background, especially made up for the display, provided the right rainy atmosphere, with umbrellas arranged in the front with the state of th

in addition to a poster and atmospheric to blend the effect.

Another extonsive tie-up included several principal meris hat stores who displayed straw hats in advence of the season, together with a similar tie-up was made for a window in Sears, Roebuck's uptown store, featuring a giant straw hat.

Another, attention-setter was a window in Sears, Roebuck's uptown store, featuring a giant straw hat.

Another, attention-setter was a strolled through Boston streets handing out small calling cards inviting recipients to come to the State to see Chevalier. Because he few weeks away, the two-belly-boys were the only men in town wearing summer skimmers.

To supplement these outstanders, the supplement these outstanders are supplement these outstanders was a state of plet of the picture over WEEJ, Boston, the day before opening; fashlon displays of gowns in a department store; printed nep-kins in Liggett stores, and numer-ous publicity Torsake in newspapers.

### Gutter Fishermen

For Ruggles of Red Gap (Par) laugh pix. Evergreen p.a. starf gave and the control of the control

on you, 100 times funnier to see Ruggles'. Of window cards was placed in all barber shops, with catch line, 'Ask the barber what he thinks of Ruggles', etc.' Small life savers were placed in manilla enclosure and given away, wording, error at all books stores; unherettes in colorful cowgirl uniforms; doormen with moustaches, chaps and Stetsons, jeweiry store tleups with display of table sets and stills; itemplay of table sets and stills; itemplay of table sets and stills; templay of table sets and stills; templay of table sets and stills; to be picked witered captions had to be glicked witered to stills for funny reaction, this being known as 'gag the stills contest.'

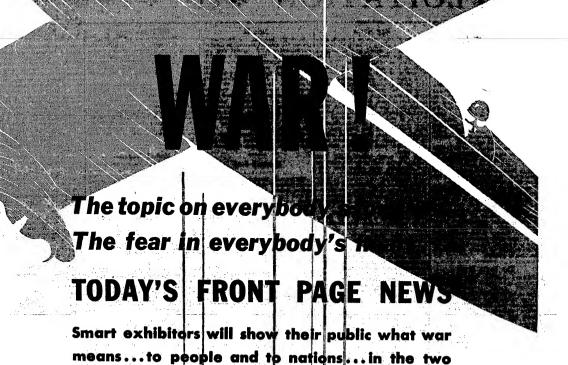
### Candy Kids

Wangy Alus.

Manager Bod Rhodes of the new Weller saw a good chance for some publicity during a recent showing of The Mighty Barnum,

His street bailyboo consisted of pitching a tent on the courthouse sidewalk with a lusty-lunged circus sidewalk with a lusty-lunged circus and the same probable for the same probable fall. Indige the lost was a washtub filled with

(Continued on page 23)



# "THE FIRST WORLD WAR" "THE WORLD MOVES ON"

greatest war dramas ever to reach the screen:

Phone your FOX Exchange immediately!

**BOOK THEM NOW!** 



#### Stock Market

eek.
General Electric, which showed a ain of 1% points at 22%, also was mong the active dozen.

KAO Report

Cornera-

gain of 1% points at 22%, also was among the active dozen.

Keth-Alb Company of the company of t

(Continued from page 6)
the 27 mark, however, would persuade more conservative traders to page 187 mark, however, would persuade more conservative traders to page 187 mark, however, would persuade more conservative traders to page 187 mark had a good play.

Radio Pfd B was the best actor of the more active ampsement group tooks.

Radio Pfd B was the best actor of the more active ampsement group tooks.

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Radio Pfd B was the best actor of the more active ampsement group tooks.

Radio Pfd B was the best actor of the more active ampsement group tooks.

Low's common also performed in tablicity, the last of which was 1834, for a gain of 2% points on the tablic, highly regarded by those who like this bell-wether of the musements. It held steady between 34 and 38, closing the week with an advance of 2% points on the trade of 1845 and the previous Sot of the musements. It held steady between 34 and 38, closing the week with an advance of 2% points on the trade of 1845 and the previous Sot of the Sot of the

Losw Option Pickups
Irving Thalberg, vice-president
and producer of Metro-Goldwyn
Pictures Corporation; J. Robert
Rubin, director of that corporation
and also a Losw director, and
David Bernstein, a vice-president of
Losw's Incorporated common stock
at \$30 a share, the stock exchange
revealed during the week. Losw's
common closed at \$34 Monday (25).
These options, which ran from Dereservent were exercised, as follows:
Thalberg, 10,000 shares; Rubin, 2,000 shares and Bernstein, 13,830
shares.

celt his one way or the other. These Ketth liens dipped during the other. These Ketth liens dipped during the other. These Ketth liens dipped during the other of the common state of the

Summary for Week Ending Monday, March 25: STOCK EXCHANGE

1934	-'85						Net
High.	Low.	Sales.	Issue and rate.	High.	Low.	Last.	chg.
8%	414	400	American Seat		476	411/4	11%
45%	8414	1,800	Col. P. vtc. (1)*	42	40%	41/	Ŧ %
71/4	4%	2,300 6,200	Consol. Film pfd. (1)†	18%	116%	18%	-17
2214 12814	1615 11014	6,200	Eastman Kodak (5)		116%	118	+ %
1531/2	141	6,100	Do. pfd	1531/	1511/2	1531/2	+1%
1314	8%	8,000	For Class A.S	9%	8%	914	+.%
2514	201/2	50,400	Gen; Elec. (60c)	221/4	21	2214	+1%
36%	811/4	13,700	Loew (2)	34%	84 1044	34%	+1%
105	102	700	Do. pfd. (6½)	614	5%	614	T 7%
71/6	51/4	300	Madison Sq. Garden Met-GM pfd, (1.80)	28	28	28	Ŧ178
2814	27	20,700	Paramount ctfs	2%	2%	21/4	
772	27s	8,300	Patho Exchange	%	14	*	+ 16
17%	11%	3,500	Pathe Class A	131/4	12	12	
5%	4''	88,700	Radio Corp	4%	.4	4 %	‡ ¾ ‡ ¾
6214	50	2,500	Radio pfd. A. (314)	51%	80%	51%	†.%
4514	3514	84,800	Radlo pfd. B	40½ 1%	86	88¼ 1%	+ 4
2%	11/4	7,800	RKO	40	80	4078	
40%	861/4	12,000	Universal pfd	2%	2%	24	+ 1/4
24%	141/4	12,000	Do. pfd	16%	16%	10%	‡1% ‡1%
41	32%	21,100	Westinghouse	36%	33%	3514	+1%
őő	00.78	70	do. pfd. (3½)	971/2	97	97	+1%
N	w 1935 hi w 1035 lo	gn. w.	CURB				Ŧ,
			CURB				
44	38	50	Columbia Pets (1)*	41-	41	41	-1
18%	11%	20,700	Technicolor	18%	14%	18%	+3%
31/4	21/6	200	Translux (10c) †	2%	21/4	21/4	- 14
-	-	•	BONDS				
014	014	\$38,000	Gen. Thea. Eq., '40 Kelth Gs, '46	7%	16%	6%	+ 14
7414	671/2	11,000	Kelth 6s, '46	6814	67%	08%	+'%
106	1031/2	44,000	Loew 0s, '41	100	104 %	104%	+ %
50% 75	42%	10,000	Par-Broadway 5 2e, 51 Par-Fam-Lusky 5s 47	49% 72	49% 68%	40% 71%	+2%
75	58% 50	34,000	Do. ctfs		70	711	- 4/ 1
75%	59%	135,000	Par-Pub. 5%s, '50	7314	70	72%	+2%
75%	58%	110,000		731/2	69%	72%	+214
104	101	3,000	Pathe 7s. '37	10314	103%	10314	
32	261/4	1,000	REO deba 0s	2014	264	261/4	
0016	- 481/4	41,000	Warner Bros. 6s, '30	60	49	49%	- %
			OVER THE COUNTER, N	. Y.			
Bid.	Asked,						
25%	2714		Col. Bdcast. A				
47	40		Col. Pfe in. pfd	- 77	δ.	10	
1101/	11614	*****	Patha E. pfd	11	ű.	• • • • • • • • • • • • • • • • • • • •	
2%	23		Par-Pub.	H		**	1

### Don't Look the Same

Hollywood, March Since For execs ordered the femme stock players to discard slacks in favor of dresses, some exers have had to be reintroduced to the girls.

### W. E. Annual Report Unworried by FCC Inquiry Into Erpi

Western Electric Co. will render full cooperation to the Federal Communications Commission in the exter's investigation of the Ball System Companies (A. T. & T.). This is expressed in direct terms under the signature of Edgar S. Bloom, president of W. E. in the annual report of W. E. for the year ended Dec. 31, 1934.

Western Electric is 100% owner of Electrical Research Products, Inc. W. E.'s investment in this latter firm is put at \$11,890,893. Erpi markets W. E.'s equipment for the recording and reproducing of sound films.

markets W. E.'s equipment for the recording and reproducing of sound films.

The company report shows that for the first time in five years the business of W. E. showed an improvement in 1934 over the previous year. Sales amounting to \$91,807.000 for 1934 indicates an increase of 32% over the 1935 sales of \$89,511.000. However, W. E. shows a loss of \$17,51,648 for 1934, which compares with \$13,772,564 or 1933. The net loss for 1934, after interest charges, \$7,751,648, includes a profit of \$849,941 from subsidiary and associated companies.

No separate report for Erpi is given, as the figures for this 100% owned W. E. subsidiary is consolidated in the W. E. report.

### BREAK-IN FOR PIC PLOT

Marx Bros. Taking Writers on Tou For Reaction and Gag Buildup

Hollywood, March 26.
Fanchon & Marco is booking the Marx Bros. unit, a travesty on Rigoletto, which will serve as a plot break-in for their Metro picture. Yarn used in the presentation will be condensation of their picture.

be a concensation of their picture plot.

Trio figures that the stage tryout will help them build the story and gags. Morrie Ryskind, S. Kauman, R. Kauman and Ruby and James K. McGuinness, will travel with the troupe. Opening is set for the Paramount, Salt Lake City, April 18, with Portland, Seattle, San Francisco and possibly L. A. to follow. Principals in the unit, outside of Groucho, Harpo and Chico, include Hazel Hayes, Olga Dane, Tudor Williams and Roy Russell.

### KAO '34 Loss, \$176,000

Keith-Albee-Orpheum, chief RKO theatre subsid, reports a net loss of \$176,316 for the year ended Dec. 31, 1934. This is an improvement over

Gross theatre admissions for the period amounted to \$12,361,656.98

### Color Picts' 52c Divvy

Color Picts' 52c Divvy
As result of action in voting yeaterday (Tuesday) an additional
liquidation dividend of 52c per
share, all holders of stock in Color
Pictures, Inc., at the time of dissolution last April will receive a total
of \$1.12 a share in dividende, plus
Technicolor stock. Color Pictures
was organized in 1929 for the purpose of producing motion pictures
employing the Technicolor process.
However, none were made, and the
dissolution of the corporation was
voted last year.

Much of the money in Color Pictures' treasury was used to purchase
Technicolor stock. Hence it was
possible in the first dividend distribution last April of give two shares
of color Pictures stock hold.
Roceint for Color Pictures, stock
issued when the first partial liquidating dividend was paid, may be
surrendered to the Bank of Manhattan, starting today, for payment
of the additional 52c jers share.

MONO'S 6% DIVYY

### MONO'S 6% DIVVY

MONOS 6% DIVVY
Monogram Pictures voted a glock
dividend of 6% to holders of cap
'al stock on May 1.
The dividend is payable in four
parterly installments of 1%%,
with the first payment set for
May 1.

### **Inside Stuff—Pictures**

(Continued from page 6)

Par ends a three-months' sales drive the end of the month, the battle for dates and prizes having resulted in the record on shipments.

Trading in her car for a foreign job, and tossing in some cash to boot, femme, scenarist found she was not satisfied with the financial bargain. The story on which she is working has a sequence in which a car figures in an escapade. So she saw to it that the chap in the yarn has a year

in an escapate. So she saw to it that the chap in the yain has a year for foreign buggles. Result is that the studio has rented her bus, and at a price enabling her to break eyen all around.

Clipping 15 hours from the running schedule between the Coast and Chicago Santa Fe's extra tap train, the Chief, will make the run in 40 hours starting next month. Diesel-motored engines are also being tried out by Santa Fe and will be pressed into service if they pan out.

Grim jest was staged by parties unknown on a director currently involved in a court marital tangle.

Hearse drove up to the producer's home and a funeral emissary gravely requested the body of the gent. Stunt's reputedly a Windy City custom, sometimes presaging dire happenings.

Will Hays passes up the NRA and the film cleanup campaign in his annual report. Current threat of majors to move out of California-also is not mentioned.

### Incorporations

NEW YORK

Walfer Brooke Theatrical Enterprise, Inc.; theatrical business; capital stock, 100 shares, no par value. Walfer Brooke, Inc.; theatrical business; capital stock, 100 shares, no par value. Walfer Brooke, and Dorothy Losser, 150 Broadway, both of New York. Losser, 150 Broadway, New York Losser, 110 of 22 Broadway, New York Losser, 150 Broadway, New York Broadway, 150 Broadway, New New Peters Corp.; picture business:

drive, New York,

Harten Flagiland, Ine; circus shows,
etc.; capital riceck, 182,000. Charles
Rese Weinstock and Arthur Fundwein,
both of 160 Broadway, New York,

Boat Answersel Company, Inc.;
capital stock, 100 sharen no par value,
Charles and Charles avenue;
Alien Kramer, 260 York avenue,
Alien Kramer, 624 Sixth street, all of
Brooklyn.

Brooklyn.
Audio-Scriptions, Inc.; recording, audition, broadcasting and television studias capital stock, \$20,000. Arthur L. Shure Louie S. Amreich and Paula Davis, al of 2 Lafayette street, New York.

capital stock, 120,000. Arthur L. Shure, of Latayette street, New York.

William D. Shinpiro, Inc.; pictures of Latayette street, New York.

William D. Shinpiro, Inc.; pictures of the street of the

Surrender of Authority
Mickey Mouse Enterplace, Inc.
evada: filed by Goulder R. Leasong
G. Bartlett building, Los Angeles.

Change of Name

From Richmond-Mayer Music Corporaion to Mayer Music Corporation; filed by
ryin A. Edelman, 273 Broadway, New
ork.

Memberships The Motion Picture Foundation of the ditted States of America, Inc.; (change directors).

#### CALIFORNIA

CALIFORNIA
Sacramento,
Sacrame

### FOX FILM'S 1934 NET, \$1,273,089

A Burken Morton, 259 West Sind attest, and Store of the Corp. and its wholly-closer, its Broadway, both Color Classies, Inc.; moving picture, machine, stoc.; capital stock, 14,000-100 shares programs, and Aurora M. Vielbrock, 121. of 25 Broadway, New Tork.

Broadway, New Tork.

Paybone, Inc. and B stocks for the S2 Weeks and B stocks for the S2 Weeks and Barolas for the S2 Broadway, New Tork.

Senter, all of 25 Broadway, New Tork.

McCarthy, 17, John J. Powers and Helin Senter, all of 25 Broadway, New Tork.

McCarthy, 17, John J. Powers and Helin Senter, all of 25 Broadway, New Tork.

McCarthy, 17, John J. Powers and Helin Senter, all of 25 Broadway, New Tork.

McCarthy, 17, John J. Powers and Helin Senter, all of 25 Broadway, New Tork.

Mac Pleture Corp.; picture business, capital stock, 100 shares, no par value, latered, Richmond Hill.

Half-Netes, Inc.; general cheatrical broadway, New Tork.

Half-Netes, Inc.; general cheatrical broadway, New Tork.

Half-Neter, Inc.; general cheatrical broadway, New Tork.

Half-Neter, Inc.; general cheatrical broadway, New Tork.

Latte, Richmond Hill.

Half-Neter, Inc.; general cheatrical broadway, New Tork.

Half-Neter, Inc.; general cheatrical broadway, New Tork.

Latter, Richmond Hill.

Half-Neter, Inc.; general cheatrical broadway, New Tork.

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Latter, Richmond Hill.

Half-Neter, Inc.; general cheatrical broadway, New Tork.

Latter, Richmond Hill.

Half-Neter, Inc.; general cheatrical broadway, New Tork.

Latter, Richmond Hill.

Half-Neter, Robert and Corp.

Mark and Latter and Corp.

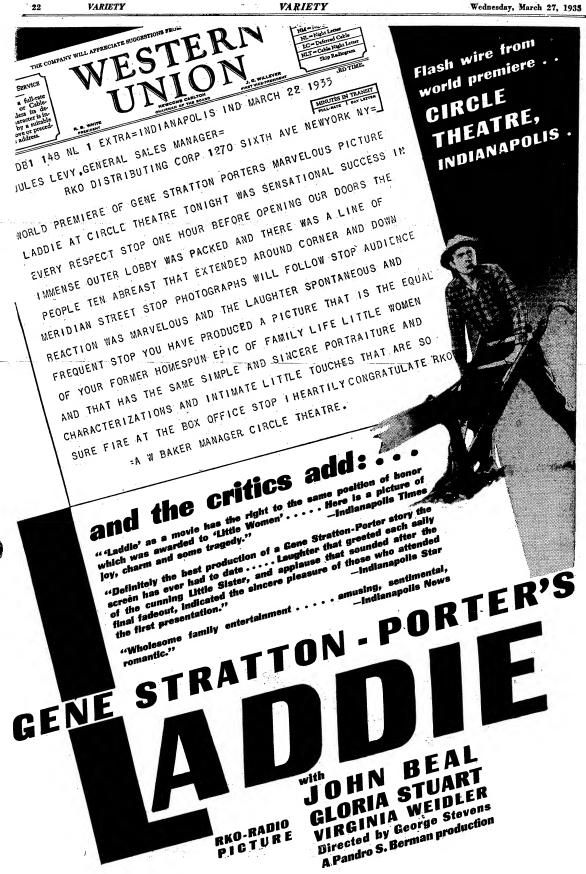
Half-Neter, Triph Cooper, 17th treet, 17th tr

dicated as being \$14.99 per share.

### EASTMAN KODAK'S 1934 NET, 14½ MILLIONS

Annual report of Eastman Kodak Co. reveals that the company easily

Annual report of Eastman Kodak
Co. reveals that the company easily
covered its present common dividend requirements, now on a 55
annual basis besides caring for 6%
preferred stock dividends. Net
profit of the company for 150,000,000
annual basis besides caring for 6%
preferred stock dividends. Net
profit of the company for 150,000,000
annual basis besides caring for 6%
preferred stock for the company
to the company for 150,000
annual basis besides caring for 6%
after depreciation, federal taxes and
other dealuctions, which is equivalent to \$6.28 per share on 2,255,921
shares of common and after preferred requirements. This compares
with only \$11,119,044 or \$1.76 a
common share in 1933.
The remarkably strong carnings
report was not added, by the net
gain of \$1,559,046 resulting from
the ade of a substantial portion of
the first profit of the first profit of
the first p



### **Hollywood Productions**

#### Week of March 25

(Pictures now filming, or about to start, are listed below alphabetically y studios. Symbols are: D—Director, A—Author, C—Cameraman.) Pat Morlarity Herbert Evans

Unarian
(United Artists)
Troduction Na. 5'
(20th week)
D—Charles Chaplin
A—Charles Chaplin
C—Rollie Totheroh
Ira Morgan Casi Chaplin
Paulette Goddard
Carler Delfaven
Paulette Goddard
Carler Delfaven
Henry Bergman
Henry Bergman
Henry Bergman
Henry Banford
Dr. Ceell Reynolde
Goddard
Glim Burkte Boy'
Clim Burkte Boy'
Cambert Hillyer
Lambert Hillyer
C—Benjamin Kiline
C—Benjamin Kiline

C-Benjamin kine
C-Benjamin kine
Florence Rice
Jimmy Butler
Kathleen Burke
George McKay
Robert Middlemass
Raiph Remle
Tove Me Koverer
Love Me Koverer
D-Victor Schertzinger
A-Sidney Buchman
Robert Riskin
C-Joe Walker
Caet

Grace Moore
Grace Moore
Lee Carrillo
Robert Allen
Michael Bartlett
Luie Alberni
'Hange Riders'
(2nd week)
-David Selman
-Ford Beebe
George Mechan
et:

Cast: McCoy
Bills Savard
FOX
Gur Little Girl'
(Tith week)
D—John Robertson
A—Florence I., Pfaisgraf
Stephen M., Avery
Allen Rivkin
C—John Soltz
Cast:

John Soits

Shirly Temple
Soil McCreat
Shirly Temple
Soil McCreat
Lyle Talbot
Rosemary Ame
Rosemary Ame
Rosemary Ame
Rosemary Ame
Rose Control Care
Signed Care
Signed Care
Signed Lives
(Sth week)
- Tru (Sth Wee

Dan Clark

dion Burle

Mone Roland

Hardie Abright

Hardie Abright

Herbert Mundin

Nick Fora Mundin

Adrionne Ame

Adrionne Clay

Marion Clay

Marion Clay

Marion Clay

William Selter

Sidney Skolsky

William Selter

Sidney Skolsky

William Selter

Jerrit Gerstad

Milliam Gerstad

william HuriuwCasamee Dunn
Neil Hamilton
Noil Hamilton
Dorothy Christy
Sidney Yoler
Vere Levis
Stance John
Stance John
Jack LaRue

st:
John Boles
Dixie Lee
Alan Dinehart
Jane Withere
Jack Haley
Herman Bing
William Austin
Grant Mitcheli
Raymond Walburn
Josephine Whitteli
der the Pomnas N

Raymond Walb
Josephine Whit
nder the Pampai
(4th week)

James Tinling
Gordon Morris
Ernest Pascal
Bradley King

Bert Glennon

Warner Baxter Ketti Gallian John Miljan Armida J. Carrol Naich Blanca Vischer Rita Cansino Solidad Jimines Ann. Codee Solidad Jimines
Ann. Codee
Chris Martin
Phillip Cooper
Jack LaRue
Max Wagnes
George METRO
"Typeo"
(8th week)
—Richard Thorpe
—Herman Mciville
John Farrow
—Clyde DeVinna
st:

Cast:
Mala
Lotus Long
(China Seas'
(Gith week)
D—Tay Garnett
A—Grosbie Garstin
Jules Furthman
C—Ray June (Cast:

Waliace Beery Clark Gable Jean Harlow Dudicy Digges

Lewis Stone
Charles Butterworth
William Henry
Robert Benchley
Edward Brophy
Lillian Bond
'Age of Indiscretion'
(4th week)
Edward Ludwig
Lean Gordon
George Folsey
st:

Herbort Evans
RADIO
Break of Hearts'
(7th week)
D—Phillip Moeller
A—Lester Cohenason
Victor Herman
Anthony Veiller
C—Robert De Grasse
Caet:

C-Robert De Grasse
Cast: All Control of Control
Cast Control
Control
Cast Control

C-Bdward Croniager
Satter Wheeler
Robert Woolsey
Betty Grable
Betty Betty Grable
Betty Betty Grable
Betty Brent
Fred Keating
Dorothy Granger
Hazel Soldest
Robert Middlemes
Arthur Aylesworth
William Welle
Hoosy for Love
J

C—Lucien Andriot
Cast: ene Raymond
Port Kelton
John Beal
Arthur Byron
Llonel Stander
Bill Robinson
Jonnie LeGon
Jonnie LeGon
Cast
Cast
D—Irving Rider
Ruth Rose
C—Roy Hunt
Cast:

C—Roy Hunt

Nigel Bruce
Randolph Scott
Noble Johnson
Randolph Scott
Noble Johnson
Gustav Von Seyfferlit
Samuel Hinds
UNIVERSAL
(2nd week)
D—Louis Firelander
A—Bolgar Allen Foe
David Boehm
C—Charles Stumar
Cantington

David Boshmar
Caction Standard Standard Standard Standard Ireno Wares
Bela Lugost
Field Lady'
(2nd week)
D—Murray Roth
A—L. C. Blochman
Dore Schary
C—George Robinson
Cattle Telebrit

Lye Talbot
Valerle Hobeon
Hugh O'Connell
Andy Devino
Henry Armetta
WARNERS
The G-Men
William Keighley
Seton I, Miller
Sol Polito
tet:

G—Sol Folito
Casti mes Cagney
Marguret Linday
And Drakstrong
Barton Maclane
Barton Maclane
Barton Maclane
Russell Hopton
Edward Pawier
William Harrigan
Mol Madison
Addison Richards
Addison Rich

Arthur Todd
t:
Joe E. Brown
Ollvia de Haviland
Eddie Shubert
Ruth Donnelly
Roscoe Karne
William Frawley
"Men On Her Mind"
(4th week)
-Alfred E. Green
-Charles Kenyon
-Jamee Van Troes
st:

D—Lloyd Bacon
A—Sig Hefzig
E. Y. Harburg
Hans Kraly
Warren Duff
C—Dave Abel
Cast:

t: Dick Powell Joan Blondell Louiso Fazenda Wm. Gargan

Canan Gordon
George Folsey
Bal Lukas
Mades Evan
Mades Mades
Mades Mades
Mades Mades
Mades
Marcer
Cutherin Douce
Marcer
David Jack Holt
Samuel Binde
Faul Stanton
Christian Rub
Walter
Man
Mades
Man
Mardige

t: Ann Harding Herbert Marshall Maureen O'Sullivan Lewie Hayward Henry Stepheneon 'Ne More Ladies'
(3rd week)
D—E. H. Griffith
A—A. E. Thomae
Rachel Crothers
C—Oliver Marsh

Courier Marsh

Robert Montgomer

Charles Rugglee

Edna Mac Oliver

Reginald Denny

Publio Here No. 1'

D.—J. Walter Ruben

C.—Gregs Toland

Casti.

Contregs rolands
Catchester Morris
Joseph Callela
Jean Arthur
Paul Hurst
Lewis Stone
Muthay On the Bounty
Defrank Lloyd
Defrank Lloyd
James Norman Hall
Coclark Waller
Cast

Cast: Carles Laughton
Chark Gable
Robert Montgory
Murder in the Fleet
D-Lucien Hubbard
A-Bdward Sedgwick
Frank Wead
Joseph Sherman
C-Unassigned
Cast:

C-Unassigned
Caet:

From Arthur
Ted Healy
Nat Pendieton
'Anna Karenina'
(lat week)
D-Clarence Brown
A-Leo N. Tolstoy
Clemence Dane
C-William Daniels
Caet:

C—William Daniels
Caet:
Garbo
Freddie March
Freddie Bartholomew
Maureen O'Sullivan
Basiliah Denny
Phoche Foster
Alan Mowbray
DE CONTROL OF TARIANOUNT
Tarle In Spring\*
Tarle La Spring\*
FRAMOUNT
Tarle Mowbray
D—Lewish
Samuel Morens
Samuel Morens
Samuel Morens
Samuel Morens
Caet:
Caet

Carte Tetrain
Cae:
Carte Tetrain
Cae:
Say Bile
Stary Bi

Henry Wilcoxon
Loretta Young
Ian Kelth
Pedro de Cordoba
Joseph Schildkraut
Katherine DeMills
C. Aubrey Smith
Alan Haie
C. Henry Gordon
Georga Barbler C. Aubrey Smith
Alan Hard
Corden
C. Henry Spied
C. Henry Spied
C. Henry Spied
Montague Love
Hobart Bosworth
William Farnum
Lumaden Hare
Daul Satoff
Josef Swickard
The Glaus Key
The Chart
Kathryn Scola
Kubne Glasm
Cathery Sharp
Cattery Sharp
Cattery Sparp

George Raft
George Raft
Rosalind Keith
Edward Arnold
Ray Milland
Dean Jagger
Charles Richman
Guinn Williame
Tammany Young
Harry Tyler
Emma Dunn
Robert Gleckler
Claire Dodd
Frank Marlowe

S. AFRICAN PIC TAX

Duty Too High, Importers Claim, But No Relief in Sight

Capetown, Feb. 28.
Hitherto, an ad valorem duty was imposed on films entering the counimposed on films entering the coun-try, but during the last two years a revision was brought into force, whereby all films were rated for duty at six cents per foot for the first copy. For the second and subsequent copies, four cents per foot.

foot. Film importers, apart from African Consolidated Theatres, found t did not pay to import escond copies, as their circuit did not warrant the extra expense. Present duty is a heavy charge the second that the consense of the consense o

### PLANS CHINESE PROD. WITH U. S. TECHNIQUE

Hollywood, March 28.

Charles Chan King, executive of the Oriental Films of Hongkong, plans to produce Chinese plettires with American technique.

King at one time owned and operated the Rice Bowl, a chowmeinery on Hollywood Boulevard near Yine, and also was interested in similar exteries in Seattle and on Broadway (old Palais d'Or).

### OLD RACKET, NEW ANGLE

Still Plucking Film Acting Aspirants In London

London, March 17.
Old stunt of approaching young-sters to get them film jobs and mulcting them is still a thriving in-

mulcting them is still a thriving in-dustry here.

Latest is a guy calling on several foreigners here, especially German refugees, and telling them the way to films and wealth. He is well stocked with phone credentials of the several strategy of the several can and English film company. Fellow has a personality which in-spires confidence, and his racket chat is he is on the look-out for for-eign types needed for a big film. eign types needed for a big film Only trouble is that the actor of ber of the Film Union, to which there is a charge of \$25 for membership.

Scotland Yard says that so far he as mulcted at least 70 film has mulcted aspirants.

#### French School Term

Paris, March 17.

Local show business is anxiously watching the progress of a bill in the Chamber of Deputies begin

the Chamber of Deputies begin school vacations in France at the beginning of July instead of the end of the month.

If measure goes through this year, the dead summer season will begin cariller than usual, because families will be able to go away

### RAFT'S 'DANCE DIRECTOR'

Hollywood, March 26. 'Dance Director' will be George

Raft's next.
Will follow a long layoff on completion of "The Glass Key."

### **Exploitation**

(Continued from page 19)
water and on the inside bottom of
the tub was painted 'See Wallace
Beery in the Mighty Barnum' at the
Beery in the Mighty Barnum' at the
two days before the opening and
created considerable word-of-mouth
publicity.
Through Co., Rhodes secured
2,500 candy suckers which were distributed in cellophane bags bearing
the imprint. 'Barnum Once Sald
There's a Sucker Born Every Minthe-But Not One Like Bader's—
See the Mighty Barnum. These
candy suckers were distributed
throughout the city four days prior
to the picture's opening.

### Boxing Circuit

Boxing Circuit

This idea is good only where a town is more or less inclined to boxing matches, but it is going over in a big vay in one spot where towns and the same management. Two three-round bouts are held once a week for boys between 16 and 18, with a competent referee, time-teeper and Judge. Kida are clubes and can scrap only on permission from the sponsor body. Winners of the two bouts are need to be supported by the second of the second o

arousing strong interest in all three towns.

For the femme angles the advantages to the lads in physical development and clean living are stressed, and the scraps are attracting more than average attention from mothers, sisters and the other fellows' sisters. That's the payoff angle, it gets the women consistent and the strength of the strength of

#### Paper Dolls

Wanting something to vary the old coloring contest, an exhib lately developed an idea that got the juvenile population all heated up and which worked well for the attrac-

nile population all heated up and which worked well for the attraction.

Using a press book newspaper screen head of the star of the picture of the picture

Mickey Rooney Robert McWade J. Farrell MacDonald (BELIANCE) (UNITEL) ARTISTS) 'Let 'Em Have It' (5th week)

D-Sam Wood
A-Jos: Moncure March
Elmer Harris
C-Fev Morley
Robert Planck
Cast:

C—Iow Morley
Robert Planck

Mrginla Bruce
Alice Brady
Brady
Brite Indea
Doron Robert
Brady
Brite Indea
Doron Robert
Harver Richina
Harver Richina
Harver Richina
Harver Richina
Harver Robert
Hall Bradio
Hall Bra

'Racing Luck' (2nd week) Sam Neufeld -Edgar Lyons Bill Boyd Barbara Worth Georgie Ernen Ernen Hilliard Ben Hall windows making these displays, which tickled the store owners. Some cut makers are liable to fuss over the making of the new cut, since they'll argue that a half tone will be required. Tell them to make a line cut and see what they get. If the reproduction is approximately the same size they'll get a halftone from the line cut process. If the same size they'll get a halftone from the line cut process going to supply a dress outline on thin paper to any kid who buys a ticket, the dolls themselves being given free. Looks as though there might be an additional boost in that gag for a previous picture.

### Standard Prams

Standard Prams

Theatre which likes to dabble in steed: stuff has a deal with a local steed; stuff has a deal with a local steed; stuff has a deal with a local steed; stuff has a deal with a local steed of the kind with removable panels which fit into sockets on the four Theatre has built as light framework which fits sockets on the steed of the steed of

#### Permanent Valances

Permanent Valances

Exhib who tired of hiring valances yet who liked the finish they gave, is rolling his own now. He was a construction of the control of t

### Personal Touch

Personal Touch

To get the personal touch when
he put out a throwaway, A. B.
Ableson, of the Roxy theatre, Glasgow, Mont. used a fingerprint cirgraphic first the state of the state of the
print indicated an appreciation of
good cinematography with the suggestion that "The Gilded Lily" would
prove a treat to such a person. The
personal touch was the writing the
personal touch was the writing the
directly above the print.

#### International

International
Grove Lee Tarto, of the M.&P. Paramount, Ft. Fairfield, Me., not far from the Canadian border, are for the Canadian border, are for the Canadian border, are for Arcostook Junction and Porth and Andover, all in Canada, to close the schools one afternoon to permit the punjuls to attend a performance of unique to the companies of attend a performance of the control of

Adolph Mentou Grant Mitchell Hart Cavanaugh Ted FloRito Four Mills Bros. Judy Canova 'Crashing Society' (3rd week) D—Robert Floery A—Rabih Spence Sy Bartlett C—Atthur Edeson Case:

C-Artnur Edeson
Case of Martel
Juno Martel
Juno Martel
Juno Martel
Phil Rega: Horton
Zasu Pitts
Nolla Walker
Gordon Westcott
Jud
Gordon Westcott
Austical Numbers)
(2nd week)
D-Bushee Rerkeloy
A-Raiph Block
C-Sol Fello
Cast
Cast
Tollo
Cast
Jud
Ca

Sol Tolito
Light Sol To

INDEPENDENT
FEODUCTIONS
(ATHERYON)
(The Cow(CN), Millionaire'
(2nd week)
D—Bdward F. Clina
A—George Waggner
Dan Sarrett
C—Frank Good
Oatt

C—Frank Good
Cast:
Goorge O'Brien
Evalya Bostock
Edgar Konnedy
Adden Chase
(C. C. BURR)
(FURITAN)
TKentucky Blue Streak'
D.—Raymond K. Johnson
A—Homer Garden
C—I. W. Akers
Eddile Nurent

C—I. W. Akers
Caetillo Nuvern
Bridge Conflict

Raiph Bellsmy Judith Alien Karen Moriey



CRIME! The big shot who was "too important" to be put in jail gets nine long years to think it over! . . . The sensational story of a super crook and his lawyer . . . They both talked the same language—and loved the same girl!

# THO

with

# PRESTON FOSTER LILA LEE

### MELVYN DOUGLAS

Shirley Grey, Roscoe Ates, William Collier, Ir., Sybil Elaine, Herbert Rawlinson.

Directed by Crane Wilbur from the story by Edward Dean Sullivan. Produced by Burt Kelly.

## THE FIRST OF A NEW CYCLE OF MELODRAMAS!

SELECT PRODUCTION

RKO-RADIO PICTURE

# CALENDAR OF CURRENT RELEASES

Harold Auten Office: 1540 B'way, N. Y. C. Autumn Corous (British), Charming film from Anthony play, with famms appeal, Dh. Basil Dean, 70 mins. Rel. Oct. 15. Rev. Nov. 6. Blause room line and the state of the world (Fin du Monde (Fr), Scientific dream based on Fiammarion novel. Dir. Abel Gance. 68 mins. Rel. April 16.

Ee war Einmal Ein Walzer (German). Musical romance with Lohar music. Martha Eggerth. Dir. Victor Janese. 89 mins. Rel. Oct. 18. Apyalics (British). Drama from the Galsworthy play. Dir. Basil Dean. 70 mins. Rel. Oct. 18. Rev. Oct. 39.

Chesterfield Offices: 1840 Breadway, New York, N. Y Circumstantial Evidence. A mystery asking does circumstantial evidence con vict the innocent? Chick Chandler, Shirley Grey. Dir. Charles Lamont 67 mlns. Rel. March 30.

Ordina Rei. March 30.

Curtain Falls The, Old actress impersonates aunt of a wealthy family to make the property of the proper

ns of Steel. A new deal drama of fathers and sons. Charles Starrett, Wm. Bakewell, Poliy Ann Young. Dir. Charles Lamont, 64 mins. Rel. Dec. 15. Symphony of Living, A drama of sacrifice against a background of symphony music. Al Shean, Evelyn Brent, Charles Judels. Dir. Frank Strayer 68 mins. Rel. Jan. 15.

World Accuses, The. A woman's fight against the world alone. Vivian Tobin, Russell Hopton, Dickle Moore, Dir. Charles Lamont, 60 mins, Rel. Nov. 1. Studio: Gower at Sunset, Hollywood, Cal. Columbia Offices, 729 Saventh Avs.,

Against the Law, Gangster mixup with an ambulance crow. John Mack Brown, Saily Blane, Arthur Hohl. Dir. Lambert Hillyer, 61 mins. Rel. Oct. 25. Rev. Dec. 18.

Oct. 25. Rev. Dec. 18.

Alr Fury. Raiph Bellamy, Tala Birell and Wiley Post. Dir. Al Rogell, Rel. April 30.

Sehind the Evidence. Newspaper man smokes out a master mind. Norman Foster, Donald Cook, Shelia Mannors. Dir. Lambert Hillyer. 70 mins. Rel. Jan. 20. Rev. Feb. 5.

Best Man Wins, The Edmund Love Jack Hot in a familiar outline. Florence Rice as the girl. Dir. Earle Kenton. 75 mins. Rel. Jan. 5. Rev

dway Bill. Race track story based on one of Mark Hellinger's yarns Myrna Loy, Warner Baxter. Dir. Frank Capra. 90 mins. Rel. Dec 8. Rev. Dec. 4. Call to Arms. Willard Mack, Shella Mannors, Esther Raiston. Dir. Willard Mack. Rel. Jan. 12.

Mack. Rel. Jan. 12. Val. Carnival story of a man's search for a mother for his child. Lee Tracy, Sally Ellers, Jimmy Durants. Dir. Walter Lang. 77 mins. Rel. Feb. 10. Rev. Feb. 20.

Desth Flies East. Mystery in a transport plane. Conrad Nagel, Florence Ruce. Dir. Phil Rosen. 65 mins. Rel. Jan. 19. Rey. March 6.

Eight Bells. Love and mutiny on the high seas. From a stage play. And Sothern, Ralph Bellamy, John Buckler. Dir. Roy W. Nelll. Rel.

ing Shadows. Tim McCoy, Geneva Mitchell. Dir. David Selman. Rei April 18. Hot News. Richard Cromwell, Billie Seward and Wallace Ford. Dir. Lamber Hillyer. Rel. April 25.

Hillyer. Rei. April 25.

'Ill Love You Always. A love that could not be crushed by adversity, Nancy Carroll, Geo. Murphy. Dir. Leo Bulgakov. 68 mins. Rei. March 20.

In Spite of Danger. Auto racer goes into the trucking business. Wallace Ford, Marian Marsh. Dir. Lambert Hillyer. 56 mins. Rei. March 8.

Jesiousy. Jeadous price Righter has a vivid dream while taking the count. Nancy Carroll, George Murphy. Dir. Roy W. Nelli. 66 mins. Rei. Nov. 16. Rev. Nov. 21.

Beyond the Range. Tim McCoy Western. Billie Seward. Dir. Ford Beebe. Rel. Feb. 15.

Beebe. Rel. Feb. 15. Live Tonightt. Love's indecisions on the Riviera. Lilian Harvey, Tuilo Carminati, Dr. Victor Schertzinger. 69 mins. Rel. March 1. Rev. March 20.

Men of the Night. Romance of a detective. Bruce Cabot, Judith Alien. Dir. Henry Freulich. 58 mins. Rel. Nov. 28. 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. Rev. Jan. 22 Party Wire. Victor Joy and Jean Arthur. Dir. Erie Kenton. Rel. April 27. Prescott Kid, The. McCoy western. Shella Mannors. Dir. David Selman 55 mins. Rel. Nov. 8.

Revenge Rider, Ths. Tim McCoy western. Dir. David Selman. 57 mins Rel. March 18.

Rel. March 18.

Guare Shoter. Tim McCoy, Jacqueline Wells in a Western. Dir. David Selman. Jimles Golden School Selman. Jimles Golden Selman. Jimles Golde

Westerner, Ths. Tim McCoy, Marion Shilling. Dir. David Seiman. 57 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. Rev. Jan. 1.

Town's Talking, The. Robinson in a dual role as a killer and a pacifist who resembles him. Edw. G. Robinson, Jean Arthur. Dir. John Ford. 85 mins. Rel. Feb. 13. Rev. March 6.

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

Bsast of Bornso. Melodrama and animals. John Preston, Mary Stuart. mins Rel. July 15.
Blus Light, Caustrian and Italian.) Mountain romance among Italian Dolomites. Directed and starring Leni Riefenstahl. Rel. Sept. 15.
Greinquebilis (Fr). Deram from Anatole France yarn. Dir. Jasqude de Baron-cell. & mins. Rel. Dec. 1. the Continental manner. Jimmy Save. Eddles Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Oct. 1.
Koeha, Lubi, Szanuje (Polish). Young iove in Poland, with music. Dir. Michail Wyznyaki. 70 mins. Rel. Nov. 1.
L'Agonie des Alqles (Fr). Pre-Napoleonio drama. Dir. Roger Richebe. 70 mins. Rel. Dec. 1.

Men Who Changed His Name (British). An old Edgar Wallace yarn re vived. Dir. Henry Edwards. 75 mins. Rel. Oct. 1. Rev. Oct. 23. Norah O'Nsals (British): Irish yarn. Dir. Desmond Hurst. 70 mins. Rel. Oct. 15. Rev. Oct. 30. Romence in Budapest (Hung). Franciska Gaal. Musical. 70 mins. Rel. April 15. Rev. May 15.

Tell Tale Heart (British). Edgar Allan Poe thriller. Dir. Desmond Hurst 50 mins, Rel, June 15. Rev. June 19.

#### First Division Offices: R.K.O. Bldg., New York, N. y Releases Also Ailled, Chesterfield and Monogram

Releases Aiso Allied. Chesterfield and Monogram

Curtain Falia. One-time famous actress uses her talents in an entirely novel
role; and stages one final glorious comeback. Henrietta Grosman.

Girl Gross and Stages one final glorious comeback. Henrietta Grosman.

Girl Gross and Gross an

One in a Million, Romance of a department store employes and the boss son. Dorothy Wilson, Charles Starrett. Dir Frank Straysr. Rei. Nov. 16.

from information supplied by the various production companies ohecked up as acon as possible after release. Listing is given when re-lease dates are definitely est. Titles are retained for elx months. Managers who receive service subse-quent to that period should preserve a copy of the calendar for reference,

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

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

Key to Address Acme, 56 East 14 St. Acme, 56 East 14 St.
Bayaria Film, 439 Fitch Ave.
Davaria Film, 439 Fitch Ave.
Data Film, 439 Fitch Ave.
Data Film, 430 Ninth Ave.
Garrison Films, 720 Saventh Ave.
Garrison Films, 720 Saventh Ave.
Germania, 22-23 19th St., Astoris, L.
H. Hofberg, 729 Saventh Ave.
Jewish American, 430 Ninth Ave.
Kiematrade, 123 Seventh Ave.
Frotex Trading, 42 E. 58th.
Crodinavian Films, 226 W. 424
Scandinavian Films, 226 W. 425
Scandinavian Films, 226 W. 425
Scandinavian Films, 226 W. 425
UIA, 729 Seventh Ave.

### Studio Placements

Hollywood, March 28.

Byron Morgan, Lou Lipton, write,
March 18, Special Sley, write,
Wallace Beery, Mickey Rooney,
George Seaton, Robert Piron,
screen play, 'Hero's Son,' Metro.
Wilbur Mack, Francis McDonald,
William Davidson, 'Redheads on
Charles Grapewin, 'One Frightened
Night,' Mascot.
George Lewis, 'Under the Pampas
Moon, 'Fox.
Ncila Walker, 'Crashing Society,'
Wh. Hollywood, March 26.

WB.
Lyle Talbot, Valerie Hobson.
Connell, Andy Devine,
Henry Armetta, Maurice Piver,
Murray Roth, directing Frisco
Lady, U.

Lady, U.

Burns and Allen, J. P. McEvoy,
Sam Mintz, Harry Ruskin, screen
play, The Plot Thickens, Par.
Mary Nash, College Scandal, Par.
Katherine Alexander, Men on Her
Mind, WB,
Louis Stevens, dialog, 'Shanghal,'
Wanger.

Wanger. George Haskell, George Irving. Elly Malyon, Bobby Watson, Mar-garet Seddons, Flame Within,

garet Seddons, Metro.
Edwin Brady, John George, 'Publle Hero No. 1, Metro.
Minor Watson, 'Age of Indiscre-

lic Hero No. 1, Metro. Minor Watson, 'Age of Indiscretion Minor Watson, 'Age of Indiscretion Minor Metro. Bartell, James Hollywood, Henry Taylor (Radio Rogues), musical short, Col. George Gould, 'Public Hero No. 1, 'Metro. Burke, 'Broadway Gondler,' WB. Harry Bradley, 'China Seaa,' Metro. Bobby Watson, 'Flame Within,' Metro.

Metro.

Bobby Watson, 'Flame Within,'
Metro.

Gus Van, 'Our Little Girl,' Fox.
Lew Follack, Paul Wester, Edward Carable, From Corable, Cor

H. B. Warner, T'I bet two, crty, Edmund Lowe, Ford Strelling, Adrienne Ames, Eugene Pallette, Jed Prouty, Claire Trevor: Alian Dwan directing, Black Sheep, Fox. Buck Jones: Stuart Anthony, serveen play; Nick Grinde directing, Border Brigands, U, Regis Toomey, Ratich Ottlone, Hedda-Hopper, Christy Cabarine directing, Christy Cabarine direction, Christy Cabarine direction, Christy Cabarine, Christy Christy, Christy Cabarine, Christy Christy, Christy Christy, Christy Christy, Christy Christy, Christy Christy, Christy Christy, C

ascot.
Faul Harvey, 'Alibi Ike.' WB.
Willie Fung, Edward Brophy, Pat
(Continued on page 27)

Port of Lost Draams. A gun moll's past catches up with her after an has reformed and is happily married to a sea-faring man. Lola Lane, Bill (screen) Boyd, George Marion, Edward Gargan. Redhead. Romance of a discovned playboy son and an artist's model with a past. Brucs Cabet, Grace Bradiey, Burton Churchili, Regis Toomney. Dir. Melvilis Brown. Rel, Nov. 30.

Studios: Burbank, Calif. First National Offices 221 W. 49th St., New York, N. V. Cailt. First INSLUMES

Naw York, N. Y.

Babbitt. Upton Sincialt's 'Main Street.' Guy Kibbee, Aline McMahon. Dir.

Wm. Keighley. 75 mins. Rel. Dec. 2. Rev. Dec. 18.

Case of the Curious Bride, Ths. Whodunt. Warren William, Margaret. Lindasy. Dir. Michael Curitz. Rel. April 13.

Filtration Walk. West Point story. Ruby Keeler. Dick Powell, Pat O'Brien.

Dir. Frank Borzage. 85 mins. Rel. Dec. 1. Rev. Dec. 4.

Gentlemes Are. Bear. Even college have bestift the world. December West. Babbitt, Upton Sin. Wm. Keighley

Dir. Frank Pressar cunt story. Ruby Keeler, Dick Powell, Pat O'Brien.
Gentlemen Are Bornes Sé mins. Rel. Dec. 1. Rev. Dec. 4.
Gentlemen Are Bornes Der Gollege boys battle the world. Franchot Tone,
Jean Muir, Ann Pour Gollege boys battle the world. Franchot Tone,
To mins. Rel. Nov. 17. Rev. Nov. 37. Lindsay. Dir. Airced E. Green.
Gentlemen Gentl Diggers of 1935. Dick Powell, Adolphe Menjou, Gloria Stuart, Alics Brady. Dir. Busby Berkeley. 95 mins. Withdrawn from general release to be sold separately.

ng en Velvet. Shock crazed aviator marries a society girl. Kay Francis, Geo. Brent, Warren William. Dir. Frank Borzage. 77 mins. Rel. March 2. Rev. March 13.

Mary Jane's Pa. Guy Kibbee, Aline McMahon. Dir. Wm. Keighley. Rel, Nov. 2. Rev. March 6. Maybe It's Lovs. Gloria Stuart, Ross Alexander. Dir. Wm. McGinn. 62 mins. Rel. Jan. 12. Rev. Feb. 12.

Murder in the Clouds. Light Tallott. Ann Dvorak. Dir. D. Ross Lederman. 61 mins. Rel. Dec. 15. Rev. Jan. 1. North Shore. Barbara Stanwyck, Gene Raymond. Dir. Robert Florey. Rel. Feb. 16.

Feb. 16. Loye Talbot, Mary Astor. Dir. D. Ross Lederman. Rel. Feb. 2. Traveling Saleslady, The. One of those Joan Blondell-Glenda Farrell romps. Dir. Ray Enright. Rel. April 6. While the Patient Slept. Mystery in a millionaire's manalon. Guy Kibbee, Aline McMahon. Dir. Ray Enright, 66 mins. Rel. March 8. Rev.

man in Red. Young wife faces scandal to save a man from conviction of murder. Barbara Stanwyck, Gene Raymond, Genevieve Tobin. Dir. Robt. Florey, Rel. Feb. 16.

Studio: Fox Hills, Hollywood, Cat. Officse: 444 West 65th St. New York, N

Hollywood, Cal.

New York, N. V.

Babona. Jungle film made by Martin Johnsons, partly from an alriplane 72

Blab Take a Bow. The Fox child star comes through again. Shirley Temple.

Bacht Arts. Fyom John Erskine's recent novel. Tom Brown, Henry

Walth Arts. Holl Johnson. Dr. Louis King. 74 mins. Rel. Nov. 22. Sright Eyes. The story of two little girls. Shright rese. The story of two little girls. Shright rese. The story of two little girls. Shright rese. James Dunn-Judith Allen: "Dir. David Butler. 83 mins. Rel. Dec. 28. Rev. Dec. 28.

Key, Dec. 28.

Charlie Chan in Paris. The Oriental detective moves into new territory.

Warner Oland, Mary Brian. Dir. Lewis Selier. 70 mins. Rel. Feb. 1.

Rev. Jan. 28.

Rev. Jan. 29.

County Chalman, The. Will Rogers, Evelyn Venable, Kent Taylor. Dir. John Blystone. 78 mins. Rel. Jan. 11. Rev. Jan. 22.

Cowboy Millionaire, George O'Brien western. Dir. Edw. F. Cline. Rel. April 12. Elinor Norton Claire Trevor, Hugh Williams. Dir. Hamilton MacFadden, 72 mins. Rel. Nov. 2. Rev. March 6.

First World War, The. Hitherto unreleased film from the archives of several governments. Lawrence Stallings, editor. 78 mins. Rel. Nov. 23. Rev. Nov. 13.

Gambling. From the George M. Cohan play. Gec. M. Cohan, Wynne Gibeon. Dir. Rowland V. Lee. 89 mins. Rel. Nov. 2. Rev. Dec. 11. George White's Scandals. Second edition of the musical. Alice Faye, Jas. Dunn. Ned Sparks, Geo. White. Lyda Roberth. Dir. Geo. White. Rel. March 15.

Great Hotsi Mystery. Flagg and Quirt as detectives. Dir. Eugene Ford. 70 mins Rel Morch 1. Rev. March 8.

Heaven's Gate. A Shirley Temple story. Joel McCrea, Rosemary Ames. Dir. John Robertson. Rel. May 3. Jöhn Robertson. Rel. May 3.

Hell in the Heavens. Al ratory. Warner Baxter. Conchita Montenegro. Dir. John Blystonc. 80 mins. Rel. Nov. 3.

Hellderåde. Adventure in a gibest town. Richard Arlen, Madge Evans, Raiph Bellamy, Henry Waithall. Dir. Jas. Cruze. 74 mins. Rel. Dec. 21. Rev. Jan. 8.

it's a Small World. Spencer Tracy, Wendy Barrie. Dir, Irving Cummings.

Rel. April 26.

[Regins at 40. Based on the Pitkin book. Will Rogers, Rochelle Hudson. Dir. Geo. Marshall. 79 mlns. Rel. March 22.

[Litts Colonel. Shriety Temple, Lionel Barrymore, Evelyn Venable. Dir. David Butler, Rel. Feb. 15.

David Butler. Rel. Feb. 15.

Lottery Lover. Naval cadets form love grandlate. Pat Peterson. Lew Ayres.

Dir. Wm. Thiele. \$2 mins. Rel. Jan. 4. kev. Feb. 20.

Marie Gallante. Done from the novel of the same name. Sponeer Tracy.

Kettl Gallian, Helen Morgan. Dir. Henry King. \$8 mins. Rel. Oct. 26.

Rev. Nov. 27.

Music in the Air. Gloria Swanson, John Boles. Dir. Joe May. \$1 mins. Rel.

Dec. 7.

Mystery Woman. Heroine saves her husband by procuring 'the papers.' Mona Barrie, Gilbert Roland. Dir. Eugene Forde. 69 mins. Rel. Jan. 18. Rev. Jan. 22.

One More Spring. Three down and outers in Central Park. Janet Gaynor.

Warner Baxter. Dir. Henry King. 87 mins. Rel. Fab. 3. Rev. Fcb. 27.

Ten Dollar Haise. Edward Everett Horton, Karen Morley. Dir. Gco. Marshall. Ref. April 6. Twenty-four Hours a Day, Claire Trevor, Glibert Roland, Dir. Hamilton Mac-Fadden, Rel. Nov. 23.

Under Pressure. Romance with the sand bogs under the river. Edmund Lowe, Victor McLagien, Florence Rice. Dir. Roaul Walsh. 70 mins. Rei. Feb. Rev. Feb. 5.

When a Man's a Man. From the Harold Bell Wright story. George O'Brien.
Dir. Edw. F. Cline. 66 mins. Rel. Feb. 16. Rev. Feb. 27. White Parade, The. Loretta Young, John Boles. Dir. Irving Cummings, 80 mins. Rel. Nov 16. Rev. Nov. 13.

### Gaumont-British Office: 1800 Broadway, New York

Chu Chin Chew. Arabian tales in musical form. Anna May Wong, Fritz Kortner. Dir. Walter Forde. 95 mins. Rel. Sept. 15. Rev. Sept. 25. Evensong. Musical dramatization from the Severley Nichols novel Evelyn Laye, Fritz Kortner. Carl Esmond, Alice Delysia. Conchita Supervia. Dir. Victor Saville Rel. Nov. 16. Rev. Nov. 20.

Dr. Victor Saville Rei, Nov. 16. Rev. Nov. 20.

Evergreen. Munical adaptation from Cocirain's stage production. Jessie Matthews, Sonnie Hile, Betty Jailfour Barry Mackay. Dir. Victor Sasaville Rei, Jan. 2. Rev. Jan. 18.

From George Arliss, Bilaine Terris, (findly Cooper, A. E. Matthews, Alian Aynesworth. Dir. Victor Saville Itel. Jan. Rev. Jan. 18.

Jack Ahoy, Comedy with song and dance. Jack Hulbert, Nancy O'Nell, Alfred Draston. 116. Walter Korde, Rel. Dec. 3. Rev. Feb. 12.

Pred Drayton. Dir. Waiter Forde. Rel. Dec. 3. Rev. Feb. 12.
Little Friend. Drama of a child's devotion and influence. Nora Pilbeam.
Dir. Berthold Viertel. Rel. Oct. 15. Rev. Oct. 23.
Man of Aran. Figh story with preponderantly heautiful photography. Dir.
Robert Flaiterty. 70 mins. Rel. Oct. 15. Rev. Oct. 25.
Fower Glew Suss.) Drainatization of Strep Pouchtwanger novel. Contuct
Voldt, Benita Durne. Dir. Lothar Mendes. 105 mins. Itel. Oct. 1. Rev.
Oct. 3

Frincess Charming. Musical comedy in a mythical kingdom. Evelyn Laye. Yvonne Arnaud, George Grossmith, Max Miller. Dir. Maurice Elvey. itel. Jan. Confinished Symphony. Musical romance based on Schubert's III. Martha Eggerth. Dir. Willy Forst. 83 mlns. Rel. Jan. 1. Rev. Jan. 15.

Office: 1776 Broadway New York, N. Y. Liberty Dizzy Oames, Musical, Theatrical boarding house locale. Marioric Rambeau. Floring McKinney, Lawrence Gray. Dir. William Nigh.

(Continued on page 27)

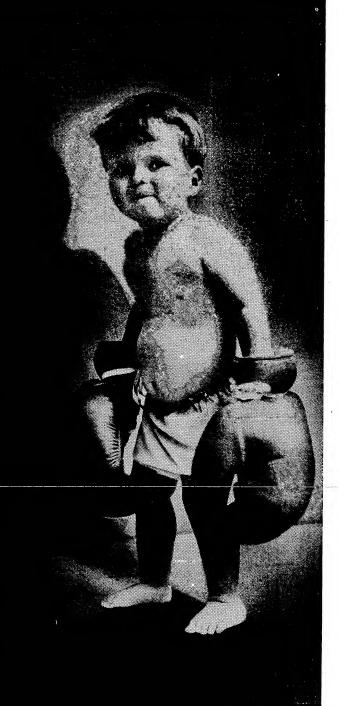
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is the prize baby of the industry!

(Continued from page 25)

Ne Ransom. From Pamon Runyon's The Big Mitten, Lelia Hyams, Phillips Holmes. Dir. Fred Newmeyer. 70 mins. Rel. Oct. 26. Rev. Feb. 12. Old Homested, The. Modern version of famous novel. Mary Carliste, Law-rence Gray, Dorothy Lee. Dir. William Nigh. Rel. not set. Once to Every Bachelor. Honeytooon with a hired bride. Marian Nixon, Nell Hamilton, Allean Pringle Dir. Wm. Nigh. 72 mins. Rel. Dec. 14. School for Girle. Reform school drams. Sidney Fox, Paul Kelly, Lois Wilson, Anne Shirley. Dir, Wm. Nigh. 13 mins. Rel. Mar. 22. Rev. Feb. 22. Sweepstaks Annie. Society crooks frame sweeps winner. Tom Brown, Marion Nixon, Wers Engels. Dir. Wm. Nigh. 17 mins. Rel. Feb. Rev. Feb. 27. Without Children. Modern drains of divorce. Marguerieric Churchill, Bruce Cabot, Evelyn Brent, Regird J Denny. Dir. William Nigh. 81 mins. Rel. April 18.

Majestic Offices: RKO Bidg., Radie City

Motive for Revenge. Thrilling adventures resulting from desire to satisfy wife's craving for luxury. Donald Cook, Irene Hervey. Dir. Burt Lynwood. Lynwood.

Muthy\_Absad. Stark drama! Adventure! Romance! On the high seas. Nell Hamilton and Kathleen Burke. Dir. Tommy Atkins.

Perfect Glue, The. David Manners. Skeets Gallagher, Dorothy Libaire. Dir. Robt. Vignoia. 64 mins. Dynamic detective mystery thriller. Rel. March 19. Rev. March 29.

Officee, 1776 Broadway, New York, N. Y Mascot

Behind the Green Lights. Factual story from the book of the same name, by former, Folice Captain Willemse, Norman Foster, Judith Allen, Sidney Blackmer, Rel. Feb. 22.

former, Police Captain Willemse, Norman Foster, Judith Alien, Sidney Blackmer, Rel. Feb. 22.

In Old Santaf Fe. Story of a dude ranch knick-knack salesman who talls in love with the ranch owners, daughter. He js accused of murder but all difficulties are claudied with startling suddenness. Ken Maynard, Evan Dr. Kopap, H. B. Warner, Ksennet Hombon, George Bayes. Dir. David Dr. Charles, Scholler, Scholler, M. B. Warner, Lenneth Tombon, George Bayes. Dir. David Dr. Charles, Scholler, Scholler, Will Elli, Traviori, U.S. M. C. the strength of the strength o

Studios: Cuiver City,

Metro Office, Hours. Newpaper story, Constance Bennett, Clark Galle, Suart Brawl, Dir. Robt, Z. Leonard. 12 mins. Rel. Feb. 22. Rev. March 13. Babes in Toyland, Child story, with the Veltor Befeber music. Laurel and Kov, 30. Rev. Dec. 13. Dir. Gus Mein, Chas. Rosers. 17 mins. Rel. Feb. 20. Rev. Morch 13. Rev. Morch 13. Rev. Dec. 13. Babes in Toyland, Child story, with the Chas. Rosers. 17 mins. Rel. Feb. 22. Rev. Dec. 13. Band Plays On, The. Feb. Collab. Sidney, Robt. Toung, Betty Furness. Dir. Russell Mack. 37 mins. Rel. Dec. 21. Rev. Dec. 25. Blography of a Bachelor Girl. Based on S. N. Berthman's successful play, tography of a Bachelor Girl. Based on S. N. Berthman's successful play, tography of a Bachelor Girl. Based on S. N. Berthman's successful play, and the Control of the Collaboration of the Collaboration

Hev. Jan. 1.

Agy Brides The. From Francis Covic Toyogal, Caricia Lombard, Clossler Mortis, Dir. Jack Conway, 38 mins. Sci. Dec. 28. Rev. Dec. 18.

Night is Young The. Royal levs for a commoner, them. Raimon Novarro. Evelyn Laye. Dir. Dudley Murphy. 80 mins. Rel. Jan. II. Rev. Jan. 18.

Painted Vell. Based on the novied by Someract Maucham. Grets Garbo. Herbert Marshall. Dir. Richard Boiselavsky, 84 mins. Rel. Nov. 23. Rev. Doc. 11.

Dec. 11.

Friendship between a deer and a pums with a human romanor iground. Jean-Parker, Russell Hardle. Dir. Chester Franklin. 78.

Rel. Feb. 1. Rev. Feb. 27.

Carter Virginia Ruica Constant

mina, Rel. Feb. 1. Rev. Feb. 27.

mina, Rel. Feb. 1. Rev. Feb. 27.

madow of Doubt Murder mysfery, Ricardo Cortez, Virginia Bruce, Constant Collier. Dir. Geo. B. Seitz. 71 mina. Rel. Feb. 15. Rev. Feb. 27.

Solety Destor, Hospital story, "Chester Morris, Virginia Bruce. Roht. Taylor, Dir. Dir. Geo. B. Seitz. 63 mins. Rel. Jan. 25. Rev. Feb. 5.

Times quare aday, Clir from lows best a crook gang. Roht. Taylor, Virginia Proce. Dir. Geo. B. Seitz. 69 mins. Rel. March 20.

Wicked Woman. A story of a faithful mother. Mady Christians, Jean Parker, Chas. Bickford. Dir. Chas. Brabin. 71 mins. Rel. Dec. 7. Rev. Dec. 13.

Winning Ticket, The. Story of a sweeps ticket that was lost and found. Lec Carrillo, Louise Fazenda, Ted Healy. Dir. Chas. F. Riesner. 84 mins Rei. Feb. 8, Rev. Feb. 12.

Studio: 3338 W. Washington Blvd., MONOGRAM Omec: R. K. O. Bullding, 2338 W. Washington Blvd., MONOGRAM Rockefeller Center, N.Y.C. Davin Rider, The. John Wayne, Marion Barns. Dir. R. N. Erndbury. Glirl of My Draums. College romance with track team events. Mary Carlisle, mins. Dir. Ray McCarey. Ral. Nov. 77.

Flirting with Danger. Three buddles play with dynamite and love. Robert Armstrong, William Cagnor, Edgar Kennedy, Marion Burne, Maria Alba. Dir. Phil Rosen. 65 mins. Rel. Dec. 3. Rev. March 6.

Great God Gold. Sidney Blackmer, Martha Sleeper, Gloria Shea, Regis arcket aimost wrecking young romance. Rel. April 16. he roceivership racket aimost wrecking young romance. Rel. April 16. From novel by Robert Herrick. Dir. Reginal Barker, Rajah

or, The. From novel by Robert Herrick, Dr. Reginald Barker, Raiph Bellamy, Karan Morley, Mickey Rooney, Judith Allen, Robert McWade, J. Farrell MacDonald.

Hoosier Schoolmaster, The. Norman Foster, Claudette Henry, Otla' Harlan, Louis V. Mong. Dir. Lew L. Collins. Famous classic by Edward Eggleston.

King Kelly of U. S. A. Guy Robertson, Irene Ware. 66 mins, Rel. Sept. 15. Rev. Dec. 18.

Lawless Frontier (Lone Star). John Wayne, Shella Terry. Dir. R. N. Bradbury. 54 mins. Rel. Nov. 22. Rev. Jan. 22.
Lost in the Stratesphere. Romance of two members of air patret amid scientific experiments. June Collyer, William Cagney, Eddle Nuyent. 64 mins. Rel. Nov. 15. Rev. March 6.

millon Dollar Baby. Fond parents try to palm over their little boy as another girl movie find to win fame and riches. Arline Judge, Ray Walker, Jimmy Fay, George E. Stone. Rel. Dec. 28.

onte Carlo Nights. Innocent suspect traps his man at famous casino and wins the girl. Mary Brian, John Darrow. 62 mins. Rel. May 29.

Mysterious Mr. Wong. Story of the twelve coins of Confucius. Arline Judge Bela Lugosi, Wallace Ford. 68 mins. Rei, Dec. 22, Rev. March 13.

Neath Arizona Skies. (Lone Star). John Wayne, Shella Terry. 52 mins Rel. Dec. 22. Rev. March 20. Paradise Ranch. John Wayne, Marion Burns. Movie-struck family takes husbands all to crash Hollywood, with hilarious results. Wallace Ford. 65 mins. Rel. March 25.

ow Valley. (Lone Star). John Wayne, Lucille Brow

rainbow Valley. (Lone Star). John Wayne, Lucille Brown.

Rackless Romeos. Comedy adventures of two hard-bolied eggs who are
afraid of nothing but each other. Robert Armstrons, William Cagney.

Red Head. Boy and girl work out their social salvation in a linch wagon.

Bruce Cabob, Grace Bradeley. Dir. Melville Brown. 17,mins. Rel.

Sing. Sing. Nights. Three men accused of murdering the same man tell circumstances which are checked by its detector, proving two are innormal.

Hardie Albright, Boots Mailory, Jameson Thomas, Conway Teatle,
Ferdinand Gottschalk. (Note: Tearle stars). 69 mins. Rel. Dec. 15.

Rev. Jan. 29,

Texas Terror. John Wayne. A Lone Slar Wastern.

Rev. Jan. 29.

Texas Terror. John Wayne. A Lone Star Western.

Trail Beyond, In ths. John Wayne, Verna Hillis. 56 mins. Rel. Oct. 22.

Women Must Dress. Intricate ways of fashion salon people almost causing: young romane of daughter to end in disaster. Minna Gombell, Gavin Gordon, Suzahne Kuaren, Robert Light and Monogram contest winners. 70; mins. Rel. Jan. 20.

CALENDAR OF CURRENT RELEASES

\*\*All the King's Horese. Zenda type story with a picture star replacing a king of a mythical kingdom. Oarl Brisson, Mary Ellis. Dir. Frank Tuttle.

\*\*British Rel. Fact. 13.\*\*

\*\*Control of the control of the control

Behold My Wite. Sylvia Sidney as an Indian giri. Sylvia Sidney, Gene Ray-mond. Dir. Dave Leisen. 79 mins. Rel. Dec. 7. Rev. Feb. 20.

mond. Dir. Dave Leisen. 79 mins. Rel. Dec. 7. Rev. Feb. 20.

Caprice Espegnol. Romance of a Spanish dancer, Mariene Districh, Caesar Romero, Lionei Atwill. Dir. Josef Von Sternberg. Rel. Mar. 18.

Car 96. Based on the exploits of the Michigan state radio police. Fred Mac-Murray, Sir Guy Standing, Ann Sheridan. Dir. Chas. Barton. 60 mins. Rel. Mar. 1. Rev. Feb. 27. College Rhythm. Musical type story. Joe Penner, Lanny Ross, Jack Oakle Lyda Roberti. Dir. Norman Taurog. 75 mins. Rel. Nov. 23. Rev. Nov. 27

Lyda Moberti. Dir. Norman Taurog. 19 mins. Rei. Nov. 22. Avyr. Nov.

Enter Madame. From the stage play of a temporamental star. Ellass, Landl
Cary Grant. Dir. Elliott Nugent. 81 mins. Rei. Jan. 4. Rev. Jan. 15

Father Brown, Datective. New type of mystery story. Paul Lukas, Gertrude
Michael. Dir. Edw. Bedgwick. Rei. Dec.

Michael. Dir. Edw. Bedgwick. Rel. Dec.
Glided Lily, The. Modest business girl is catapuited to fame through a misunderstood romance with a nobleman. Claudette Colbert, Fred
Murray. Dir. Weelse Ruggies. 85 mins. Rel. Jan. 25. Rev. Feb. 12.
Here is My Heart. Musical. Bing Grosby. Kitty Carilsie. Dir. Frank Tuttle
Tagine. Rel. Dec. 28. Rev. Dec. 5.

Home on the Range. Western. Randolph Scott, Jackie Coogan. Evelyn Brent. Dir. Jacobsen. 54 mins. Rel. Dec. 21, Rev. Feb. 12. it's a Gift. Fields buys an orange grove. W. C. Fields, Baby, LeRoy, Jean Roueveral. Dir. Norman McLead. 67 mins. Rel. Nov. 39. Rev. Jan. 8. Limehouse Blues. Story of the London Chinatown. Geo. Ratt, Jean Parker. Anna May Wong. Dir. Alex Hall. 83 mins. Rel. Nov. 9. Rev. Dec. 18.

Lives of a Böngal Lancer. Adventure in an Indian regiment. Gary Cooper Cavanagh, Henrietta Crossman. Dir. Ralph Murphy. 58 mins. Rel Dec. 14.

ove in Bloom. Country boy and city girl finally make a match. Carnival sidelights. Joe Morrison, Dixie Lee, Burns and Allen. Dir. Elliott Nugent. Rel. Mar. 15. McFadden'e Flats. From the Gus Hill farce. Walter C. Kcily, Andy Clyde Jane Darwell. Dir. Ralph Murphy. 65 mins. Rel. March 22. Rev. March 13.

Mascle 13.

Misclesippi. Showboat story by Booth Tarkington. Bing Crosby, W. C. Fields, Joan Bennett, Queenie Smith. Dir. Edw. A. Sutherland. Rel. Mar. 8.

One Hour Late, Joe Morrison, Helen Twelyetrees, Conrad Nagel. Dir. Raiph Murphy. Rel. Dec. 14.

President Vanishers, The From current sensational novel of same title. Arthur Byron, Janet Becoher, Paul Kelly. Dir., Wro. A. Wellman. 30 mins. Rel. Jan II. Rev. Dec. 11.

Pureuit of Happiness, The, From the stage play about bundling. Joan Bennett, Francis Lederer. Dir. Alex Hall. 80 mins. Rei. Nov. 16. Rev. Nov. 10.

Nov. 1

Ruggles of Red Gap. Harry Leon.Wilson's story of a butler won in a bridge game. Chas. Laughton, Many Boland, Chas. Ruggles, 'Dir. Leo Mc-Carey, 99 mins. Rei. Feb. 22. Rev. March 13. imba. Society girl and New York boy meet in Hayana Geo. Raft. Carole Lombard, Margo: Dir. Marion Gering, 71 mins. Ref. Feb. 8. Rev. Feb. 27.

Stolen Harmony. Adventures with Ben Bernie's band. Geo. Raft, Ben Bernie Grace Bradley. Dir. Alfred Werker. Rei, Mar. 29. Winge in the Dark. Air thriller with a rescue by a blinded aviator. Myrns. Loy, Cary Grant. Dir, Jas. Fiool. Rel. Febr. Rev. Feb. 5.

Principal Office: 1270 Sixth Ave., New York, N. Y. Chandu on the Magic leland. Mystery—sequel to Return of Chandu. Bela Lugosi, Clara Kimbali Young, Dean Benton, Phyllis Ludwig. Seven reels. Lugosi, Ciara Kimball Young, Dean Benton, Frignis Audwig, Seven reces.
Raturn of Chandu, The. Mystery story. Bela Lugosi, Clara, Kimball Young,
Dean Benton, Phyllis Ludwig. Seven-reel feature; followed by eight
two-reel serial episodes. Rel. Oct.

Studise: Hollywood, Calif. Office: R.K.O. Bldg., Radio City, N.Y.C R.K.O. Radio Anne of Green Gables. The story involves the adoption, life and development of Anne, an orphat, at Avonies on Prince Edward Island. Anne Shiriev, Tom Brown, Helen, Westley, 'O. P. Heggil, Saray Haden, Dir. George Nichols Jr. 39 mins. Rel. Nov. 23. Rev. Dec. 5.

Bocky Sharp. The sfory of a woman who wrecked the lives of all the men who loved her. Miriam Hopkins, Alan. Mowbray, Frances Dee, Sir Cedric Hardwick, Nigel Bruce, Allson Skipworth. ir. Reuben Mamoulian. Rel. May 17.

k of Hearts. Two temperamental musicians discover, after almost w ing their lives, that love is most important thing. Katharine Hep Charles Boyer, John Beal, Jean Hersholt. Dir, Philip Moeller. May 81.

May 31.

Your Leave. An American couple just entering into middle life take a short vacation away from each other, only to return secretly, relieved that it is all over. Frank Morgan, Genevieve Tobin, Nell Hamilton, Marian Nixon, Glenn Anders, Gene Lockhart. Dir. Lloyd Corrigan. 52 mins. Rel. Nov. 5, Rev. Jan. 1.

mina. Mel. Nov. 8, Nev. Jan. 1.
Captain Hurricane, A story of Cape Cod and its people. James Barton, Heien Westley, Heles Mack. Dir. John Robertson. Rel. Mar. 1.
CHRSHING YesterGay. A Kindly Professor berriends a lonely orphan and then finds happiness which he had been searching for all his life, Anne Shirley, O. 2. Haggie, Helen Westley, Bilzabeth Fatteron, John Qualen, Philo Durkin, Ellenne Girardot, Doris Lloyd, Rilda Vaughn. Dir. George Des Captains and Captain Captain Company of the Captain C

Nichola, Jr. Rel. April 12. of Flandsh boy who bettends a shepherd dog is given of Flanders. A poor Flenish boy who bettends a shangs to develop his talents and become a famous artist. Frantis a change to develop his talents and become a famous artist. Frantis Thomas, O. P. Heggis, Helen Parish, Lightning. Dir. Edward Sloman. Rel. March 22.

Bil. Marca 22.
Sinchanted April. Under the enchantment of Italian sunshine, and a romentic medieval castle, love comes to four unbappy English women. Ann Harding, Frank Morgan, Katharine Alexander, Reginald Oven, Jane Baxter. Dir. Harry Beaumont. 65 mins. Rel. Jan. 25. Rev. March 13. Fountain, The. From the Chas. Morgan novel. Ann Harding, Brian Ahern, Paul Lukas. Dir. John Cromwell. 85 mins. Bel. Aug. 21. Rev. Sept. 3.

Gigolette. A scolety beauty who loses all her money and becomes a hostesa.
in a night club. Adrienne Ames, Ralph Bellamy, Donald Cook, RobertArmstrong. Dir. Charles Lamont. Rel. Feb. 15.

Grand Old Girl. Gordryng the American school techner. May Robson, Mary Grand Old Girl. Gordryng the American school techner. May Robson, Mary Jan. 18. 71½ mins. Rel. Jan. 18. Rev. March 5. Intormer, The. A story of the Irish revolution. Victor MoLaglen, Preston Foster, Heather Angel, Wallace Ford, Una O'Connor, Margot Grahame. Dir. John Ford. Rel. May 24.

Dir. John Ford. Rel. May 24, Kentucky Kernela. A pair of out-of-work vaudevillians adopt a small bos who turns out to be helr to a large Kentucky cetate which is involved in a feud with a neighboring entate. Bert Wheeler, Robert Woolsey Mary Carlina Spanky McCarland, Noah Beery. Dir. George Stevens 12 mins. Rel. Not. 5 Rev. Jan. 8. Beery. Dir. George Stevens

75 mins. Rel. Nov. 2. Rev. Jan. 8.

Laddio. The younger sister in the Stanton family helps her brother, Laddio, the Princess. John Beal, Gloria Stuart, Virginia Weidier, Charlotte Henry, Rel. April Seal, Gloria Stuart, Virginia Weidier, Charlotte Henry, Rel. April Seal, Gloria Stuart, Virginia Weidier, Charlotte Henry, Rel. April Seal, Gloria Stuart, Virginia Weidier, Chick oncerns itself with an amusing tangie of identities that result from two young men bringing a fan dancer home by mistake. Ben Lyon, Thelma Todd, Pert Keiton, Laure Hope Crewe, Skeets' Gallagher, Chick Chandler, Walter Callett. Dir. Ben Holmes. 64 mins. Rel. Dec. 7.

Litti Milotter, Tha. The armanes of a young Scate stallation.

DIT: SEM Molmes, 64 mins. Rel. Dec. 7.

Minister, The. The romance of a young Scotch minister and a gypsy gir, who really is the ward of a nobleman of the district. Katharine Hapburn, John Beal, Alan Hale. Dir. Richard Wallace. Rel. Dec. 28. Rev. Jan. 1.

Rey Jan.

Murder on a Honeymoon. The further adventures of the old maid, annateur detective, school teacher, Miss Hidegard Withers, and inspector of Edna May Cilver, James Gleason, Loia Lane, Dorothy Libaire, Dir. Lioyd Cortgan. '8 mins. Rel. Feb. 22. Rev March 6.

Paople's Enemy, The. A convict breaks jail in order to seek revenge on his lawyer, whom he thinks has double-crossed, only to learn the truth just before his is killed. Freston Foster, Lila Lee, Medvyn Douglas, Shirley Grey, Roscoe Ates. William Collier, Jr. Sybil Elaine, Herbert Rawinson. Dir. Crane Wilbur. Rel. March 18.

Red Morning, Adventure in a primitive section of Papua, New Guinea. Steff Duna, Regis Toomey, Raymond Hatton. Dir. Walkee Fox. 66 mins. Rel. Dec. 100 of the page of the p

Rel. Dec. 14.
Roberta. Adaptation of the stage musical. Irene Dunne, Fred Astaire, Gli-Rogers. Dir. Wm. A. Seiter. 105 mins. Rel. March 8. Rev. March

Rogers, DJF, Wim. A. Beiter, 109 mins, 168, March S. Rev. March S. Romance in Manhattan. A young Cacebo-Stowakian enters the United States (his 'promised land') illegally and finds happiness and the chance for a successful future. Francis Lederer, Ginger Rogers, Arthur Hohl Jimmy Buttler, J. Farrell MacDonald. Dir. Stephen Roberts, 77 mins. Rel. Jan. 11. Rev. Jan. 2018. (his processful future. Flancing augment of the flancing augment of the flancing fla

### Studio Placements

(Continued from page 25) Flaherty, Jimmie Wang, Forrester Harvey, Hattle McDanlels, 'China Seas,' Metro,

Alf Goulding, directing untitled short. U. Maj. Herbert O. Yardley, original, Radio.

Neil Hamilton, Keeper of the Bees, Mono. Reginald Barlow, Hooray for Love, Radio.

Love, Radio.

Arthur Hoyt, Frisco Nights, U.
Fred Kohler, Langdon short, Col.
May Robson, Sarah Padden, Anna
Karenina, Metro.

Henry Stephenson, Flame Within, Metro.

Ted Healy, Murder in the Fleet,

Harry Seymour, 'Broadway Gon-oller,' WB.

Jimmy Flavin, James Burtis, 'Man Proposes,' Fox. Wade Boteler, 'Our Little Girl,' Fox.
Milt Kibbe, Oluak Hytten, 'Crashing Society,' WB.

Milk Alube, Olsan Milk Alube, Ing Society, WB, Monte Blue, Trans, Reliable, John P, Medbury, dialog, Big Broadcast, The Plot Thickens, Par. Roy Del, Ruth, directing Sing, Governor, Sing, 20th, Cent.
Andrew Tombes, 'Adlos Argentia' Koy,

Andrew Jonoes, Adlos Argen-tine, Fox. Spencer Charters, Maidel Turner, The Rayen, U. Joyce Compton, 'College Scandal,'

Joyce Compton, College Scandal, Par.
Frankle Darro, Stranded, WB.
Maty Hobson, Niven Busch, screen plist, Zady Tubbs, U.
1022 Courter, Lester Mathews, The Large Control of the College Control of the College College

Fox: Henry Kolker, Russell Leonard Cary, Ladies Love Do

Fox. Henry O'Neil, 'Alias Mary Dow,'

Henry O'Neil, 'Alias Mary Dow,'

Heien Broderick, Eric Rhodes,
Erik Blore, Top Hat,' Radio.
Mary Carlisle, 'One Frightened
Night,' Maspot.

Region of the Mary Carlisle, 'One Frightened
Night,' Maspot.

It is a serven play, 'As Before, Better than Before, 'U.

Lillian Heilman, adaptation, 'Dark
Angel,' Goldwyn.

Al Herman, directing, 'Anything
for a Thrill,' Beacon.

Neil Hamilton, trene Hervey;' Arthur Lubin, directing, 'Honeymoon
Ethel Merman; Lew Brown, preparing story, 'Dreamland,' Goldwyn,
R ut he im a Stevens, 'Frisco
Nights,' U.

George Irving, 'Age of Indiscretion,' Meto.

Milla Buckland, 'Tiame Within,'

Milla Buckland, 'Tiame Within,'

Mota Crantford Kent, Till Vida Bucksan, Fam. Metro,
Lois Wilson, Crauford Kent, Til
Bet You, Liberty,
Fep Sinoft, Anna Karenina,
Metro,
Wester, Jackle Searle, Jane

Metro, Shiou, Alina Karenna, Metro, Hoggie, Jackie Searie, Jane Withers, 'Ginger,' Fox. Horace McGro, screen play, 'Black Chamber,' Metro, Howard J. Green, script; Ralph Murphy, directing, 'Federal Dick.' Par.

Par. Waldemar Young, Samuel Hoffen-

Waldemar Young, Samuel Hoffen-stein, Pastry Maker's Wire, Par. Kent Taylor, Arlene Judge, Wendy Barrie, William Encedict, Mary Barrie, William Encedict, Mary gent directing, College Scandal, Par. Preston Sturgls, revising script; Endie Sutherland directing, Dia-ction, Called Control of the College Called Sutherland directing, Dia-ct. Aubrey Smith, 'China Seas,'

C. Aubrey Sintu, Metro.
Juliette Comptori, 'No More
Ladies,' Metro.
De Witt Jennings, Dell Henderson,
Man Proposes,' Fox.
Pauline Lord, 'So Red the Rose,'

Par.
Earle Kenton directing Maid of
Honor, Col.
Clyde Bruckman, directing Man
on the Flying Trapeze, Par.
Arthur Richman, Marguerite Roberts, Laurie Brazes, screen play,
College Scandal, Par.
Gary Coeper, William Lipman,
screen play, Stazen, Par.

### Contracts

Hollywood, March 26, Marian Marsh at Columbia for nother six months on option pick-

Marini Massin option plekmother six months on option plekMetro-handed Reginald Owen a
termer and added him to the stock
company.
Wellyn Meman drev six-month
Delvin Knopf set for twe-year
stretch on Metro's writing staff.
Laird Doyle handed new one-year
writing contract at Warners.
Fox signed Andrew Toombes to
Rosita Diaz, Spanish player, paeted by Fox and will be groomed for
English pletures.
Indio passed out new covenants
to Maxing Jennings, Jano Hamilton,
Kay Sutton and Lucilie Ball,



### CALENDAR OF CURRENT RELEASES

(Continued from page 23)

Lined train of the Burlington Railroad plays the star part. Sally Blane, Charles Starrett, Hardie Albright, William Farnum. Dir. Thomas Atkine, 12 mins. Rei. Dec. 21. Rev. Jan. 22. of Midnight. William Pewell solves the mystery of the disappearance of Alice Markham and valuly tries to escape the matrimonial intentions of Ginger Rogers. William Pewell, Ginger Rogers, Faul Kelly, Gene Lockhart, Ralph Morgan, Leslie Fenton. Directed by Stephen Roberts. Ral. April 32.

Mai. Apri 19.

Igera All. May Robson, the champion of her own brood of four children saves them from her indulgence, from themselves and from the fury of the law. May Robson, Preston Foster, Florine McKinney, William Backwell. Rel. May 10.

Backwell. Rad. May 10.

Vilage Tale. This storp resents a cross-section of average community life, in a typical small village in Utah. Randotoh Scott, Kay Johnson, Arthur Hoyt, Robert Barrat, Janet Beecher, Dorothy Burgess. Dir. John Comwell. Rel. April 28,

Wednesday's Child. The effect of divorce upon children. Edward Arnold, Karen Morley, Franklis Thomas. Dir. John Robertson. 68 mins. Rel. Oct. 28. Rev. Deu. 18.

West of the Peccs. The locale is the Peccs county in New Mexico. A young girl, disguised as a boy, regenerates an outlaw and wins happiness. Richard Dix, Marrins Sieoper, Samuel Hinds, Fred Kohjer. Dir. Palit Rosen. 66 mins. Rel. Jan. 4, Rev. Jan. 1.

United Artists Offices: 729 Seventh Ave.,

Call of the Wild. From the famous Jack London story. Clark Gable, Loretta Young, Jack Oakle, Dir. William Wcilman. Rel. May 6.

Cardinal Richaeliu. George Arliss, Maureen O'Sullivan, Edward Arnold, Francis Lister. Dir. Rowland V. Lee, Rel. April 28.

Fancis Lister. Dir. Rowland V. Lee. Rel. April 28.

Clive of India. The story of Cilve, who founded a new British dominion—
India. Ronald Colman, Loretta Young, Francis Lister. Dir. Richard
Boisslawski. 32 mins. Rel. Jan. 25. Rev. Jan. 25.

Folies Bergere. From the stage farce, The Red Cat. Maurice Chevaller, Ann
Reb. 27. Merie Oberon. Dir. Rey Del Ruth. 53 mins. Rel. Mar. 5. Rev.
Reb. 27.

Kid Millions. Musical spectacle in the U. S. and Egypt. Eddle Cantor, Ether Meirnan, Dir. Roy Del Ruth. 90 mins. Rel. Dec. 28 Rev. Nov. 13 Lee Miserables. An adaptation from the famous Victor Hugo classic, Frederic March, Charles Laughton, Sir Cedric Hardwicke: Dir. Richard Boleslawski. Rel. April 21.

Mighty Barnum, The. Fictional story of P. T. Barnum. Wallace Beery Adolphe Menjou, Viginia Bruce: Dir. Walter Lang. 87 mins. Rei Dec. 25. Rev. Dec. 25.

Adolphe Menjou, Viginia Brucei Dir. Walter Lang. 87 min. Beil Runaway Quen. A merry madeitrom of revolution and romanne. Anna Naszie and Fernand Grasev. Dir. Herbert Wilcox. Rel Dae. 2:

Scarlet Pinpernel, The. From a novel by the Băroneas Orcay, Romantic drama, but modern handling. Lesile Howard, Merie Oberon. Dir. Alex. Korda. 85 mins. Rel. Feb. 15. Rev. Feb. 12.

Teansatiantic Merry-Go-Round. Mystery rides the waves. Musle in me detective accused of a crime that rocked the whole ocean. Jack Benny, Gene Raymond, Nancy Carroll, Sidney Bickmer. Dir. Benjamin Stoloff. 88 mins. Rel. Nov. 2. Rev. Nov. 8.

88 mlns. Rel. Nov. 2. Rev. Nov. 6.

Wedding Night, The. Gary Cooper as the sophisticated lover and Anna Stenas a modern American girl in a romantic drama. Gary Cooper, Annu Sten, Helen Vinson, Raiph Bellamy and Slegfried Rumann. Dir. King Vidor. 30 mlns. Rel. March 3. Rev. March 20.

We Live Again. A vivid new version of Tolstoy's immortal "Resurrection."
Anna Sten, Frederic March, Jane Baxter, C. Aubrey Smith. Dir. Rouber
Mamoulian. 85 mins. Rel. Nov. 16. Rey. Nov. 6.

idles Universel City, Calif. Universal Offices: 30 Rockefeller Center, Bride of Frankenstein. Drama. Karloff, Valerie Hobson. Dir. James Whale

Chesting Cheaters. From Max Marcin's stage play. Fay Wray, Cesar Romero Minna Gombell. Dir. Rich. Thorpe. 67 mins. Rel. Nov. 5. Rev. Dec. 11.

Dec 11.

Crimeon Trail, The. Buck Jones western. Dir. Al Roboch. 68 mins. Rel. Feb. 11. Rev. March 20.

Frisco Nights. Comedy-drama. Lyle Talbot, Valerie Hobson. Dir. Murray Roth.

od Fairy, The. From Ferenc Moinar's stage play. Margaret Sullavan, Herbert Marshall, Frank Morgan. Dir. Wm. Wyler. 98 mins. Rel. Feb. 18. Rev. Feb. 5.

Human Sider, The. Drama, Adolbe Menjour Dode Kenyon. Dir. Eddie Buz-Human Sider, The. Drama, Adv. Rosert. 18. 18. Happened in N. Y. Comedy-drama. Lyis Talbot, Gertrude Michael, Heather Angel. Dir. Alan Crosland. Rel. March 18. I've Been Around. Comedy drama. Chester Morris, Rochelle Hudson, Isabelle Jewell. Dir. Phil Cahn. Rel. Doc. 1

Imitation of Life. Drama. Claudette-Golbert, Warren William. Dir. John Stohl. 118 mins. Rel. Oct. 29. Rev. Nov. 27.

Stohl. 116 mins. Rel. Oct. 29. Rev. Nov. 27.

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. Rev. Dec. 24.

Mr. Dynamier. Comedy-drama. Edmund Lowe, Jean Dixon. Dir. Alan Crosland. Rel. April 22.

Mystery of Edwin Drood, The. From the Dickens story. Claude Raines, Douglass Montgomery, Heather Angel. Dir, Stuart Walker, Rel. Feb. 4. Night Life orthe Gods. From Thorne Smith's fantastic tale. Alan Mowbray, Florine McKinney. Dir. Lowell Sherman. 74 mins. Rel. Mar. 4, Rev. Feb. 27.

Florine McKinney. Dir. Lowell Sherman. 74 mins. Rel. Mar. 4. Rev. Feb. 27.

Notorious Gentleman, A. Mystery-marche: Chasics Bluckford, Helen Vinson. Princese O'Hara. Damo Ruyon comedy. Chester Morris, Jean Parker. Dir. David Burton. Rel. April 1.

Rendezvous at Midnight. Murder-mystery. Raiph Beliamy, Valeris Hobson. Dir. Christy Cabanne. Rel. Feb. 11.

Rocky Rhodes. Western. Buck Jones. Dir. Al Raboch. 80 mins. Rel. Sept. 24. Rev. Jan. 1.

Serent of the Chateau. Mystery story. Claire Dodd, Clark Williams. Dir. Rich. Thorpe. 63 mins. Rel. Dec. 3. Rev. Feb. 5.

Stene of Silver Creek. Buck Jones western. Dir. Nick Grinde. Rel. April 15.

Strange Wives. Coinedy drama. Roger Pryor, June Clayworth. Dir. Rich. Strange Wives. Coinedy drama. Roger Pryor, June Clayworth. Dir. Rich. Rel. Buck. 10. Rev. Feb. 5.

Stralge Wives. Coinedy drama. Roger Pryor, June Clayworth. Dir. Rich. Memmann. Rel. Jan. 14.

Neumann. Rel. Jan. 14.

Tenslett Lady. Pollite. comance and mystery. Henry Hull, Gene Raymond,

Neumann. Keil, an. 14.

Translent Lady. Politics, romance and mystery. Henry Hull, Gene Raymond, Frances Drake. Dir. Ed Buzzell. Rel. March 4.

Were-Wolf. Drama. Henry Hull, Warner Oland, Valerle Hobson. Dir. Staurt Walker. Rel. May 6.

When a Man Seea Red. Buck Jones western. Dir. Alan Jones. 60 mins. Rel. Nov. 12. Rev. Jan. 22.

Studioa. Burbank. Calif. Warner Brothers Offices: 321 W. 44th St.,

Gailt Warner Drouners New York, N. V.
Bordertown. Life of an ambitious and magnetic foreign youth in his battle to fit himself into American conditions. Paul Muni, Beste Davis. Dir. Archie Mayo. 99 mins. Rei. Jan. 5. Rev. Jan. 28.
Case of the Curious Bride. Warren William, Phillip Reed, Margaret Lindsay. Dir. Michaci Curits. Rei. Mar. 30.
Davil Degs of the Air. Rollicking comed drams romance of the aviation corps.
Se mins. Rei. Feb. 9. Rev. Feb. 12.
Firebird. Murder mystery in Austria. Verree Teasdals, Ricardo Cortoz. Dir. Wm. Deletrie. 76 mins. Rei. Nov. 3. Rev. Nov. 20.
Florentine Dagger, The. Donald Woods, Margaret Lindsay. Dir. Robt. Florey. Margaret Margar

King of the Ritz. Wm. Gargan, Patricia Eilis. Dir. Wm. H. McGann. Rel. Mar. 23.

Máar. 23.

1 Am a Thief. Mystery and murder in a diamond theft. Mary Astor, Ricardo Cortez. Dir. Robert Florey. Rei. Nov. 24. Rev. Jan. 6.

Night at the Ritz. A. Wm. Gargan, Particla Ellia. Dir. Wm. H. McGann. Rei. March 28.

Rei. March 28.

Romance in which two brothers leve the anne woman and one ends his life so that his wife can find happiness with the other. Josephire Hutchinson, George Brent, Colin Clive. 88 mins. Dir. Wm. Keighley, Rei. Jan. 26. Rev. Feb. 20.

and one ends he life so that his was a substantial of the source of the

Sweet Music. Back-stage story. Rudy Vallee, Ann Dvorak. Dir. Alfred E. Green. 90 mins. Rel. Feb. 23. Rev. Feb. 27. Green. 30 mins. Rel. Feb. 23. Rev. Feb. 27.

White Cockatoe, The. Detective yarn, Jean Muir, Ricardo Cortes. Dir. Alan Crosland. 72 mins. Rel. Jan. 19. Rev. Jan. 15.

While the Patient Slept. Aline MacMahon, Guy Kibbes, Dir. Ray Enright. Rel. Mar. 9.

#### Miscellaneous Releases

Battle, The (Garganoff), French-made story of a Jap naval efficer who sacrifices his wife for his country. Charles Boyer, Merie Oberon. Dir. Gross Streets and State State of a door and tot surgeon who performs a Stilled operation. Frank Craven, Saily Blaze. Dir. Wim. Nigh. Rev. July 10.

July 10.

Sully 10.

S

teer. J Lease Marion Schilling. Dir. Robt. E. Hill. 38 mins. Rev. Jan. 8.

Lease Marion Schilling. Dir. Robt. E. Hill. 38 mins. Rev. Jan. 8. Northern Frentier (Ambassador). New angle of an old Curwood story, Kermit Maynard, Elcanor Hunt. Dir. Sam Newfield. 58 mins. Rev. Feb. 27. Ticket to Grime (Beacon). Comedy detective story, Rajph Graves. Lois War is a Racket (Burska). Pasts up of newsreel clips with some new materials. Rev. Dec. 11.

### Foreign Language Films

(Note: Because of the elow 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. 69 mins. Rel. Sept. 1.

Adicu Les Beaux Jours (Fr) (Ufa), Greek romance, Brigitte Helm. Dir.
Andre Beucler and Johannes Meyer, 80 mins, Rel. April 15, Rev.

Aqua enel Suelo, el (Sp) (Col). Evil of gossip. Dir. Eusebio Ardavin. 80 mins. Rel. Feb. 1.

mins. Rel. Feb. 1.

Alraune (Ger) (Capitol). Test tube bables. Brigitte Heim. Dir. Richard Oswald. O'mins. Rel. May 1.

Annemarie, Braut der Kompänis (Ger). Military farce. Lucie Englisch. Dir. Carl Boses 10 mins. Rel. Dec. 1.

Bel Der Blonden Katherin (Ger) (Bayaria). College comedy with music. Dir. Frans Seltz 80 mins. Rel. Dec. 1. Buravirag (Hung) (Danubla). Operetta with romance. Dir. Steven Szekely. 80 mins. Rel. Jan. 1.

suzavirag (Rung) (Danubla). Operetta with romance. Dir. Steven Szekely. 80 mins. Red. Jan. 1.

Buenaventura, La (Sp) (WE). Masicat with Victor Herbert score. Enrico Caruso, Jr. Dir. William McGann. 80 mins. Rel. Sept. 18.

Broken Shees (Russ) (Amkine). Child reaction to politics. Anti-Hitler. Dir. Margarita Barakaya. 80 mins. Rel. March 18. Rev. April 2.

Cantante de Napoles, El (Sp) (WE). Musical romance. Enrico Caruso, Jr., Mona Maris. Dir. Howard Bretherion. 60 mins. Rel. Psb. 18.

Cette Vieile Canraille (Fr) (Kinematrade). Social drama. Harry Baur. Dir. Anatole Litvaz. 80 mins. Rel. Jan. Dir. Sergei and Georgi Vochasur de Cher Maxim. 18. (Fr). (Tr.) Musical comedy. Suzy Vernon. Dir. Chap. 19. (Cher. Maxim. 19. (Fr). (Pr.) Musical comedy. Suzy Vernon. Dir. Chas. Anton. 70 mins. Rel. Feb. 1.

Cludad de Carton, La (Sp) (Frax). Powan of marital relations.

mins. Rel. Dec. 1.

Clusde de Garton, La (Sp) (Fox). Drama of marital relations. Antonio Moreno, Catalina Barcena. Dir. Louis King. 70 mins. Rel. Feb. 15.

Corszones an Derrota (Spanish). Tragic drama made in Mexico. Dir. Ruben C. Noverro. 70 mins. Rel. Oct. 1.

C. Novarro. 70 mins. Rel. Oct. 1.

Cuesta Abajo (59) (227). Romantic drama. Carlos Gardel, Mona Maris.

Dir. Louis Gasnier. 75 mins. Rel. Aug. 15.

Czar Wante to Siepe, The (Ruse) (Amkino). Satire on court life of Paul 1.

Dir. Alexander Pelnzimmer. 70 mins. Rel. Doc-1. Lur. Alexanor-Feinzimmer. - 70 mins. - Rei. Dec-1.

Dancing, El (Sp) (Hoffbere), Comedy drama iald in a cabaret. Dir. Maglia
Barth. 80 mins. Rei. Jan. 15.

Deserter (Russian) (Garrison). More class struggle. Dir. V. L. Pudovkin. 80
mins. Rei. Oct. 1.

mins, Rel, Oct. 1.

De Mae Une Des (Spanish) (Fox). Comedy romance, Rosita Moreno. Dir.
Juhn Reinhardt. 60 mins. Rel. Oct. 15.

De Mujeres y un Don Juan (Sp). Romantic comedy. Dir. Jöse Buchs. 80
mins. Rel. June 1.

mins. Rel. June 1.

Di. Oder Weine (German) (General). Operetta. Gitta Alpar. Dir. Karl Froeblich. 80 mins. Rel. Oct. 18. Dir. Carl Strate (General). Dir. Karl Froeblich. 80 mins. Rel. Oct. 18. Dir. Mins. Dir. Strate (General). Dir. Carl General (General). Dir. Carl General (General). Dir. Carl General (General). Parce comedy, Willy Fritsch, Dorothea Wicks. Dir. Kurt. German. 74 mins. Rel. May 1.

Wicks. Dir Kurt Geron. 26 mins. Rel. May. 15.

Einmal Eine Grosse Dame Sein (German) (Ufa), Comedy with music. Kaethe von Nagy. Dir. Gerbard Lamprecht. 70 mins. Rel. Oct. 15.

Es dies Gurt (Horwegian) (Seandinavian). From Bjornson's covel. Dir. Es Nott (Sw) (Scandinavian). War and love. Dir. Gustaf Molander. 20 mins. Rel. Jan. 15.

Eneminges (Sp) (Inter-Continent), War drama. Dir. Chano Urueta. 70 mins. Rel. Aug. 15.

Kel. Aug. 15.
Escondalo, El (Sp) (Inter-Continent). Dramatic romance. Dir. Chano Urueta.
70 mins. Rel. Sept. 15.

70 mins. Rel. Sept. 18.
Felichernhusgel, Der (Ger) (Bayarian), Milltary comedy. Betty Bird. Dir.
Eugen Thiele. 70 mins. Rel. April 15.
Flickorna Fran Gamia Stan (Scandinavian), Comedy with musio, Dir. S.
Bauman. 80 mins. Rel. Dac. 16.

Bauman. 80 mins. Rel. Dec. 15.

Bauman. 80 mins. Rel. Dec. 15.

Fluechtlinge (German) (Ufa). German refuges yars in the Far East. Hans Albers, Kathe von Nagy. Dir. Gautav Vocky. 80 mins. Rel. Oct. 1.

Freundin Eines Grosser Mannes, Dis (Ger) (Ufa. Theatrical comedy. Katche von Nagy. Dir. Paul Wegsens. 80 mins. Rel. Sopt. 15.

Freut Euch Des Lebers (German) (Ufa). Romantie comedy. Leo Elezak. Dir. Stense telphins. (Ufa). Romantie comedy. Leo Elezak. Dir. Stense telphins. (Ufa). Musical romance. Jose Mojica, Rosita Moreno. Dir. Frank Strayer. 80 mins. Rel. Dec. 1.

Fuerst Worenorseff (Ger) (Ufa). Romantie drama. Brigitte Heim. Dir. Arthur Robinson. 60 mins. Rel. Nov. 15.

Genetzie Merachen (Ger) (Flimcholce). Drama of father love. Dir. Fredrich Feher, 70 mins. Rel. June 1.

Geid Regierre die Weit (Ger). Domastie comedy. Gustav Freshich. Cartifolical Comments.

Geid Registr die Weit (Ger). Domestic comedy. Gustav Froehlich, Camilla Horn. Dir. Max Neufeld. 70 mins. Rel. May 1. Graefin Mariza (Ger). Operetta. Dorothea Wicck. Dir. Richard Oswald. 80 mins. Rel. Jan. 18. Granaderos del Amor (Sp.) (Fox). Romantio drama. Conchita Montenegro. Raul Roullen. Dir. John Reinhardt. 70 mins. Rel. Sept. 1.

Haul Roullen. Dir. John Reinhardt. 70 mins. Rel. Sept. 1.

Greti Zilhtdoe grosse los (Ger). Lottery ticket makes for comedy. Lucie Englisch. Dir. Carl Boese. 80 mins. Rel. Feb. 1.

Heideschungen. Dir. Carl Haus Wolft. 70 (Mins. Rel. April 15.

Heimat am Rhein (Ger). Romantic drama. Lucie Englisch. Dir. Carl Boelse. 60 mins. Rel. Dec. 1.

Hochzeit am Wolfgangsee (Ger), Romantic comedy. Dir. Hans Behrendt. 70 mins, Rei. Nov. 16.

im Helderkrug (Ger). (Germania). Romantic farcs. Dir. Carl Boese. 70 mins. Rei, Jan. 1.

Ref. Jan. 1.

Ings und die Millionen (Ger) (Ufg.). Romantic crook drama. Brigitte Heim. 
55 mlns. Dir. Erich Engel. Rel. April 15.

In the Land of the Soviets (Rus) (Amkino). Newsreel compilation of past 
year. 65 mlns. Rel. July 1. year, so mina Kel. July 1.

Wien Ham ich Einmal Ein Masedei Geliebt (Ger), Germania), Military musicai. Dir, Erio Schoenfelder. 70 mina. Rel. May 15.

Iza Neni (Hung). Froduced, written by and starring Sari Fedek. 86 mina. Rel. June 1.

Reil, June I.

Jo As Oreg a Haznai (Hung) (Danubia). Farce with music. Szoke Szakali,
Ernst Verebes. Dir. Frits Schuls. 60 mins. Rei. Feb. 1.

Johannianacht (Ger). Love in the Alps. Lil Dagover. Dir. Willy Reiber. 80
mins. Rei. Feb. 18.

Juarez Y Maximiliano (Sp) (Col), Mexican royalty's fall. Dir. Miguel Torres. 80 mins. Rel. May 1. w mins. Rel. May 1. Kalsarwalzar (Ger). (General). Musical with Johann Strauss tunes. Martha Eggerth. Dir. Priedrich Zeinick. 50 mins. Rel. Jan. 1. Kaits Mamsell, Dis (Ger). Comedy romance. Dir. Carl Boese. 70 mins. Rel. Jan. 1.

(Continued on page \$1)

### **B&K IN NEW CHI ECONOMY DRIVE**

Chicago, March 26, Chicago, March 28.

Economy drive instituted by Balaban & Katz at a special meeting of excees last week, headed by Earney Balaban and Walter Immerman, will take in everything in the B. & circuit, in and out of the theatres

And with no theatre exempt.

Slicing will include money spent for vaude and stage shows, and also take in advertising appropriations.

### Legislation

Kill Neb.'e 10% Bill Lincoln.

The bill in the Nebraska legisla-ture seeking to tax gross film rentals and rental on all theatre equipment 10% was killed, sub-stantiating assurances given film

Wash's to Per 20c

Seattle. New state sales tax puts 1c-onto each 20c or fraction thereof of amount paid for admissions of any kind, to any place, with no tax on 10c or less tickets. This hits just about every theatre in the state.

Ark.-Tenn.'s Taxes
Birmingham.
Taxation of the amusement industry made a little more progress last week with the passage of a 2% tax in Arkansas and the consideration of a tax of i.e. on each ioc. in Tennesses. Night clubs and hotel cover charges of one-fourth of amount charged would also be levied by the monkey state. In Ala-bama where the Legislature is in recess until April 30, there has been some talk, but nothing definite.

Minn's 10% and 2% Minneapolis.

A 10% outright tax m amusements to raise \$900,000 plus a 2% sales tax on the theatre business are included in a plan for new state taxes to raise \$24,000,000. Plan already has the approval of subcommittees from the house and senate and will be laid before the tax committee of the two legislature branches. Exhibitors throughout the state are thoroughly airmed.

branches, Exhibitors throughout the state are throughly alarmed.
Gov. Floyd B, Olson is opposing the program, but leaders of the industry in the state fear that it will be passed over his veto. They declare, that it would curtail—theeterpatronage substantially, and force many houses to the wall.

### Would K.O. Bank Nites

Would K.O. Bank Nites
Kansas City.
House bill No. 203 if passed will
be the K.O. blow to bank nights'
and other forms of gift enterprises,
both in theatres and any other line of the amusement business.

### CONTRASTING DUALS

Academic Analysis of Comparative

Film Treatments

Film and Photo League is the auspices for a series of double feature bills to be shown on alternate Saturday nights starting March 30 at the New School for Social Research in New York. Purpose of the series is to contrast different techniques used on fundamentally similar plot themes.

'The Man I Killed' produced by Puramount in 1932 will be teamed with Patriot's an Amkino Russian) film. Later 'Congress Dances will be shown in conjunction. With 'Macrifonctest.' Third partnering to tand 'Shame'.

There will be no lecture but program notes will design to the starting the same of the starting to the same of t

and 'Shame.'
There will be no lecture but program notes will develop the theoretical and practical points of divergence in the various couplings.

### GFTA Conv. May 21-23

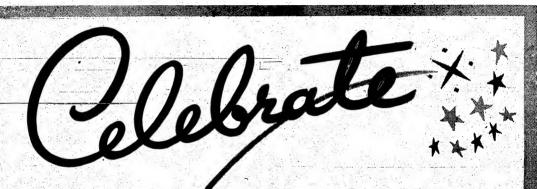
Allaid, March 26.

Allied exhibs in the GFTA organization have spotted the annual 
convention in the Robert Futton 
lotel May 21-23. Meet will represent the union of four organizations, 
the Georgia, Florida, Tennessee and 
Alabama exhibs.

An attendance of at least 100 is 
auticipated.

VARIETY

Wednesday, March 27, 1935







### Film Reviews

### MOSCOW LAUGHS

(Continued from page 15)

(Continued from page 15)
it figured out but have opened some sew visitats

Another new thing in Ruses pictures is the talent buildup, Lubov Orlova is a pretty girl, slender, blonde and with an exceptionally described and with an exceptionally and the second of the sec figured out but have opened some

pretty dull for long stretcnes, surit, never gathers up consistent tempo.

It, never gathers up consistent tempo.

Song she pretty hair-brained A color she pretty hair-brained hair she had been a color she had a color she had been a color she had be

of a Warner special, and as a to-back played to the hit and is tra-quently highly intriguing. Some of the staging and effects are very original. One instance is the boy playing a tune on his violin with a string of birds along five tele-graph wires acting as his notes. The string of the string five tele-traph wires acting as his notes. A story technique and a sense of pace they will be right up in the front lines with any film producers in the world.

### THE MYSTERY MAN

Robert Armstrong, Features Maxine Doyle.
Directed by Ray McCarey, Kate Finn.
original story; John Krafft, Rollo Lloyd.
original story, Jone Krant, Rollo Lloyd,
screen play; Harry Neumann, camera,
Supervised by Trem Carr. At Criterion.
N.Y., week March 21, '35. On double bill.
Running time, 61 mine.
LarryRobert Armstrong
Anne
Jonas
EelLeroy Mason
Massis
marvin Burke
Marvin James Burke Dist. Attorney
Whalen
Dunn Monte Colline
WeeksSam Lufkin
Weeks
Hotel Mgr

all the papers have written them up as a married couple.

Not as much the story as the way it is directed and played. Arminos strong zips it over and Miss Doyle never once hits a sour note in her accompaniment. Plenty of the it is directed and played. Armitrons gibt is over and Miss Doyle never once hits a sour hots in her secretary and a sour hots in her secretary and a sour hots in her secretary and a sour policy for helped by a nicely knit writing so helped by a nicely knit with a source of the source of t

boss.
For story, acting and direction the product is good enough to rate as a major second. Direction, by Ray McCarey, is notably sound.

Chie.

### ONE IN A MILLION

UNID IN TA PARLELANT
Invincible production and Chesterfeid retease. Features Dorothy Wilson and
Charles Starytt. Directed by Frank
Charles Starytt. Directed by Frank
Rolling Starytt. Starytt.
Rail Dorothy Starytt.
Dorothy Stepology.
Dorothy Stepolo

Tossed together haphazardly and poorly played, picture's only haven is the cheaper duals.

'One-in-a Million' is a good tittle,

One-in-a-Million' is a good tittle, but there it ends.
Weak cast does nothing to arouse interest in the characters and situations of the control of the cont

Action is jumpy and bad cuts oc-casionally hurt. Photography also dull at points.

dull at points.

Girl is Dorothy Wilson, who is coloriess here. Charles Starrett is much better and opposite. Guinn williams offers a little comedy, while Gwen Lee-plays the modiste.

### DAME AUX CAMELIAS

### ('Lady of the Camelias') (FRENCH MADE) (With Songs)

(With Songs)

Rivers-Lohman production and Du
World release. Stars Yvones Trittemps
and Stars France. Directed by Fordiand Stars France. Directed by Fordimute. Reynanded Hain: camera. Strading
mute. Reynanded Hain: camera. Strading
mute. Reynanded Hain: camera. Strading
Mute. Stars France. Stars France.
M.T... for -sun-starting—March.—My.
M.T... for -sun-starting—My.
M.T... for -sun-starting—March.—My.
M.T... for -sun-starting—My.
M.T... for

#### (In French)

Michette Irms Genin Prudence

(In French)

(In French)

From a quality and production standpoint this French talker is just about tops for that country. There have been films made over there of greater general appeal, notably the greater general appeal, notably the manual production of the productio

d by Stuart Walker. Producer. I Grainger. From govel by Cha-ij Sorean play, John L. Balders ladys Unger; adaptation, Leog-ind Bradley Ring; camera, Geo-m. At Rialto week March 20, r time, 86 minutes. Vera B

Deputy and the case have done commendably well a giving life and color to this Charles Dickens miles of the case o

doesn't compensate for the long wait. Claude Kalla and Douglass Montownery come through an analysis of the compensation of the long and the compensation of the latters of the compensation of the latters of weight of the latters and latters and the latters and latters

### BARCAROLE

BARCANULA.

(BERMAN MADE)

Be'llin, Marchi i'.

Ufa producefor and rolease starring Guacornel starring day and the starring Guamanni, Marchial starring Guamanni, Marchial starring Guamanni, Marchial Lida Barrow,

Al Gloria Phasa de de Marchial

Al Goria Phasa de de Marchial

Al Goria Phasa de Gua
Guang Produkto

Guang Prod (In German)

Picture is outstanding if for no other reason than presenting Lids Baarova, who plays Glacinta to Gustav Froehlich's Colloredo Froeh lich gets better with each succeeding pic and much is expected from

lich gets better with each succeeding pic and much is specede from Barova. The most intriguing seen the most intriguing seen the most intriguing seen there is months, entire, canal system with palaces, gondolas, etc., showing a Venetian carrival night built in Ura's studios. Floture opens in a bachelore' club Floture opens in a bachelore' club Floture opens with the tragging about his provess with the tragging about his provided by the tragging with the tragging and the tragging with the tragging and the tragging that is the dashing Coloredo can bring back Claichtas, jalleman, which she wears around her throat, Coloredo may have the first shot in Coloredo starts his quest, meets Glacinta, falls in Jove and gets yellow. Glacinta takes the tailsman and jours it around Coloredo's neck, show the tailsman and compromise, her.

show the tallsman and compromise, her. He meets Zubaran at the ciub the following morning, admits he couldn't make Glacinta and allows Zubaran to take the first shot, which kills him.

Before expiring he trusts a friend with the tallsman, insisting the woman music know anything about the beautiful Barthard of the compression of the control of the country of the control of the country of the control of the country of the co

# Mystery of Edwin Drood CALENDAR OF CURRENT RELEASES

(Continued from page 29) Kara Slakten (Swedish) (Scandinavian). Romantic musical. Dir. Gustaf Medlander. 80 mins. Rel. May 1. Liebe in Uniform (Ger). (Germania). Military romance. Harry Liedkt. Des Georg Jacoby. Rel. Oct. 1. Georg Jacoby. Ret. Uct. 1. Liebe und die Erste Eisenbarn (Ger) (Ufa). Romantie comedy. Dir. Preis, 70 mins. Rel. Feb. 15. Lackwogel (Ger) (Ufa). Mystery romance. Dir. Hans Steinhoff. 66 mins. Rei Jan. L Madame Boyary (Fr) (Tapornoux). Faithful transcription of Flaubert opin.

Dir. Jean Renoir. 100 mins. Rel. Nov. 15. Rev. Nov. 21.

Maryjka (Fol). Rural romanca. Dir. Jan Nowina-Przybylski. 49 mins. Rel.

Dec. 1.

Maryjka (Fol). Kural romanca. Dir. Jan Nowina-Przydyjski. 48 mina. ma. Dec. 1.

Mass Struggie (Sp) (Kinemairade). Russian revolt. Dir. I. Kavaleridae. 18 mins. Rel. Sept. 18.

Meline Frau, die Schuetzenkeenigin (Ger) (Germania). Theatrical fares.

Melodie Germania. Musical romanca. Dir. Georg Jacoba. 18.

Melodie Germania. Musical romanca. Dir. Georg Jacoba. 19.

Mini. Rel. Sept. (Germania). Musical romanca. Dir. Georg Jacoba. 19.

Mini. Rel. Sunch Diek und Duenn (Ger). (Gavaria). Comedy romasca. Dir. Frans Siltz. 89 mins. Rel. Nov. 18.

Mutter und Kind (Ger). Galarson. Basied on a Gorky novel. Dir. V. L. Padovkin. 19.

Mutter und Kind (Ger). Galarson.). Mother-love drama. Henny Portar. Dir. Mutter und Kind (Ger). Galarson.) mins. Rel. June 1. Rev. June 5. Mutter und Kind (Ger) (General). Mother-leve drama. Henny Forter. Dir. Hans Steinhoff. 70 mins. Rel. Nov. 15. My Wife the Mise (Hung). Inter-marital farcs. Dir. Steven Seekely. 36 mins. Sept. 1. Nada Mes Que Una-Mujer (Sp.) (Fox). Version of Pursued. Dir. Harry Lachman, 50 mins. Rel. Nov. 15.

Oded the Wesderier (Pelevine) (Hebrew). Life in Paigettis. Dir. C. Halanma.

55 mins. Rel. May 15.

Oded the Wagdfarer (Palestine) (Hebrew). Life in Palgetine. Dir. G. Halahmit. 80, mins. Rel. May 16.

Ore y Patra (Ep) (Inter-Continent). Romantic tragedie. Dir. Ragion Peon. Parada. Roserwistow. (Policia) (Capital). Military misseds. Dir. Michael Was-Tyrnki. 75 mins. Rel. May 1.

Peterburg Nights (Russ) (Amkino). Based on two Desicievsky stories. Dir. F. M. Destolevsky. 76 mins. Rel. Sept. 15.

P. M. Destolevsky. 76 mins. Rel. Sept. 15.

Prokurator (Policia) (Capital). Tense court drama. Dir. M. Wassymit. Semins. Rel. May 15.

Radocal: ingule (Hung) (Danubla). Misical romance, with Paul. Abraham music. Dir. Steven Seckey. 80 mins. Rel. Nov. 15.

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Radocal: Ingule (Hung) (Danubla). Paul. Abraham Misical romance, with Paul. Abraham Misical romance, with

Riachulo. (Sp). (Hoffberg). First Argentine-made pic. Musical romance. Dir. La Sogila Barth. 80 mins. Ref. Dec. 1.

Carl Boses. 70 mins. Ref. Dur. Romantic mystery. Line: Haid. Dir. Carl Boses. 70 mins. Ref. Lucius Romantic mystery. Line: Haid. Dir. Carl Boses. 70 mins. Ref. Lucius made in Porto Rice. Romantic Grama. 70 mins. Ref. Doct. 15.

S. A. Mann. Saried (Ger.) (Bayarian). Nasi propagagda. Dir. Frants Seits. Sangen Till Henne (Sw). (Scarcinaria). Musical romance. Dir. Ivor Johannson. 70 mins. Ref. Ebs. 15.

Schlemini, Der. (German). (Kinematrade). Comedy. Curt Bols. Dir. Erich. Engels. 80 mins. Ref. Nov. 1.

Schleministeriter, der (Ger.) (Genoral). Native drama on coast of Friedland. Schless Hubstrie (Ger.) (Ebs. Dir. Br. Schless. Hubstrie (Ger.) (The Dir. Br. Schless. Ref. Schless. Hubstrie (Ger.) (The Dir. Br. Schless. Hubstrie (Ger.) (The Nov. Pob. Ref. Schless. Aufbelle Barcens. Antbolle Mo-

Senora Cascada (Sp.) (Fox). Marital drama. Catalina Barcena, Antonio Mo-forma (Cascada (Sp.) (Fox). Marital drama. Catalina Barcena, Antonio Mo-lina (Cascada (Sp.)) (Fox). Marital drama. Catalina Barcena, Antonio Mo-sulina, Rel. Feb. 16. Sonine Geht Auf, Die (Ger). Musical romanica. Charles Kiellman. Dr. Willy —Relber. 60 mins. Rel. Feb. 15.

Relber, 60 mins. Rel. Feb. 15.
Soviet Closeupe (Russ) (Amkino). Newsreel compilation, 60 mins. Rel.
141y 15.
Soviets Greet New Turkey. (Russ) (Amkino). Newsreel compilation. 50 mins.
Spici Mit Dem Feuer (Ger) (Ufa). Domestic relations comedy. Dir. Relph.
Arthur Roberts. 70 mins. Rel. Nov. 15.
Strosstrupp, 1917 (Ger) (Bavarjan). War film. Dir. Hans Zieberlein. 50 mins.
Rel. Feb.

stern von Vaiencia, Der (Gei) (Ufa). White elave traffic in Europe. Liane Haid. Dir. Aifred Zeisler. Rei. April 15. Tango en Broadway (Sp). (Par). Musical comedy. Carlos Gardel. Dir. Louis Gasnier. 60 mlns. Rej. Dec. 15.

Gamler. 69 mins. Rel. Dec. 15.
Tante Gusti Kommandlert (Ger). Romantic comedy. Hansi Niese, Max.
Adalbert. Dir. Carl Heinz Wolff. 70 mins. Rel. May 1.
Three Senge Abut Lenin (Russian) (Amkino). Newsreel compilation. Dir.
D. Vertrov. 85 mins. Rel. Nov. 1.
Thunderstorm (Russ) (Amkino). Russian melodrama. Dir. V. Petrov. 80
mins. Rel. Oct. 1. Rev. Oct. 2. mins. Rei Oct. 1. Rev. Oct. 2.

Tochter Der Regiments, Die (Ger) (General). Military musical. Anny Ondra. Dir. Karl Lamac. 79 mins. Rel. April 1.

Topaza (Fr) (Par). Gaille satire. Dir. Louis Gasnier. 90 mins. Rel. Feb. 15. Rev. Feb. 20.

Rev. Feb. 20.
 Tenek (Gep. ) (General). Military drama. Dorothes Wieck. Dir. Hans Paul and Ernet Neubach. 80 mins. Rel. April L.
 Tree Amorus (Spanish) (U). Heavy drams. Antia Campillo. Mons Maris. Dir. Moc Saculis. 85 mins. Rel. Nov. 1.
 Tree Barretines, Los (Sp) (Hoffberg). Argentins comedy. 75 mins. Rel. Jan. 1.

Jan. 1.

Und Wer Kusset Mich? (Ger) (General). Back-stage romantic comedy. Dis.

E. W. Emo. 70 mins. Rel. Jan. 15.

Une. Etoile. Disparati. (Fr) (Par). Murder of a film-star. Suzy Vernon. Cor.

stant Remy. Dir. Robert Villers, 60 mins. Rel. Feb. 1. Rev. Feb. 20.

Unes Georg. Dir. Hans Steinhouf. 80 mins. Rel. July 1. Rev. July 16 mins. Georg. Dir. Hans Steinhouf. 80 mins. Rel. July 1. Rev. July 17 verkaufts Braut (Ger) (Kinematriade). Smetana's operetts dituted: Jamila Novotna. Dir. Max Ohulu. 80 mins. Rel. April 15. Rev. May 1.

Viktor und Viktoria (Ger) (Ura). Theatrical operetts. Renate Musiler. Dir. Rethind 6 chiuenpe. 19 mins. Rel. July 13. Rev. May 1.

Vi Som Gar Koksvagen (Swedish) (Scandinavian). Musical. Bel. April 18. Viotetra, La (Sp.). Raquel Meller. Based on an old slient, with parts reshe 50 mins. Rel. Jan. L.

60 mms. Rel. Jan. 1.
Waltz Time in Vienna (Ger) (Ula). Musical based on Johan Strauss' life.
Rienate Mueller, Willy Fritzeh. Dir, Ludwig Berger, 80 mms. Rel.
Nov. 1. Rev. Nov. 20.
Wenn Herzen Steh Finden (Ger), (Germania). Romanido comedy. Charlotte
Ander. Dir. Erich Bosels. 80 mms. Rel. Nov. 1.
Wile. Mann Massmar, Fessel L. (Ger). Francisca Gaal. Musical comedy. Dir.
Wile. Mann Massmar, Fessel L. (Ger). Prantiska Gaal. Musical comedy. Dir.
Rel. Rel. (Walts). Rel. (Mann. 1) Rel. (Walts). Rel. (Mann. 1) Rel. (Walts). Rel. (Walts). Rel. (Walts). Rel. (Walts).

Youtn of Russia (Yiddish) (Sov-Am), Religious conflict. Dir, Henry Lyan, 70 mins. Rei. Nov. 1.

Before expiring he trusts a friend with the tailsman, insisting the woman must' know anything about the twoman must' know anything about carrols is woven in and out of the carrival scenes on the Venice canals.

\*\*THE WORLD ACCUSES\*\*

Chestrield production and reiesse. Pear canals.

\*\*Chestrield production and reiesse. Pear canals.

\*\*Chest. The WORLD ACCUSES\*\*

\*\*Charles Libert, Seed the Pear canals.

\*\*Chest. The World Pear canals.

\*\*Chest. The World Pear canals.

\*\*Chest. The World Pear canals.

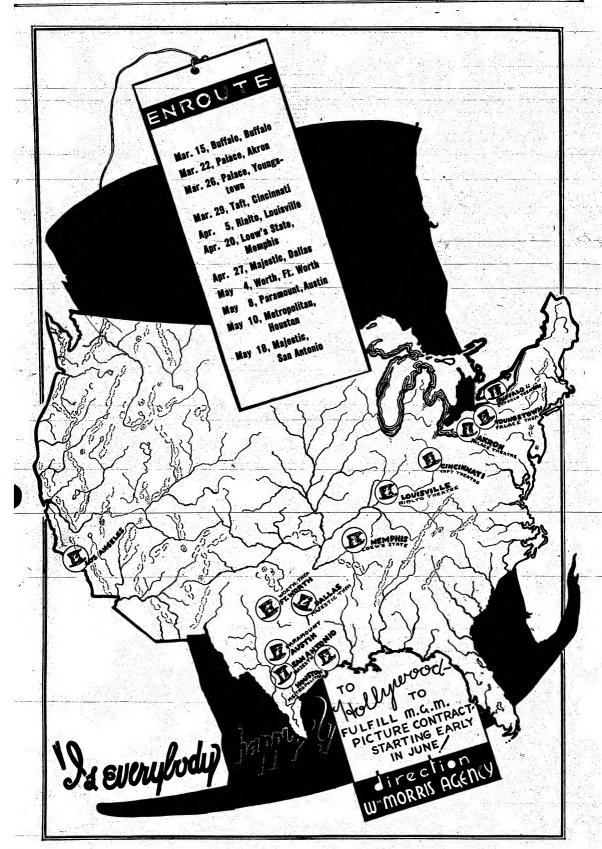
\*\*Chest. The Children well with the world pear canals.

\*\*The Anaderson, camera. Casti. Mary canals.

\*\*Anaderson, camera.

\*\*Casti. Mary canals.

\*\*Anad



### House Reviews

### EMBASSY, N. Y.

(Continued from page 14) still on the program here Sat-y. Such clips might be jerked

was still on the program here Saturday. Such cilps might be jerked in cases of developments like the bill's passage seatern due to the storm. The mind seatern due to the storm of the stor

### SCRIBES STALLING DUES

Bollywood, March 26.
Screen Writers' Gulid is threatening court action to collect dues from its delinquent members. Showdown will take place on April 4, when the Gulid's annual election is to be held.

### **JACK** POWELL

MEMOS FROM AN

Boston Evening American July 29, 1933 By Harris Morgan

"Jack Powell, blackface comedy drummer, tops the vaudeville fare. The novelty of his unique offering is arresting, while his versatility at coaxing rhythms from drums of all sizes and de-scriptions is amazing. He regis-ters at the crest with the audi-ence."

MARK LEDDY 1560 Broadway, New York

### ROXY, N. Y.

Production method saves the stage show from looking pretty scanty this week, the Gae Foster scanty. Inis week, the table some girls pulmotoring two of the turns in addition to opening the show, with a dance as Pullman porters, winding up, of course, with the train imitation, The girls do it nicely and seem to enjoy it as much as the

seem to enjoy it as much as the audience does, which helps not as the audience does, which helps not as the third was a second of the third was a se

### STATE, N. Y.

Dave Applion and his Interna-tional Varieties' unit, running 68 minutes, this week form the stage company for Forsaking All Others' (MG), which occupies the screen. Friday night at the peak hour the house was well populated. Picture will probably do proportionately better here than on its two weeks and the company of the proportion of the analysis of the company of the company of the Application of the company of the comp

at the Capitol Just ended, same as many others do.

From Apollon the vaude followers receive their share of the money's worth, but with the whole show running three hours't may be more and the show running three hours't may be more as much as 68 minutes. It contains much entertainment but hardly enough to go that far and maintain a strong pace. Numerous spotenough to go that far and maintain a strong pace. Numerous spotenough to go that far and maintain a strong pace. Numerous spotenough to go that far and maintain a strong pace and the major for the strong pace and the strong pace and the strong pace and the short of the

known magicians, Girls open up a new set, less Rus-sian in design than might be ex-pected, having, a white motif, for Morrell's satisfactory soft shoe, acrobatic, Apolion has his session with the boys, and thei Rosemary Dering takes the spot for her toe ballet.

Dering takes the spot for her toe ballet.

Further down, Danzi Goodell does her chores in the same oid slouch hat, loose gloves and swagger. In addition to the number she's done for years, she has a Harlem shuffle of interest. Luba Malina, song on the state of the

### PENN, PITT.

Pittsburgh, March 22. Pittsburgh, March 22.

Long cafe sojourn in midwest hasn't lessened George Olsen's stage effectiveness any. As a maximate of the stage of the stage

form of an outside act might so the contribution, most of them associated with him for some time, remain surefire and mob ate up everything here this afternoon. Leader misses and the sureful sureful

be snortened effectively. Dit other was a continued to the continued to th

tion as he might. He's leaning over backward for novelties and in do-ing so permits the strictly musical accomplishments of his organiza-tion-to-lapse, which-isn't the wisest the control of the control of the theory of the control of the control and downstairs at opening show filled with balcony about half.

### CENTURY, BALTO -

The summation, this five-act flotilla is in. no wise, provocative of
paeans, but manages to stand upfairly adequately since it is stailwarred by an excellent opening
to-shut touch all bases in audience
setimation. Remaining brace of
acts are decidedly midd.

The opener, Three Kanes, demonbalancing stunts. Two men on all
the work, the third member of
troupe, a girl, merely handling
props and makes one brief, ahnouncement. Tonnotch calibre of
troupe, a girl, merely handling
props and makes one brief, ahnouncement. Tonnotch calibre of
troupe, a girl, merely handling
props and makes one brief, ahnouncement. Tonnotch calibre of
troupe, a girl, merely handling
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props and makes one brief, ahnouncement. Tonnotch calibre
of troupe, a girl, merely handling
props and makes one brief, ahnouncement. Tonnotch calibre
of troupe, a girl, merely
there work the calibre
musiking, Russel fiddling and Marconfinging an accordion. Latter
uses calcimine make-up and disreguutable, baggs (othing to point uphis toness' and base of the property
musiking, Russel fiddling and Marconfinging an accordion. Latter
uses calcimine make-up and disreguutable, baggs (othing to point uphis toness' and base one strongle
solo hoofing venture. What chiefly
reference and the control of the consolution of the control
and resonant baritone pipes into a
mike to a fare-the-well. He doesn't
use-any-stage-accompanying-planoso costrum looks pretty big in three,
he worked in two, or even one.
Sings pops of current rating, and
finals with Straw Hat in Rain,
which he did in the recent revue
flop, Calling All Stars'
flow of the control of the consolution on time to see upsolution and the consolution and the con

### Paramount, St. Paul

Paramount, St. Paul
Paramount, St. Paul, March 22,
With the opposish Orpheum holdinv.-over. Roberts' Into Its second week, this house is drawing better than its share of bits.

Carol, two gais and a boy, all as animble-footed as anything glimpsed here in months. One of the girls does an acrobatic act that would qualify her for Ripleys Odditorium, and the share of the control of the girls does an acrobatic act that would qualify her for Ripleys Odditorium, deuce with some nifty gags, most of own new snd, though learning toward the blue side, hefty, with laughs, Royal Swedish Bell Ringers, and the share of th

Berman Talking Deals
Hollywood, March 26.
Lew Berman of Popular Pictures
arrived here by plane Sunday (24)
to talk deals with a couple of local
producers. He returns east by plane
Thursday (28).







Why shock-your patrons with hard, lumpy, uncomfortable chairs?

Ask Us, "How can I reseat and pay for new chairs conveniently?"

# coxotic. Olsen's novelty vocal stuff is always effective, particularly his hoke Quartet from Rigoletto and a giet club choral on (Man on Flying Trapeze). Band is arranged on platforms in a nice shimmering sitk setting and whole thing is lighted of Command the command of the

### New York Theatres

### PARAMOUNT WHEE

PREMIERE TODAY (WED.) "PRIVATE WORLDS"

LAUDETTE COLBERT—CHAS. BOYER HELEN VINSON

### RIVOLI

COOPER - STEN in "The Wedding Night"

RADIO CITY ROCKEFELLER MUSIC HALL

TEMPLE • BARRYMORE in "The Little Colonel"

ON STAGE: Escuders, Spoin's greatest danter, in 'El Ameur Brujo' (The Phantom Lever), with big cast and Symphony Orch.

BARBARA STANWYCK 'The Woman in Red' Plus Big Stage Show 35c to 7 ANY SEAT 7th Ave. ROXY Show Value

AYFAIR Broadway at 47th rican Premiere-Peter Lorre



TRAND BYNAY Joan Glenda and

25c to 1 P.M. Blondell Farrell in "TRAVELING SALESLADY"

CAPITOL MA 'It's Terrific Says Ed Sullivan Daily News

Jeanstle MacDONALD Nelson EDD In Victor Herbert's NAUGHTY MARIETTA In M.G.M picture with FRANK MORGA STATE 4 SIN STREET

CLARK CONSTANCE
GABLE BENNETT
"AFTER OFFICE HOURS"
On the Stage—DAVE APOLLON and
International Varieties Starts Friday
"Whole-Town's Talking'
Edw. G. Robinson

ASTOR B'way 46th - At Popular Prices - Midnight Show Best Picture of 1934 Returns!

Claudette Colbert - Clark Gable 'MAN WHE TOO MUCH' "IT HAPPENED ONE NIGHT"

# LOUIS K. SIDNEY HYPOS WHN, NEW YORK; LINK AIR, THEATRES, FILMS, ACTORS

William Morris Agency Takes Charge of Artists Bureau-First Station 100% Operated by Showmanship Ideas

An aggressive policy of strictly showmanship sentiments has been adopted for WHN. Loew-controlled New York city station, whose new directing head is Louis K. Sidney, of the Loew theatre and Metro-Goldwyn-Mayer picture companie WHN thus becomes the first station in the country with direct show business connections and conducted exclusively by showmen with lengthy experience in the other amusement branches.

amusement branches.

Among Sidney's first moves upon taking over the station last week where Major Roward Bowes shad between the station last with the William Morris office.

Arrangement makes the Morris againty the controlling operator and equal partier in the WHN talent department, and gives the station first call on the talent dispartment in the will be station first call on the talent lists of the largest actor representative in show business.

With an important theatre event

in show business.

With an important theatre executive of, a chain as far-flung as Loews taking hold of the direct operation of a radio station, all the trade palaver about radie showman-ship naturally puts WHN and Sldney on the spot. Sidney appreciates the entire trade is probably watching his showmanship, efforts for that reason.

for that reason.

Sidney's other moves are for the purpose of bringing about close coordination between With and its picture and theatre affiliates, Metro and Loew, respectively. Metro studio has agreed to encourage the broadcasting over WHN of all its happen to be in New York. Una Merkel, Robert Young, Lewis Stone, Stuart Erwin and Jean Parker, all Stuart Brwin and Jean Parker, all due in the east for stage appearances within the next couple of weeks, are pledged for WHN broadcasts, as are the other Metro names, such—as—Shearer,—Gable,—Crawford, et al., when coming east.

### Advantages .

Advantages.

Loew theatre connection gives WHN a stage outlet in the family such as is enjoyed by no other statement. It is Sidney's intention to utilize the station for build-up purposes for acts, with the Loew theatres to benefit from such readymade attractions as are established. The interchange of talent also will work the other way, with the station getting co-operation in the way of talent supply from the Loew booking office. booking office.

WHN's new policy, as de

WRIN's new-policy, as described by Sidney, is opposed to the broadcasting of phonograph records. Disc ousting commenced this week with the replacement of a morning record show with Philadelphia Jack O'Brien in health talks.

Build-up of the evening spots with names starts with Ed Lowry on a Monday night sustaining spot, and Smith and Dale to do on a similar assignment in two weeks. In addition 'WIN' expects to have a pientiful supply of guest names regularly through the picture studio, theatre and William Morria, connections.

New artist bureau replaces the old one, which has been under di-rection of J. C. Lewis. Morris office will appoint a new manager.

will appoint a new manager.

At present WHN is a comparatively small wattage and strictly
local outlet, but the Loew organization is getting behind it with a concerted showmanship push and understood to harbor network aspirations for the future

#### NBC-RKO Cool

NBC also has show business affiliates through being a member of the RGA family, which also embraces the RKO-Radio Picture company and the RKO theatre circuit, but NBC has never enjoyed close relationship despite the minancial connections. In fact the RGA subside have always been notoriously cool toward each other, and even the fact that M. H. Aylosworth has topped all three organizations at topped all three organizations at same time has seemed to make

### Newsreel on Air

Paris, March 17 Paramount's publicity de-partment has fixed it up with Poste Parisien to broadcast the sound track of Paramount

Franch version will be used.

### **CBS EARMARKS** WWL. NEW ORL

New Orleans, March 26. Columbia Broadcasting System

New Orieans, March 26.
Columbia Broadcasting System will establish its local outlet through WWL. Of Loyou 10.

WWL. Of Loyou 10.

While the WWL. Of Loyou 10.

While the Rev. John W. Hynes, 1510,000.
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While the Rev. John W. Hynes, 1510,000 in the Rev. John W. Hynes, 1510,000 while the Rev. John W. Hynes, 1510,000 while the Loyou officials and made all advances to the Rev. John W. John W. L. John L. Hynes, 1510,000 while John W. L. John L. Hynes, 1510,000 while and W. Hynes, 1510,000 whi

### FEEN-A-MINT ENDS **AMATEURS JUNE 23**

through the summer, but it will wash up the amateur program with the June 23 broadcast.

the June 23 broadcast.

Remaining four weeks of the amateur series will be used to present the winners of trial contests put on by Fox Westcoast theatres.

### ENGELS' NEW JOB

President of NBC's Concert Book

George Engles has been named president of the Civic Concert Service, Inc., newly acquired subsidiary of the National Broadcast ing Compart, of the National Broadcast ing Compart of the National Broadcast in the National Service, I have president and managing direction will not affect Engler duties as vice-president and managing direction of the NBC Artist's Service. Plans were disguissed at the meeting for ingreasing the number of cities where CCS now operates annual concert courses from Sto 150 during the coming season. The headquarters of the organization was recently removed from Chicago to the RCA building here. Of the Compart of the National Service of the

### **MUTUAL SEEKS** ST. LOUIS LINK

Chicago, March 28.
Mutual brosscasting system wants three or possibly four more stations. Does not contemplate goldy west of St. Louis, but.desires an outlet in that city. Logical for MBS, are either KSD or KWK.
Besides St. Louis which is the admitted hot spot for MBS the chain is out the clook-out for stations to Cleveland Pittsburgh. Buftions in Cleveland, Pittsburgh, Buf-falo, Boston and Philadelphia.

### BALTIMORE AMAZED

Sustaining Talent Gets Paid-WBAL Pigneers

Baltimore, March 28.

As antiolpated WBAL, which Hearst Rado, inc. pocketed in January, has commenced paying sustaining taleat, thereby, setting, expected the performer to be so rewarded for his efforts is Jimmy Scribner, imported from WIW, Cheinati.

Other sustainers will be even

WLW, Cincinnati.

Other sustainers will be given pay
for stints from now on as soon as
ones deemed worthy are selected.

### Pipe Dreams Focus Upon Wax

### Individuals, and Some Stations, See Transcription Biz as Rich and Easy

Music Publishers Protective Association has the past several months been flooded with letters from persons inspired by the idea that the making of recorded radio programs offers get-rich-quick possibilities. These letters which since the first of the year have gone over the 2,000 mark: Inquire invariably what procedure would have to be followed in obtaining a license for the use of copyrighted musical numbers. Few of the inquiries come from persons who have any knowledge of the recording business. With an oc-Music Publishers Protective Asse

persons who have any knowledge of the recording business. With an occasional exception, the various stations which disclose an interest in taking on disc outling as a sideline are of the one-lunger category, with most of them located in some permote section of the hinterland. They write they have some local programs that should go big with other stations and that if the cost isn't too 'excessive they would like to go into the transcription business. Much of the mail comes on blank stationery, with the tenor of the letters revealing a score-of-motives, Many of the writers are out of employment and see in the recording

ployment and see in the recording of local talent a business which with

hardly any investment will bring them big returns. Some of the letters are written on the letterheads of butchers, grocers and hardware merchants and tell of local warblers and bands, and even choirs, that they would like to record and sell to small estations around the country. One letter told of a local family of 11, every member of which could either play some instrument or sing or both, and that the family would come into national fame if given a chance over the air.

Majority of the letters asks lots of questions that have no connection

Majority of the letters asks lots of questions that have no connection with the matter of royalty rights: Among the info sought are the best way of establishing branch, sales offices around the country or getting local representation from some disc selling firm already in the business. Of the hundreds of letters answered by the MPPA the percentage of those that are heard from again is negligible. How cold these inspirations become after the heat of putting the idea down on paper and mailing it is over is attested by the fact that only one out of 500 by the fact that only one out of 500 by the fact that only one out of 500 by the fact that only one out of 500 lnquirers ever come through with a

### KSTP HAS A COLT

100-Watter in Rochester is Hubbard Enterprise

Bit. Paul, March 28.
Coincident with amounteement of a new status Federal Communications Commission to Southern. Minnesota. Eroadcasting Co. Rochester, Minn. to build a transmitter operating on 1,310 with 100 watts, Stanley B. Hubbard, vice price, and gen, mgr. of. KSTP, was announced as president of the new corporation.

announced as president of the new acroparation.
Oregory Gentling, former Rochester newspaper publisher, who was chairman of the committee which escorted President Rosewalt down the tiver on his visit here last summer, will be general manager of the new station. Not definite as to starting date of station operation, but Hubbard amounces that they new station will be fed programs from KSTP, and

nounces the fed programs from KSTP, and that it is planned to make it the finest 100-watter in the U.S., bar

### RADIO COOL NEWSMAN **NOW HAS A SPONSOR**

Detroit, March 26. Malcolm Bingay, of the Mornit

Free Press, goes on new program of local oil company as news commentator. Free Press is well-known for its

Free Press is well-known for its skimpy radio participation. Has never had chatter or news on radio doings, other than plain agate list-ing of programs. Other two Detroit dailles employ radio editors. They are Herchell Heart at News and Pat Dennis at

Other two Detroit dailies employ radio editors. They are Herchel Hart at News and Pat Dennis at Times.

### Congress Cigar Co.

### Sponsoring News

Spansoring News
Congress Cigar. Co., among whose brands are Blackstone and LaPalina, has joined the ranks of spot line, has joined the ranks of spot news banksollers with a campaign of the control of t so. We are sure you will find it excellent entertainment. To add to

excellent entertainment. To add to your enjoyment may we recomment that you light up a La Palina. It is intended to give all station, titled up for this campaign straigh 39-week contracts,

#### Tiny Leighton Joins NBC

Schenectady, N. Y., March 26. Two changes have been mide in WGY's staff and a third is slated in the near future. Win low " "Tiny' Leighton, manager of the commercial department since 1931, goes with NBC as sales representative for New York State. Succeeded by George R. Nelson.

George R. Nelson.

James Cornell, an announcer for several years, has returned to the GE technical department, working on sound recording in the motion picture division.

Patficla Sheidon, who does a household commercial under the name of Betty Langer, and the control of the

nousehold commercial under the name of Betty Lenox, and who has acted with the WGY Players, is leaving shortly to be married. Will live in Lawrence, Mass.

### Johnny Green Lysoling

Johnny Green gets the orchestra spot in support of Ethel Merman on the Lysol program, which starts April 5 on CBS.

April 5 on CBS:
Lysol, also a Lehn & Fink product; takes the place of the Eddiccantor (Pebeco) show on Sunday
nights for 13 weeks. Ted Husing,
on the current Cantor bill, will hold
over for the new one.

### WJZ-WFIL-WOR IN SIGNAL TANGLE

Philadelphia, March 28.

A triangle situation now existing between WOR, Newark; WJZ, New-York, and WFIL. Philadelphia, may cause NBC embarrassment if the network does not shield its blue signal from the local area here, WOR's new 50,000-watt signal has complicated Philadelphia.

complicated Philadelphia.

"Advisability of a sifield for WJZ
was strengthened last week when
WFIL lost the Campain renewal
from the NBC-Chicago office. Some
observers believe that the solution
to the problem lies in the sale of
WJZ-WFIL exactly as WEAFKYW is sold. This also makes
possible more direct competies with
WOR in its new tri-state promotion.
WFIL considers the arrangement
a compromise with the web since

a compromise with the web sin they will have to disregard the primary position and accept of chain contracts without an ante of the rate card.

### EAST AND DUMKE AS AGENTS—SEPARATELY

One of the older radio acts, East and Dunke, have turned agents, but in separate offices. They reunite, however, for air appearances. Raiph Dunke has associated himself with the Marty Forkins vaudeville agency. New York, handling talent for the air, while Ed East opened his own office in Radio City.

### Ferguson Off WINS

R. L. Fergie' Ferguson was iet out Monday-(25) as manager of Station-WINS, New York. He held the position a year, coming in from Chicago and TREC.

position a year coming in from Chicago Sané-NBC?
Ferguson is the fifth manager of WINS since 1937. He was preceded by Clark Kinkald, Jimmy-Martin, E.-J. Gough and Bradley Kelly.
Chester Thomas takes over the program department at WINS, New York, succeeding Roland Bradley. Continued the second of the second second second to the second se

### Pickards Move to WOR

Philadelphia, March 26.
Pickard Family, hill-billy show
which has been airing from KYW
here since November after a move
from the NBC studio in Chicaso,
transfers April 1 to WOR under the Transgra, and a sponsorship of Drug Continued sponsorship of Drug Trade Products, Inc.
Account, plugging Peruna, a health mixture, and Kolorbak, a hair and Kyw using the

heath mixture, and Kolorbak, a hair dye, remains at KYW using the Susquehanna Jug Band.

The Pickards will replace Happy Hair's Housewarming on the Newark station in an attempt to build a larger audience for the metropoli-tan sector, getting a six-a-week ride there.

The state of the state of the state of the possibilities are that show will be possibilities are that show will be

piped to the Mutual web soon.

### Countess Albani Renewed

Real Silk has re-signed Countess Olga Albani and Charles Previn's orchestra for another series of NBC broadcasts. New contract runs for 39 weeks

Songstress also set to make some Songstress also set to make some Warner shorts. These will be three-reelers instead of the usual two-spoolers.

Harry Kerr's New Job Harry Kerr, formerly in NBC's ress department, moves over to Harry Kerr, torthers, the press department, moves over to J. Walter Thompson's office, as assistant to Cal Swanson, publicity, Emil Corwin, formerly on the night desk, replaces Kerr.

New also to the NEC department is Warren Gerz, doing, squiba.

# INTERNATIONAL RADIO

### WMCA-WIP Combine to Buck WOR: Deadhead Phila-N. Y. Line Fees

As a defensive measure against the entry of WOR, New York, into the Philadelphia market, WMCA, New York, and WIP, Philly, have got together on a commercial alliance. Permanent telephone wires will make the property of the second of the seco

another. Sales approach that the two out-lets have devised is based on the contention that not only can a local station do a better job locally but it has an added advantage for the advertiser when it can hook up with another station and offer the pair at a joint rate which is less than that asked by a single high-powered transmitter.

that asked by a single high-powered transmitter.

WIP, owned by Benedict Gimbel,
Jr., was formerly part of the Amer-ican Broadcasting System.

### Stations Careless on FCC Rules and Will Have to Do Better

Washington, March 26, Government tightened up last week on its policing of radio stations with a warning to all licensees to pay strict attention to rules and regulations in the future. Complaining of general laxity. Péderal Communications—Commis-Tyderal Communications—Commis-Stopping up on rule requiring application to be made 10 days in advance for special authorization to sperate strict hours and carry special programs. In the future, all applications which do not comply with the rule will be shipped back to the operator without action. Commish said.

Notice said that henceforth all saidons will be required to observe the control of the complex of the com

### NBC COAST SPREAD TAKES IN LAB SPOT

Hollywood, March 26.
National Broadcasting Co. is about to close a deal for the leaning of the Consolidated Laboratory Building, on Meirose ayenue for the Laboratory Building, on Meirose ayenue for the Laboratory and Consolidated Laboratory and Consolidated excesses.

Laboratory

Laboratory has not been in use since it was partially destroyed by fire five years ago. Site adjoins the RKO-Radio lot where NBC's local studio is now located.

### 8 Amateur Shows Weekly Too Much-2 Out at WBT

Charlotte, N. C., March 28.
Tasty Lax has abandoned two of tas three amateur night over WBT, in favor of shows by professionals. Two programs now handled by Eolly Smith, being a revival of his former 'Sing, It's Good for You' show. S. B. Blackstone, president of Tasty Lax, came to Charlotte to supervise the change of programs.

### Cliff Hall as Host

Cliff (Sharlie) Hall of the Frigidaire show is going into the nitery line as a side issue.

Hall has taken over the Tayern.

800-seater in Jamaics, L. L. Opens

April 8 with a floor show.

### Playing Down Laughs

Author for a comic who heads a commercial program on CBS was seated during the broadcast in the control room clocking the laughs of the student of the commercial program of the superscript of the supersc

### Amateur Sponsor in Court on Sunday Law: Theatre Men Vexed

Hartford, March 26.
Local theatr eme barred for the past 20 years from Sunday waude-lille verser from Sunday waude-lille verser from Sunday waude-lille verser for the part of Hartford, March 26

cumstances. Scott Furriers have had big suc-

Scott Furriers have had big suc-cess with amateur shows in Boston. Broadcast portion of the Hartford session was fed the Yankee network through WDRC.

In the eyent the police court okays the Sunday amateur show in the Parsons theatre it is believed that the authorities will have to grant similar privileges to the the-atre operators.

# AMERICAN FIRMS ARE RECEPTIVE

See Radio as Chance Gain Good-Will and Build New Buying Habits Foreign Lands

#### PROGRAM SLANTS

An international broadcasting industry fed and sustained in large measure by American advertisers seems in process of formation. Recent reciprocal pacts between the United States on one hand and Brazil and Belgium on the other plus similar trade agreements with

United States on one hand and Erazil and Belgium on the other plus similar trade agreements with other countries which are now needing are seen as lubricating for eight markets international radio while the international radio with the stream of the stre (Continued on page 86)

## \$20.000 Budget Needed Annually: New Financing for Radio C. A.

### The Cups That Cheer

NBC is against having private bars installed on its studio properties. Network showed how it felt on this subject last week when it ordered ripped out a ministure casis that he claim is not a ministure of the claim is not because it is the claim of the

tne web.

Following the removal of the bar NBC installed in the room a water cooler and a paper cup slot machine.

## PEDAGOGS-FCC **MEET MAY 15** FOR TRUCE

Washington, March 28.

Attempt to negotiate a truce between broadcasters and educational, religious, cultural, and civic groups will be made by the Federal Communications Commission at a matical confection of plant of the communication of t

Washington, March 26.
Revision of budget assessments
for broadcasting code authority
may be required as result of new
financing policies adopted week ago
by National Industrial Recovery

financing policies adopted week see by National Industrial Recovery Board.

With whole question up in the air, indications are codists will be compelled to revert to a uniform percentage levy or to use a system based on-published rates. Intent would be to allocate costs more equitably on a basis of ability to pay rather than on the existing scheme of type-of facilities.

A budget, in the vicinity of \$20,000 has been prepared for submission to government authorities, covering anticipated expenditures for code administration for the entitled of the control of the control

tinuing the present assessment basis.

For 1934, codists raised dough through dividing stations into three arbitrary categories as used in the code and fixing standard rates for each bracket. Under this scheme, clear-channel full-time and high-power regionals were nicked \$200; clear-channel part-time and low-power regionals \$50; and low-power part-time regionals and all locals \$25.

New budget policies stimulate that.

New budget policies stipulate that no finance plan will be accepted which fixes either a definte maximum or minimum assessment or which employs varying assessments dependent upon arbitrary brackets.

brackets.

Financial report for 1934 is now
being completed by executive officer
James W. Baldwin, and will be
circulated to all stations, as well as
submitted to N. B. A., within the
next week or 10 days. Preliminary
study-shows surplus of \$8,000 will
be the present of the p

tial number of stations refused to antie up.

Seek Ruling at Top

Whole question of basis for this year's assessments will depend on legal interpretations of new Board rules, and to get Blackstone's opinions it is possible codits will submit. hudget embodying last year's assessment method. Then if ruled out of order, alternative will be roncoted.

assessment method. Then it control of order, alternative will be concocted.

Alternative proposals boil down to the rate-card and uniform-levy systems, with odds favoring the former, which has been used for some years by National Association of Broadcasters and found satisfactory. Uniform percentage method is, most generally favored by NRA attention of Broadcasters and found satisfactory. Uniform percentage method is, most generally favored by NRA titles have kicked on the ground that unless empowered to impoct books they are helpless when it comes to making sure each unit of an industry pays it equitable share. Jealously between broadcasters, particularly between chains, over disclosure of gross receipts figures makes it doubtful industry leaders will attempt the percentage arrangement.

# 100-WATTERS URGE ORGANIZATION MEETING AT PITTSBURGH FOR APRIL

Allen, WLVA; Gedge, WMBC; Mark, WOL, Take Initiative in Move to Organize One-Lungers-If Only 15 Stations Respond Believe Association Can Be Launched-Want United Bloc at N.A.B.

Lynchburg. Va., March 26.
Operators of all 100-wat radio stations in Pittsburgh next month to further the idea of Edward A. Allen, president of WLVA, to form a national organization of one-lungers to fight for national and semi-national advertising.
Allen, sent an open letter to the 248 owners of 100-watt stations of the United States, Puerto Rico and Hawaii, last month, telling them that because most awail-time stations have allowed themselves to become "lousy" they are not getting their proportionate share of bix, So far Allen has received about 35 letters, mostly from stations within a 500-mile radius of Pitts burgh. All have been enthumber of the world with the stations of the stations of

Allen hopes to get his group to-gether in time to attend the NAB convention in Colorado Springs in a hody next July, Small stations have body next July, Small stations have not been getting attention at past NAB conventions because their voice wasn't big enough to be heard, he says. Now, with an organiza-tion to do the talking, the story may be different.

may be different.
Allen doesn't expect or want all
248 one-lungers to join. Some of
these outlits he describes as nothing more than cubbyholes, with old
diapidated pianos, obsolet microphones and haywire pickups and
amplifters. Only stations with
equipment and personnel up. to a
reasonable standard and with high
class policies will be invited to
Pittsburgh.

Allen claims the national adver-tisors have been buying power withtisers have been buying power without always gotting coverage. For
instance, he holds that his own
WLNA has assured coverage of
Lynchburg and owns equipment as
good as that of nearby stations of
bigger wattage—yet the big advertisers buy Hichmond or Roanoke,
hoping to cover Lynchburg.

watter when it attempts to show its wares, but Allen believes they will be willing to talk business with an organization that is trying to sell spot space on one hundred stations, in a block

in a block.

He insists that the organization should turn its profits back into the business. Members might use-some of the proceeds for preparing the organization's-own transcription library. Some of it would go toward.

cities.
Allen figures on calling his group,
'One Hundred Watter, Inc.', and getting each. member to put up about
\$300, payable \$100 cash and the rest
over a period of months.
We aren't trying to form a third
chain—and our plan isn't similar
to the Associated Press, he declares,

to the Associated Press, he declares, while insisting that it isn't going to mean a thing to him from a salary standpoint since he isn't looking for a job. In fact he feels he has gone about : 'I far with the plan as one men should go, and it's up to some-batt also may.'

man should go, and it's up us some body else now.

Allen said he wanted it cleared up once and for all that he is not fostering a plan to link the 100-watters by wire. Such a plan is completely out of the question be-cause of cost. He also is not in favor of mapping a circuit of flesh performers, as some operators seem to think.

bloger wattage—yet the big advertisers buy Richmond or Reanels,
hoping to cover Lynchburg.

Must Sell En Bloe

Big advertising agencies won't
worry with just one one-hundred

would be \$3,000 a month.

### WFBR SIGNS WITH NBC. BUT WBAL HOLDS OFF

Baltimore, March 26, WFBR, local NBC-red web out-iet,—has signatured—the professed new years and the same and the chain's Balto bue band representative, the Hearst owns of WBAL, has not as yet attached tag to parchment.

Not revealed if WBAL will join the Middlewstern and New England holdouts.

### Al Pearce Working East

NBC is bringing Al Pearce and Gang east for a sustaining spot over the summer. Pearce group will work cast through series of full-weck bookings.

Coast air troupe is due in New York next month. John Schultz made the deal.

### INTERNATIONAL RADIO PERKS

(Continued from page 35)

the proper appreciation of national tempo or fashions. Meanwhile American advertisers are going on radio stations through out Mexico, Cuba, Hawaii, the Phil-ippines, Central and South America and even extending to larger sta-tions in Europe, China and Aus-

tions in Europe, China and Australia.

All German radio stations are controlled by the government, being used almost entirely for propaganda and censored broadcasts of news. France—has—both—government-controlled and private commercial stations. In Italy there is some broadcasting on a commercial stations. In Italy there is some broadcasting on a commercial stations in the government control is felt. Spain is backward in radio. EAQ, the short-wave station, is best known because of its Philoo programs. American business, houses are dependent in a large degree on the giant station at Luxembourg for European coverage.

European coverage.
Instead of the old policy of permitting distributor representatives in foreign lands to handle much of the advertising, st U.S. firms now seem to prefer buying radio adver-

tising from American time broker-age companies.
Close proximity of the broker is of first importance to the adver-tiser. Lack of information on sta-tions and broadcast conditions makes the foreign broker well-nigh indispensable.

#### American Music Liked

indispensable.

American Music Likad
Quite often it has been found that
American music is acceptable for
use on programs that otherwise are
given entirely in a foreign language. With programs designed for
China, Europe, South Africa, Austrails, Canada, the Phillippines and
Hawail. English generally is empoloyed throughout.

American cosmetica, tooth pastes,
American cosmetica, tooth pastes,
American cosmetica, tooth pastes,
American cosmetican, tooth pastes,
The control of the control of the conpoloyed throughout.

American cosmetican, tooth pastes,
American cosmetican, in South
America considerable impetus also
15 noted in Fasteri medicines.

Some idea of the number of firms
engaged in seeking trade abroad
and in Latin-American countries by
radio is obtained from a recent
compilation, which included Max
Factor, RGA radios, Chrysler automobiles, Outdoor Cliri preducts,
Britoni-Meyel Port.

Santoni of the control of the control
Firtigh—Films—recently—broadcast
from Lutembour for European British Films recently broadcast from Luxembourg for European

British—Films—recently—broaccast from Luxembours for European consumption.
Two principal firms in New York making wax program for distribution to foreign country stations are Conquest Alliance, L. a support of the consumption of the consumpt

cans.
Australia, with government-controlled outlets, also has about five private stations which have power and a commercial policy. Strongest is 3DB, located at Melbourne.

is 3DB. located at McDourne.
American methods have been adapted on a large scale in commercial broadcasting in Mexico.
Station XEW, a 50,000-watter; XEB, a 19,000-watt station; and XEYZ, are rated among the leaders.
Argentine advanced
Argentine als generally rated as being the most advanced nation of South America in the use a gradient of South America in the use is readily and the state of t

sienne, at Paris; Cote d'Asur and Luxembourg; CP-4 and CP-5, at La Paz, Bolivis; EAQ, Madrid; PRB-3, Sao Paulo, and PRG-9, Guerida da Cidade, Brazil, and CMHW and CMKC, Cuba.

CMHW and CMKC, Cuba.
Conquest Alliance Company, Ltd.,
claims to have 50 foreign stations
on an exclusive basis, with representation on 20 more. Among the
stations it recently announced as
exclusives are XMHC and XQHE,
Shanghal: PRA-3 and PRF-3,
Brazil: CE-82, CE-94, CE-114, and
CE-117, Chile; CMW and CMX,
Cuba; HHK, Haiti, and XV-1-RC,
Venzuela.

Venzuela. South American broadcast marke has become a major interest with three leading ad agencies. Two of them, J. Walter Thompson and N. W. Ayer, have launched intensive W. Ayer, have launched intensive solicitation campaigns among American manufacturers with the idea of obtaining the representation of these firms in the South American radio field, while—McCann-Pickson—is now conducting a survey of S. A.'s air coverage preliminary to going falso after that class of business. McCann-Pickson—is made of the control of solicitation campaigns among Amer

is the specialized service available to the client through the co-operation that will obtain between the agency's branches in South America and its radio experts in the New York office. Thompson's plan of operation in South America is to use both local talent in the various S. A. countries and recorded programs but the state of the service of the se

similar strides. Limitation of tele-phone line facilities has prevented the development of a network in either country. In the case of Brazi station hookups are limited to one hour a day, 9 to 10 p.m.

### WJBK's Local Version Of Former ABC Program

Detroit, March 26. When the American Broadcasting When the American Broadcasting Company lopped off its western loop recently, WJBK, Detroit, found Today's Winners, program dealing with racing information had grown very popular, so James-F. Hopkins, WJBK, manager, proceeded to pro-duce Today's Winners' as a local measuration. presentatio

presentation.
Styled after the ABC program, results from race tracks and other sports news are presented by Al Nagler. Music by Herbert Mertz Orchestra, nided by a host of sololists who include Gernert Case, Mary Coughlin, Diana Walter, Larry Chabot, Ray Dauberger and Sybil Kreishoff.

### Oil Co.'s 10th Year

Portland, Orc., March 26.
For the 10th consecutive year Ascolated Oil company in 1935 will
resent broadcasts of all principal
actific coast college football games

20,000-wattom upresent broadcasts of all principal grounder a contract signed March 19 by deep construction, with one for RCA under a contract signed March 19 by operating shortly at Ro-de Janeton Alno at Rio is PRA-3, a 20,000-watt capacity, and PRE-9, at 8:3 m Paulo, At Guerida da Cidade there also is pRG-9.

Broadcasting Abroad, Ltd., claims blooking rights to KMHA, XQHA and XQHB in Shanghal, and XGOA, Anaking; XGOC, Wuhoo; and WOPP, Pelping. Company also claims American representation for Railo Bordeaux, at Bordeaux; Nor-dependent schools for broadcast mandle at Fecam; Poste Pari privileges in 1934.

### HERE AND THERE

John Bielr and Co. will be the new name of the Grieg-Biair-Spight special rep outfit, starting next

Bill Rambeau readying to open a lew York office.

Dave Cogswell, former reporter becomes publicity director for the three stations of the Iowa Broad chating Co., KSO, KRNT and WMS Ho succeeds Esther Fuller Janss in the KSO position.

Bryant Sisters and Jimmle Bishop will do the Three Little Pigs pro-gram for a Birmingham sausage company over WSGN.

Ed Lowry m.c.'ing new hour over WHN, New York, with Ruby Zwerl-ing's orchestra and guest stars. Airs Mondays from 3 to 9 p.m.

Morton Downey is to continue Sprudel's amateur winner program over WHN, New York, on Friday nights. Perry Charles is now annights. nouncing this program.

D. S. Tuthill, of NBC artist service, on a business trip to Detroit, Cleveland and Boston.

Neil Searles, Minneapolis, has

Everett Cobb, new station en-gineer at WOMT, Manitowoc, Wis. He was formerly with WISN and WTMJ, Milwaukee.

Jay Burnette, of WFAA, Dallas, has just published a song, Running Around in Circles.

John L. Clark, gen. mgr. of Cros-ley Radio Corp. and his assistant Don Becker, with their wives, back in Cincinnati from 10-day sojourn in Florida.

Jarry Allen hillbillying again at WCKY, Cincinnati, where he was known as Jerry Foy before making rounds of eastern stations.

Oklahema Bob Albright, on WLW staff, Cincy, a late addition to the ranks of Kentucky colonels.

Percy Gayner appointed manager of CJCA, Edmonton Alberta,

H. R. Carson is new director of Foothills network, including CJCA, Edmonton; CFAC, Calgary; and CJOC. Lethridge

Joseph Nassau is new g.m. of WIBG, Philadelphia. He's from WFIL of the same city.

Don Norman, named assistant manager of station WKBB, Du-buque, Ia.

Mike Thomas, news announcer over WGST, Atlanta, has been re-placed by Jimmy Davenport.

Ed Fisher, former WNEW New York press chief, has opened a pub-lic relation's office.

Earl H. Ksate, former booker for Fanchon and Marco, now on the staff of the Thomas Lee Artists' Bureau, Los Angeles, handling the-atre and convention bookings.

Los Angeles Gas Co. buying all open evening time on KNX, KF and KHJ for a week's campaign for a renewal of its city charter, prior to the L. A. city election, April 2.

Burne and Allen not heading for New York but instead will continue broadcasting their White Owl pro-gram from the Coast until June 1.

Frad Coll, former publicity chief for WMCA and American Broad-casting Company, now with Pub-licity Associates.

Stan Hubbard in the loop to see

Irene Wicker, the Singing Lady, snapped up by Kellogg for another year's warbling.

Dick Marvin lecturing on ra echnique at Northwestern Univ.

Louis Daan, Campbell-Ewald radio exec, returned from his honeymoon to the agency's New York office Monday (25).

Edgar Kebak, NBC v.p. in charge of sales, rebukes his staff for laxity by gently informing them that if they do it again he'll have to take away their gold stars.

### New York Radio Parade

By Nellie Revell

Although WHN, New York, undoubtedly was a prime influence in the current amateur vogue its simon pure program is not oldest on the air. WHEZ in Bangor. Maine, has had a weekly amateur broadcast since 1929, which is considerably before WHN's start in April, 1934. WOWO in Fort Wayne, indiana, has aired an amateur show interinitiefully since 1923 titled Guest Star Revue. In fact most of the professional talent now.on. WOWO bulls from this amateur hour. KMOX in St. Louis had-amateurs from 1930 to 1932. KMBC in Kansas City, Mo., had show from Nov., 1932, to Sept., 1933, called "First Timers" on which even the announcers were beginners. WSPD in Toledo, O., had one on air for six months ending June, 1930. Revived in Oct., 1934, and under title of Jambores is still airing.

months ending June, 1930. Revived in Oct., 1934, and under title of Jambore's is still airing.

However, since the WHN Amateur Hour started to click, the following Columbia outlets have opened amateur hours: ETRH, Houston; WOC, Davenport: WQAM, Miami; WLAC, Nashville; WNAX, Yankton, S. D.; WOKO, Albany; WPG, Atlantic City; WFEL, Syracuse; WKRC, Ciacinnati; WBT, Charlotte; WADC, Akron, and KWK, St, Louis. A goodly number of which are sponsored.

Feenamint Vaude Dates

Feenamint Yaude Dates
Feenamint Amateurs, who will do the one week of one day vaude dates
with Ray Perkins and the Arnold Johnson ork (which is Dick Ballou's
recently organized outfit with Johnson at helm) are David Brennan,
singer; Melba Bennett, whistler; Refa Haman, guitarist and crooner;
Ed Sheliberg, knuckle tap dancer; Happy Sisters, a vocal trio; Daucha
and Neyen, who play zither and do vocals; Susan Saga, soprano, and
Anthony Ippolito, spoon drummer.

Good Bys, Mr. Butterenips

Everett Stoan, who was Mr. Butterenips on the Goodrich show, is no longer on program. Stoan is owner of very funny laugh which almost stole show a couple of times. Other performers have been waiting for Stoan to be dropped. His acript two weeks ago had-reference to his being fired and following week he was.

Twisting the Facts

On the recent grand finals of the Fred Allen amateurs a harmonicatrio was introduced with the explanation that these Boston boys (one worked for milk company and another for ice company) had been hired by Borrah Minevitch since their winning of the prize on an earlier Allen amateur show. Someone forgot to tell the authorities that the curly-haired lad in the tro, and mebbe the other two lada, had been playing harmonicas for Minnevitch since his vaude days!

Evelione Taglione, CBS hostess Has P. A. Maybe?

Evelione Taglione, CBS hostess on duty on 17th floor last week, received a phone call from London, England. Dashed wildly around till she set a relier and found quiet office to take call. Caller was Edward Dawson Scott, an actor, and stage manager. Scott was proposing martices and all he got was maybe. There is something askew somewhere These things are only supposed to occur where hamse' are concerned.

Visiting Station Managers
Visitors to CBS: G. Richard Shatto of WNOX, Knoxville, T. W. Symons, Jr., of KFPY, Spokane; Frank Lane, of WDOD, Chattanoga; D. A. Kahn, of KUKO, Wichita Falls, and Tiltord Jones, of KTRII,

Chicago Musicians union 33 per remote broadcast ruling, a is NY iocal 802, makes one concession. Bands may broadcast rroin hotal spots ut stations are not allowed to pipe programs to other stations. Sunday Carlsbad program folds April 17. Too much Father Coughiin. Tuesday Carlsbad program folds April 17. Too much Father Coughiin. Tuesday Carlsbad program folds April 17. Too much Father Coughiin. Tuesday Carlsbad program folds april 18. Too much Father Coughiin. Tuesday Carlsbad program folds April 18. Too much Father Coughiin. Tuesday Carlsbad Program folds and two new stations of the Carlsbad Carls

Stand By

Olsa Yernon, who is Sophisticated Lody of Song on WMCA, is exvocalist of the Jan Garber ork. . G. W. Johnstone, p.a. of WOR, to read
for a week of visiting the MBS outlets. . Meyer Davis signed Howard
fally and Rube Bloom orks. . E. S. Rogers of CFR in Toronto enroute
to Florida to join family and vacash. . J. F. Jarman, Jr. replaces E. W.
carr as manger of WDMC in Durham, N. C. . . John Carlille, CSB production mgr. is vacationing in south. . Jack Arthur starts new commercial on. WMCA on the 29th.

Scrambied Notes

Vaughn de Leath starts a new WJZ commercial on April 4, Vaughn deing her own announcing of commercials and accompaniment besides singing... When Larry Taylor single on WOR or the Roxy show that is name. On the Studelaker, show with the Himber ork they are calling him Gary Taylor... Bill and Ginger are readying a vaude skift.

Verna Burke sails for London and three months abroad... Jacob Ruppert Beer takes to WEAF on April 4 at 10:30 a. m., in a show about menus and bottele beer... Black Chamber script show for Forham added seven West Coast outlets to network... Lester Jay 13-year young radio artist has seven commercials and does his 15:00th mike performance this week. Lester has been acting on radio since the age of 5. He does the Whiteman show, Dick Tracy, Gump, Phila Bill, March of Time, Marie, French Princess... Abe Lyman off to Florida for a 10-day rest.

### Seek Canadian Viewpoint For American-Type Shows

Toronto, March 26.
Department of Education will launch a program of radio broadcasts to the schools of the province, commencing April 30, and will arrange for installation of radios in State Commencing april 30, and will arrange for installation of radios in State Commencing april be given in music literature, latery and separably.

music literature, history and geography.

Experiments in-Toronto public schools have met with success, Sunday night concert series on American educational broadcasts being used. Idea now is to use Canadian recript-writers and talent in order that the material may present the Canadian viewpoint.

Gen. Motors Ponders

As the program now stands all that the material may present the contracts are due to expire with the April 21 broadcast.

Lou Cowan's Office

Chicago, March 26.
Lou Cowan is setting up his own
ablicity bureau here.
Will have the two Andrew Karzas

Will have the two Aburew As a ballrooms, Trianon and Aragon, on his account list. Cowen will also handle Helena Rubinstein account, the Red Cross, besides a number of name bands and personalities.

# MAY KILL ZONE QUOTAS

### FCC's Washington Hearings

Federal Communications Commission last week upped power of three stations and granted permission for construction of one new transmitter, while slating 18 similar applications for hearings.

Permit to exect a new station using 1310 kc. and 309. watts was issued to Florida Capitol or Machaelters, Inc., Tallahassee, Fla. Power increases were without the control of t

### PAIGE LEAVING KHJ IN HUFF

Los Angeles, March 26.

Raymond Paige has resigned as musical director of KHJ, claiming the Thomas Lee Artists Bureau, operated by the owner of the station, failed to properly represent

Orchestra leader is under contract Orchestra leader is under contract for two current programs, being pacted to Campbell Soup on the Hollywood Hotel program and to S. & W. Products for the Raymond Paige-K. C. B. hour. Paige Intends to go east at the expiration of these commitments. Before that Dave Brockman, Expected that Dave Brockman, and the second California Mendes, will succeed as station director.

### Sheldon Heads Bureau

Boston, March 26.
Van D. Sheldon goes in as director under a new setup of the Yankee
Network Artist Bureau, with Josephine White his assistant. Linus
Travers, director of commercial productions for the Yankee net, will
supervise the bureau.

and trade journals.

Besides arranging auditions for clients, bureau will book commercially for outside entertainment.

Kenneth Randolph in N. Y. Kenneth Randolph in N. I.
Kenneth Randolph from WSMK.
Dayton, joined White-Lowell
agency, New York, Monday (25) in
charge of the radio department.
Agency will spot liquor accounts
on the air.

### L. B. WILSON'S CANDOR

Broadcaster Doesn't Con Prosp

Cincinnati, March 26 L. B. Wilson, prez of WCKY, never hestitates to put in a plug for his opposish when the occasion arises. His candor is unprecedented, however, in radio broadcasting

broadcasting.

Last week he received an inquiry from the Carpenter-Rogers Co. Dallas, Tex., regarding his station's suitability to exploit a product for the rural trade.

Wilson replied: If you wish a large farm audience in the Cincinnati market, I recommend WILW WCKY has a great many rural listeners, but not near the rural listeners that WLW has.'

### Green Scores Point

Officers of CBS will have to stand examination before trial, in the \$50,-000 damage suit brought by Michael Green, formerly manager of Red Nichois hand. Order providing for this interrogation was approved by Justice Colm in the New York Street Standard of the Standard Stan

away-from-his management.
Green's efforts to quiz Roy Wilson, business manager of the CBS
Artists Bureau, Inc., was temporaril
ly frustrated by the ruling that the
court handed down with the order. court handed down with the order. In resisting Green's move counsel for the defendant denied that Wilson was an officer or employee of the Columbia Broadcasting System which corporation Green had named in his suit. Justice Cohn ruled however, that if after examining the officers of Collection of the control of the control of the collection of the colle

# AIR POSSIBLE

Congress Asked to Give FCC Discretionary Powers as Alternative to Present Arbitrary Geographical Divisions

### EARMARKING

Washington, March 26. Washington, Marcia 26-Move for abolition of: the zone quota system of allocating broad-casting frequencies has been launched in Congress. Legislation abolishing present distribution re-quirements is sponsored in the Sen-ate by Senator Wheeler of Montana. Acting at the Instance of the

ate by Senator Wheeler of Montana.
Acting at the instance of the
Communications Commission, which
dealires to throw overboard compilcated computation methods, Wheelcr-submitted bill repealing provision
of present law outlining the five
zones and rewriting, section ordering,
equal allocation among specified
areas.

areas.
Under Wheeler-Commish pro-posal, iaw would require that:

In considering applications for licenses and modifications and re-

In considering applications forlicenses and modifications and renewals thereof, when and insofar as
there is demand for the same, the
Commission shall make such distribution of licenses, frequencies,
hours of operation, as of of premounties as as to provide an equittable service to each of the same.'

No More 'Loans'

Such change would wipe out present provisions under which channels are 'loaned' to other zones
when a lack of demand occurs. It
also would eliminate requirement
that—the allocation—be—charged
against the state where the studio is
located and the claims authorizing
licensing of 100-watters without resard to quota limitations.

gard to quota limitations.

Presumably such a change would not prevent the Commish from conthruing to authorize erection of one-lungers whenever necessary, since the quota limitations which previ-ously applied would be knocked out entirely, but the-evision-would end practice of earmarking various channels as the property of any par-ticular zone. Effect obviously would be to pave the way for wholesale reallocation of facilities, as has been contemplated for many months but which was blocked under the terms of the existing statute.

### COUGHLIN'S MIDNIGHT SERIES FROM WJR

Detroit, March 26.
Father Coughlin will go on the alrwith a midnight program, of a haifhour duration, immediately afterhis regular 4 o'clock Sunday afternoon series finishes on Easter Sun-

noon series finishes on Easter. Sunday.

Idea is to carry out his recently formed National Union of Social Justice party. Some 37 stations in the central and western states, which have been carrying his present talks, will be utilized with—additional stations added.

guional stations added.
Priest now receives about 20,000 letters daily and employes a mail force of over 100-to handle same. Lee J. Fitzpatrick, manager of WJR, basic station for Coughlin's talks, is handling the details and contracts for the new program.

### Garber-Yeastfoam Pact

Chicago, March 26.
Teastfoam program with Jan Garber orchestra drops off the NBC wires next month. Instead the yeast company will concentrate on a script show which it's now testing

here.
Drop-off of Garber coincides with his vacation out of the Trianon for the summer season.

# REMAPPING OF 2,000,000 Auto Sets Help Overcome Petroleum's Outdoor Lovalties

### Taint Good English

St. Faul, March 26.
L. C. Hodgson (Larry Ho),
three times mayor of St. Paul,
who is currently by-lining a
dally column for the Dispatch,
unloaded himself, anent radio
to this effect:

this effect: If our radio directors expect decent people to respect them, they must be respectable. Yes-terday over the radio I heard terday over the radio I heard a song running about like this: Ta like to dunk you in my coffee; Id like to spread you on my bread. 'If that is radio's idea of a love song, we might as well go back to cave days.'

## **BOAKE CARTER TALKS CREATE ENEMIES**

Phliadelphia, March 26. Alleged attempts by the Washington Naval and Military Departments to unofficially spike Boake Carter's ether comments on the activities reached an uncomfortable snag last week.

Washington Herald, in a front page yarn, exposed the fact that Carter's campaign to separate the air corps of the Army and Navy was a barb to the Capital lads who had been searching for means to counteract Carter's comment. Be-lieving that they had at last found a weapon in the spieler's supposed lack of naturalization crs, some air corps men ai-

Carter.

Washington Herald phoned Carter last week and was told that he became—a citizen—In-1935, having—been in the United States for 14 years. The paper then proceeded to use the infe to further kild the desk avia-

info to further kild the desk avia-tors with a sarcastic page one story. A kidnap threat last Friday (28)-put Carter on the front page here. The commentator made several at-tempts to communicate with the letter-extoritonists but failed. One or two of the dallies first, viewed to two of the dallies first, viewed though spreading it, until they dis-covered that what was supposedly a gag was no joke.

### Chevrolet's Plunge Into Spot Radio

Chevrolet is launching the most extensive spot campalgn yet undertaken by an auto manufacturer in radio. About 300 stations will be used in a transcription ballyhoo over a stretch of 39 weeks.

Platters, each framed for 15 minutes, will be run off at the rate of three a week.

### Asks WNBO's Place

Asks WNBO's Place

Canton, has applied to
the Rederal Rudio Commission for
the Rederal Rudio Commission for
the Sachilles formerly and the
facilities formerly and the
commission's hearing of charges
flied by the local telephone company. Under the arrangement that
previously prevailed WHEC and
WNDO shared time on 1,200 k.c.
It was reported recently that the
United Mine Workers of America
were interested in taking over
WNBO, but this the union has denied. WHEC is the only application filed so far for WNBO's share
of the wavelength.

of the wavelength.

Entry of Shell Oll group in the network field with a weekly one-hour show is halled by NBC and Columbia as indicating a likely swingback of petrol refiners to the ranks of radio's big spenders. Also indicative of this trend, say the webs, is the intention of Gulf, Texaco and Sunoco of staying in their network grooves through the warm speil this year. Sheil debuts its program headed by Ai Joison on NBC April 6.

NBC April 6.
Formerly rated among the three top, spenders in radio, the petroleum boys had at the end of 1934 slipped into sixth place. Drop had a slipped into sixth place. Drop had the budgets but to the fact that the refiners were turning back to their original first choice, the billiboards. This -tendency-was -reflected in-a dealer survey which NBC took last year. Web's poil among gas, station men as to their preferences for advertising media showed somewhat of a drop in their enthusiasm for radio. Networks now advance the argument of auto-radio-sets, our-ently figured by the networks as 't totaling 2,000,000.
How NBC and Columbia jointly

How NBC and Columbia jointly have been faring from the petrol in-terest the first two months of the past three years is shown by the following table:

	J	anuary	- 1	2 1 100
1933			\$41	39,346
1934			2'	73.237
1935			2	58,730
		30	*10	3 . 13
1 5-1	- F	ebruary	141	
1933			\$3	19,559
1934			2	15,079
1935		12 197	2	15,820

### League of Nations Assn. Pays for Time to Rap Coughlin: Hearst Next

League of Nations Association, Inc., which has always been alloted free time on both networks and local stations, had to pay for the 15 minutes it took up on WOR, New York, and WXYZ, Dotrolt, last Sunday night (24) because the talk contained an attack on Father Coughlin. Speech by Clark M. Ejchelberger, the association's director, originated from WOR. Which handled the deal, assumed the viewpoint that the airing of a political question that involves

of a political question that involves personalities could not be accepted on a sustaining basis. Original manuscript turned-in-by Eichelberger was rejected by WOR due to the station's lawyers. Association has bought two more

Association has bought two more 15-minute spots for successive Sun-day nights, one of which will be used to refute William Randolph Hearst's propaganda against the "World Court."

### BIBLE SHOW IS OFF; CRAMPED SPONSOR

Chicago, March 28.

Montgomery-Ward will not renew
its Bible, story, series inpon. the completion of the first 13-week ride.
Lloyd Lewis wrote the series.

Mail order house is reported now
looking for a program which permits more active commercializing.
Biblical them meant the sales copy
had to be-held down. Chlcago, March 26.

#### Marshall Replaces Reed with

Gene Marshall, formerly with WCAU, Philadelphia, is a new an-nouncer at WHN, New York. Bob Reed, from WHN, moves over to

NBC.
Isabel Hoggart is new continuity
writer at WHN.

GOODBICH

S. GUMPERT

Voice of Romano

"Iloso-Martin-O"
"Iloso-Martin-O"
G-Su-WABO
(Feep-A-Mint)
(Feep-A-Mint)
Ray Ferkins, M.C.
Ray Ferkins, M.C.
HEDRIN FERSON OF
HEDRIN FERSON OF
HEDRIN FERSON
BUILDING FERSON
HEDRIN FERSO

H. J. HEINZ
10 a.m.-M-W-FWJZ
Josephine Gibson
Maxon

MAKON
M. HOHNEB
(HAITMONICA)
(HATTMONICA)
(HATTMONICA)
(ATI Freed
Atherton & C
HOOVER
S-Su-WEAF
Edward Davice
Schumann-Heink
foe Koestner
Erwin-Warey

EDNA WALLACE HOPPEB 2:15 Daily Ex Sa-

2:15 Daily Er i
Su-WABC
Romance of H.
Tranf
Virgina Clark
Lester Tremayn
Marie Nelson
Adice Hill
Sundra Love
Gene McMillen
Jack Doty
Hazel Dopheida
\*Blackett

\*Brooke-Smith
HUMPHREY'S
(Medicine)
10:30 n. .....5-M.
F-WEAF
Peter de Rose
May Singh! Breen
Bob Emery
IRONIZED YEAST
7:15-7u-7h-SaWhispania Jack
Smithauf. R.
\*Ruthauf. R.

# COMMERCIALS

WEEK OF MARCH 27-APRIL 2

This Department lists sponsored programs on the NBC, CBS, and Mutual neworks 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.

account.
Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday);
W (Wednesday); Th (Thursday); F (Friday); S. (Saturday).

10-F-WEAF
First Nighter
June Meredith
Don Ameche
Carlton Brickert
Cilff Soubler
B Sagerquist Or
"Aubrey Wallace

CAMPBELL

(Soup)

COCA COLA

nn Barclay Goodman Or. 9:39-M-WEAF

Company of the company of
- ACME PAINT
6:30-Su-WABC 1:45-Th-WABC
*Henri: H. & McD.
A & P
9-M-WEAF
Harry Horlick
Frank Parker
Paris & Peart
AMERICAN
HOME PRODUCTS
(Anacla)
7:30-M-Tu-W-
WEAF
Easy Aces'
Goodman Ace
Jane Aco

\*Blackett-S-H AMERICAN BOLLING MILLS CARLETON A HOVEY (Fr. John's Med 7:15-Th-WJZ Alexander Thiede Eva Gingras' Chor Dwight Meads 'John W. Queen CARLSBAD (Salts) 4:30-Su-WJZ 7:15-Tu-WJZ

Frank Simon Ord Bennett Chapple AMERICAN TOBACCO 9-Tp-WJZ 'Red Trails'
J. Hanna, Dir.
'N. W. Ayer ARMOUR U:80-F-WJZ

7:16-Ta-WJZ
Morton Downey
Guy Bates Post
Ray Shatri Orc

\*Klesewetter
CABNATI MIL.
10-M-WEAF D:Bo-F-WZ
Phil Baker
Ben Bernie
Gabrielle De Lay
Harry McNaughto
Estelle Jayne
Leon Belasco Oro
\*Lord & Thomas
B. T. ttaBBATT
I 130 Su-WEAF Lullaby Lady
M L Eastman CITIES SERVICE 8-F-WEAF Mary Small
Harrison Knox
Singing Strings
Bertrand Hirsch Jessica Dragonette Rosario Bourdon U Quartet \* Lord & Thomas

BEECHNUT 7-80-M-W-F-W-JZ 7:80-M-W-F-WJZ
David Brown, Dir
'Red Davie'
Amelia Earhart
Burgess Meredith
Jack Rosiefgh
Marion Darney
Elizabeth Ragga
Johnny Kane
Eunice Howard
Joan Southern
'Siccann-E

10:30-F-WEAF
Frank Black Ore
Jane Froman
Chorus
"D'Arcy
COLGATE-PALM
10-Tu-WEAF
(Palmolive Soap)
Gladys Swarthout
John Barclay
Al Goodman Or. (ColgateToothpas Otto Harbach Martha Meare Al Goodman Orc BETTER SPEEC INSTITUTE 11:45-Su-WJZ 'Your English'
'Auspitz & Lea
BISODOL
8:30-W-WABO 10:15 n.m.M to Inc.-WEAF (Super Suds)

(Super Suds).
Clara, Lu 'n' Em
Benton-BCOOK'S TOURS
5:30-Su-WJZ Geo. Metaxa Elizabeth Lennos Victor Arden's Or \*Blackett WAITT & BOND (Blackstone Cigar 11-M-W-F-WOB Transradio News Travelogs
Malcoim La Prade
L. D. Werthelme CONSOLIDATED CIGAB CO. 9:30-M-W-F-WOB 'Hary 'n' Esther 'Altkin-Kynett BLUE COAL 1:15-M-W-F-WEA

'Peggy's Doctor' Rosaline Green 6:80-M-W-WABO 6:30-M-W-WamThe Shadow'.
Frank Readick
Allyn Josetyn
Wm Johnstone.
Virginia Venable
Betty Worth
Jean Colbert
Paul Huber.
Santes Ortego
Jury Macy
Wilmer Waiter COBN PRODUCT 8-Th-WABO
(Linit)
'Hour of Charm'
Phil Spitainy
Rocaline Green
Maxina
Rivelyn Kaye
Pat HarFington
Gypsy Cooper
Mary Rumrill
Ann De Marco
Lilyan Perron
19:15-Daily Ez. 1

Jury Macy
Wilmer Walter
Paul Stewart
Adelaide Kieln
Rita Vale
Hanley Stafford
Chester Stratton
Sylvia Lowy
Tony Hughee
Alice Reinhardt
Milton Herman
Waiter Soderling
PRuthrauff-R Lilyan Perron
12:15-Daily Ex. Ba
Sa-WABD
The Gumps
Wilmer Walter
Agnes Moorehead
Gatter day
Getter
G BORDEN 9-F-WJZ

CRAZY WATER

T. Harrington, Dir Boatrice Lillie Cavalier 4. Warren Hull Lee Perrin, Ore 11:45-W-WEAT Magic Recipes
Bill Bradley
Jans Ellison

Young & Rubican

A. S. BOYLE

(Vicer Wax) A. S. BOYL.
(Ploor Wax)
2-Su-WABO
Irving Kaufman
Blackett.S-H

Carefree Carrival
Carefree Carrival
Tollrest
CBEAM Of WHEA
Tollrest
Tollres

Buck Rogers
Curtis Arnall
Adele Ronson
William Shelley
Elaine Melchlor
Edgar Stehli
Dwight Weist
Poggy Allenby
"Ruthrauff & R

Huthrauff & R
DELCO
5:45-Sn-WAHC
Art Dickson
Charlic Morgan
'Geyer Co
EMERSON
(Bromo Seltzer) 6:20-Su-WJZ nn Seymour on Ameche hil Lord etty Winkler

8:80-F-WJZ 8:30-F-WJZ
Intimate Revue'
Al Guodman Orc
Jane Froman
Boh Hope
\*J. M. Mather
\*Pathe News of A
\*J. Walt Thomps
EX-LAX
9:30-M-WABO

GOODBICH
(Tires)
(Tires)
(Tires)
(IO-F-WJZ
Circus Night in
Silvertown
Silvertown
Divertown
Divertown
B. A. Roife Ore
B. A. Roife Ore
B. A. Roife Ore
B. A. Roife Ore
GOLF
A. Centra
Chorus
Ruthraun
Ruthraun
Ruthraun
Riche
(GULF
7:30-Sa-WABC
Will Rogers
Reion, Gisanon
Felen, Gisanon
Felen, Gisanon
Felen, G. S. G. Bungert
S. S. G. Bungert Lud Gluskin Block & Sully George Givot Gertrude Niesen \*Katz.

FIRESTONE Gladys Swarthou Vocal Ensemble Wm. Daly Orch Sweeny-Jamos FITCH 1:45-Su-WEAR

Wendell Hall FLETCHER'S

CASTORIA

- Sa WARC

J. Staufer, Dir.
Itoxy & Gang
Zora Layman
Eddle Ellingson
Gienn Crose
Ruth Carhart
Alines Deloto
Herbert Kingstey
Vicki Chase
Lasey-Taylos
Lasey-Taylos
Loon Rosebrook
Young & R ORD MOTOR

Nelson Eddy Detroit Symphony Detroit Syniphony

9:30-Th-WABC

Fred Waring
Ted Poarson
Stelin Friend
Kay Thompson

N. W Ayer

FORHAN

(Toothpaste)

7:15-M-W-F-WEAR

Stories of the Black Chamber

FRIGIDAIRE Jack Pearl
Cliff Hail
Leith Stevens
Pattl Chapin
Freddie Rich Ore GEN. BAKING

6:90-8u-WABC

Julia Sanderson

Frank v. rumit

Linton Wells

Jack Shikhet Oro

B. B. D. C

GENERAL CIGAT

(White Owl)

180-W-WABC

Folesie, Dir.

Burns & Alisa

Bobby Dolan Ore

"Thompson

\*\*Stacket

\*\*Hacket

\*\*Hacket

\*\*Hacket

\*\*Hacket

\*\*Hacket

\*\*Hacket

\*\*Lord & Milk

\*\*Lord & Thomas

\*\*HOUSEMOLD

\*\*SPINANCE

\*\*SPINANCE

\*\*JOHNANCE

\*\*JOHNANCE GEN. ELECTRIC 12:15 Su-WEAF 12:16-Su-WEAF
What Home Means
to Mo
GENERAL FOODS
2:30-F-WEAF
M. W. Barnum, Dir.
Martha Meare
Jimmy. Wilkinson
Al.& Lee Reiser.
Warren. Hull
France Lee Barton
Young & Rublean
9-Th-WEAF
(Maxwell)
Frank Meare HUDSON MOTOR

8:30-M-WABO

Rate Smith

3 Ambassadors

William Adame

Jack Miller Ore

\*Brooke-Smith

(Maxwell)
Frank McIntyre
Lanny Ross
Conrad Thibault
Muriel Wilson
'Molnescs 'n' Jan
Gus Haenschep

8:30-W-WJZ (Log Cabin Syrup Lanny Roes Harry Salter Ors Benton & B 7-Su-WJZ (Jell-O)

T. Harrington, D. Jack Benny Mary Livingeton Don Bestor Oro Frank Parker \*Young & Rubica GENERAL
HOUSEHOLD
(Grunow Refrig.
10-Sa-WABC

\*Ruthrauff R
JERGEN
9:39-Su-WZZ
5: V. Dobbs, Dir.
Walter Winshell
13. Walt Thompse
(Floor Wax)
0: Slaw EAF
Lorotta Poynton
Hazel Dopheids
Emory Darcy
Glinna Vaano
Ronnie Zon
Need Depted
Need Depted 10-Sa-WABC
Minn. Symphony
Bugene Ormandy
Anne Campbell
'Haye MacFarland
GENEBAL MILL:
4:46-Dally Ex. Sa
Sa-WOR

Anne Campus.

Needham

BOBT. JOHNSON

12:45-M. thru ThWOB.

Painted Dreams'

N. W. Aye.

KEI.LOGG

5:30-Daily Ex. BaSu-WZ

Singing Lady'
Ireen Wicker

7-48-Th-WJZ Su-WOR
Life of Mary
Southern
Linda Carlon
10:45-W-F-WEAF
Botty Crocker
Cooking Recipes
McCord Co.
5:30-Daily Ex. Sa
Su-WABC
Ack-Armstrong
All American Bo 7:45-Th-WJZ Ruth Etting Red Nichol's Orc \*N. W. Ayer KLEENEX 4-Daily-WJZ Betty & Bob Betty Churchili HLEENEX
11:15- a.m. M to Inclusive — WEAF
Story of Mary Martin
Basil Loughten,
Jan Crusinberry Jonne, Blaine

Netty Churchill
Don Ameche
Reity Winkler
Art Jacobson
Carl Brickert
Louis Roen
\*Blackott
GEN. MOTORS
9:30-Tu-WARC

Art Jacobson Carleton Brickert Betty Lou Gerson Francis X. Bushmi Anne Seymour "Lord & Thomas (Chavrolet)

Harry Swan.

\*\*Cicineaste Conday X.

\*\*Sister Jones\*\*

\*\*Manday X.

\*\*Manday X. BRAFT-PHENE

10-Th-WEAF P-Whiteman Ore P-Whiteman Ore Lou Holiz Harry Stockwell Heien Jopson \*J. Wait. Thomp.

s.su-WANG
(Pebeco)
Eddie Cautor
Harry Einstein
Rubinoff
Rubinoff
Hubinoff
Lennen's M
6:30-Su-WABG
(Hinds Honey A
Almond Cream)
Lolis Beanett
Corrad Thibagit
Corrad Trick
Nad Wover
Blockman
THOS, LEEMING
(Baume Bengue)
8:30-F-WOR

WARD
2-Su-WEAF
Stories of The O
Testament
Harvey Hays
\*Haye McFarland

BENJ MO

(Paints)
11:30 n. m.-WWABC
Betty Moore
Lew White
Direct

JOHN C.

NATIONAL BISCUIT CO

NORSEC (Toothpaste)

Norman Cordon Lucille Peterson Choristers 4 Lou Katzman Or \*Wm. Esty

Adventure Hour Albert Brown Patricia Duniap James Andelin James Pugh Karl Way IJFE SAVERS

8-M-W-WABC
Diane & Her Life
Saver
Audrey Mason
Edward Nell
Cavallers 4
Vic Arden Oro
\*Topping & Lloyd

Lucrezia Borl
A Kostelanets C
9-W-WABC
Lilly Pons
A Kostelanets O

A Kostelanets Of S-Sa-WABO
Richard Bonelli A Kostelanets Of Nowell-Emmett
LORILLARD
Briggs Tobacco
(Muriel-Cigars)
Sports Review
Thornton Fieher
Chas, Rigler, Gu
\*Lennen & M

Chas. Righer, Green M. Lanuis Phillippe 2 Daily Rr. Sa-Su-WABC Marie Little France Princes: Ruth Yorke James Meighan Lester Jay "Blackett GEO. W. LUFT

(Cosmetics)
10-W-WJZ
Hollywood Gossip
Jimmy Fidler
\*Cecil, W-C

Cacil, W-C
LUX
2:30-Su-WJZ
T. Luckenhill, Dir.
Anth. Stanford, Dir.
Leelle Howard
The Romantio Aga
Helen-Chandler
\*J. Walt. Thompson

LUXOB 8-Sn-WEAF

(Grue Story)

Court of Huma
Relations'
Percy Hemus
Arnoid Johnson's C
Elele Hitz
Ned Wever
Howard Smith
Lucille Wall
Allyn Josiyn
Paul Stewart

Edwin C. Hill Edward Neil Fulton Oursier Arnold Johnson Fredorick H. Eck Erwin-Wasey

MALTEX I-Su-WEAR Dale Carnegle Leonard Joy Oro

MAYBELLINE 3:30-Su-WEAF 'Penthouse Seron-ade' ade'
Don Marlo
Dorothy Hamilton
Chas, Gaylord Or
Cramer Kasselt
MET, LIFE OO.
6,45-Dally WEAF
Arthur Bagley
Olircot
DR, MILES LAB'S
(Alka-Seltzsr)
9:30-8a-WJZ

WLS Barn Dance Ridge Runners Uncle Eura Luiu Belle Mapla City 4 J. L. PRESCOTT (Oxol) / (...
10:30 n.m.-Daily En
Sa-Su-WABO
Jack Fulton Ore.
\*B. B. D. & O. PRINCESS PAT

Sketches

\*\*Accument of \*\*MBLE \*\*

\*\*Pacture of the second of the second

Ivory Stamp Club Capt. Tim Heale Blackman 3:15-Daily Except

Se & Se WEAL
(Oxydol)
Ma Perkins
Virginia Dayne
Margery Hannon
Kari Huhci
Will Fornum
Chas Eggieston
Blackett

\*Blackett

\$:15-M-W-ThWEAF
(Camay)

Dreame Come
True

True

Bray McKinley
Ray Senatra Ore

\*Pediar & Ryan

\*Pediar & Ryan
RALSTON
5:15-M-W-F--WEAI
(Purins)
Tom Miz Straight
Shootere
Percy Hemus
10:16-W-WJZ
(Ry Krisp)
Madame Sylvia
\*Gardner

2:15-Su-WIZ (Dog Food) (Dog Food) Don Becker Dog Chate "Henri, H. & McD MUELLER C.

Madame Syvia

"Garding JUOTRON

ROA SANWIZ

BOS LAWFIZ

BOS LAWFIZ

BOS LAWFIZ

BOS LAWFIZ

BOS LAWFIZ

BOS LACENTR

RAY Noble OF

AL-BOWIT

THOMAS

BCA VICTOR

2-W-WIZ

Benny Goodman

Helen Ward

Ray Hendrichy

Lord & Thomas

BEAL SILK

BEAL SILK 16:15 a. m. Dally Ex. Sa-Su-WABC Bill & Ginger Virginia Baker Lyn Murray •Hellwig

MISCUIT CO.

10:30-Sn-WEAF
Kel Murry Orc
Kavisr Cugát Orc
Benny Goodman
Phil Duey
Frank Luther
Carmen Castillia
Connia Gates
Helen Ward
Louis Alvares
McCann-Erlok
WMCCann-Erlok \*Lord & Rhome BEAL SILE 9-Sa-WJZ Chas Previn O Olga Albani \*Erwin-Wasey Erwin-Wasey
RED STAE YEAST
11-Tu-Th-S-WEAF
Edna Odell
Phil Porterfiald
Irma Gien
Earl Lawrence WABC
W Butterworth
Milton Rettenber
Lou Raderman
Lucien Schmidt
\*Stack-Gobie

Earl Lawrence
EEISEE CO.
(Shampoo, etc.)
11:15 a. m. SuWEAF
Jack & Loretta
Clemens
\*Donahue-Coe

Ponante Coe

BERNINGTON

BAND

F-WASD

F-WASD

A. P-F-WASD

Macro Core

Fine Common Common Common

(Camel Cigratet)

O-Ta-WASD

B-Th-WASD

Camel Cigratet

O-Ta-WASD

Another Raushaw

Allice Frost

Allice Frost

Allice Frost

Haye McFarland
PACIFIC RORAX
9-Th-WyZ
10-th-WyZ
Death Vall'y Days'
Tim Fravley
Joseph Ball
Edwin W Whitney
Lonesome Cowboy
Joseph Bonlima Ore
McCErick
PEPSODENT Annette Haushi Alice Frost Jack O'Keefa Louis Sorin Kay Renwick Kenny Sargent Pee Weo Hunt Wm. Esty

8-Tu-WJZ
Bno Crime Cluas
8-W-WJZ
Penthouse Party
Jan Peerce
Mark Heilinger
Gladys Glad
Sam Ahearn
Emil Coleman Ore
N. W. Ayer
SCHOLL CO.
(Featesde)

Joseph Hofilma Ure
MCCEPTice
MCCEPTice
MCCEPTice
T-Daily Ex Sat SunAmos 'n' Andy
PINAUD
(Hair Tonio)
16:30-M-WAND
B Von Hailberg OrCalkine & H
T-Calkine & H
HILCO:
Her Tonio
Boake Carter
Hutchins
HILLIPS-JONES
(Arrow Shirts)
(Arrow Shirts) (Footpade)
7.30-Tu-Th-Sa-We
'The Street Singe
Arthur Tracy
\*Donahue & Coe

(Arrow Shirts)
10:15-Su-WJZ
Vera Brodsky
Harold Triggs
Louis K. Anspacks
Pack SELBY SHOW 8-F-WABC Mrs. F. D. Room veit

veit
\*Henri. Hurst
SHEFFIELD
FARMS
6:45-M-Th-F-WE.
Billy and Betty
\*N. W. Ayer
SILVEB DUST S-Tu-WEAF
1-co Releman's Ore
Phil Duey
10:45 a. m.-Sa-WOB
Graphologist
Mme. N. Olyanova
\*Blow Co.
PILLSBURY
10:30-Dally-WJZ 7:30-M-W-F- WAI
The O'Neilie'
Kata McComb
Jimmy Tansey
Ace McAllater
Jaok Rubin
Jane West

SINCLAIR 9-M-WJZ Gena Arnold Bill Childs Mac McCloud Joe Parsons Cliff Soubler Harry Kogen \*Federal

PITTSBURGH PLATE GLASS (Paints)
9:45 a.m.-M thru F
WOR

PREMIER PABST 0-Tu-WEAF. Ben Bernie Jack Dempsey Hannah Williams Morris-W. & E.

Robert Strauss
Edith Spencer
John Milton
Ruth Russell
William Stickle
'5. S. Uetchalt SPARKS WITHINGTON

4-Su-WJZ
Jolly Coburn Ore
H Van Emburgh
Edwin Wasey
SPRATT (Dog. Foods) 5:45-8u-WJZ

5:45-Su-Wez A Payson Terhu Paris & Peart SSS CO. (SSS Tonio) 8:30-F-WOR The Music Bor Johnson-Dallia STAND. BRANI 8-Su-WEAF Chase & Sanburn A. K. Spencer, Dir Amateur Show Maj, Edw. Bowes

8-W-WEAR

(Royal Gelatina)
Cal Kuhl, Dir.
Mary Pickford
Coquette
John Mack Brown
G. Thompson, Dir.

G. Thompson, D

8-Th-WEAF
(Fleischmann)
Rudy Vallee and
His Conn. Yan
Noah Beery
Peggy Conklin
Roger Pryor
Tom Howard
George Shelton

7:30-Su-WJZ-H. Polesio, Dir. Joe Penner Stefanni Diamond Ozzie Nelson Oro Harriet Hilliard \*J. Welt. Thomp. STEBLING PROD 8-Tu-WABC
(Bayer's Aspirin)
Frank Munn
Bernice Claire
Gus Haenschen Or

Gus Haenachen O
9:30-8u-WEAF
(Dr. Lyon's
Toothpowder)
Gus Haenschen O
Freeda Hempel
Frank Munn
Vivienne Segal
Ohman & Arden
Bert Hirech

Bert Hirech
9-F-WEAF
(Phillips Mag
'Waitz Time'
Abe Lyman Oro
Frank Munn
Bernice' Claira

Nank Munn
Beraice Claira

8:30-Ta-WABC
Abe Lyman
Vivience Segai
Oliver Smith
Segai
Oliver Smith
Francis Smith
Ray Appley, Dir.

5:45-M-Ta-

5:45-M-Tu-W-Th-WABC (Cait. WABC
(Cait. Syrup Figs)
Dick Tracy
Ned Wever
Lester Jer
Valter Kinselle
Charles Sinttery
Res Kacoll
STEWART
WARNER
(Alomite)
10:30-Tu-Th-WABC

(Alomite)
10:30-Tu-Th-WAB
Hugh Barrett Dobi
Lysbeth Hughes
Bob McCoy
rt Thorsen
Lorse

sob McCoy Art Thorsen Horare Hodge King Sisters Steva Merrill Jerry Bowne Alyce King "Blackett-Sampla STUDEBAKER 9:80-Sa-WABO 6-M-WEAF Richard,"

6:45-Dally Exce Ba-Su-WJZ Lowell Thomas \*Roche-Willams SWIFT 8-SQ-WEAF

8-Sa-WEAF
(Meat Product)
H. Williams, Dir.
Sigmund Romber
Wm. Lyon Pholys
Um. Lyon Pholys
Lein Fisher-chil
Lein Fisher-chil
Lein Fisher-chil
A:30-Su-WEAF
Z:30-Su-WEAF
Z:30-WILT Thomps
TABTYEAST
12-Su-WJZ

Amateur Show Chubby Kane Horace Fehyl Johnny Johneo \*Clements TENNESSEE

(Loma Plant Food 12:15-Su-WABC M. L. D. Seymour \*Sam L. Croot TEXAS CO. 9:30-Tu-WEAF

9:45-Su-WJZ
Adventures of S
lock Holmes'
Louis Hector
Leigh Lovel
Joseph Bell
\*Cacil, W. C. R. L. WATKINS
0-Su-WEAF
(Dr. Lyons Toothpaste)
Pierre Le Kreeun

5-Su-WABO
Freddy Martin
Vera Van
Donald Novis
Warren Huii
Elmer Feldkam
Terry Shand
Maie 3

Young & R. WANDER CO.

WANDER CO. (Ovaltine) 5:45-Daily-WJZ Littia Orphan A' Alian Baruck Henrietta Tedro Ed Sprague Stanley Andrews Shirtey Pell \*Blackett:

CHAS: WARNER (Sloan's Linament 9-W-WJZ

Warden Lawes in '20,000 yrs, Sing Sing'

(Vince) 9:30-W-WJZ

John McCormack

WASEY PROD'CT

WABC
Edwin C. Hill
12-Dally Ex. Sa-Si
WABC
6:45-Su-WABC

6:45-Su-WABC
Voice of Experience
2-Su-WOR
Jacob Taredish, The
Lamplighter
\*Erwin Wasey
G. WASHINGTON
(Coffce)

9:45-Su-WJZ

WFBL'S SIMPLIFIED STATION RATE CARD

Syracias, March 28.

New WFBL rates card effective April 16 simplifies arise to a soft and the city and the c

Detroit, March 28.

WXYZ's horse oper drama, The Lone Ranger goes to WSPD, To-iedo, three times weekly for 13 weeks, starting Monday, (25) under sponsorship of Gordon Baking Company, thus bringing the total of, stations carrying this show to 12. Ranger, is produced at WXYZ by James Jewell.

Toledo brossers.

James Jewell.

Toledo broadcast necessitates a becelar performance as fite program goes on the air at 6:30 p.m. over WSPD.while the Michigan web and Mutual system programs goes on the attract. Ap.m. WSPD is owned by George Storer, owner of CKLW at Detroit, and competitor to WXXZ.

Lone Ranger' on WSPD

Camels May Stick Changeis Way Suck
Chesterfield has decided to go offthe air April 20, while there is a
possibility-of Camel-remaining on
the same network, CBS, through the
summer. If the latter cig stays
beyond June 27, its present expiration date, the personnel of the program will be reduced to the Casa
Lorna band.

Chesterfield would have liked to make it an additional week, but European engagements previously entered into by Lily Pons made this impossible. Chesterfield's stay this season will amount to 26 weeks.

Canadian Station Shifts

Canadian Station Shifts
Edmonton Canada, March 26.
Station CJCA, operated by the
Journal, has been taken over by the
Taylor and Pearson Broadcasting
company. CFRN, formerly CFTP
and owned by Taylor and Fearson,
has been taken over by Dick Rice
and his associates.

Rice was former manager of

U. S. TOBACCO
(Dill's Best)
(Dill's Best)
(180-F-WEAF
Ona Night Stands'
Pio Maiona
Pat Padgett
Joeef Bonima
\*McC.-Erick.
'VICK
'115-M-W-F-WJZ
Willard Robison Or
Quartet

\*Cecil, W. C.

-5-Sa.-WABC Raquel de Carlay Jeroma Mann Men About Town Andy Sannella Ore Blackett WELCH (Grape Juice) 8-F-WJZ irene Rich Kastor

WESTCLOX 4:45-Su-WEAF 4:45-Su-WEAR
BIG Ben Dream
Dramae
Arthur Allen
Parker Fennelly
B. B. D. & O. WOODBURY

Bine Colonia C

WYETH
2:30-Su-WABO
(Hill's Nose Drops)
'Hammerstein's Music Hall of the Air'
Ted Hammerstein
10:45 a.m.-Daily
Ex. Sa-Su-WABC
'Mrs. Wigss of

10:40 Ex. Sa-Su-WABL
Mrs. Wiggs of
Cabbage Patch'
Betty Garde
Alice Frost
Joo Latham
Andy Donnelly
Amy Sedelle
Estelia Levy
Pat Ryan
\*Blackett-S-H

(Sai flepatica) Fred Allen
Portiand Hoffa
Jack Smart
Lionel Stander
Elices Douglas
Irwin Delimore
Minerva Plous
James Motion
Lennie Hayton
Gentar & Bowler
CAUPANA
6:08.50.1WAZ

BREITENBACH

(Pepto-Mangen)
2-Su-WJZ
Anthony Froma
Alwyn Bach
\*McCann-Erickson

BRISTOL-MYERS

(Chavrolet)
Isham Jones
S-Su-WJZ
(Institutional)
Raffael Kubelick
Jan Kubelick
\*Campbell-Ewald
BOLYNOS

ROLYNOS
7:18-Dally Ex Su-wabo
Just Plain Bill'
Arthur Hughes
Ruth Russell
James Meighan
Curtis Arnall
Jos. Latham
\*Blackett-S-H

\*J. Wait. Thomp.
LABY ESTHER
10-Su-M-WABO
8:30-Tu-W-WEAF
Wayne King
\*Stack-Gobie
LPHN & FINE
8-Su-WABO
(Pebeca)

\*Stack-Gobie
NORTHWESTERN
YEAST
1:30-M-W-F-WJZ
'Virginia Lea and
Sunbeam'
Dorothy Page
Bob White
Elinor Harriott
Ed Prentese Bob White Eilnor Harriott Ed Prentese Virginia Lee 8-M-WJZ Jan Garber Ore 'Haye McFarla

S-Sn-WEAF
Sally of Talkies
Bob White
Basel Loughrana
Henry Saxe
Joan Blane
Marjorle Hannan
\*Lord & Thomae
MAGFADDEN
S:30-F-WABO
(True Story)

10:30-Dally-W.
Today's Childr
Irma Philips
Waitar Wicker
Irena Wicker
Lucy Gillman
Fred Von Amoi
Jean McGregor
\*HutcMineon

\*Hutchineon

11 s.m.-W-F-WAB

Cooking Close Ups
Mary Ellis Ames

\*Hutchinson

WOR
Don Carlos Band

N. Y. Ayer
PLOUGH, INC.
10-W-WEAF
Guy Lombardo
Ricardo Cortez

\*Lake-Spiro-C

B-Sa-WEAF
Ross Bampton
Scrappy Lambert
Billy Hilipot
Nat Shilkret Oro
Homman. T. &
SOCONY VACUE
7-Sa-WABC 7-Sa-WABU
Soconyland
Skotches
Chas, Webster
A. P. Kaye
Arthur Allen
Parker Fennelly
Kate McComb
Isabel Winlocks

SMITH BROS.

Ed Wynn Graham McNames Eddle Duchin Orc \*Hanff-Metzger

UNION CENTRE
(Insurance)
6-Su-WJZ
Roses & Drums'
Helen Claire
Reed Brown, Jr.
John Griggs
Gue Smith: mer
J. Spurin-Celloia
1-on Carre
Joe Curtin
Edward Jerome
Jack Rosiugh
Morgan Farler
Cur Battes P. st.
Erryn Mutch
J. Walt: Thomps
UNITED BRIGG

UNITED DRUG Rhythm Symphon DeWolfe Hopper Street & Finner

# c SHOW HAS 4,500 SEAT

### Improbable Broadcasts

No. 12-F.O.B. Distillery By Bob Landry

Announcet—A special program saluting the whiskey, gin, brandy and rum advertisers. This program is inspired by sales promotion. If booze advertising, is ever going to mean anything to radio, the resistance of the American family must be broken down, old prejudices up-rooted, and a new stant on alcoholic beverages put over.

Seth Parker—Howdy, folks, this is the first of a new series in honor of the spiritus frumenti industry. I have been invited to act as master of ceremonies. The series is called Salutudy, Night at Seth Parker's.

Announcer—Recent discoveries in the scientific laboratories of the sales promotion department indicate that

the scientific laboratories of the sales promotion department, indicate that there are numerous medicinal and therapeutic values to whiskey, gin, brandy and rum not previously sus-pected or explotted. 'We will' ask Seth Parker to tell you what the good people in Jonesport, Maine, have discovered about spiritus fru-

good people in Jonesport, Maine, have discovered about spiritus frumenti products.

I seth Parker-Down here in Jonesport we always were kind of against spiritus frument products. It was an old notion that went back a long ways. But lately we've seen that while too much of a good thing is always bad, there are medicinal uses of whiskey, gin, brandy and turn that while here we've we'

ple-eyed.

Announcer—Sales promotion in addition to Seth Parker and what he stands for has decided to tie-up spiritus frumenti with such whole-some influences as Edgar A. Guest, Dr. R. E. Lee, and Wafter Damrosch. First we will hear from Edgar A. Guest.

rosch. First we will hear from Edgar A. Guest—The lagrar A. Guest—The lappy to be present Saturday Night at Seth Parker's and to say a word or two. These are just I was asked to compose a poem in praise of the beautiful devoted, attentive, passionate love of one dead drunk for another, but I prefer in unday Night a stead to dwell on the friend of a Shrill fema friend of mine who was bitten by a I'm an Indian!

rattler down in Texas. Luckily he had a quart of whiskey with him and it is pleasant to record that although the whiskey didn't save his life, he died happy.

An no un eer — Thank you, Mr. Guest. And now Dr. R. E. Lee—Dr. Lee—XR. Yeast goes down much easier when dissolved in a tail Tom Collins. This scientific discovery-was made quite by accident one Saturday afternoon in the office of Standard Brands during the course of a bridge game.

Announcer—Thank you, Dr. Lee. Ladies and gentlemen, you are tuned in on Saturday Night at Seth Parker's. This program celebrates the newly discovered uses of whiskey, giv, brandy and rum that have made these beverages practically as Indispensable in the Yamily medicine chest as Lady Esther powder. Palmolive soap, Pepsodent moutwash, Welch's grapelpilee and Maybellins.

Esther powder, Palmolive scip, Pepsodent mouthwash. Welch's srapeluce and Maybelline. Shill female—Hold me, Edde, so I don't fell. I'm going to see if I can kick the chandeller.

Sound effects—Loud galety.
Seth Parker—We have lots of fun Saturday night at Seth Parkers, Everybody is pretty happy. In fact I guess most of 'em are in the last stages of hilarity.

Music—'Sweet Adeline.' (They sing.)

Music—Sweet Adeline. (They sing.)
Sound effect—Loud laughter.
Walter Damrosch—Mr. Parker—my excuses—I cannot walt. This party is not what I thought. (The quartet goes on "Adeline" second chorus.) I cannot permit myself to express any appreciation for such wretched music. Good evening—Edgar Guest—Just a minute, doctor, I'll join you in a taxicab.
Shrill female—Let 'em go. Who cares? Come on Grandma, let's see you do the Charleston. Sound effects—Shrieks.
Mob—Come on, grandma, get hot. Shrill female—Grandma, where did you get those bloomers?
Announcer—Whiskey overcomes

did you get those bloomers?

Announcer—Whiskey overcomes and supplants halitosis—gin conquers bashfulness—brandy makes batheadled near glamorous rum counteracts the tobacco habit. These are just a few of the numerous new medicinal uses recently ones new medicinal uses recently ones new medicinal uses recently runs in sgaln next week for Saturday Night at Seth Praker's.

Shrill female—Yoo-ooo-yippee—I'm an Indian!

#### -Agencies Sponsors—

Arrow Seer, Baltimore suds acc't, through Joseph Katz agency, last week placed large orders for 1-min. 6.t. discs with all four local Balti-more stations. Series will continue

Barbasol, (Singin' Sam) will ex-tend its 15-minute Friday night period on the Mutual web for 13 weeks, commencing April 5. Pro-gram originates at WLW. Cincin-nati, and is piped to WOR, New-ark, and WGN, Chleago. Erwin Wasey agency, New York.

Edwards' Olive Tablets is renewing for 13 weeks with Sunday afternoon quarter-hour programs of Dr. Jacob Tarshish's inspirational talks over Mutual hook-up.

Heinz Company series of 52 disks of Roscoe Turner Adventures placed on WHO, Des Moines; KMBC, Kan-Bas City; WTIC, Hartford, through Maxon, Inc. World cut series.

Alka Seltzer has restored its WLS Barn Dance Saturday night pro-grams on WLW, Cincy.

Emerson Drug Co. (Bromo-Seltzer) with new Pathe News of the Air series starts on Mutual net, April 8, for Monday and Wednes-day night shots on WOR Newark;

WGN, Chicago, and WXYZ, Detroit, and repeats on WLW, Tuesday, and Thursday nights. Change of schedule for WLW on account of that station's traffic tangle.

Mansville-King Company of Rochester, New York, testing on WFBL, Syracuse, beginning April 4. Programs will consist of advice on planting and caring for a garden and will be given by Heller Bloomer of the Mansville-King Company.

My-T-Fine Products series of 13minute announcements, goes to WBZ, Boston: WTAG, Worcester: WJR, Providence; WDRC, Hartford, and WICC, Bridgeport. Placed through B. B. D. & O. agency. World Broadcasting System.

G. W. (Johnny) Johnstone, WOR, New York, celebrates this week his 13th year in radio.

Irna Phillips is writing the Edgar Guest show, Welcome Val-ley, for Houschold Finance on the NBC blue (WJZ) Tuesday nights

CJCA, Edmonton, Alberta, officially opened its newly installed 1,000 want transmitter Monday evening (25) with a special program to the Canadian Radio Commission network.

# FREE GYCLE HITS SHREVEPORT. LA

Municipal Auditorium Has Radio Attractions Three Nights a Week in Compe tition with Theatres

#### **ADMISSIONS**

Shrevenort, La., March 26.

Snreveport, La., March, 25,
Municipal Auditorium, with a seating capacity of 4,500, is to be, used by three different sponsors, who will originate radio programs there. Population of Shreveport is around 45,000.

Dixie Land Minstrels, sponsored, by the Shreveport started and with the Shreveport started and the started and the shreveport starte

around 45,000.

Dixie Land Minstrels, sponsored, by the Shreveport street railways, has occupied the auditorium since December; on Fridays offering a haif hour for the air and an added 30-minute stretch for the visible audience. Hemenway company moved in last Saturday (24), and will also give the see-hear audience twice as much entertainment as the stay-at-home audience sets. KWKH airs shows.

On April 2, the Wilkerson Oil, over KTBS, will start using the big hall on Tuesdays. In addition to the outertainment, the Wilkerson tests after the performance and provide dancing by Maury Walters orchestra for the balance of the evening.

orchestra for the balance of the evening.
With the opening of the two new revening.
With the record of playing to the largest visible audience of any radio program in the United States claimed by the Street Railways minstrels will be broken. Since being dressed up and moved up to the Muny auditorium the minstrels have averaged 3,500 persons for every performance. On several occasions 5,000 persons fammed, their way in and fremen staunchly refused to let 500 more enter.

### Sc. Admission

fused to let. 500 more enter.

See. Admission in unique.
Ride the street car Friday anglit and get a ticket to the show with your six-cent fare. If not buy your tribing ticket at the box offices and use your street car ticket any time the following two days.

Hemenway revue is somewhat different. Pay a dime and get a ticket. The stub is good for 10 cents on any cash purchase at their furniture stores ir Shrveport and Alexandria. Only one ticket per performance can be used on a purchase- and-the sponsors have it pretty well fixed up so they won't be giving away household articles by the gross, gratis.

Oil company, owners of three lores of the contract of the con

Just what the theatre managers of Shreveport think of this aggres-sive competition is not reported; but can be imagined.

### Benny from Coast

Definity ironic Coast Jack Benny, back from the Coast after a fast trip fo Hollywood for a Metro studio huddle, starts work on Broadway Mclody at the Culver City plant on April 10. He will broadcast-for, Jello from the Coast-Harry W. Copn, Benny's radip scriptist, will also work at Metro on Penny's areas, dialog. Bonny's screen dialog.

### Singing for Uniforms

Lamy Ross is down to warble for a Lee in Providence, R. J., on April 5 under awspices of the Central High school. School band needs new uniforms and instruments and is selling tickets for the radio star's senserance.

appearance.

Eam Ross of NBC handled the negotiations.

# Ticket Specs at Radio City

NBC is considering retaining the services of a private detective agency to suppress the scalping of broadcast tickets in the main lobby of the RCA building, New York. What caused the network to turn: its thoughts to the gunshoe idea was the receipt of complaints from ad agencies that tickets to major programs were pedded open by during periods just preceding the start of these broadcasts. One agency reported that it had learned that as high as \$6 apir. One agency reported that it had learned that as high as \$6 apir. One agency reported that it had learned that as high as \$6 apir. One agency reported that it had learned that as high as \$6 apir. One agency reported that it had learned that as high as \$6 apir. One agency reported that it had learned that as high as \$6 apir. One agency reported that it had learned that as high as \$6 apir. One agency reported that the studies and by stamping the word 'sold' across the tickets whenever they come across a money transaction. Out-of-towners, say the agencies are now generally apprised of the fact that coin can get them into their favorite broadcasts if they get around to the main floor entrance to the studies a half hour or so betire the shows are due to \$60 on.

### Dept. Store Puts Its Own Station At Disadvantage, but Just Shrugs

NO ETHER SATIRE

B.B.C. Turne Film Script From Comedy to Tragedy

London, March 17.
Eric Maschwitz and Holt Marvell, connected with British Broadcasting Company, wrote a play which was put on the air by their concern. Phoenix Film company, a new production concern, secured the film rights and started to produce it. Piece is titled 'Death at Broadcasting House.' Before shooting the script had to be submitted for approval, to the B.B.C.
Originally designed as a satire on the English broadcasting concern, but before permission was granted to film it, all the satire was deleted to film it, all the satire was deleted.

of the first permission was granted to film it, all the satire was deleted and as a consequence the comedy melodrama will be transformed into

### LOTSA SCOWLS DARKEN BALTO

Baltimore, March 26.
Dropping from the sales staff of
WBAL yesterday (Monday) were
Bessie Traub and Jerry Morre.
Latter joined roster when Hearst
acquired station several months
ago; former was a sales vet of some
years standing.
The compared in the sales of the sa

years statuting, unit, altegedly chargland commercial-manager. Jules
Daniel is showing partiality toward
one salesman in particular, Lesile
Peard, by throwing all the best
things his way exclusively.
Another episode involving station
was trek undertaken by Daniel last
week to office of Joseph Katz
agency, where he claimed favoritism
was being played by Katz firm in
altegedly sending bulk of bis placed
on local ether by agency to WFBR
rather than WBAL. Daniel was
space-buyer for Katz before resigning-last January to take present
post with WBAL.
Simultaneously, couple other-

Simultaneously, couple agencies here were grumbling over week-end that WBAL commercia week-end that Wisal commercial department was allotting all the best time to Katz agency place-ments, and giving their accounts less desirable periods, especially for spot blz.

#### Akron Band Makes Web

Akron. Mand Makes Web
Akron. O, March 28.
Denny Thompson orchestra, an
Akron band stepped into the big
time this week, when they werespotted on their first Golumbia chain
breadcast. WADC here remains on
the air an hour longer than usual
to feed music to the network from
12:30 until 1 a.m.
Thompson got spot on account of
sulfor difficulties in New York which
has caused the discontinuance of
must of the New York name bands
from the network.

Philadelphia, March 26.
WIP is finding its close link with flimbel Ending its close link with flimbel Ending in an analog in an analog press publicity and in an analog press publicity and in the Philip Morning Record and eliminated the Dialy News completely. The News is the only sheet devoting any regular space at all to ether chatter. As a result, station has been dropped from the Record listings this week under orders from the sheet's ad department head while the News is cool enough to chill an iceberg. Both papers have also cancelled any reader space. eader space.

Meanwhile, WIP, which has been Meanwhile, WIP, which has been extremely active from the show-manship angle, is finding other local stations grabbing-off free space they once cornered. Studio's feud with the store is that elimination of the only sheets which have maintained a fairly friendly attitude to radio, definitely nixes all chances of station publicity. To which Gimbele reply that the store operation overshadows studiomaintcnance in importance, and no go.

### GONG FOR SPONSOR

But Jerome Kahn is Learning How To Take it

Baltimore, March 26.

'Amateur Night' sponsored on WCBM by Moses Kahn & Co., local clothlers, continues to provide unclothiers, continuoual incidents.

instal incidents.

Month ago horde of high-school studes cornered the ducats, brought their\_cheen-leaders with 'em-and-blasted talent offs the air with boos. Fortnight ago, son of sponsor, Jerome Kahn, got a yen to do the oral plugging for firm, ran in too much copy and got razooed off the air when he got peeved at audience air when he got peeved at audience throng for it. He then issued edict limiting audiences thereafter to 50 head.

ead. Last night's (Monday) program, he sponsoring scion was again rat? Last night's (Monday) program, the sponsoring scion was again razi-tling off a lengthy list of plugs mid-way in program when member of audience stole up to the belt and gonged-him. Mob laughed heartily, But this time sponsor wasn't sore. He's learning to take it.

#### 'Painted Dreams' Back Chicago, March 26.

Chicago, March 26,

"Painted Dreams, show which has had a number of sponsors on WGN and on chain, matches off another-backer and will return as a commercial on the Mutual web next week.

Will be paid for by Johnson candy company.

### Conquest's Exclusive

Radio Luxembourg has appointed the Conquest Alliance Co. as its ex-

the Conquest Alliance Co. as its ex-clusive American representative. Arrangement provides that Con-quest colict a commission on all business booked out of this country. European station, which operates at 200,000 watts, formerty cleared its business in the United States through several firms.

### RADIO SHOWMANSHIP

(Stunts, Tie-Ups, Program Novelties)

#### **Outstanding Stunts**

DUSTSTORM REPORT SALINA, KANSAS KMBC-CBS PICK-UP

DEPT. STORE PARTY MEIER & FRANK KEX, P RTLAND, ORE

#### Dust Storm Report

Dust Storm Report

Kansas City.

Columbia broadcast a report of the terrible dust storm in Kansas, out on from Salina, Kansas, over the entire CBS system.

The state of the terrible dust storm in Kansas, over the entire CBS system.

Paul Fonds, program director and Paul Fonds, program director and Paul Fonds, remote control man covered the broadcast and first encountered difficulties when the train en route from this city developed ventilation trouble which breathing difficult.

Arriving at Salina the dust making have been dead to the Mayor of the town, and other citizens, reticent regarding broadcast-ling kanned from the middle of a dust enveloped main street.

After the broadcast the two radioties started looking for rooms for the night, only to find that they available room in Salina. Even the fall was tried but were informed the sidewalks would be more comfortable, so the two spent the night in Praise went to manner in which the announcer handled some 13-minutes allotted him on the air. In



### **AL SHAYNE**

Radio's Ambassador of Song HEADLINING LOEW'S DELUXE THEATRES

'Radio's newest air rave." Ed Sullivan, News.

"A swell personality and a grand singer of songs. Louis Sobel.

New York Evening Journal.

adcasting Every Sunday FOR SALLY'S STUDIO

West 44th St., New York City

giving a description of how the wave of dust affected different in-dividuals, he brought to the mi-crophone the chief telephone operator, the cheese the chief telephone operator, the chamber of Commerce accretions, the chamber of Commerce accretions and the commerce accretion of the chamber of Commerce accretions from folks who asked if the calls from the call of the call

lime.

Restaurant operator, with a de-cided Greek accent, nearly broke up the broadcast with his Parkyakukas dialect. Only about 10 words spoken, but it was uproarious. The school representatives related the effect on their dass activities. The mayor contended that the washer come accustomed to sandstorms, bugs and grasshoppers.

#### Big Spring Opening

Big Spring Opening

Started three months of the Started three the Started the Content of the Started Started the Started Start

### Taking A Lot For Granted

Taking A Lot For Granted

National Biscuit Co. has put out a
cookie package labeled Let's
December of the package labeled Let's
Let's the wrapper is there any reference
to the fact that the tag refers to
the program the baker poutes over
NBC Saturday nights.
Same account, through its agency,
McCann-Erickson, recently distribthe program of the program of the cookies of the cookies
McCann-Erickson, recently distribthe cookies of the cookies of the cookies of the cookies
McCann-Erickson and the cookies of the

### Walking Clubs Idea Detroit.

Detroit.

Walking to Health' is the keynote
of a new series of daily talks by
Jack Eldredge, cross-country walk-

### A RECORD!

14TH YEAR ON THE AIR CONSECUTIVELY FOR ONE SPONSOR

# HARRY HORLICK

and HIS A & P GYPSIES

PARIS & PEART AGENCY

### **IDA BAILEY ALLEN**

America's Foremost Broadcaster on Home Problems

Produces Sales Results

Write for Prospectus Presenting Sponsor and Agency Facts and Figures

> PERSONAL REPRESENTATIVE JESSE S. BUTCHER

400 Madison Avenue, New York City Wickersham 2-3393

### STATION PORTRAIT

### WJAY, CLEVELAND

reasons for WJAY's erowded local commercial schedule are (1) Mrs. Edythe Fern Melrose's personality and (2) Mrs. E. F. M.'s versatility. She is one of the two or three women managing radio sta-

(2) Mrs. E. F. Mrs. voreatility. She is one of the two or three women managing radio stations in the United States.

Not satisfied to merely supervise or direct, she doubles in brass as an announcer, actress, continuity writer, adsaleswoman and still finds time to give lectures before major civic organizations.

Pet activity is her 'Charm' program, a daily quarter-hour which she writes and delivers herself. It is sponsored by Bild (tonics) Producta, Inc., Mirs. Meirose also confection. Continuity and takes lead reached the continuity and takes lead reached t

radio needed more personality. She was made head of publicity radio needed more personality. She was mad head of publicity department. Within a year head rown of the most popular atr shows in 1824 head of the most popular atr shows in 1824 head of the most popular atr shows in 1824 head of the most popular atr shows in 1824 head of the most popular atrial to the former WJAY attended into his shoes as manager. Station is sperated by Monroe F. Rubin but otherwise pretty much of one-woman affair. Alert to new-business trends in radio salesmanship, one of her most successful innovations has been a novel salesmap illustrating WJAY's coverage not only. In field strength but also in number of buying listeners.

listeners.

Women have a decided advantage over men as radio ex-ecutives, believes Mrs. Melrose. ecutives, believes Mrs. Melrose. 'Majority of air salesmen waste too much time of advertising managers by gosslping about golf, cars, or such petty things. I don't know the difference between a mashle and a brassle, po when I call on advertisers it's easier to get down to business and get quicker results,

ing champion, over WJBK, Detroit.

In his radio programs, Eldredge willing, a sport of exercise guparently forgotten by the American people. This summer he hopes to have 10,000 members enrolled in his walking clubs taking results that have 10,000 members enrolled in his walking clubs taking results that he broadcasts. To the limit that he broadcasts. To the persons showing the greatest individual gain in health through the use of his advice, he will award vacation trips to the scenic Rocky Mountain region. In 1910, Eldredge covered Talleton Control of the Control of the State of the Control of the C

### Sandlot Baseball

Sandiot Baseball

Sandiotters' program over WXYZ

Is conducted by Judge John D.
W conducted by Judge John D.
Frank Murphy, governor-general
of the Phillipine Islands, now temporarily in the U.S.A. and visiting
his home town of Detroit, where
haves maryor-prior going to the
was maryor-prior going to the
Sandiotters' last Thursday. Program is devoted to amateur baseball. Governor-general's theme
was Sandiot B sabes' ball. Governor-general's them was 'Sandiot B soball in the Philli-pines.'

### Tareyton Jingles Baltimore

American Tobacco Co., manufacturers of Herbert Tareyton ciggies, has for some weeks now been concluded the conclud

### **Inside Stuff—Radio**

Strides Mrs. Franklin D. Roosevelt has made as a radio artists were clearly revealed during her last broadcast on Friday, when the program attempted to emulate a press conference and Mrs. Roosevelt had as her stooges dive newspaper gais, Alice Hughes, Ruthy Black, Martha Strayer, Gobbles' delivery of their alletted questions showed some of them terrified with mike fright and others seager to establish forceful personalities with one line. Meanwhile Mrs. Roosevelt salled serency on, read-ling her replies with charm, naturalness, good timing and getting her laughs without effort, nor did Mrs. Roosevelt pause overlong once the laugh had registered. Sobbles' chiming in at these points sounded a little hollow, a convincer that group femme laughter is not a musical note over the air either.

Despite the wide difference in radio technique between that of Mrs. Roosevelt and her stooges, broadcast was entertaining and at the same time created audience appeal and sympathy for its star performer because of the inantities in some of the questions out to her and her invariably good humored and tactful response.

Pierre de Rohan, who was born on the Texas-Mexico border, of French parentage, and educated in England, will act as narrator on the initial broadcast of the German Liederkranz male chorus over WEAF and network tonight (Wednesday). The 38-year-old Liederkranz employed de Rohan to help them overcome the general misconception that it is a Nazi outfit. The Liederkranz president, Eenjamin J. Well, and about 30% of the members are Jew. This is the second oldest musical organization in America, and one of the richest, owning and occupying its clubhouse at 68th and Park.

Additional international angles to de Rohan's connections include doing publicity for a Swiss jeweler, an Italian leather goods importer, and acting as advisory editor to the group of Celestials who publish the Chinese Daily Journal in Chinatown and are plotting a new Chinese national weekly magazine. If he can get Patsy File's account he intends to bill himself as 'The One-Man League of Nations'.

Due to Harlem race riots, which kept the 125th street district in a state of turmoil all last week, both WNEW and WMCA staffs worked under special police guard during their amateur night broadcasts on Tuesday and Wednesday nights. Initial novice hour went on the night of the first outbreak (18) at the Harlem Opera House. A general under-current of uncasiness was noticed all evening and when a certain exciting part was reached in 'Under Pressure' (Fox), the film attraction on view, someone started a panic. Patrons climbed onto the stage and began to fight. There was also a gang rush up the sides. House lights went on and the management yelled over the p.a. system and finally quieted the crowd down. Amateur program, slately for an 11 o'clock airing, got underway with police behind stage and scattered throughout the theater. Ted Webbe, announcer, and J. F. Gregory, engineer, were escorted to waiting taxis right after the broadcast.

Ethel Barrymore's guest appearance with Ben Bernie last week will go down as among the best of these microphone visits. Legit star's willingness to jokingly give and take, it, in the Shakespearen idiom, came over the air as an outstanding example of ether badinage with no loss of prestige, or dignity, to those involved.

Miss Barrymore didn't sing, as expected, but she did accompany the band at a plano for a pop tune. Actress is an accomplished planist to whom pops are the exception rather than the rule.

Crossfree between Miss Barrymore and Bernie was well written and particularly well handled by both principals. It was good enough to surprise a lot of people and it's a cinch neither Miss Barrymore, or Bernie, hurt themselves with this one.

M. H. Aylesworth turned salesman to personally land the new Lucky Strike account and-sell the-cig company's return-to-radio show, which starts April 20 on NBC. The NBC head handled the deal direct with George Washington Hill and Lord & Thomas.

Luckies will depart from the customary plugs in its ether advertising copy. Spleling will be in form of dramatized skits, with the firm's present newsprint tagline, Tim Your Best Friend, as a running them.

Talent layout calls for the Lennie Hayton band as the permanent background, with a director guest background, with a director guest man weekly.

Eddle Casey, former Harvard football coach, has signed with the space of the Network for a series of football broadcasts next fall. Casey's sport spiels, to be aired Thursday, Friday and Saturday evenings during football season, will be in the nature of forecasts, advance dope, and same summaries. Under present plans he will not report direct from game summaries. Under present plans he will not report direct from fields of play. Former Crimson coach enters pro football this season with the Boston Redskins, acting as their pilot.

Donald Flamm, owner of WMCA, New York, last week turned down two reducing products on the ground that they contained drugs that are carried on the taboo or warning list of the New York Board of Health. One product that Flamm thumbed is carried on some 20 stations.

Flamm's attitude is that he is through pioneering with products that arouse the least disfavor from listeners, even though he may feel that the articles have a chance of eventually becoming 'respectable'.

Unable to find a bankroller for its Sunday Night HI-Jinks, KFWB will eliminate this Hollywood program after one or two more broadcasts. Show was the biggest thing on the Warner station for several years, but has been without a sponsor for a year when Franco Bread Co. took most of its talent to KHJ for a vaude show at the same hour and same

night.

KFWB will replace the Hi-Jinks with an hour's amateur show, extending its present simon-pure frolic from a half hour. Jinks acts, mostly station talent, will be absorbed on other programs.

### WHB Power Doubled:

• • • and on March 1, 1935, this famous pioneer amo American radio stations became "High Fidelity"

MORE good news for radio admunications: The Federal Communications of the Federal Commission has granted WHB authority to increase its power from 500 to 1000 authority. New Western Electric equipment was installed during February, and on March 1, 1935 WHB began to operate at double its former power.

Already a marvel among American radio stations for its wide coverage and strong signal, WHB became even more efficient March I—and now delivers to advertisers an even greater, widespread audence.

At the same time, WHB became a "High Fidelity" station—with the latest-type equipment, capable of transmitting any sound in the wide range from 30 to 10,000 cycles. WHB is thus one of the alert American stations on the regular broadcast band to become a "High Fidelity" station. WHB ploneered in 1922—it is pioneering again today!

But WHB believes in delivering tts advertisers more than mere quality, kilocycles and watts! Its programs, personality and popu-larity deliver results!

# Let This Be A Lesson To You'se Guys!

Reprinted From

NEW YORK EVENING JOURNAL

Friday, March 22, 1935

by.

MARTIN J. PORTER

(Aircaster)

# "Hullo, Sport!

March 25 is Greek Independence Day, and radio demands are increasing for the services of George Givot, who happens (if you ever get into an argument) to be the originator of that dialect hereabouts, though he is almost entirely surrounded by echoes. Imitations have become so numerous that the Greek revolution might be said to be in these regions."

EX-LAX PROGRAM
Every Monday 9:30-10 P.M.
COAST - TO - COAST
Columbia Broadcasting System

**Playing DeLuxe Theatres** 



### New Business

SALT LAKE CITY

De Soto Motor Care, 13 one minute
transcriptions, night time. Through
J. Stirling Getchell Agency, KSL.

Plymouth Motor Care, 23 one minute transcriptione, night time.
Through J. Stirling Getchell Agency,

KSL. KSL.
Lândes Tractor and Equipment
Company, 12 Sunday afternoon
quarter hours. KSL.
Shelby Shoe, spot contract, 10
weeks. KSL.
A. C. Spark Plug, spot contract,
52 times. KSL.
Graham Palge. spot contract,
25 times.

aige, spot contract, 25 Graham Palge, spot contract, 25 times, KSL, Salt Lake Laundry Association, spot contract, 96 times, KSL, Kellogg & Co., 13 announcements.

KDYL.

Blair Motor Co., 26 five minute
spots, KDYL.
Cord Piston Ring Distributors, 26
announcements. KDYL.
Southcast Furniture Co., 1,000 announcements. KDYL.
University of Utal Extension Di-

### ARTHUR TRACY

"THE STREET SINGER" DR. SCHOLL'S PRODUCTS

Evenings, 7:30-7:45 E.S.T.

Tues.-Thurs.-Sut.

WOR-WLW-WGN-WXYZ

**Rocke Productions** RKO Bldg. New York City

# SAM

"Mr. Schlepperman" with Jack Benny 7 P.M., Sun., WJZ Mark Hellinger's Penthouse Program 8 P.M., Wed., WJZ Direction Rocks Productions

THE ULTIMATE IN NOVELTY PROGRAMS

# BORRAH

REID'S ICE CREAM

# **LEON** BELASCO

ARMOUR HOUR

Direction, HERMAN BERNIE 1619 Brondway, New York

### EASY ACES

NBC 7:30

Monday-Tuesday-Wednesday "Dolan, One-Two"

### EMERSON GILL

AND ORCHESTRA

HOTEL WEBSTER HALL DETROIT MCA DIRECTION

vision, education by Radio, two quarter hours weekly, 13 times. KSL. Formous Soils. KSL. Formous Soils. KSL. Formous Soils. KSL. Formous Soils. KIDYL. Wheeting Corrugating Co., 28 announcements. Placed by Critchfield Agency of Chicago. KDYL. Sorenson Furniture Co., 26 five minute spots. KDYL. Granite Furniture Co., 312 announcements daily. KDYL. Welson Ricks Grownery, 13 five minute spots. KDYL. Utah Fower & Light Co., six additional haif hour programs. KDYL.

23. Carl Freed's Harmonica Band. Atherton Currier, Inc., ageneed. WXXZ. Company, one 30-minute musical program weekly, for 13 weeks, known as SSS Music Box Revue. WXYZ. Chocolate Products Company, three In-minute novelty programs, Party Making, with Mickey', for 10 weeks. J. L. Sugden Agency. WXYZ.

SAN ANTONIO

SAN ANTONIO

—Electric - Household - Appliances, Inc., General Electric products, Incefinite announcements. KTSA. San Antonio Trink Company, 30 announcements. KTSA.

Texas Dry Corporation, carbonated drinks, weather reports for one year.

drinks, weather reports for one; ear.

KTSA.

Althorise Breusing Association

(Pearl beer) announcements in

Spanish running for one year. Pitluck Advertising Agency. KTSA.

Gold Dust Corporation, 52 weekly

15 m in ute transcriptions, The

O'Neilis. Batten, Barton, Durstine

& Osborne. KTSA. Lumber Company,

Indefinite announcements. KTSA.

Woll & Marx Company, dry goods,

daily five-minute program for 52

weeks. Pitluck Advertising Agency.

KTSA.

weeks. Pitluck Advergang (KTSA. Wallace Ropers & Son, real estate, S7 announcements. KTSA. Nucces Coffee Company, 300 announcements. KTSA. Nucces (1984). Radio Station XEPA. Mexico, 100-word announcements of bull fights.

word announcement.

KTSA.

El Modelo Medicine Company, spot
announcements, indefinite. KTSA.

Empresa De Toros De Nueva
Laredo, five-minute talk by matador.

Jack Guth, showing 'world's larg-t steer,' spot announcements.

Jack Gutn, success steer, spot announcement steer, spot announcements, indefinite. KTSA. Rubiola Grocery Company, spotanouncements, indefinite. KTSA. Guarantee Shoc Company, indefinite announcements, KTSA. Malt-O-Meal, indefinite announcements. KTSA. Jack Simmons, indefinite announcements. KTSA. Magnolla Tire and Finance Company, indefinite announcements. KTSA.

pany, indefinite announcements.
KTSA.

KTSA.

Fire Service Store, indefinite

Enter Strong Store, indefinite

Zimmerman Shoc Company, two,
weekly five-minute pograms for 52

weeks. KTSA.

Farrell Tatloring Company, indefinite
spot announcements. KTSA.

Wofford Bottling Company, indefinite
spot announcements. KTSA.

Wofford Bottling Company, indefinite
spot announcements. KTSA.

KTSA.

KTSA.

Milam Chevrolci Company, indefinite spot announcements. KTSA.

Milam Chevrolci Company, indefinite spot announcements. KTSA.

BOSTON

Leeds Furriers, 364 15-word announcements, four daily including Sunday, began March 12. Through Bresnick & Solomont, Boston.

Sears Rochuek & Company, 33 15-minute programs, Saturdays, began March 16. Through Chambers & Wiswell, Boston. WNAC.

W. L. Thompson Company, 364 15-winder of the Company o

WNAC.

Dodge Brothers, 20 participations in:
Annice Network News Service
broadcusts, two daily Monday
through Friday, pegan March 18.
Through U. S. Advertising, Detroit.
WNAC.

NYAG.

Natro-Lek Laboridories, 53 30minute programs, Sundays, beginning March 24. "Thought Chambers
and Wiswell, Boston WNAC.

How State, Nutseries, Iour 15-minute programs, Monday and Weddesdays at 4345, starline, March 25;
seven five-minute talks Tuesdays,

Thursdays, Saturdays, starting March 23, featuring Mrs. John W. Coolidge, Through Broadcast Advertising company. WEEI, Boston. Dr. McKnight, 78 100-word announcements, daily except Sunday, began March 11. Through Leonard Etherington, Boston. WNAC.

Stherington, Boston: WNAC.
Gillette Safety Razor Company, 60
participations in Yankee Network
News Service broadcasts, daily including Sunday, renewal effective
April 1. Through Ruthrauff & Ryan,
New York. WNAC.

W 10FK. WNAC. & Myan, Wadenorth Houland & Company, Inc., 28. 125-word announcements, Fridays, began March 22. Through McCann Erickson, New York. WNAC.

NAMU Continental Baking Company, 1992
15-word announcements, six daily, beginning April 5. Through Batten, Barton, Duratine & Osborne, New York, WNAC.
John J. Rearney, 28 15-word announcements, daily, began March 17. Through C. Brewer Smith, Boston. WAAB.

Through C. Brewer Smith, Boston.

Posts & Curren, 112 150-word announcements, four daily, including Sunday, began March 17. Through Harry M. Frost, Boston. WAAB.—

Little Tree Farms, 39 participations in Yankee Network News Settlems in Yankee Network News Settlems, 150 participations in Yankee Network News Settlems, 150 participations, 150 participations, 150 participations, 150 participations, 150 participation, 150 participat

Louis, WAAB.

Bromley-Shepard (fashion talk), five-minute talks by Marion Clark at 2.55 Thursdays, starts March 28. Through Marion Clark agency, WEEI, Boston.

Through Marion Clark agency, WEEL, Boston. In Morrill, 25-word out-ins, starting April 13. Through Radio Br oa û castin g company. WEEL, Boston. Fellows Medical Manufacturing Company (Sherrin), Sherrin Good Morning Program, Originating in Hartford Transport of Tridays (1988), 1989 and Fridays (1

Zealand agency.

Garfield, Williamson, Inc., (garden announcements

Garfield, Williamson, Inc., (garden seeds), one-minute announcements on 'After Dinner Revue,' starting March 128. Through Metropolitan March 128. Through Metropolitan March 128. Through Metropolitan March 128. Through Sampany, series of time flashes throughout the day on odd hours, starting March 28. Through Salinger & Publicover. Pacific Oil Parade, Sundays 10:30 to 11:00, Continuation, 10:00 to 10:00, Continuation of the Continuation of the

### PHILADELPHIA

PHILADELPHIA

Bönyüt Teller (women's atore), one
15-minute period weekly for 13
weeks, beginning March 27, bridge
lessons by Olive Peterson. Placed
direct. WFIL Co., one 15-minute
program—for—13-weeks,—beginningMarch 28, with Ellen Brouse, vocalist. Placed direct. WFIL

- Plymouth Motors, 13 one off
yellow 15 one

and five spot announcements per week. Placed direct for four weeks. Wasself Store (men's clothing), three spot announcements daily on indefinite contract. Placed direct. WDAS.

Home fly field Co., one announced direct. WDAS.

Swedish Mission, two half-hour religious programs weekly for indefinite period.—Placed direct. WDAS.

nouncements daily on indefinite contract. Placed direct. WDAS.

Horoutis-Margareten Co. (maizohs), one 15-minute period weekly WDAS.

Payes Shoe Co., 13 spot announcements weekly, for 13 weeks. Placed.

NEW YORK CITY

weekly, Alka-Dent, three times weekly, for a period of 13 weeks, Placed through Kerr - McCarthy - Roberts Agency, WHN.

DeSoto Motor Cars, series of spot

through Kerr - McCarthy - Roberts Agency. When Care, sories of spot announcements, for an indefinite period. With. Plymouth Motor Care, series of spot announcements, for an indefinite period. With Care of spot announcements, for an indefinite period. With Care of spot announcements, for an indefinite period. WHN. Uno Sasp. two quarter hours weekly, for 13 weeks. WHN, thour period weekly, for 15 weeks. WHN, thour period weekly, for 25 weeks. Placed through Bess & Schillia, Inc. WMEW.

Auto Brokers, Inc., five quarter hours weekly, presenting Syncopated Melodies, for an indefinite period. Placed through Bess & Schillin, Inc. WNEW.

WNEW.

American Gold Buying Service,
Mondays to Saturdays presenting
Barnacle Bill, for 13 weeks. Placed
through Friend Advertising Agency.
WMCA.

WMCA.

Chrysler Corporation, series of two
announcements daily, for an indefinite period. Placed through J. Sterling Getcheli Corporation, Detroit,
Mich. WMCA.

R. A. Johnson

mg coechel Corporation, Detroit, Mich. WMC. Corporation, Detroit, R. A. Johnston Candy Company, Mondays to Fridays, eight weeks, presenting Painted Dreams over MBS network. Placed through N. W. Ayers agency. Words of the Market of the Marke

WOR.
Norwegian Canned Sardines, Tuesdays and Thursdays for 20 weeks, presenting Mrs. Relliy's Lenten Menus. Placed through Wales agency. WOR.

FORT WAYNE
Allis Chalmers, series of spot announcements, for an indefinite period
Placed through Bert S. Gittins
WOWO.
Barnetan C.

Placed through Bert S. Gittins WOWO.

Bernsdall Oil, spot announcements, for an indefinite period. WGL.

Bobay Shoe Company, spot announcements, for an indefinite period of the spot announcements, for an indefinite period. WOWO.

G. S. Burley Company, renewal on Tarzan series, thrice weekly.

Carter Medicine, spot announcements, for an indefinite period. Placed through Street & Feeney agency. WOWO.

Kamme and Societts (Feeney agency, WOWO.

Nevah Laboratories, renewal on quarter-hour once-weekly. Placed through Street Street, Placed through Haven Advertising agency, Lockhalven, Placed through Haven Advertising agency, Lockhalven, Placed through Haven Advertising agency,

Time News Reel, series of spot an-nouncements, for an indefinite pe-ried. WOWO. Seed. Company, five-minute series ascriptions, for an indefi-nite-period. WOWO. — Alka Seltzer, three quarter hours weekly, for an indefinite period. WOWO. — WOWO. — All the series of the WOWO. — The series of the series of the wowo. — The series of the series of the series of the wowo. — The series of the se

Seeley Institute, one quarter nour weekly, for an indefinite period. WOWO.
International Laboratories, five minutes weekly, for an indefinite period. WOWO.
Frozen Desserts, one announcement weekly on Ice-Cre-Mix, through the summer months. WOWO.

the summer months. WOWO.

LOS ANGELES
General Mills (Sperry Flour) one 16-minute musical program, twice Westoc Adv. Agency. KH.

Municipal Affairs Committee, political talks, nine 15-minute programs. Placed by McCann-Erickson. KHJ.

Forest Lauen Memorial Park, Easter surriss services. KHJ.

Studebaker Company, four five-minute announcements. Placed by Radio Sales, Inc. KHJ.

Radio Sales, Inc. KHJ.

Ford Motor Co., 100 spot announcement of the Co., 100 spot announcements of the Co., 100 announcements. Placed direct. WGAE.

Frank and Scder, 100 announcements of the Co., 156 announcements. Placed by Street and Finny, WGAD announcement of the Co., 156 announcements. Placed by Street and Finny, WGAD and Co., 100 announcements on Allica Abbot: program for 12 weeks.

Placed by Edward M. Power: WGAE.

Auto Club of Fenna, quarter-hour

news pickup from KYW, 35 times, Placed by Hayes Advertising Agency, WCAE.

There of the Mayes Advertising Agency, WCAE.

Bulove Watch Co., 306 announcements. Placed by Blow Co. WCAE,

Allesheny County Chevrolet Dealers, 100 announcements. Placed by Charles E. Tost. WCAE.

Allesheny County Chevrolet Dealers, 100 announcements. Placed Dy Charles E. Tost. WCAE.

A. C. Spark Pluy Co., 52 one-minute announcements. Placed by D. P. Brother Co. WCAE.

R. L. Wattins Co., half-hour multannouncements. Placed by D. Brother Co. WCAE.

Jerome Wolk and Bros., 13 announcements. Placed direct. WCAE,

Jerome Wolk and Bros., 13 announcements. Placed by B. B.

D. and O. WCAE.

Steleots Mfs. Co., 26 announcements. Placed by Antenger Adv.

Agency. WCAE.

Steleots Mfs. Co., 26 announcements. Placed by Antenger Adv.

Agency. WCAE.

Steleots Mfs. Co., 26 announcements. Placed by Antenger Adv.

Agency. WCAE.

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MCAE.

Steleots Mfs. Co., 26 announcements. Placed by Antenger Adv.

MCAE.

Steleots Mfs. Co., 26 announcements. Placed by Antenger Adv.

MCAE.

Steleots Mfs. Co., 26 announcements. Placed by Shith, Hoffman

WCAE.

Swansdown Sugar, 13 announcements. Placed by Smith, Hoffman and Smith. WCAE.

Studebaker Corp., four one-minute studio transcriptions. Placed by Roch. Williams and Cunningham.

WCAE. Roch,

COLUMBIA
BROADCASTING
SYSTEM
Presents

# LITTLE LITTLE

AND HIS ORCHESTRA

APPEARING NIGHTLY
IN THE SILVER GRILL
HOTEL LEXINGTON, NEW YORK CITY And on Columbia Records
C.B.S. Coast-to-Coast Network Thurs. Sat. 11 P.M. 5 P.M.

# ABE

Sun. 11 P.M.

COAST-TO-COAST Tuesday, 8:30 to 9 P.M., EST

(Phillips Dental) -Friday, 9 to 9:30 P.M., EST

**-0**4

# through Haven Advertising agency, Lockhaven, Pa. WOWO. Ossege Hatchery, Ottawa, Ohio, series of quarter hours weekly, for an indefinite period. WOWO. Wilkard Tablet Company, renewal, five times weekly on disk service. WOWO. Time News Recl, series of spot announcements, for an indefinite period.

(BAYER ASPIRIN)
WABC. Every Tues.,
8-8:30 P.M.
Ceast-to-Coast

"Abe Lymbu Time"
Time"
(PHILL(P'S MILK OF
MAGNESIA)
WEAF, Every Fri.,
9-9:30 P.M.
Coast-to-Coast

Direction, LESTER LEE, REO BLDG., N.

and his ORCHESTRA WEAF NBC, COAST-TO-COAST WEDNESDAYS 00-3:00 P.M. EST 10:30-11 P.M.

VICTOR COTY

### ROY FOX

AND HIS BAND

ON TOUR

B.B.C. NETWORK

### Radio Chatter

### New York

Harry Horlick and Frank Parker plan a vaude tour starting in June, filling in their air spots along the

Wheels of Justice program gets under way over WBNX, Bronx. Frances Maddux, night club warbler on Cobina Wright's hour Monday (25).

warbler on Count rights on Manday (25).
Bobby LaBranche guests on Kate Smith's program today (27).
Bryce Oliver, new commentator over WHN, New York, is to sift stunts, gags and exploitation campaigns on a new program. Material is to be gathered from news of the previous week emanating from Washington, Hollwood, Broadway and Europe.
R. T. M. Soott, magazine writer, is scripting Scoret Service Smith series over WHN, New York.
Mrs. Irene Castle McLausplin will

Mrs. Irene Castle McLaughlin will talk on dogs over WABC on April

World Broadcasting artists cele-brated the first year of WBS pro-gram service this past week, with Charles Gaines and Martha Atwell as hosts.



### **UNCLE EZRA**

(Pat Barrett)

Featured Comedian Sponsored by ALKA SELTZEB BLANKETING THE KEY CITIES OF AMERICA. NOW DOUBLING OF AMERICA. NOW DOUBLING ON 2 NETWORES; OVER, NBC.

### TIM and IRENE NOBLETTE

"Hy Ya Boys"

Goodrich Tire Program

Every Friday Evening WJZ-10 to 10:45 P. M.

National Broadcasting Company

### fred allen's "TOWN HALL TONIGHT!"

HOUR OF SMILES

0

õ

Interial by Fred Allen a
Harry Tugend
Wednesdays
9-10 P.M. E.S.T.—WEAR
kanagement, Walter Batche

# GEORGE

EX-LAX PROGRAM Every Monday, 9:30-10 P.M. COAST-TO-COAST-CBS

Sole Direction
HERMAN BERNIE
1819 Breadway, New York

9 CONSECUTIVE WEEKS

KEN ENGLUND Park Central Hotel, New York

### Indiana

Bill Brown, chief announcer for WFBM, Indianapolis, has taken off his mittens and turned in a 45 for nine holes

nine holes.

WFBM, Indianapolis, has the operators working overtime, finishing installation of a six-channel RCA control board.

installation of a six-channel RCA control boad.
Al Feeney, director public safety for Indians, and sports commentator for WFBM during the playing of the Indians Islate High School Basket the close of the Inal game that listeners accused him of doing a Popeye imitation.
Ed Bingham, former owner of Colonial theatre, and now salesman for WFBM, Indianapolis, is instanciabating another grandchild.
Oils, have finally become accustomed to the new RCA bidirectional mikes and have stopped looking for the live side.

### Utah

Tom Shirley, ex-KDYL announcer now on the CBS network out of WBBM, Chicago, still writes tha monthly epistle to his former em-

monthly episite to his former employers.

Dance spots being etherized out of the Hotel Utah, Sait Lake City, and Hotel Ben Lomond, Ogden, over the Hotel Ben Lower the Hotel B

### Michigan

Mary Seaber Joined the musical staff of WJBK, Detroit, this week. Formerly with WSPD, Toiedo.
Dave D. Parkinson, doing continuity at WJBK, Decordonist and George Heckendorn, tenor, winners of the Kate Smith auditions resently, left for New York.
Carl Rupp, director of Capitivator orchestra, sent daily by WXYZ ber of infaffumental five consisting of Jaham Jones, Danny Russo and himself.

imself.
Bruce Myers (Tim Doolittle) WJR
countaineer, father of new baby

mountaineer, father of new baby girl.
Claire Rose Kean, Sunshine Boy's nine-year-old daughter was to have celebrated her-birthday, by singing the control of the control of

mercial,
Joan Vander Velde, former Detroit News-WWJ player, in town,
after closing with 'Merrily We Roll
Along' in Philadelphia.

### Louisiana

Johnny Dedroit orchestra replaces orth Tucker in Florentine room of ung hotel and over WSMB.

Johnny Dedrott orchestra replaces Orrin Tucker in Florentine room of Jung hotel and over WSMB. Village Barn, French quarter night spot, has been added to the remote control broadcasts of WWL. Johnny Miller Rhythm Five pro-WSMB Sports review has been turned over to local speakers to explain the pros and cons of daylight saving time. Jack Halliday, former sports announcer of WBNO, will transfer his summer when he will describe the out-of-town baseball tilts of the New Orleans, Southern Association New Orleans Southern Association baseball team. Coca Cola is the

baseball team. Côca Cola is the sporssor.
Lone Star Rangers, formerly at KrAIT, Fort worth, are the latest KrAIT, Fort worth, are the latest of the star with the star worth of the star worth o dition to Yankee Network News Service.
Waller Fogs, Yankee Network News Service rewrite man in Boston, is the company of the Service rewrite man in Boston, is the company of the Service rewrite man in Boston, which will be brought out in a popular priced edition soon.
Radio Theatre Guild of Boston made its debut over WEEI with Oscar Wildon cough, sports announcer, will inaugurate a new series of sports broadcasts over WEZ, Boston, starting April 8, Doric Ablain, bartion new over WEZ, Boston, once a week with the service of sports and the service of the se

WVVA.

Jim Cooper and Frank are now
producing the Sunday Night Jamborees of WWL at the St. Charles

borees of Williams of New Orleans are Music Clubs of New Orleans are broadcasting 15-minute programs

over WSMB as a build-up for the Southern Conference on Music Edu-cation to be held in New Orleans from April 7 to 10.

Helen Gunfacaro, WSMB tele-phone operator, is on the hospital list and temporarily replaced by Ann Prendergast,

list and temporarily replaced by Ann Prendergast, Captain Arthur C, Pritchard, general manager of WWI, recently played an important role in a drama staged by Knights of Columbus.

James P. MacGowan has joined the program department of WDSU.

Senator Huey P. Long attacked the Ecology and Columbus and Col

Western Canada

Feminine Fancies is a new CEAC. Calgary, broadcast with Mary Cadzow at the mike.
Charley Smith, announcer and technician of CKMO, Vancouvery who has been with the station for the county of the count

CJOR, Vancouver, male quartet, has returned to the mike, Cecil Reid, Fred Higginbottom, Len Willams and Harry McCrady make up

Pat Freeman of the CFAC, Cal-gary, announcing statt is officiating on the 'Songs From the Shows' pro-

gram.

Boy and Girl Radio Entertainers'
Club have returned to the air over
CKWX, Vancouver. Roy Campbell
does the m.c.ing.
Kathléen Tierney, Calgary violinist, is heard on Radio Travelogues
over CFCN. Assisted by Dorothy
Currie.

Pacific Northwest

tiser.

Kay Holbrook, director of the Dorothy Dix program on KOIN, has been chosen to play the part of Queen Elizabeth for the Civic theatre's next show.

Edna May Jacks of KGW-KEY

Queen Elizabeth for the Civic theatre's next show:
Edma May Jacks of KGW-KEX
takes charge of the Monday audiJim Emmetts college orchestra
pinch hit for Bart Woodyard's orchestra on KEX.
Joe Hallock, KGW technical staff,
discussed studio technique, at the
last meeting of the American Instituation of the American firsttuation of the Marchia for the Mac
in San Francisco. He will join Cliff
Engle and Sid Goodwin, also KGWKEX graduates.

New England

C. W. (Spuddy) Stone, Yankee Web engineering staff, celebrated 10th anniversary with WNAC, Bos-

ton.

Bob Maguire of Yankee Network
News Service Boston office transferred to head of News Service
branch office at Bridgeport (WICC).
Frank Godfellow, one time Boston

Transcript feature writer, latest ad-dition to Yankee Network News

North Carolina

WET Charlotts, is going in more and more for sports events, with recent complete coverage of a tri-state basketball tournament, all-southern track meet, and plans for covering the Tilden-Vines tennis matches here soon.

Marking her soon former horn touter in a pit orchestra and now a WET announcer, picked up an extra check last week because he could play a cornet with a note sour enough to make him the stoogs on Tasty Lax. It took a professional touter to play so poorly that it was funny.

Tasty Lax. It took a professional tooter to play so poorly that it was furnly dy Cole, newcaster on the Philoco-Norse program on WBT, for A. K. Sutton Company, Carolinas distributors, addressed, the-convention of Norge dealers from the two states, gathered at Charlotte.

WBT started spring baseball rolling the other day with a Hot Stove League show. Herb Pennock, now classift with the control of the control

### Pennsylvania

Areadia packed for a farewell to Eddie Duchin last Thursday eye, leaving for vaude in Battimore, Bill Young handling. Ted Hale back at WIP as staff accompanist. Bob Harding out to enter the photo biz.

Howie Yones has been selected at WIP to handle Trans-Radio news, with Bob Carter carrying the single night shot.

Wilf to nance trans-statio news, with Bob Carter carrying the single Gene Marvey's orch, in from Boaton at the International, may get a WEIL wire with WCAU going out. Tom Martin of the WCAU Artist Bursun han signed Hall-Kemp-format Mail and the Decay From Martin of the WCAU Artist Bursun han signed Hall-Kemp-format Mail Hallet at the Drexel From Martin Hallet at the Drexel From Martin Hallet at the Drexel From Markelly have signatured for the coming Household Finance show on WCAU-WORD, commencing April 1, with Arthur Padula is going into the band big, having heavy interests in Gen Marvey and Mannie La Porte units. Both orks are playing his Higgset laugh this week is WFIL's Magic Carpet' studio made entirely of oriental rugs. Station is building temporary quarters and the rug room is seeing pienty action.

at a heard on Radio Travelogues over CFCN. Assisted by Dorothy Currie.
Cigarette Lady is the name of a new series of dramatic shorts presented three times weekly skits presented three times weekly on it to account the control of the authorier. Dorothy Fewer is the authorier. Dorothy Fewer is to Cr Calgary's Friday night radio feature now heard on the coast the coast CRC network.

Jascha Gaipetin directs the music for Calgary's Friday night radio feature now heard on the coast to coast CRC network. As a started, a weekly program of Scottlish and other songs at CJOR, Vancouver, He has been on the David Spencer hour over the same station for many months.

### Nebraska

Myron MacCamley, officer man-ager of KGW-KEX, Portland knows times are more than improv-ing, because a number of accounts are offering cash in advance, and according to MacCamley, that's Zel-Mills has switched-connections from KOIL-KFAB to WAAW Omaha. Took The Deckers with according to MacCamley, that startling.
Charley Couche, former Pacific coast theatre manager, is now engaged in promotional work for KOIN Portland. He shee edits KIN'S MacLe Found advertisers in the Morning Oragonian, Portland, get double service for their money. Each morning, including Sunday, each lost and found advertisement in the paper is broadcast over KEX, without extra charge to the advertiser.

omain.
Henry and Jerome on a new enlarged-time schedule at WAAW,
Omaha.
Ken Golden in training to return
to the KOIL mike within the week;
a throat operation took him off the

alt.

Eddie Butler continuing his radio broadcasts from the Orpheum organ while playing on the vaude bill at the Paramount.

Phyllis Bader back at WAAW with a shopper's guide period after taking the rest cure for a month or so.

taking the rest of the job as pro-duction manager for KOII-KFAB after a little trip from WHO. Mary Brian playing a week vaude engagement at the Paramount broadcast over WOW with Charlie Schialfer as announcer on a half-

broadcast over WOW with Charlie Schlaifer as announcer on a half-hour stanza. Ray Suber and Beatrice Chese-brough of KOIL's 'Hilda, in the character poles for the Omaha Com-munity Playhous production of 'Wet Paint.'

### **Ouebec**

Lahatt, first Canadlan kidnapping case (maybe) may go on air locally with several stations mibling. Hollywood Hilarities' new contract CFCF comes on 15 minutes Sunday p.m. for next few months. Victor George, manager CFCF tells Advertising Club there's plenty still to be done in radio. Club too polite to comment. Commission. John Commission. And the comment of the

### California

Sidney Dixon, NBC sales man-ger at Frisco, prowling L.A. for Sidney Dixon, NBC saues manager at Frisco, prowling LA. for sponsors.

Mark Woods, NBC vice prez, on Coast visit from New York, Dock Conner is KMPC's new Dock Conner is KMPC's new John Swallow putting in spare time on his speed boat.

Capt. Leonard Plugge, International Broadcasting prez, heading back east soon.

Julio Dilion spieling the blurbs on Jimmy Fieler's program.

### Minnesota

### Swanson Tours Mutual

J. Water Thompson despatched one of its radio pa's, Cal Swanson, last Monday (25) on 'a circuit of the Mutual Network with the idea of getting acquainted-with-the-publicity facilities and personnel of-tered by the stations in the group-tered by the stations in the group with the public of the stations in the group with the public of the stations in the group with the public of the stations in the group with the nati.

### WCBM's 11% Rate Tilt

Ballimore, March 26.

WCBM has upped its local card
rate, effective current week, about
11% across the board. One hour
evening time now costs clients \$85.
Station hized national rate card
couple of months back, with full
hour at night for national accounts
quoted at \$120.

HOTEL ST. REGIS ROOF

# YNNHOL AND HIS ORCHESTRA

With MARJORY LOGAN and JIMMY FARRELL

WARC-Const-to-Const Tues. and Sat., 11.30 P.M. E.S.T. Columbia Broadcasting System
COLUMBIA RECORDS

# LUCY MONROE

GOODRICH TIRES EVERY FRIDAY, 10 P.M., WJZ

GRAC

PL AYING DE LUXE THEATRES

HERMAN BERNIE 1619 Broadway, New York

BROMO-SELTZER Every Friday-8:30 P.M., WJZ-NBC

Direction LOUIS SHURB AL MELNICK



MEXICO'S GOODWILL PROGRAM Song, Talk Song, Talk COMMERCIAL WEAF, New York With Angell Mercedo Band, Songs, Talk 15 Mins. COMMERCIAL WJZ, New York

Band, Sorge, Talk

DOMMERCIAL

WZ, New York.

If it is the Mexican government's intention to get the American killcopyles as a goodwill builder, it couldn't have picked a better program than it's now bankrolling over the Nac Canada and the program than it's now bankrolling over the Nac Canada and the program than it's now bankrolling over the Nac Canada and the second than the program and the second than the second that the second that the second that the second the second that the second the second that the second the second the second that the second the second that the second the second that th

SONG MEMORIES
With Eleanor Rehbain, Walt Svehls,
Rey Paris
Songs, and Chatten
15 Mins.
COMMERCIAL
WOAM, Miami
Scybold Baking Company pays
for this standard which is referred,
a new states hookup comprising
WIBR Jacksonville. WDBO, Orlando; WDAE, Tampa, and WQAM,
Miami

a new state; movel, and words.

WMBK, Jacksonville; WDBO, Orlando; WDAB, Tampa, and WQAM, MMBC, and words.

Ill'as hoy and girl act, using songs well established in the minds of the folks who buy the family bread. Outstanding on the program caughtwas a unique arrangement by Walt, was a unique arrangement by Walt, was a unique arrangement by Walt, eleverly grouped to make a running story, and titled 'A Romance in Song Titles.' Two duets, one with a flash-back sidt, Down by the Old up the program. Adept pluno accompaniment of Rey Parks alded plenty. Sponson. evidently. a little too greedy with commercial toop, performers having to fight against minutes of gab on Vitamin D. On the whole, a worthy effort for Miami and a new regional network.

# HAWAIIAN ENSEMBLE

HAWAITAN ENSEMBLE
Music
With Hal Sommers
15 Mins.
COMMERCIAL
COMMERCIAL
This is the second portion of the
half hour of commercial dished out
by WQAM to the All-Florida net,
on the second week of its existence.
One hour heal Telephone for the
hookup of four Florida stations, and
state radio men are enthusjastic
about its possibilities, protesh, with
This act is strictly protesh. With
This act is strictly protesh, with
This act is strictly protesh
this protesh is strictly protesh
the second in the second control of the sweetest Hawaiian
guitars ever heard in this vicinity.
Soliade, Inc., the bankroller, he was
burdened with lengthy copy. It is
to be hoped that the newly formed
Florida chain will crack down on
too wordy advartising blutbs, and.
Music was strictly native, with make its sales copy more tolerable.

Music was strictly native, with
interesting comment regarding
origin of the melodies. Thomson.

### CHARLES H. CHAMBERLAIN-Songs 15 Mins.

15 Mins.
Sustaining
WGY, Schenectady
Chamberlain is the WGY microplone on an attenacon sustainer
after an absence from the 790-channcl. He possesses a trained voice
of sufficient resonance and
of sufficient resonance and
in the possesses a trained voice
of sufficient resonance and
in the presented on returning short
Latter mostly ballads and struight
standards, rather short and cavy to
sing.

standards, rather short and eavy to sing.

Avoided heavy numbows, marches, and diminate bits, the musical fare and diminate bits, the musical fare and the standard of the standard of the standard stand

UMMERCIAL WEAF, New York

Jimmy Kemper used the Rudy Valles-Fielschmann Yeast stanza last. Thursday night (23) for his first appearance on the first appearance of the first and versatile and versatile and versatile and versatile and versatile one of the Riveteers with a male chorus and group of bit players in support. Kemper packed heaps of damatic punch into his interpotation. What minor the first appearance is a first with the interpolation of the riveting sound effects and with the The Song of the Riveteers is a chant that lends itself aptly to radio. But regulres a Keener technique of presentation tail in othe Fleischmann bill. Odec.

ED LOWRY REVUE Variety 50 Mins. Sustaining WHN, New York

WHN. New York
Technically this is a sustaining:
In effect it's a commercial institutional builder-upper for the Loew
circuit. In the main it's another
progressive milestope in the recently concerted move to put WHN
across as a big time station. Eversince Louis K. Sidney's taking overothe ether reins, the stamp, overothe ether reins, the stamp overothe ether reins, the stamp overothe ether with the stamp overothe ether with the stamp overothe ether with the stamp oversince Louis K. Sidney's taking overothe ether with the stamp oversince Louis K. Sidney's taking overother ether with the stamp overthe stamp overline with the stamp overindeptible.

of the ether reins, the stamp of showmanship on the airwaves, etherizing from WHN controls, is indealish. The stamp of the

'WHILE THE CITY SLEEPS' Dramatics 15 Mins.

15 Mine.
Disc.
COMMERCIAL
WBBM, Chicago
Three times a week they slap a
platter on the WBBM turntable to
inspire the public to buy Darf-Rich
milk products. It will seemingly inspire a turn-or, shough to compete
without being further downtrodden
by bad writing and production. It's
a. fough. break for the saucers, but
it's because of shows such as this
that, they are becoming identified
with some of the dullest stuff on the
ether.

that, they are becoming identified with some of the dullest stuff on the control of the control

CLEO BROWN Songs, Piano 15 Mins. Sustaining WABC, New York

New sustaining artist is billed first as a warbler and second as a planist. But at this learning more attention was given the plano stretches than the solo spots, Both and.

stretches than the solo spots, look good.

Temme specializes in the Harlem conceptions of pon ditties with the result that there is beaucoup rhythm. Arrangements carry a sock beat, but they are kept within bounds. Easy to listen to.

PITTSBURGH PAINTERS

PITTSBURGH PAINTERS
Musio and Talk
Discs
15 Mins.
COMMERCIAL
WGY, Schenectedy
Pittsburgh Schenectedy
Pittsburgh Schenectedy
Pittsburgh Schenectedy
Pittsburgh Schenectedy
In the Schenected Schene

SALLY'S MOVIELAND REVUE Al Shayne, Nat Brusiloff Songs, Band 30 Mins. COMMERCIAL

Songs, Band
30 Ming.
COMM Newark
30 Ming.
COMM Newark
Brightly framed melange of melody, with the release coming just before the Sunday supper hour.
Sally's Studio, fur emporium, formerly used a half hour daily on the state of the sunday supper hour.
Sally Studio, fur emporium, formerly used a half hour daily on the state of the sunday supper hour, and supper hour street of the lyrics of a pop composition has won him favor in the metropolition area. Shayne may go short on interpretative and short on the pretative and short on the supper short on the supper short on the supper short on the pretative and the supper short on the supper short of the supper short

VARSITY MATINEE
Harold Levy's Orchestra, Stanley
Mechan, Walter Ahrens, Tune
Twinters, Minute Men
50 Minus
Sustain

Twisters, must be an annual spring event. Excepts from college productions are welded into ton. Columbia and Pennaylyania shows selected this year. With about 15 minutes culled trom each camous frole.

above selection in general with above selection of the mean campus frolic.

Harvard Hasty Pidding Club's Hades the Ladies was first on the Hades the Ladies was first on the Ladies was first on the Let's Raise the Roof, both lively in tempo. Princeton Triangle Club's Stags at Bay seemed to contain a Stags at Bay seemed to contain a Marry a Princeton Man, 'Just Another Deb, 'Love and a Dime,' and 'Don't Get Hasty With, Me,' all carant melody. Story fresh in Ideas and dove-tailed closely with the Utile.

Staga at Bay's seemed to contain a wealth of promising tunes. Don't is Mina. Wealth of promising tunes. Don't is Mina. Wealth of promising tunes. Don't is Mina. Wealth of promising tunes. Don't dee Basty With Me, all cardidated Don't dee Basty With the Hollywood Don't dee Basty With the Hollywood Don't dee Basty With the Hollywood This is a screwy program from a ried an original deeper with the Hollywood This is a screwy program from a measurement of the Month of the Wealth of th

MRS. SAMUEL REYBURN With Prince Alexie Obolensky

Syntage State Coolers of the Coolers

3 Weil as Vocations, Tree of the State of the State of the State of Obcientky, basso, lso participates in the quarter hour and leads the quarter in some of the olk songs. Russia numbers done or the most part. Group's foreign erasion of 'The Big Bad Wolf was ellevered with gusto. Choral work north of the State of the

THE WAYSIDE INN
With Angus McDonaid Roberta
McWade, W. Elwood McAllister
Howards, W. Elwood McAllister
Howards in the Adventure
Howards and the Adventure
Howards and the Adventure
Sustaining
WGY, Schenectady
A point in favor of this serial sketch: it is not a stendi. Set to part of the Adventure
Only the Adventure
Howards and the story of young Rufus of Warwick's part in the movement to place Bonnie Prince Charlie on the throne and aiso of his efforts to respirate the story of young Rufus of Warwick's part in the movement to place Bonnie Prince Charlie on the throne and aiso of his efforts to respirate the smooth of the movement to hace Bonnie Prince Charlie on the throne and aiso of his efforts to respirate the service of your and the More and the South of the House of the

Angus McDonaid plays Rutus fairly well, although he is not yet entirely a master of the bravado school of acting—rather die between the second of the control of the results of the role with skill and youthful zest. Undoubtedly will develop. Roberts McWade, as his vis-a-vis, is impressive. A daughter of the legit-pleture actor, she has a fine speaking voice and can trout, is contributed by W. Elwood McAllister, in the part of the innkeeper.

W. EIWOOD MCAILISTE, IN the Part of the Innkeeper.

AGOOD THE INNKEEPER STRANGE AS IT SEEMS

NOVELY WITH GAYNE WHITMEN 15 MINE STRINGS AS IT SEEMS

COMMERCIAL.

KHJ. Les Angeles dramatization of the control of the co

for having the largest living cam-lingiguing a natural emotion-curlosity-program should not suf-fer for listeners and a tune in for by the interesting production treat-ment accorded the various subjects. Cast work music enhancement and sound effects are all commendable in, rounding out an interesting and novel type of offering. Stan.

FROM HIM TO YOU

GEORGE ANTHEIL

BEORGE ANTHEIL
Pilano
15 Mina.
Sustaining
WJZ, New York
Link and the young American
Compose on the art has Parican
Compose on the art has Parican
Compose on the all the young American
Compositions. Doing the selfaunouncing and engaging in a little
announcing and engaging in a little
spieler, Antheil was at his best during the forepart, but when he essayed that negro ballet, 'Archipelago,' the limitations of the Steinway
ago,' the limitations of the Steinway
ago, the limitations of the Steinway
signal and the stein of the stein or the stein or the stein of the stein

### WGAR-WTAM Folk Wins Popularity Vote at WJAY

Popularity Vote at WJAY

Cievetand, March 26.

Height of Impartiality in radial
business was probably residual in
the WJAY.

WIAY.

WIA

### WTBO Can Stay Up -

Baltimore, March 26.
WTBO, Cumberland, Maryland's sole broadcaster, a 500-watt 30b, has received consent from Federal Communications Commish to extend its airing time.
Current sea-

airing time.

Current set-up confined to day-light hours only, is now licensed un-til 11 p.m. nightly.

### Boake Carter's \$3,000

Philadelphia, March 26.
Boake Carter has been booked
we of April 5 at Hippodrome,
Baitimore, for \$3,000 plus percentage. This marks first vaudeville
date set by Mannie, Sacks, of
WCAU Artists' Bureau.

### MUSIC NOTES

Ricardo and Rita De Caro added the El Toreador, New York, show.

Claire Deerfield at the Versailles,

Kathleen Karr now singing at the Maison Lafitte,

Frances Maddox now at the St. Regis, New York, replacing Ger-trude Niesen.

Albert Kavelin's crew will quit the Detroit Athletic Club the end of March after an engagement of eight

Lombardos go into St. Francis hotel, Frisco, March 29, later head-ing east.

Anson Weeks combo on barn-storming tour through Pacific northwest.

### **Limited Plugs**

The \$3 tax for radio sustainings, if nationally keeping some bands off the air and limiting others, is regarded by the tin pan alley savants as a possibly fortuitous circumstance. This is in direct antithesis to those short-sighted-song pluggers who see nothing but a multiplicity of plugs on the air as a successful day's work.

Others who see the husiness of song promotion from a more practical viewpoint are of the opinion that if radio plugs were limited it would automatically (1) minimize the number of songs flooding the market, and (2) give other meritorious channels for song-exploitation the attention it merits.

Despite the collapse of the presentation outlet in picture houses and the minimum of variety houses, there are still 100 name organists using sides in big key city chemas. There are still orders plugs at houses such as the Paramount and Capitol on Broadway; the Orienta Chicago:

sides in big key city cinemas. There are suit orcinears plugs at mous-ignich as the Paramount, and Capitolon-Broadway: the Oriental, Chicago; the Golden Gate, San Francisco; et al.

There is still the time-hopored axiom that nothing is better than a theatre plug; the patrious who spend money, at the boxoffice are a highly concentrated and valuable potential market for sheet music and similar

The man, woman and child in the theatre absorbing an organist's song plug is appealed to by two of the three major senses—eight (the projected word slides) as well as sound. The radio affords but the one sense—audible, out of a loudspeaker.

Music men admit that with the peramble for radio hallyhoo the stage pluga have been neglected. Even the interies now ofter a worthwhile feelt exploitation medium which isn't being given the attention it merits. There many highlight nite clubs and restaurants with singled acrisis and binds who require published song material apart from the restricted, ultra-sophisticated lyrics which are featured in a few of the more intimate joints.

The main element would be the curbing of over-production. Right now the only man who can't lose in itn pan alley is the music printer. The more songs printed the bigger the billings he renders monthly. He's sone 200 songs every month for recording and can only 'can' 26 of them. The avalanche of tunes as they're pounded into the public conactousness only tends to further confuse and confound.

The potentialities of the AFM situation are many. For example there is much talk of the stations going in more for disk breadcasting, seembly recorded to the stations going in more for disk breadcasting, leading the state of t

Right now Victor, Brunswick and Columbia are in a huddle with the State Dept, in Washington for federal legislation to curb that practice. The phonograph companies, point out that England, South America, Continental Europe and all other countries, under power of the Rome copyright convention, are able to control this practice—all but America. The State Dept, is seriously thinking of extending official cooperation to the industry and protect both the record companies and artists from being exploited via the hinterland and other stations which repeatedly plug their records and tie them in with cheap local commercial plugs.

Thus, any idea of this extended substitution of in-flesh orchestras by broadcasting of records might even hasten the correction of an existing evil. Just as the limitation of plugs brought about by the \$3 tax situation would hasten the correction of long-existing evils in relation to other tin pan alley malpractices.

## TURNED DOWN BY MPPA

Membership of the Music Pub-lishers Protective Association last

lishers Protective Association last week turned down the Columbia Phonograph's offer of a 50% settlement of, the royalites outstanding prior, to, last October. Debt due music publishers from this score amounts to around \$8,000.

In submitting to publishers the 50c on the dollar proposition, the present operators of Columbia had declared that an attempt was being made to reorganize the company by first clearing its old encumbrances. Also that the same reduction of debts was being asked of all creditors.

rs. Publishers' attitude is that th total amounts due them as shown by the auditor's report of the recording firm were not large enough to justify the requested clin of 50%.

### Famous' New Dept.

Famous Music Corp. has started samous Ausic Corp. has sarved a new standard department in charge of Rudolf-Frimi, Jr. The Par song pub subsid is of the opinion that the past and current finuscial releases are of a plane above the average pop sons and believes it can enlist concert and operatic singers, especially in view of their either outlets, for sup-

plementary vocal pluga.

### Herb Allen East

Chicago, March 26.
Switches in the American Record
corporation setup here sends Herbert J. Allen, who has been in
charge here for years, to New York.
Coming in to replace is Jack
Helne, who has been on the road for
the Brunswick-Columbia catalog in
the Detroit territory. Change takes
place on April 1.

### COL PHONO'S 50% OFFER Broadway Band Battle; Whiteman vs. Lyman

Another band battle on Broadway Another band battle on Broadway for the spring trade impends when Paul Whiteman bows into the Paradise restaurant, April 2, about the same time Abe Lyman plans to install his orchestra in the across-the-street Hollywood restaurant, of which he also recently became \$5% owner.

owner.

Sympan, recuperating from quinzy sore throat, flew in a specially chartered plane with his doctor to Mismi, Saturday (23), for a rest before taking up the reins at the Proadway nitery.

Broadway nitery.
Whiteman's Paradise engagement
is limited as he is set for a 20th
Century picture in June.

### **Coast Band Changes**

Los Angeles, March 28.
Spring migration of bands hereaboute has started, with Music
Corporation of America having
just handed four combos and a
dance team new spots, while two
other orks remain spotted indefinitely. Latter pair are jimmy Grierat-the Biltmore-Bowl-and-Hal-Grayson at the Olympic hotel, Seattle.
Guy Lombardo turns one-nighter
atter a week at the St. Francis, San
Francisco. Band will work its way
to Seattle, then east to Chicago.
Billy Taft and Peggy Neary, dancers, open at the Bal-Tabarin, Frisco,
April 5.
Del Courtney is giving up his Se-Los Angeles, March 26.

April 5.

Del Courtney is giving up his Seattle engagement at the Club Victor to play the auto show, Oakland,
with no spot yet set to follow. Tex
Howard went: into the Trianon
ballroom, Seattle, March 19. George
Hamilton has transferred from
Denver to the Baker hotel, Dallas.

Barnie Cummina's new warbling combination at the Roosevelt, New York, consists of Ernie Mathels and

### Kennaway-Hitz Hotels Tieup on Long-Termer

Chicago, March 26.

Kennaway band booking organization has affected a 109% tier publish the National Hotel group under the direction of Ralph Hitz.

Bone of contention which shifted the hotel which

the hotel chain to Kennaway was the Dallas situation, which was brought about when Hitz took over the Adolphus hotel there. Hitz the Adolphus hotel there. Hitz wanted MCA to deliver choice bands to his hotel instead of the rival Baker hotel.

## Ask Compromise At Soc. Meeting **On New Contract**

Membership of the American So ciety of Composers, Authors & Pub-lishers will be asked at its annual meeting in the Ritz-Carlton hotel. okay a compromise solution of the jam caused by the refusal of a group of publishers to signature the 10-year agreement. The maority of this recalcitrant coterie are sking that they be permitted to sign a contract which merely states that they are extending the contract

that they are extending use now in effect.

As a result of such stipulation. These publishers would not be subconflict, recovery the such as the conflict, recovery the conflict, recovery the conflict, recovery the conflict, recovery the conflict, which declares the publishers, which declares the publishers committed to the principle that the writers hold a 80% ownership in the copyright of their works. Publishers who are advancing the compromise agreement aver that this
clause its the only

writers hold a 50% ownership in the copyright of their works. Publishers who are advancing the compromises agreement aver that this 50% ownership clause is the only provision which they object to in the new membership contract and that if the writers are amenable to the their will age up in the new membership contract and that if the writers are amenable to make the compromise proposal are the publishers who, in signing for another 10 years, have accepted the 50% ownership principle. It is the belief of these publishers that the writers will eventually be prevalled upon to permit a revision of the preamble and so help remove has the publishers declare would in time prove a serious stumbling-block to the industry.

As a way out, it has been suggested that the Songwriters Protect Associated to writers in the sale by a publisher of his copyrights and also serve as the distributor of the writers share of the funds received from such sale.

Among the publishing illustrated that we put themselves on record to the trade as opposed to the new contract as it is now phraced are Irving Berlin, Inc., Mills Music, Inc., E. B. Marks Music Co., Lee Felst Inc., John Church Co. Theodore Presser Co., Carl Fischer, Inc., and the Warner Bros. group which consists of Harms, Inc., T. B. Harms, sites of Harms, Inc., T. B. Harms.

the Warner Bros. group which con-sists of Harms, Inc., T. B. Harms sists of Harms, inc., T. B. Harms, Remick Music Corp., M. Witmark & Sons, and Chappell-Harms, Inc. It is understood that the Warms concerns are not among those favoring the compromise contract.

### 'CAPRI' HITS 500,000, 300,000 OVER AVERAGE

Although Tale of Capri, interna Although Tale of Caprt, Interna-tional song hit, originally a Conti-nental click and later. a hit. In. Eng-land, has aiready touched the 500,-000. asles mark, the average for a pop song hit still remains at 200,-000. Many of the new "smart songs see a 40,000-copy sales and collapse. Last big hits prior to Caprt were "Spinning Wheel," which exceeded "Roundup," going 800,000 copies.

## Musicians Riot at N. Y. Meeting: One Job Per Man Plan Defeated

### Most Played on Air

To familiarize the trade with the times most on the cir around New York, the following is limited in the cross-country networks last week, in relative standing, according to the approximate number of combined plugs on WEAF, W3Z-and WABO.

Was Lucky. Soon. \_\_\_ Moon Turns Green. Moon Turns Green.
Fare Thee Well, Annabelle,
Lullaby of Broadway.
Every Day, a
Blue Moon.
Lovely to Look At.
Whose Honey Are You?
Lookee, Here Comes Cookie.
I. Misunderstood.

I misunderstood.
My Heart Is an Open Book.
Grow Too Old to Dream.
Isle of Capri.

Believe in Miracles.

# **VALLEE'S \$30,000 FOR 2 WEEKS AT TORONTO EXPO**

Record band booking from the anancial end has been consummented for Rudy Valles by Lyons & Lyons for two weeks at the Canadian Exposition in Toronto. opening August 23. Terms of the deal call for Vallee to receive a \$30,000 guarantee for the two weeks against a percentage. Vallee plays a week in vaude at the Metropolitan, Boston, starting April 19 at \$12,500 net.

April-19- at \$12,500. net.

Toronto-March.26.

Rudy Vallee was set for the Camadian National Exhibition by Elwood Hughes, g.m. of this annual two-week show, who has just returned from New York after closing the deal.

Plan is to follow last year's innovation when Hughes brought in Duke Ellington's band for two nights, Abe Lyman and his Californians for five, and Guy Lombardo and his Royal Canadians for the second week. Only change is that Valles will do a double stint daily, finking up with the fashion show to be staged afternoon and even the fashion how and a dime a dance after the mannequime promende stages have been rolled-back. Floor accomodations at the Fashion Building is 5,000.

Undecided whether tables will be put in, since legal decree says that no beer or hard stuff may be sold

on beer or hard stuff may be sold within the 357-acre grounds.

### DURANTE DRAWING B'WAY LATE BUNCH

Jimmle Durante's opening at the Casino de Paree, New York, Thurs-day (21) sent that cabaret-theatre into big coin, most noticeably on the lay (2) sent and canact-metre linto big coin, most noticeably on the after-theatre biz. It's become an almost overnight hot spot for the late mob. filling up big around 2 a.m., when the mecoy Broadway bunch drops in.

—As-result Durante's advent-haen't-really affected the French Casino, Hollywood or Paradise; these doing the bulk of their big for dinner and maintaining it.

Flame Dance goes out of the current Casino de Parce; N. Y., show tomorrow (Thursday) as a result of the spot's failure to obtain a substitute girl to do the number. Job requires a combination to dancer

requires a c a combination toe dance

Muriei Page, the original flamer

Murief Page, the original flamer, Max Mayer has eliminated the name Richmond from the corporate title of his music jobbing firm. The business will now be known as the Wille.

Prior to their incorporation of the concern in 1921 Mayer and Mauroe Richmond operated as Richmond Visile. Supplying the provide its own lands.

At a meeting interrupted by a small riot which necessitated calling in the police, Local 802, New York, of the American Federation of Musicians Saturday (23) voted down an effort to limit all musicians to one job. It was a defeat for the unemployed members who had tried to put through the measure.

to put through the measure.
Following arrival of police, quiet
was restored and the meeting, held
at Carnegie Hall, proceeded. Riof,
was started by an effort to have the
union pass a rule forcing each
theatre where the wags frover \$50;
per man and four or more shows
daily is the policy, to employ, two
orchestras. When the rioters were
stilled the argument was hought

per man ang tour or more accordably is the policy, to employ two orchestras. When the rioters were stilled the argument was brought to a close through ordering the research or the wind of the executive manner or the wind of the executive makes of each of the world or the wind of the executive makes of \$24 a week on any sort of an engagement.

Among resolutions that received favorable action from the gathering was one barring a musician on a steady lob from controlling another job and using a substitute to 'protect' it for him. Meeting 'oted thumbs down on a proposal that would have forced every nusician to take a week off after six weeks' work.

to take a week off after six weeks' work.

Also turned down was a resolution barring men on emergency relief from playing single or steady jobs.

### PLAGIARISM SUIT ON 'NASTY MAN' FILED

Pittsburgh, March 26.
Charging a violation of copyright,
Olga Arline Jurasovic, amateur
singer and composer of New
Brighton, Pa., near here, filed suit for damages in U. S. District Court for damages in U. S. District Court here last week against NBC and KDKA over the song, Nasty Man. She saked that they be enjoined in the future from using the tune and further wants payment in excess of

further wants payment in excess of \$3,000. The plaintiff charges that she copyrighted a song, 'You Nasty Man,' Dec. 5, 1933, and submitted a copy to a Pittsburgh radio artist, who returned the number without who returned the number without comment. Subsequently a tune called 'Nasty Man,' copyrighted March 13, 1324, by the Movietone Music Corp., was a feature of the movie 'George White Scandais,' made a nationwide hit and was broadcast over KDKA, the bill of complaint sets forth. Subsequently of the movie 'George Man,' as the movieto of the sets of the sets

ovic avers.

### SONGPLUGGERS' IDEA FOR MUSIKER BENEFIT

The Professional Music Men, Inc., otherwise known as song-pluggers' are collaborating with a group of popular dance orchestra maestros in an unemployment relief fund for musicians. One pian calls for a Carnegie Hall concert with top flight concert artists such as Rachmannonf, Krelsler, Monu-hin and Paderewski combining into a sumplony orchestra, and then

hin and Paderewski combining into a symphony orchestra, and then, finaling with Paul Whiteman leading them in a gag arrangement of 'Dinah' or 'St. Louis Biues.' Another idea parallels the Abe Lyman henefit show idea of a mammoth-dance at 5s a couple to the top bands' dansapation. That's Lyman's idea for Madison Sq. Garden, working in collaboration with the A. F. M.

### Pollack-Webster's Chores

Hollywood, March 26.
Two song numbers have been written by Lew Pollack and Paul Webster for Our Little Girl, current Shirier Temple starer at Fox. Songs are 'Tingle, Tangle, Toes' and Eventing Is Nigh.'
Songster team is now working on

the complete musical score for the talker version of 'Ramona', which is slated as a special on the Fox pro-gram for next season.

## Rating the Maestros

(Continued from page I)

(Continued from page T)
the war, 'i.e., before prohibition, it
wasn't until post-Volsteadism that
the bands came in for the big coin.
They proved themsylves (1) potent
box office in the picture was the picture with
the picture was the picture was the picture with
the picture was the picture was the picture with the single attractions and
(selent) films; and of course, (2)
with the development of radio
many were even more firmly intrenched or new favorites were
made literally over night.

The M.C.

The M.C.

From the picture houses grew the vogue of the mc. so that the personality band leader who also could handle lines, pace a, show or officiate as quondam conferencer took on added value.

could handle lines, bace, a snow dicofficiate as quondam conferencier
took-on added value.

Thi pan alley currently enthuses
about a number of analy the state of the state

'Different'

That different cuality in any brand of dance music, whether etherized, waited in person regently concerning the control of the person of the control of the

and the intro two has been a lids the monliker. In the form of a modulation.

Barney Rapp in Cleveland and Cloud the seased a different version of the same idea and is registering with it. He also performs anothers medieve, picking up—the code of a slow tune, as the cue into a hot number, etc.

Richard Himber is another who has clicked almost overnight because he plonecred something different. The harp interlude which hereated has been freely adapted. While at the Hotel RitsCarlton (N. 7). Himber chiefly came to attention via Studebaker air commercial, cutting out the song-title announcements by playing only-chouses of a pre-heralded medley. The Himber program layout idea has also been generally adapted.

has also been generally adapted He patterns his show after the old He patterns his show after the old-time vaude bill, playing an over-ture type of number to correspond with an opening act; a singing spe-cial for No. 2;—a -mooth-dreamy-number where the No. 3 sketch act used to be; a comedy number in No. 4 (next-to-closing the first hall), which is usually a rumba or a

> at's how critice have HARRY SALTER and his Log Cabin Or-chestra, a brilliant program which features Lanny Ross, and which offere such num-

DeTS EX:

"WHEN I GROW TOO OLD

"OLD OLD ST.

"EVERYTHING'S BEEN DONE
"SINGING A HAPPY SONG".
"SLUE MOON".

ROBBINS MUSIC CORPORATION

# JAY SEILER

THE SKI'S THE LIMIT MARCH 22, CHICAGO CHICAGO, ILL. HARRY BESTRY

novelty; for No. 5, a headliner, i.e. a big special arrangement, etc.
The same canny conception of show values is to be found in every important radio band. Guy Lombardo's continued long-wity among the topnotcher's is predicated on his belief and the conviction of his ad sponsors that despite the mysuided conceptions of some agencies that folks in the sticks foil uptheir carpets and dance to the control of the state of the control o

Al Goodman, Lennie Hayton, Victor, Young and kindred radio commercial orchestras. They're substantial, musicianly accompaniments which take their limited solo opportunities in high and work wonders with 'house men' and excellent arrangements.

ders with 'house men' and excellent arrangements.

'Parsonality' Boye

Back in the field of 'personality' dance and 'radio maestros, Eddy Duc fi in's exceptional planology gives color to his brand of music. It's the same quality which distinguishes Johnny Green's jazzique, but the same waxing a bit more intricate on his scoring. Henry King is another in the same category.

other spots where he became so popular in the cafes and variety halls.

bolluar in the cares and variety halls.

In England there are Jack Harris and Roy Fox, expatriated Americans, so they must be discounted. The native Henry Hall, general musical director of the British Broadcasting Co, the native Jack Payne, Joe Jackson und Ambrose and The versatile Lew Stone all rate importantly abroad and on a par with most of the Americans.

But 'it remained for Ray Noble to result year the Mole has fone in so 'sgrail a manner in the past year that he's become the more prominent because of the acknowledged difficulty for anything.

of the acknowledged difficulty for anything, exciting happening in these advanced jazz days. The axiom tilat, there into a bad band any more has been a slogan for some time, and quit true. There are so many medicore combos, but according to present standards, any set Combination could hardly be to the combination could hardly be there are many good archestras which, for some freak of fate or

### Take the Floor

Baltimors, March 26.
Night spots have been looking for a new twist to replace celebrity nites, etc., and the Penthouse looked like it had it last week when Lou Becker persuaded Mayor Jackson to come up to his nitery and let it be advertised as 'Mayor Jackson Nighti.' Big turnout resulted.

Hizzoner is in shorter.

resulted.

Hizzoner is in thross of a hot battle for renomination on Democratic ticket for mayoratly election. He ankied into the Penthouse about 1 o'clock. Soon as he got inside he had music quieted, hoofing ceass, and when he was cynosure of attention he made a political speech. Then he did a quick

self-contained quality, suddenly as-

self-contained quanty, sections, set thomselves.

It was thus that Noble cataputted to the fore and with him he's taken all Sowliy has ten to so lead to the fore and with the popular mines world around the stoke on his flair as a popular songwriter tooth words and musto), and on the His Master's Voice (Victor) recordings via the quality of the waxings. This quality is an unusually amonth, refining of the sound-waves so that when the mike picks, it up for permanent impres-

sound-waves so that when the mike-picks jit up for permanent impres-sion it is a particularly clean and clear-cut sound. Noble further im-pressed in that he allegedly used no set combo but the H.M.V. mu-sicians, although he was decidedly partial to the Lewis Stone combo partial to the Lewis Stone combo motion. The combo stone combo motion around a group of the former Joe Haymes musicians.

In the line of potentialities, in-In the line of potentialities, incidentally, Haymes was a band, playing around New York last year, from which much was expected, but it didn't materialize, Ben Pollaok is another to whom the tin pan alleyites curresy, but he has as yet to catch on. Jan Garwans, waite was a bene capitalizing in the cornbeit by giving them the dreamy, waitzes which the hintertanders seem partial to. Abe

terlanders seem partial to. Abe Lyman likewise went bullish on three-quarter time and has tilted his dentrifrice sponsor's sales via es which, Lyman's ability sinessman-maestro is no

sides which, Lyman's ability as a businessman-meetro is meanl factor. We west coast Ted Fio-Ritio became a click, which rep he is taking with him in an essaward rek. Jimmis Grier, Dick Jurgens, Anson Weeks, Lauris Hisgsins, Orville Khapp (from whom much is expected), Tom Coakley, Jess Stafford (now rather quiet), Tom Gerun and Georgie Stoll are a few of this Californians who have come to attention. Flo-Ritio's tricky arrangements and his flutes penchant distinguished him of all this group. George Olsen, with Ethel Shutta (Mrs. Olsen) as no small name on her own, is a showman-meetro with the ford all commercial, mixing up the choral work and a sort of Jack Bennylesque informality in their music to the degree that the band is content to limit itself to the radio almost 109%. An occasional theatre date breaks it up, but Waring doesn't believe in phonograph recordings for the same reason so many other disk makers object—the uncontrolled etherizing of their records by the small hinterland stations.

Ben Bernie is perhaps the top comedian-meetro or the stry pion-certing furthermore a style of kidding the commercial jug which.set

conclusion-massiro on the air, pion-eering furthermore a style of kid-ding the commercial plug which set. a. vogue. Essentially a monologist, he's another who rode with the m.c. and personality massiro vigue into the big coin and a picture contract among other things.

### Whitsman a Staple

Whiteman a Staple
Paul Whiteman as a standard and a staple requires little commentary.
Of the other ploneers, Vincent Loose, has been standing and the loose that have been standing districtly and the loose of the

### Disc Reviews By Abel Green

current release of colored dansapation.

Fate Waller and his Rhythm, with
Waller at the ivories but no vocal
didoes this time, cut up on Victor
24857, Baby Brown' and 'Im a 100%
for 'Kou', latter from the 25th -edition of the Cotton-Club, N. X., Reund with photia are Waller's O'le
Suzanna') 'Dust on 'That O'ld
Pianna' with the classic 'I Ain't Got
Nobody' on Victor 24858.

Louis Prima and his New Orleans
Gang-ae-sche Brunswick's version of
Waller (No. 1376) with 'Bright
Eyes,' the old Smith Motian-Jerome
ditty under 1938 treatment, coupled
with the classic and the coupled
with the couple of the couple of

with 'House Rent Party Day,' 'Frina does the vocals along with the maestroine.

331. Glyde McCoy almiliarly takes 'Tes for Two and 'Japanese Sandman' and give these pop standards a hotcha jazzique treatment. No. 381 offers 'Sugar Blues' and 'Tear It Down' in forthright goin' to-town hotchalism. The campus crowd'll go for this 'un.

The Naw Musie of Reginald Forenthia with 'Serenade to a Weathy Widow,' et al., and now No. 3012 talls about 'Dodgin a Divorce' and a jazz Lullaby' in the same futuristic jazz idiom. which has distinguished this ultra-modern American negro composer.

guished this uitra-modern American nerio composer.

The lnk Spots on Victor 24876 are a colored quartet who make a lot of Impression with Jack Hancock's two ditties, Don't Low No Swingin in Here' and 'Swing, Gate, Swing, both brisk foxtroits.

Duks Ellington rounds out the dusky releases with a reprise on Charles of the Charles of the

his modernistic compositions. Deca privilege to orchestrate and coach the band. Basically a styllst, with his croony style, Vallee's further fortified by the rep. of being America's No. 1 crooner, a vogue which threw all the others. Dut himself men the having become a comedian, conferencier and general all-round shownan as his weekly variety radio shows indicate.

Will: Osborne\_is\_a\_No.\_2\_Valles\_Jolly Coburn is a Columbia U. alumnus, now at the Rainbow Room (Rockereliar Center), who has good social connections and performs in Rutpers U. alumnus who, with Harriet Hilliard as co-vocal feature, has become a moderate name on the air, especially with the youngsters. He's holding over at the Hotel New Yorker and with the Joe Penner radio show for that reason.

Jack Denny, Don Bestor, Freddic-Rich, Leon Belasco, Bernie Cum-Indica the Stein Belasco, Bernie Cum-Indica the Stein Belasco, Bernie Cum-Indica the Stein Belasco, Bernie Cum-Indica the Steinsan's music, from the Steinsan's music, from the staples.

then staples.

Leo Reisman's music, from whence sprung Eddy Duchin, who whence sprung Eddy Duchin, who was plano player for Reisman, spells class and further has the aura of a Central Park Casino (N. Y.) background to set him off.

Ted Lew's as a showman-bandman is too well known for further comment.

man is too well known for further comment. Xavier Cugat at the Hotel Wal-dorf-Astoria (N. Y.) and Enric Madriguera are tops in the 'con-tinental' school of contemporaneous dansapation, although Madriguera's

dansapation, although Madrisuera's potentialities exceed the limitations of being just a good rumba band. Pancho is another rumba exponent. From Cuba From native Cuba the skill of Ernesto Lecuano, also a world-renowned composer; Don Azpiazu and the Hermandos Bros. orchestra are alto the composer of th

public, who after all-must be the norm of measurement. It was Noble's simple, refined style which impressed him on the world at large. A dulect musical reverberation and accustical quality made him good to listen to. By the same token a hotter combo like Hal-Kemp's clicks because it 'cuts the mike clean. His three brases play like one man; his three saxes ditto. Arrangements are uitra, yet not too bizarre. They're cleaner, not the rough hotch of the 'musicians' musicians' organizations. Those bands that do tricks just to edity Local 802 of the A.F.M. don't do so with the spaying customers. That's the answer, too, with Andre Kostelanets, Elis chief arranger. Carroll Tuxley, has simplified the beautiful orchestrations, he's secerá clear of orchestrations; he's steered clear of

over-scoring.
The list is obviously incomplete.
323 offers 'Ain't Misbehavin' and

Ultra moderne jazzhounds have a 'Hyde Park,' re-releases of a cou-large field to choose from in the plet which Ellington made for the current release, of colored dansapa- British 'Decca when abroad last tion.

The waller and his Rhythm, with in the U. St othe armoyance of its walter at the tworks but no word and the colored competitors, which de-rectage that the word and the control of the control of the con-later that the control of the control of the control of the con-trol of the control of the control of the control of the con-trol of the control of the control

American competitors, which deprecated this idea.

Vocals

Finitiatical are sensions. Meaning procedured this idea.

Filminatical are sensions. Meaning procedured this idea.

Filminatical are sensions. Meaning content of the conten

Rnown ballads to his characteristic accordion-accomp.

Paul Whitmann
The afinity between radio, records and Hollywood is more intense than ever, especially through filmuscals. The acreen doubt and invaluable ballyhoo. The radio-record-channiels are well satisfied-capitalizing a by-product from a vast screen industry, so it's all a vast screen industry, working server by a supplied to the supplied of the supplied in the

Off the disks for a spell Lyman Off the disks for a spell Lyman Country of the same country of the same for the same for the same for the same fine state of the same state of

Henry King
usually dishes up a class brand of
dansapation and evidences it on Columbia 3005 with two out of Par's
King's Horses—the hit Gardenia'
and 'Be Careful, Young Lady,' both
by Sam Coslow. Joseph Sudy is all
right, too, on the vocals.

# MAURINE and NORVA

NOW AT THE HOTEL ST. MORITZ

### TIVOLI DANCE HALL

Oak Bluffs, Massachusetts
Martha's Vinopard Infant Off Case Cod
This dance hall is available for eumnör rentsi, and the only dance hall
on, the laind. If interested withe
L. D. Wells, Building Commissioner,
Falmouth, Bluss.

### **NIGHT CLUB REVIEWS**

### CASINO DE PAREE

(NEW YORK) oadway welcomed back its ownsday (21) night in no uncermanner when Jimmy Durante
ed with the new show at the
no de Pare. It was a big and
orable night for Schnozzle and
of those electric premieres that
en every so often on the main

Baying made .nitery history in those heutic post-Volstead days when Clayton, Jackson and Dure when Clayton, Jackson and Dure the reason why the customers didn't squawk at a 32 couvert and 310 a gift for dublous booze, it's now a jump the reason why the customers didn't squawk at a 32 couvert and 310 a gift for dublous booze, it's now a jump the customers didn't squawk at a 32 couvert and 310 a gift for dublous booze, it's now a jump the customers and the customers and the customers and the customers and permitted the customers and the customers and the customers and referred the referred the customers and referred the customers and referred the referre

### ONE FIFTH AVE. (NEW YORK)

ONE FIFTH AVE.

(NEW YORK)

This is another spot that has come up since the demise of prochable and the process of the second of the consequence of the second of the consequence of the advance of the seasons. It's getting the break not ally consequence of the advance of the consequence of the cons

Four Golden Blondes, vaudevilla act. Miss Russell is at the plane and joins the other girls in songs. Songs are mostly of the double entendre type rapidly becoming the thing in spots of this sort. But the pustomers here aren't too anxious content has selved, so the management has selved, so the management has selved in the selved off, at least pior to midnight. Figured that after midnight drinkers are more likely to go for that sort of thing. And on simple singing, or ordinary song interpolations, the selved and the selved in th

### **NORMANDIE**

NORMANDIE

(NEW YORK)

Normandie restaurant in the Hotel Novarro on Central Park South is hosted by Joe Zelli, who also mc. Last associated with a last should be succeeded to the people with him and, with Eadie Elkins dispensing some of the smartest danaspation in town, the spot is on the build. With the ading to the spot is on the build. With the adaptic that the spot is on the build. With the adaptic that the spot is on the build. With the adaptic that the spot is on the build. With the adaptic that the spot is on the build. With the adaptic that the spot is on the build. With the adaptic that the spot is on the build. With the adaptic that the spot is on the build.

reg of the action and the solution and the action a

### PALUMBO'S

PALUMBO'S

(PHILADELPHIA)

(PHILADELPHIA)

(PHILADELPHIA)

PHILADELPHIA)

PHILADELPHIA

Kansas City on the vocals. Violin trio of Allan Skean, Vic Fromi and Ted Kowalski, local boys, come in for theirs during intermissions. Li der is really Ray Disea, once with the Jack Pettis crew. Food and fatures made the club comparable to some of the eastern potential of the comparable to some of the eastern by the comparable to some of the eastern by the contract of the comparable to some of the eastern by the contract of the comparable to some of the eastern by Leon Young to the comparable to some of the contract of

### Sherry-Netherland

Sherry-Netherland
(NEW YORK)
One of the nicest cocktallers in New York, the Hotel Sherry-Netheriand features a truly sensational combination which dishes up the steinway, mixes up the rumbas and tangos with the more orthodox foxther of the combination of the combin

Joseph Rodgers and the South Sea Islanders, played German Em-bassy ball in Washington Saturday night (23). Booked through NBC artists bureau.

### ASCAP Directorate Pondering Attack on New Copyright Law

### Femme Imps Pinched On Farmers' Squawk

Un farmers oquawa Syracuse, March 26.
Arrested when Yohondaga County deputy sheriffs raided La Villa, roadhouse near Cold Springs; eight members of the 'Gay Boy Revue', the troupe's manager, Miss 'Pay Norman, and the resort, operator, Robert Andrews, will have jury trials before Justice of the Peace Charles A. Hall at Baldwinsville Thursday (28), Charles A. H.

Charles A American Thursday (28).

The eight female impersonators are charged with indecent exposure, and Miss Norman and Andrews with promoting the alleged indecent exhibition. The office of District Atpromoting the hibition. The office of District Attorney, William Martin will provide the prosecutor, while the 10 defendants will be represented by Richard P. Byrne, local defense counsel.

counsel.

La Villa is located in typical rural
Onondaga. The raid by the mobilized deputies of Sheriff Thomas
Munro Was said to have resulted
from protests from farmers. Munro
is a leader in state agricultural
circles. is a l

Toya Sasabe, Japanese vocalist now at the Hotel Montclair, New York.

Although it believes there is little likelihood of any action on the measure by Congress during the current session, the board of directors of the American Society of Composers, Authors and Publishers will meet with the organisation's general counsel, Nathan-Eurkan, this yeek to determine what steps will be to see a work of the second of the sense of the second of the Sense of the Society are the revised provided the Society are the revised provided of the Society are the revised provided and the Society are the revised provided of the Society are the revised provided and the Society are the revised provided to the Society and the Society are the revised statutory damages. Music figures that it will be a minimum of \$10,000 s. year for each such contragion maintained to undependent from the second of the Society of the Soc

law as it now stands, the imposi-tion of a \$260 penalty for every in-fringement is mandatory upon the court. Music contends that the elimination of this mandate will serve to encourage performance pirating.

# PALAIS ROYALE **BLACK 'N' TAN**

With Connie Immerman taking

With Connie Immerman taking the Palais Royale on Broadway off his hands, Ben Marden will concentrate on his Riviera at Englewood, N. J., this summer. The on-the-Hudson place opens April 25 with Earl Carroll's current Palme up Intact, 40 occupy the floor, while the Palais starts about the same time with a colored layout. Immerman, who formerly ran Connie's Inn in Harlem and rated as the leading black belt nitery operator for years, gets the Palais by taking a six-year-lease off Marden's shoulders. Immerman gets the benefit of Marden's equipment, installed last year at a cost of \$117,000. Palais under Immerman becomes the first well as the content of \$100. The content of \$10

tor since the old Plantation of 10 years ago.
Harold, Stern's orchestra goes with the Earl Carroll show at the Riviera, Show, Including the band, is set for four weeks, getting \$12,-000 for the first week and \$3,000 each for the three weeks following. The extra \$3,000 on the first week, is charged to production coses and getting the revue in shape.

### Warren Joins D-D-G, Also **Becomes Officer of Firm**

Becomes Officer of Firm

-Charlic Warren has bowed out asprof. mgt. of Mills to Johr Donaldson, Doulales & Gumble. Warren
also actuires a stock interest in the
must pub frm.

-Zhis makes four partners, Harry
Link general manager, being president;
Mark Gumble, v.p., and Walter Douglas, sec.-treas: Walter
Donaldson of the original combo has
been out for over a year, freelancing as a songwriter.

Freddy Bergin combo opens at the Meadowbrook, Cedar Grove, N. J., March 31. Mary Tudor has the warbling assignment,

Sammy Fain and Irving Kahal-have placed their new difty, You Bother Me An Awful Lot, with Warners for inclusion in G Men.

# Inside Stuff—Music

Last week on the air Fred Waring spent the opening half hour of his program tracing the history of his Pennsylvanians from their inception if years ago. Idea was well worked out by even marking the advances in instrumentation as the band came along. Included among the selections was an arrangement of Under the Moon' which Waring can well file for a repeat. Apparently using his full grew of between 50 and 50 people; the scoring and the actual rendition of this number can rate as a classic of its type. It seems good enough to demand advance publicity attention the next time. Waring is going to do it, and he should bring it back.

In writing the entire score for Radio's next filmusical, Top Hat, Irving Berlin composed 'I songs. He then personally selected 'six which will be used in the feature. Each time will have an elaborate production makes the production of the control of the selection of the selecti

Rudolf Frimi, who has been commuting between Shanghal and Hong-kong, and who professes to love the Far East very much, has been sojourning between those two Oriental capitals for the past year. He has no immediate intentions of returning, although offers from Holly-koon and for Broadway shows are transmitted to him regularly. Economy of the state of the

Parle mi d'amour, Mariu, Italian waitz being played around extensively in the New York niteries from the sundry French, Italian and English editions, is deemed a sure-fire hit by T. B. Harms, but Max Dreytusej won't market it until a satisfactory American lyric is obtained. Any version of the original 'Speak to Me of Love' title is out, for obvious reasons of similarity to the Lucienne Boyer song.

Some 10 'pirclists' have tried' title' hand at an American lyric but Dreyfuse has nixed 'them all. While still vacationing in Hollywood, the veteran music man is taking unusual interest in this particular number because of its generally acknowledged potentialities.

Since Erwin Strauss, son of the eminent Oscar Strauss, Viennese composer, returned to Europe, Kay Swift is collaborating with Al Silverman at Radio Cliy Music Hall doing the special material and presentations. Silverman, about 23, is an ex-advertising man who was put fint the Music Hall by T. B. Harms to fashion the agecial dittien, writing with

Meyer Davis is capitalizing on Corncilus Vanderbiit, Jr.'s book, Fare-well to Fifth Ave., by emphasizing the many socialite names in the volume whom he services with his dance music:

While in the U. S., James Campbell, Regsy Connolly and Fred Day, of Francis, Day & Hunter, are giving attention to renewing the contracts for British rights they hold with American publishers, Among has British accessments slated to expire soon is that held by the Joe Morris Music agreements saled to expire soon is that held by the Joe Morris Music Co, with Campbell-Connolly, Final date for the Morris affiliation is June 30.

American publishing rights to the music of 'Ninon' have been acquired by Robbins Music Co. Number was sung by Jan Klerpura in the UFA feature. My Song For-Kou', and was written by B.-Kaper and W. Jufman, Robbins closed the deal via cable, and had new lyrics written for the number by Harold Adamson, now on the Metro conswriting staff. Song will be released under the same title for the pop field, with publisher's agreement with UFA forbidding its use for a motion picture.

### Inside Stuff-Vaude

Members of the cast of the 'Passion Play,' currently being presented by local talent at the Court Street, Buffalo, Mike Shea's former two-a-day, discovered a sheaf of old letters in a deserted dressing room of the theatre dating back to 1903 and dealing with offers of headliners who appeared there for Shea.

Among those offering their services were Marie Dressler, Sidney Drew, Fay Templeton, the latter just finishing an engagement with Weber and Fields, asking for time, and McIntyre and Heath, assuring Shea, 'We are doing a new act—the greatest laughing act we do.'

Ned Wayburn calls one of the members of the cast an 'anarchist' because she left the company, and George M. Cohan, Gus Hill, William Farnum and Howard Thurston are also available. There are notes from May Robson, Pat Rooney and Elsie Janis.

A booking for Jim Corbett was arranged when Jim sent the following note: Triend Mike: If you care to play me Buffalo, March 7, and Toronto March 14, salary 3780 in Buffalo and 3700 in Toronto, let me know at once so I will know just where I'm at: I am in great-condition for Mr. Jeffries and will make him travel some to beat me. Best regards to all inquiring friends.'

In Mike's handwriting is the notation 'Buffalo OK. Shade Toronto a

Jettries and will make him travel some to beat me. Best regards to all inquiring friends.'

In Mike's handwriting is the notation 'Buffalo OK. Shade Toronto a little.'

One of the contract-flashing indic bookers was embarrassed last week when he unblushingly told the operators of a rival's theatre that they were paying \$1,250 for a chorus of 32 girls he had previously bought for

Check up by the operators revealed that the booker had actually paid the girls \$1,500. He hollered 'double-cross' when his signed contract was hoved under his nose.

Attractions playing the south are passing up the railroads. Eands, units and acts returning from the southern routes all warn other attractions to lay off the rattiers and to stick to buses or their own autos, claiming the railroads are maintaining faulty schedules.

Most of the schedules are out of line as far as opening and closing of shows are concerned and, when running late, troupes are missing their first and even their second shows on opening day.

That better grosses at downtown deluxers in Los Angeles preaage a return within a year of vaudeville or stageshows to those houses which formerly played fiesh is freely predicted by theatre men. Present-day grosses, these operators contend, show that there is money in the toward that the present of the control of the co

First actor to be given a life membership in the stagehands' union is Johnny Perkins. Performers previously honored by the scene shifters were given honorary memberships.

Award to Perkins was made by Locals 53 and 642 in Jersey City last week. He gets solid gold membership card.

Herberts to London DOWNEY'S PAIR Grace and Charles Herbert open at the Mayfair hotel, London, for Paramount for two weeks, April 22.

They sail April 10, booked by the Morris agency.

Morton Downsy is going vaude for Paramount for two weeks, opening April 19 in Detroit, with Chicago following. Agented by the Morris office.

### New Acts

SEVEN COLUMBIANS (7)

Singing 10 Mins.; One Orpheum, N. Y.

Orpheum, N. V.
Seven male varieties who present
and the varieties of the very seven male varieties. A trangements are none too hot, but the
general pace bears attention, one
singer, apparently the leader, steps
out for a solo spot with the group
closing in on the chorus and sendsounding finish. Another member
hoofs awhile for variety, but it's
the singing which stands out.
Voices blend well and are full
enough in range.
The voices which appear luminous when the house lights
so dark. Same idea is used for the
special backdrop.
Good wocal act which should
please most audiences.

TIC TOC GIRLS (4)

11 Mina; Une
Palace, N. Y.

Tic Tocs are from the niteries, the
three girls representing different
shades of hair, red, blonde and
brunette, for a flashy appearance.
Behind them, in the early portion
of their act, is a male planist.
Later one of the girls takes over
'the tvaries.

Later one of the girls takes over the lyories. What may be okey for the night clubs doesn't seem to carry much weight in vaude. Girls stick to specials all the way, and only their class all the way, and only their class with the way, and only their class with the way. The way was the way was to be concluded to give the early portion of their turn some punch. So far as stage presence is concerned, girls have all the poise that's needed. Worked the trey spot here and went off to a nice hand.

#### RADIO RAMBLERS (3)

7. Mins.: Two

7 Mins.; Two
Goliseum, N. Y.

Trio of male singers wander down
radio row ploking out the bigger air
personalities for impersonations,
edge in the singer of the singer of

#### Billing

Hollywood, March 26.
First Presbyterian Church of
Hollywood is staging a revival.
One of the revivalists is
billed as 'Walter MacDonald,
converted comedian.'

### RKO VAUDE GIVEN A REPRIEVE IN BOSTON

Boston, March 26.

Vaudeville at the Keith Boston will be extended three weeks beyond the previously announced date, April 5. This will bring the present winter yaude season at the RKO Charles W. Koerner, New England divisional manager, has exercised his option on the Folies Bergere unit, and this show will comprise the final booking. Folies' will open Saturday, April 13 and will play two weeks as the only h.o. show at this house this year. For second week, however, Folies' company will present a revised edition.

April 5, Roberta, after a three-week rus at the Keith Memorial, will transfer to the screen of the Boston for an eight-day showing the same proposed that the screen is the screen of the Boston for an eight-day showing. Boston, since no second-run pix have been screened there this win-

Boston, since no second-run pix have been screened there this win-

### Flamer Burned

Detroit, March 26.

Jessita Gray, flame dancer appearing at Webster Hall, was painfully burned while doing her turn Wednesday (20).

Accident happened when her dress caught fire after she ignited a substance which gave her the appearance of dancing in a flame. Fire was extinguished without disturbing the audience.

### NUMBER OF U.S. **ACTS SET FOR** RUSSIA

Alexander Basy is back in New York after a visit with Soviet officials in Moscow and has official contract forms and permission to book American acts for that coun-

Basy has practically lined up Phil Spitalny and band and is talk-ling to Charlie Ahearn, amono, others. Offering from two to six-month tours in Russia with a certain amount of roubles and all expenses, including hotel, food and accommodations while among the vodkas. Only catch is that there is still no way of making the roubles mean anything since the coin cannot be taken out of the country and has no over the counter value anywhere outside of Russia even if extralegally taken out. Basy himself can't take any money out. He's to get 10%-5% from Russia and five from acts.

Basy hopes to get some acts started pronto, with the first to hit Moscow and Leningrad by mid-May. Basy has practically lined up

### Tamara's RKO Weeks

Tamara, from the legit musical stage, is going back into vaude as a singing single. Three RKO weeks

are set.
Opens April 19 at the Palace,
Chicago, with Brooklyn (Albee)
and New York (Palace) to follow.
Curtis & Allen-negotiated.

#### Gwen Stone Injured

Boston's Name Bands
Paramount is splurging for the drombos have been set so far.
Isham Jones plays there May 2.
Meanwhile there's no replacement while Ozele Nelson goes in May 24. In the Casino show.



THEATRE BOOKINGS ARRANGED BY PHIL BLOOM (Rockwell-O'Keefs, Inc.)

# MITZI GREEN **GROWN-UP!**

# a bigger box-office attraction than ever before

ALVIN—PITTSBURGH . . . . . . . . \$10,500 ORIENTAL—CHICAGO . . . . . . . \$17,100 MICHIGAN—DETROIT . . . . . . . \$18,000 SHEA'S—BUFFALO ...... \$18,500 METROPOLITAN—BOSTON . . . . \$34,000

EARLE, PHILADELPHIA.....THIS WEEK (MARCH 22) EARLE, WASHINGTON......WEEK MARCH 29 

000 EXCLUSIVE MANAGEMENT

### ROCKWELL-O'KEEFE INC.

R. K. O. BUILDING

ROCKEFELLER CENTRE, NEW YORK CITY CIRCLE 7-7550

## ILL. BILL SEEKS EXPECT HEAVY PITT 5% LIMIT ON COMMISH

Chicago, March 26.

Chicago, March ze.

Every year or so for the past 20
years the Illinois state legislature
has been presented with a bill to
curb agents. And, every year a
jackpot is raised to squash it. This
year it's House Bill No. 408, introed State Senator McSweeney

by State Senator McSweeney.

Basically it will hamper agents by
restricting the total fee for booking
to 5%, no matter how many agents
are—in—on the negotiations. Bill
also prohibits the agent acting as
personal representative and man-

particularly will the bill be a sock at the artists' bureau of the radio webs and stations, since it silces their average 15% commission to the limit of 5%.

There are many legal opinions at the bill is not constitutional, at the vaude agents don't care if that the bill is not constituted but the vaude agents don't care if it is or not, since they are in such bad shape that it, is doubtful if any money will be raised in the loop to defeat it. Most of them figure it better to let the bill go through, if it will go through, and to test its constitutional legality later.

### Lubin to Hot Springs

J. L. Lubin, Loew's general booking manager, left yeaterday (Tuesday) for Hot Springs. He'll be gone about three weeks.
His daughter, Mrs. Marvin Schenck, and Mrs. Lubin left with him.

### PAULINE COOKE JOHN ELDREDGE

"A Woman in Red"
ROXY, NEW YORK
MIKE CONNOLLY, PILOT

### STARR, ROLLO and DITSON

in "THEY'RE OFF" Three clean-cut young fellows in ...sock comedy next-to-closing act.

Always Working

### "Whitey" Roberts

REPRESENTATIVES

Chicago, FRED ROSENTHAL New York, HARRY FLAMM

Just Completed 30 Weeks Winter Garden, New York WALTER "DARE"

### WAHL

The Smash Comedy Hit of LIFE BEGINS AT 8:40"
WEEK (Mar. 18), PITTSBURGH Per. Mgt., IRVING SHERMAN ED DAVIDOW OFFICE

### TRACY and VINETTE

C/O Shepperton Studios LONDON

#### DOROTHEA ANTEL

226 West 72nd St., New York City Birthday; Everyday, Convalescent Greeting Cards

Greeting Cards

Boxed Assortments, 15 exclusive
and original cards to the box, \$1.00.

Special discount on large quantities.
Write for Particulars

# COMPETISH AFTER LENT

Pittsburgh, March 26.
End of Lent expected to find stage show competition around here brisker than ever. Stanley, after several weeks of straight pictures, lilning up a number of presentations scheduled to get under way April 19 while Penn and Alvin, too, lare prepared to shoot with both barrels. In meantlime, there's talk of Pitt, closed for two months, reopening as vauddlim site under co-poerative basis, but nothing, definite on this yet.
Alvin, after fortnight sams flesh, returns to shows Friday (29) with Dorsey Brothers ork and Bob Crosby, followed up with Marry Brian in person. Penn has George Olsen-Buble Shutta current, Dave Apollon following week, and with Competition of the shows with the shows won't continue throughout summer, with most of the houses plotting a return to straight pictures under a reduced scale for warm months.

### NRA COMPLAINT FORCES PAYOFF

Abe Felnberg, New York indie booker, was forced Friday (22) by the NRA Labor Compilance Board to make restitution for an undercode booking of the Lightning Duo at the Majestic theatre, Paterison, N. J. Act played house four days. Following a hearing on the compilation of the Com

### Colored Vaudfilm On B'way Including Sepia Fan Dancer

All-colored stage show on a grind-policy-may-replace the present straight film policy at the Astor theatre on Broadway April 15. Show will be Jimmy O'Neal's 'Change Your Luick'. Four shows daily, with a pickup film separating the performances, at 25c and 40c. Colored amateur shows will be given Saturday midnites and 40c. Colored amateur shows will be given Saturday midnites and broadcast from the stage over WMCA. Cast of 40 includes Al Jenkins' band and Nona, a sepia fan dancer. Aston, a Walter Reade spot, was the seading \$43 Broadway picture direction, until going grind films this season. Vears ago it was a class legit meter. Colored grind stage show is something new for Broadway, as well as for the Astor.

Newark, March 26.

Newark, March 28.
The Orpheum has been taken by a colored showman, Dudley, who will run colored vaude with films at 10-15-25-35. The Carlton, former sure-seater, will be turned into a night club.
The Shubert has been taken over by Murray Ginsberg of Faterson where he runs double eatures are not seen to be will color as the will color as faterson the will color as similar pollcy here.

### White, Brian for Vaude

Alice White, working with a male team, opens a stage trip in Chicago. April 12, with Detroit to follow. Mary Brian is also set for theatres, third film playing Chicago Friday

(29)). William Morris office set both.

### Actor Released on

### Auto Crash Charge

Charlotte, N. C., March 26.
John Amity, actor. who has been
living at Durham, was freed of
manslaughter charges in Wake
County Suprerior Court.

County Superior Court.
Amity was tried in connection
with the dea: of W. C. Galloway,
Wilmington merchant, who was
killed when the car in which he
was riding with Amity crashed into a roadside filling station.

### Daily Paper's Theatre Attack **Ups Gross to 11G**

Milwaukee, March 26.
Topping all records for the past three years, the Fox Alhambra is estimated to have hit \$11,000 with the tab version of Texas Guinan's Gang Scandais, Jack The activation of Texas Guinan's Gang Scandais, Jack The activation of the theatre-newspaper war now raging which has apread to a rupture between the police department and the district attorney's office.

When, through an argument over allotment of space, Fox copy was entirely dropped from the morning Sentinel, that sheet began an attack on the Alhambra for presenting a 'degrading show.' The paper first got the aid of the Legion of Decency, Better Films bureau and other church organizations bureau and other church organizations bureau and other three hop put an ok, on the how.

Toward the end of the run, Will-

Toward the end of the run, Wil-Toward the end of the run, Wil-lam A. Zabel, district attorney, went to the theatre in person and asked Howard Niesler, assistant manager, to remove posters depict-ing 'draped women' from the lobby Niesler demurred and Zabel piller utes to comply. As-the, end of the time, Zabel called his special detec-tives and they jerked the posters. The theatre immediately replaced them.

The theatre immediately replaced them.

The Sentinel started hammering at the theatre both in the news and editorial columns while other sheets, not affected by the cut in ad copy, laid off. As a result the Alhambra was s.r.o.

The district attorney took a rap at police officials because they refused to do what he had done, admitting that the alleged 'immoral' show came under city ordinances and not county laws over which the d.a. has a say. The story merely passed up the d.a. and let the show server the d.a. has a say, the story merely passed up the d.a. and let the show servers and not county laws over which the d.a. has a say. The story merely passed up the d.a. and let the show servers and not county laws over which the d.a. has a say, the stack the say that the same that the say that the same that

d.a. has a say. The story merely passed up the d.a. and let the show go on.

In answer to the attack, the Alhambra\_shot\_big\_spreads in all sheets but the Sentine in Sterilization. The Sentine in all copy of the theoretical structure in the stru ears back

years back.

Fox has house on sub-lease from
Laemmle whose 10-year termer
from the Schlitz brewery ends in
July. Fox and Laemmle both will
bow out and pass this 40-year-old
house back to .tts owners who now
get \$110,000 yearly rental.

# **Chicago Houses Interchanging Acts** As 'Opposition' Clause Is Buried

Oo, La, La

Chicago, March 26.
Midwest is chockful of
Parisian' units at present,
with the Frenchy shows
stumbling all over themselves. At least a dozen all over the territory.

territory.

In the past month there has been 'Hello Paris, 'Folies de Paree, 'Casino de Paree Revue,' 'La Vie Paree, 'Chez Paree Foliles, 'Tench Revue, 'Casino Continentale,' 'Continentale Revue, 'Parisian Foliles,' 'Paris Ladies.'

### Apollon's Fast Repeats In Wash, and Balto

Loew's has set Dave Apollon's 'International Revue,' current at the State, New York, for the quick-est stage repe. In the history of its Washington and Baltimore theatres. Apollon returns to Washing-ton May 3, with Baltimore to fol-low the week after. low the w

Previous appearances in the towns by Apollon were seven weeks ago in Washington and eight in ago in W Baltimore.

THAT SCARCE?

Harry Kalcheim Grabbing 'Em Off the Boat Now

Harry Kalcheim, of Paramount, las: week couldn't wait for two acts, en route from London to New York to land, so he booked them by wireless while they were still on the high seas.
Frank and Milt Britton band was set for Chicago, April 12, with Detrotto to follow, and Jan.es Evans for Detroit, March 29.

Chicago, March 26. Opposition, that old bugaboo of vaude, has passed out of the picture completely in Chicago and the midwest. Theatre managers

midwest. Theatre managers are finally learning that declaring rival houses as opposition never succeeds in the first place, and only results in embarrassing kickbacks. The control of the

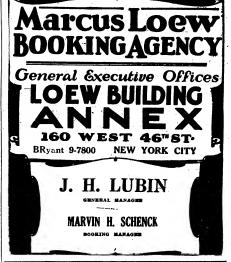
### ASH SHOWS THEATRE SCHOOLS NEW TWIST

Chlcago, March 26.

Chicago, March 28.

Newest audition gag for amateurs and 'theatrical schools' is being instituted by Paul Ash, ex-mc. and now operating a 'school of the theatre' in Chicago. Ash this week will start to film a real or so of celluloid to be tagged 'Climenania' Pleture will be made up of a number of clips of dances, songs and dramatic expression.

expression.
Purpose of the film, which may stretch to three reels, according to Ash, is to acquaint the producers in Hollywood of the talent for pictures in Chicago.' Ash expects to use 220 performers in the three-reeler.



#### E SIXTH AVENUE 1270 RADIO CITY **NEW YORK**

This Week (March 22) CHICAGO THEATRE CHICAGO

Next Week (March 29) MICHIGAN THEATRE DETROIT

My Representatives, A. & S. LYONS

Coraleer S
Roy Russell
Rube Wolf Bd
Bert Privai
PHILADELPHIA
Oxford (28)
Doyle & Donnelly
Alexander & Santo
Gregory & Ramon

Alexander & San Gregory & Ramor (One to fill) WORCESTER

Plymouth 1st half (28-31) Fields & Georgie

### Variety Bills

NEXT WEEK (March 29) THIS WEEK (March 22)

connection with bills below indicate show, whether full or split week indicate opening day of

### RKO

NEW YORK OITY
Tralace (29)
Bartell & H. Rev
Eddig Peabody
O'Donnell & Blair
(Two to fill)
Harris (22)
Harris (22)
Harris (21)
Fed Duet
Al Norman
Donadantalla Bros & C

Tic Toc Girle
Al Norman
Donatella Bros &
Academy
Lettinif (24-1).
Britton Bd
Weldon & Housy
Mildred Fenton
Bophietic ted Ladi
2d half (25-28)
N T G Foilles
BROOKLYN
Albes (29)
Gine De Quincy &
One Man Bd
Al Norman

One Man Bd
Al Norman
Dick Moy Tr
(22)
Bob Ripa
Bid Pago
Frank Parker
Slim Timblin
Tison & Gaby
Madison
1st half (30.3) 1st half (30-31) 8 Kings & A Queen

Duke Elliption 3d.

DETERMINED THE STATE OF THE STATE OF

OFFICIAL DENTIST TO THE N. V. A.

DR. JULIAN SIEGEL

PARAMOUNT, BUILDING

This Work: Win. A. Rose Elliott, Arthur Whitelaw (Three to fill)
PROVIDENCE
Keth's (29)
Sorge Flash
Case Mack O & T
Buster Shaver
ROCHESTEE
Keth's (22)
E Carroll's Vanitie
(22)
Ivy & N Stavans

Rex Weber
Hollyw'd Ramblers
(Two to fill)
Tilyon
1st half (22-31)
Ray Stanton
Miokey Co
Sammy Cohen
Hoos to fill
Boston
Boston
Boston
Formalds
Therrien Therrien
Owen McGivney
Sid Page
Ruiz & Bonita
(22)

Dury Meed, or of the control of the Fredericks J Kanes
Chester Frederick
Popeye
Fred Sanborn
Jack Eddy Co
UNION CITY
Eeith's
1st half (24-31)
Blackstone

Blackstone
(28 only)
C Bell Bros &
Peggy Healy
Joe Penner
Stevens Bros Co

NEW YORK CITY Capitol (29)

Loew

Ted Cook Orc DETROIT Michigan (29) Margo

Barto & Mann

PHILADELPHIA
Earle (29)
32 Roxyettes
Johnny Perkins
Ruth Petty
Beilitt & Lamb (22)
Master Michael
Gine DeQuinoy &
Ross & Edwards
Mitzl Green
Youthful Rhythm
WASHINGTON
Earle (29)

Park & Clifford Grace Dutays Co DeRose Eton Boys Do-Re-Mi

### Independent

ALBUQUERQUE Snushine 2d half: (1-4) tunnin' Wild iene Gory Bd Roberta Jean & Jack Geo Down

Jean & Jack
Geo Downey
Davey Jamieson
Edwards & Santord
Duane Priest
Jackson & Pilokwil
Harmmen BOISE
Pines;
2d haif (1-3)
Rapsody Rhythm
Gleazon & Allyn
Cropeley & Violet
Bellie o Jarneau
Bobby & King
H & B Clark
Art Gleagon's Orio

Bernice Bobby & King H & B Clark Art Gleacon's Ore CASPER Lincoln 2d hair (1-4) Int'l Varieties Francis Renault Harri Henri Taylor & Western Fisher & Harvey

Fisher & Harvey
Suzzette
Tic Toc Ens
Forde Heatings Or
Stelle Avera & General Control
Lesile Ayers & G
Wynn Lee & N
Al Mardo
Dormonde Bros
Rubin Sis Associate
Lesile (29-31)
Runnin Will
Gene Gory
Roberta.

Runnin Wild
Grand Wild
Jean & Jack
George Down of the Second
George Down of the Second
Dawn of The Second
Jackson & Bickwill
Jackson & Down
FORT BODGE
FORT DODGE
Loner Goorge
Agrand
Johnny Platte
Johnny Platte
Panle & Faulette
Panle & Faulette
Ole & Edwards
Veima
Janet Addern Orc

Velma
Janet Adlers Orc
FORT SMITH
Temple
1st half (29-81)
Eye on R'way
Rolsman's Ene
Jack Randall Co
Jay Howard

Togo
La Temple
The Coistons
Ina Scott
LARAMIE
Empress IARAMIES
Empress
Ist haif (29-21)
Int'l-Varieties
Francis Renault
Harri Henri
Taylor Western
Fisher-Harvey
Everett-Stevens

Rodrigo & Lila Rev
Metropolitas (29)
Metropolitas (29)
Geo Olsen Oro
El Valencia (20)
Ben Bernic (20)
Winifed Bervard Co
Burns M & D
Burnic (20)
Winifed Bervard
Fommy, Mack Co
Burns M & D
Burnic (20)
Ben Bernic (20)
Ben Be Suzzette
Tic-Toc Ens
Forde Hastings Bd
LEWISTON
Liberty
2d half (1-4)
Hi Lite of Rhythm
4 Rounders
Emerson & Baidwin HI Lite of Rhythm
Recorded Cardico
Valent Signature
And Cardico
Valent Signature
And Cardico
Valent Signature
And Cardico
Orphen
List half (29-21)
Grin Dales Rhythm
Glen Dales Rhythm
Alex Lite
Arck Lowe
Deverse & Reichard
Armee Allaire
Drorothy La Rue
Grin Dales Rd
Brund (22)
Pabo & Chulte
Chulte Company
Rollyr d Adagto 4
Jerrand Cardico
Recorded Cardico
Record

NEW YORK CITY
Capital (29)
Florence & Alvaras
Plorence & Alvaras
Plorence & Alvaras
Plorence & Alvaras
Let haif (241)
Bacle & Kent
Hickey Broot
Sandra & Kent
Hickey Broot
Gambols of '35
List Ophers
List Ophers Gail-Gall
Harty. Ruse.
BROOKLEN
Gates Ave.
Ist haif (29-1)
Honoy Fam
Doyle & Travere
Jay Mills Orc
(Two to fill)
2d haif (2-4)
Keene 2 V & LaM
Adrien Matzenauer

### **Paramount**

BOSTON
Metropolitan (29)
Jack Bonny
Mary Livingston
Chicken Sis
J Harold Murray
Elegnor Whitney Margo Mann Condos Bros Marbro (22) Gene Deveraux Co Paul Mail 3 Switts Winnie & Dolly Foy & Tucker Harry Wilson Oriental (22) Buffalo (29)
Eton Boys
Jog & J McKenna
Park & Clifford
Hal Menken Co
OHICAGO
Chicago (29)
Mary Islan Co
Fray & Braglotti Polly Moran
Dorothy Page
J & F Hubert
Herman Hyde
Sally Burrell

Warner

Roland Young Co James Evans Co

California Reveis Bob Hall Chas Nelson Mitzl Green (22) BEADING Aster (22) Blackstone

Newell & Most
Alene & Svans
TOS ANGELES
TOS ANGELES
S. Cossacks
S. Velma
Janet Adler's Bd
OKLAHOMA CITY
Liberty (29)
Happy Landings
Alexander Bros
Sld Marlon
Skeeter & Ray

Skeeter & Ray
Cantu
Ben & Rita
Anna Rose
Peggy George
Waller's Bd
Tulsa (29)
Hi-Boy Rev
Stlokney & Aylin
Tom Mills
DeCounta-Marie Tom a... DeCounte-Ma... Smith Sis

Smith Sis.
Alvira Morton
Powell
Men of Music B
PARSONS
Orpheum
2d half (1-2)
Eve on B'way
Roismans Ens
Jack Randail Co
Jay-Howard
Togo Togo La Temple Coletons

oletons
as Scott
PROENT
Bialte
1st half (29-81)
tio Nights

Helen Curran
Leo Reisman Ore
Chateau Modern
Paul Bass Oro
Betty Bolnker
Babbette Christis
Tony & Sam

Club Gauch

Lois Eiliman Comfort & Rellly Jack Meyer Orc

Club Rich

Congress Sid Austin Ore Cotton Club

Frank Farrell Barker Trio Ray Lazeli
Al White
Jerry Baker
Byrnes & S
Gould Sis
Durso Ore

El Chiles

amon Quiros

Glen Gray Oro
Firense
Sandino & Fairchi
Dick Mansfield O

Flying Trape

Norene Carney Muriel Seabury

ist haif (23-41)
Int haif (23-41)
Int Night
Int Night
Int Olight
I

e Gauchos arie Linda per's Bd TWIN FALLS

TWIN FALLS
Orpheum
Ist haif (29-81)
Ist haif (29-81)
Rhapsody Rhythm
Gleason & Allya
Cropely & Violet
Chas Reilly Co
Bernice Jarneau
Bobby & King
Harry Billy Clark
Rhythm Queens Rhythm Queens
Art Gleason's Bd
VANCOUVER
Beacon (29)
Footlight Frolice

anessa uster & Verne etty Lee arlow L & A mon Delmar Delma. Sis Royale

oberge Royale
Jimmy Rend's Bd
WALLACE
Grand
for half (29-21)
HI Lifes of Rhythm
4 Rounders
Emerson & Baldwig
Del Gardi Co
Valican Sis
LaPetite Adeline
LaVilla Bas
Bobby Panders Bd

### Fanchon & Marco

NEW YORK CITY Rory Rhythm Ore Roxy (29) (Others to fill) Sallel Puppets LOralno & Digby Foster Ens Anna (21) Foster Ens Anna (21) Ann Ronell Freddy Mack Harriett Hilllard

Rasso & Duval
4 Skids\*
Payne & Hawkins
Randsils.
Dance Melody
Marjorie Butin-3
1 Irving Edwards
Manhattan Reveis
Shields & Tilyou
Haynes & Beck
Foran Sie & Fox
2 Harmoniste
(Others to fill)

### Cabarets

NEW YORK CITY

Armando's Arden & Duncan Geo Marechal Miliard & Anita M Ferri Geovignetti Pietro Band Be

Hend hou Alian Walker Buddy Rolph Edna Enrica Dancing Glorias Lew White Orc Barret of Fe Barrel of P Jack Sheldon Annette Lacy Andy's Aces Bill'a Gay 9

Milla & Koyer Virginia Vaughan Elicen O'Connor' Indo Star Indo Sta Nina Allen Justine Jal Tal Lita Santos
Lita Santos
Lagitanilia
Los Otedas
El Chicorrito
Don Casanova
Rudy Hernandes Or

Missis delimonice Missis de la constanta de la Not Channows of Constitute States of Constitute Sta

Hotel McAlpta
Jimmy, Biake
Barker 2
Frank Farrell Ore
Flessie Osbook
Histel Montclaft
Toyn Sassbe
DaLimna
Marti Michel Ore
Hotel New Mythee
Orde Nelson Ore
Harriett Ellillard
Florence & Alvarez
Mark

Hotel Park Lane
Max Bergere Ore
Hetel Pennsylvani Hal Kemp Oro Hetel Plerre

J Cherniavsky
Olub Alabam
Trudy Davidson
Virla Vaughn
Bobby Danders
Gloria Starr
Hinton Sis
Phyliss Herry
Gale West Shep Fields Oro Estel Plana Estel Plana
Estel Plana
Estel Colema ora
Rotal Ester Correla
Rich'd Himber Orc
Josy Nash
Arman Vecsey Oro
Estel Ecosevett
Berale Cumulus Or
Bernice Parks
Pomeroy Rey

Club Richman
Wheeler, M & W
Cocceanut Greve
Rele & Dunn
Lloyd Garcett
Durelle Alexander
Ruth Williams &
Cola de Paris
Rence Estabrook.
Jerre Farrar
Harry Spiro
Arthur Glibbs
Congress Frank Sherman Corlles & Palmer Ercelle Sis Helene Carol Adelina Dossena Hope Farker Maurie Stanton's Drake Hetel Karre Lebacone

Cotton Club
C Boy
Mears & Mears
Leitha Hill
Ophela & Pimient
John Renry
Swan & Lee
Bill Bailey
Jessie Scott
Oynamite Hocker
Cora La Bodd
Cog, Beuge
Joe Noriego
Lupe Noriego
Lupe Noriego
Lus & Cotton
Lus & Cotton
C Summar

Fomeroy Rey
Heidel R., Morlis
Heidel R., Morlis
Heidel R., Horlis
Heidel R., Regis
Johnny Green Ore
Heidel R., Regis
Johnny Green Ore
Heidel Wrejlan
Heidel Brejlan
Heidel Brejlan
Heidel Parket
Heidel Parke

Wences
Page Cansing
Mignon Dallet
Resita Rics
Francisco Ramos
Emilio de Torre Walter O'Neils O're
Locargot d'Or
Earl Moss Ore
Loon & Eddie's
Ellip Reed
Ellip Reed
Hal Simpon
Les Olardner
Les Olardner
Tile Toc Giris
Matson LaFitte
Max Dolin O're
Thamara. Siniriskay
Maisey Voyant
A Valentino Oro
Splyy
Rita Belis
Maytair Xacht Clab El Mereces
Irving Rose's Ore
Nano Rodrego Bd
Billy Mjiton
Yevo & Dore
El Tereader D J Escarpinter Trini Varela Dinorah Arguden Juanita Ramon Quiros

Mayfair Yacht Cint Frank Marino Poter Gallo-Maria Donia Mon Paris

Mariana Arnold & Hawkine Mary Adice Rice Gene Fosdick Ore Herrera Oro Stork Club
Bobby La Branche
Gay Adams
VI Bradley
Vercelle Sis
Hayward Powers C Taft Grill

Normandie
Yacht Club 4
Ann Courtney
Victor Rodriguez
Joe ZelliHelen Gray
Eddle Elkins Oro

Geo Hall Ord Loretta Lee Thomashefeky's Loretta LeeThomashetaky's
Boris Thomasketsy
Boris Thomasketsy
Regins Zuckerberg
Sammy. Colton
Harry Littmas. Ore
Florence Klug
Mme. Charova
Irv Bercowitz
Gertle Sullman
Ches. Poluman
Ches. Poluman
Trovelle
Jim Milier Oro
Versaillee Paradise -NTG Rev
Sally Rand
I Aaronson Ore
Eienore Woods
Raye Maye
Rosezell Roland
Bernice Lee
Jayne Manners
Ching Ling Foo
Rele & Dunn

Versailles Claire Deerfield Mitton Douglas Fox & Walters Kingeley & Chas-Place Piquale Northway & Dar Harry Rosenthal Jeanette Carlay Eve Symington Bainbow Boom Donna & Medrano Endor & Farrell Marcello Luzzato Jolly Coburn Ora

Round
Ruth Denning
Reno Dudes
Val Giman Ord
Bits Tower
Nat Harris Ore
Savoy-Plana Josh Medders
Village Nut Cinb
Jack Fagan
Shear Bros
Beebe Monet
Aileen Cooke Bavrie Ore Savoy-Plana Bob Grant Ore G & C. Herbert Dwight Fieke Fiorence Herbert Rosita & Fontana Jos Zatour Oro Val. Vestoff Floria Vestoff Milton Mann O Waldorf-Aster Consuelo
Hai LeRoy
Carmen Castillo
Xavier Cugat C
Henry King Oro
Beauvel & Tova

#### CHICAGO

Blackhawk Kay Kyser Oro Beverley Kirk Alex'nd'r & Swai Frances Willer Harry's N. Y. I Harry Harris Al Wagner Phil Furman Harry LeGrand Sid Raymond Hi. Hat Club

Ches to
Al Traham
Yukon Cameron
Nick Lbmg Tr
Miles & Kover
Betty Keen
Gus Arnhelm Ordallege Inn Hil. Hat Club
Biaine Manzi
Muriel Love
Claire Powell
Bime Burton
Jean Foat
Lamb's Cafe
Bob Prite
Peggy Leonard
Gwyn Rogers
Edna Stanley
Dodds Bree
Behelob tan
Betty Moore College In Jarrett anor Holm

Art Jarre.
Eleanor, Hot.
Olive Clien
Chas Chase
Chas Agnes Oco
Colosimo's
Unrico
Kerof Colosimo's

Don Birlico
Adolaide Keroff
Gano & Rita
Mary Nevaliw G
Britari Greatiw G
Britari Greatiw G
Gonress Hofel
(Joe Urban Moon
Röbert Reyes
Eddie-Roops
Patricia Norman
Marcy & LaBelle
J Chernlavsky O
Club Alcham Betty Moore
Delores Marcelle
Jeannette Graham
Hal Hiatt's Oro

Palmer House
Stuart & Lea
Jay Seller
Stanley Morner
Condos Bros
Abbott Dancers
Ted Weems Oro.

Club Alete

Club Algiers
Kay Davison
Rosita
Algiers Club Gro
Evelyn Camen
The Weismuellers
Kay Davidson

Karre Lebarons Ferde Grote Oro

(Agua Catiente)
Nirvanna
Julian Marjorie
Beatrice Ynez
Armida Tovara
La Francon
The Caeinos
Merissa Flores
Bobby Maytoreno
Bentto Bd

Paramoint Clab
Bitty Gray
Nan Blackstone
3 Roberts
5 Roberts
Joe Marino
Maurie Stein Ore
Boyale Frolles
Joe Lawie
Glegtee Regan
Bebe Sherman
Marce & Marie
N & O Detrick
Dolores
Cettl Biair
Henri Lishon Oro
Terrace Gardens

Henri Lishon Oro
Terrace Gardess
Roma Vincent
Alice Blue
Szita & Anis
Hank, the Muie
O'Brien Girls
Stan Myers Ore
Via Lago
Rick & Snyder
Chicak Staniey
Peggy Laurie
Lou Blake Oro

Walnut Room (Blamarck Hotel)

Walnut Recess
(Bismarck Hotel)
Art Kassel Orc.
Beringt & Earlyne
Eringt & Earlyne
Littlan Laverne
Florenc, Schubert
Ted Travers
Joe Ferrone's
J. Marengo Orc
Murray Peck
Dee Sis
Patey, Lee
Taxas Tommy
Freddy Beardan
Ruth Van Loise

# Berde Griber out berde Griber of Begwater Beach Alfa. Warnawika Herble Kay, Orc James Kozako Orc Embases, Club Hvonne Faith Pep & Glinger Roy Fox Duniband Rev Tom Gerun's Orc Erench Cadae Tom Gerun's Orc Erench Cadae Griber Orc Gri LOS ANGELES ..

Bally lice

Myra, Mason

Murray, Sis
6 Counts of Rhythi
Beverly-Wilshire
Orylile Knapp Or
Ramon & Rosita El Bay Clab Gene' Auetin Candy & Coco Joe Marlin Orc Mollywood Stable Paul Law Ore Hotel Rossevelt Jimmy Grier Orc Rhythm Raecals Beatrice Hagen Darlene Walders Darlene Walders
Cafe de Parce
Roy Herbeck Orc
Casino
(Agua Callente)

Benito Bd
Cocoannt Grove
Guy Lombardo Oro
Clover Club
Frankle Masters Bd
Cotten Club
Mills Brog

### 15 YEARS AGO

(From VARIETY and Olipper)

Vaude managers to oust small jazz bands. Almost every impor-tant act carried a small one. To cut to fewer and bigger.

Taik of a third theatre booking circuit in opposition to Erlanger's and Shuberts. Geo. Nicolal and Max Spiegel named as interested. Nothing came of it.

Final report on Stage Women's War Relief showed \$241,600 taken in and \$28,865 for administration. Rest went to injured soldiers.

Treasury cracking down on little theatres. Provincetown Players told to come across with \$5,000, Others warned to collect the 10%.

Herman Timbers attached the Herman Timbers Productions for \$10,518. His Tick-Tack-Toc' dropped 11 grand in four weeks in N. Y. Company was backed by Garry Herrmann, baseball tycon.

Ringling-Barnum & Balley show came to town to rehearse. First three days brought an advance sale of \$20,000 at \$3 top. Expected to go to \$50,000 before opening.

Variety announced that in the in-Vagurr announced that in the in-terests of time-saving it would dispense with the green cover, which had been its trademark. Also went to a 10x15-inch page. Issue of April 9 was the last greenback. Took too long to print enough pa-pers on the flat bed presses.

Senate was holding up nomina-tion of Bainbridge Colby as Secre-tary of State, so no passports could be issued. Delayed Sam Goldwyn, who wanted to go to London.

Two new newsreels planned to be added to existent five.

Detco Light Co. produced a mu-sical comedy at its sales conven-tion. Cost 35,000.for a matinee and night, but figured worth the moony as putting the sales argument over. Professional players used.

### **50 YEARS AGO**

(From Clipper)

Reporting the opening of 'Shadows of a Great City' in 'Frisco, Clipper stated 'The house was full and so was Gerald Eyre.' They fired him.

Booth and Barrett were again in opposition, this time in Boston.

Lily Clay's 'Adamless Eden' company played London, Cr.n., and the cops were called to chase away the excess spectators.

Two circuses, Doris and Cole, planned to feature fat women's conventions. Doris had 14 engaged. All the rage at the moment.

Barnum, Bailey & Hutchinson's London Circus opened at Madison Sq. Garden, N. Y., March 16. Clipper reported that advanced prices were keeping the business down.

Gilbert and Sullivan's Mikado even its London première March 14. Found ready acceptance.

Popular prices was a winning slogan all over the country. In Dawapport, I.a., an opera troups opened at \$1 top to scanty business, halved the price the following, night and did so well it stayed an extra day. More than half the theatres were down to 75c or lower.

Harris Museum, Louisville, posted a teaser ad to prepare for a follow up. Someone overpainted for a rival show. Stole all the thun-

Strike on the Missouri Pacific had traffic tied up, but manager of 'A Bunch of 'Keys,' hung up in Ft. Worth, made an appeal to the strikers and they ran a train to Austin for him.

Sale of the effects of Brooks & Dickson, in bankruptcy, very light. Plays, including performing rights, went from \$50 down to 50c, which was paid for 'La Charbonnier.'

Tony Pastor took a benefit on his 20th anniversary, packing the Academy of Music on a Sunday night. P. S. Gilmore fed 100 musicians. Lillian Russell, Henry E. Dirsey and other Pastor proteges appeared. William Harris did an old state that which he had case alleved. sketch in which he had once played for Pastor.

### Selwyn and Harris, Chicago, May Be Pulled Down; Only One Legit **House Now Open in Windy City**

Selwyn and Harris theatres on Dearborn street may be torn down to make way for an outdoor automobile parking space. While the fate of the houses is not sealed, it looks unavoidable.

During 1934 the Shuberts paid aniv \$22,000 in rentals for the two properties and taxes amounted to \$26,000. Owners would save \$7,500 in taxes if the land was vacant and with a reputed offer of \$25,000 for the space from a parking space operator the logic of the arithmetic in inescapable.

Selwyn and Harris are twin thea-tres about 10 years old and rated the finest legit houses in the middle west. Their demolishment would wipe Dearborn street clear of legit

when the distribution of t

#### Once Upon a Time

on attractions in town at an.

Once Upon a Time

It's a heartbreaking picture, especially when the xooming days or 1924-1929 are compared. Just take a squint at the legit list in the loop on Jan. 11, 1928. There were it shows. Desert Bong was in its 19th week at the Great Northern the Woods, Night in Spain, the saventh week at the Grand, Broadway, the 17th week at the Selwyni, (Today shows come in for two weeks and think theyre doing well to stick a fortnight.)

Other shows that week in '28 were Yust Fancy' (Olympic), 'Kongo' (Central), Constant Wife (Harris), Behold This Dreamer' (Blackstone), Criss-Cross' (Belanger), 'Squall' (Adelphi), Merry Wives of Windsort (Illinois), Two Girsh Wanted Coot, Murrally (Cotta), The Circh Wanted Cott, Structure of the Contral of the Cottangon. Empress, Keddel, Studenbaker, Varsity, were playing dramatic and musical stock.

### **CHARLOT REVUE** FOR BROADWAY

London, March 17.

Andre Charlot is planning to do a revue on Broadway, with date set around the middle of November. It will consist of the best seenes from Hi Diddle Diddle, currently at the Savoy; "Ballyhoo," which had a fair-by loing run at the Comedy, a couple of seasons ago, and Charlot's Char-a-Banc," revue now being readled for the Vaudeville. He intends to take Douglas Byng to America in this show.

Charlot's last appearance as a producer on Broadway was during, the season of 1923-24; when he produced his, name revue, and intro-

duced his name revue and intro-duced Beatrice Lillie, Jack Buchan-an, Gertrude Lawrence and Her-bert Mundin to the U. S.

### MAMOULIAN ON 'PORGY' MUSICAL FOR T. GUILD

Reuben Mamoulian, presently in film direction in Hollywood, will return to Broadway next season. He has been signed by the Theatre Guld to stage its musted version of 'Porgy' Show will have a Gershwin score and was slated for presentation this season. Now dated for early fall production.

Mamoulian gained attention while directing Guld shows, he having that assignment on four of its plays. Included was the original 'Porgy' production as a drama.

### 'IF' MONEY SUITS

Yokel , Being Sued for Portions On 'Three Men'

Alex Yokel, presenter of Three Men On a Horse, Playhouse, N. Y., Is squawking that almost everyone with whom he spoke about the play is claiming to have a 'hunk' of the show. He is defendant in at least two court actions by such claim-ants, he contending that these constituted 'if money' in the

norse race farce.

Ted Lesser, theatrical attorney, is
one of the claimants, saying he has
a piece of Yokel's half, the balance
being owned by Warners.

Lesser's reputed interest is 2%.

### \$25.000 PLEDGED

## FOR BOWL **OPERETTA**

Hollywood, March 26. After getting pledges of close to \$25,000 for an operetta season at the Hollywood Bowl during June, J. J. Shubert left for New York, where he said he would obtain an equivalent amount to inaugurate the start of a circuit of 15 weeks each season on the coast.

Shubert had been canvassing the Shubert had been canvassing the town during his stay here to get the puise and bankroll contact on the plan and finally got \$8,000 from Fortune Gello, grand opera impressario; \$2,600 from L. E. Behymer, local concert promoter, and \$2,500 from Tom Gerson, with the other amounts pledged by various other locals.

amounts pledged by various other locals.
Shubert wants to produce Maytime, Blossom Time, The Student Frince and Lady in Ermine for the season. He contemplates bringing scenery and wardrobe from the east for the project. de drints comThough he gave nould or through with the project, due to uncertainty of climatic conditions here in Jime, he has George Mooser on in Jime, he has George Mooser on in Jime, he has George Mooser on in Jime, he has George Mooser on

tainty of climatic conditions here in June, he has George Mooser on the ground keeping track of the backers and ready to get underway. Should the plan succeed here, Shubert would take the out-fit to San Francisco for around eight weeks, Greek theatre at Berkeley for one, Zortland and Seattle for one each, and the ex-position at San Diego for two

weeks.

In each piace he wants local capitol to underwrite one-half of the investment.

### ITALIAN LEGIT IN HUB ON ERA RELIEF COIN

Boston, March 26.

Boston's newest ERA dramatic group is the Italian Civic theatre of Boston, composed entirely of Italian professionais. Supplementing this project is another, amateur, group known as North End Community the Salegal, will, direct both companies, which will perform in the Italian districts of the Hub. There are about 91,000 Italians in this city, from which the BRA expects pienty of support on this gratia drama handout.

Among the plays already announced for the near future are:
La Clead il Sorrento, by DeLise;
La Capanna delio Zio Tom' ('Uncle Tom's Cabin'); 'Count of Monte Cristo;' 'Reabilitzatono,' 'Allelula' and L'Erced. Boston March 26

and 'L'Erede.'

### Winninger Quits

Charles Winninger will withdraw from Revenge With Music, current, at the New Amsterdam, N. Y., date of exit dependent on the engagement of a player to replace him.

William Kent is mentioned for the borth and may enter the show next week.

### THUMBS' 25% NICK

Sheile Barrett Drops Out of Show

Sheila Barrett handed in her no-tice Monday and will withdraw from Thumbs Up, St. James, N. Y., April 6. Cast of the revue took a 25% cut last week as the result of a di

gross.

Miss Barrett will go abroad early in the summer, being dated to open at the Cafe de Paris June 4. Hai Leroy, who went out of Thumbs' last Saturday, was replaced by Duke McHale.

### **POLLOCK SEES SURE LEGIT COMEBACK**

New Orleans, March 26.
The stage is about to come back stronger than ever by way of community theatres throughout the country, Channing Pollock said on a top-off here en route to Central

America.

In a few years, he predicts, there will be a theatre in each community. Each will have players of high quality who will support 'name stars.' Authors, he says, will be able to devote themselves to playe of meaning and importance instead of mere mob copy.' In this way, in his opinion, it will be possible to produce plays for \$5,000 a week 'and make money.

Make money.'

Katharine Cornell and 'The Green Pastures' companies did a great deal to re-establish the American theatre. Pollock says.

### B'way Legit Group To Ignore Critics **Until Final Night**

Phoenix Theatre, Inc., new group which started by producing Panic, verse-drama. by Archibad Leash for three performances two weeks ago, now has passed the 1,000 mark in membership and figures itself set for the future. No matter how many members it gets Phoenx will stick to its idea of not letting the public or critics in to see its shows until the last night, members coming in shead of that. Organization figures that it isn't especially interested in what the critics have to say and, while it likes criticism, doesn't want that criticism to influence it. Therefore the last night for critic's business. As for the public, it figures that if it has a show which turns out on the commercial possibilities in the considers fine things for the editication of its members. For that it considers fine things for the editication of its members. For that reason not more than one evening's performance will ever be put on public sale.

On its first show, Panic, Phoenix

performance will ever be put on public side.
On its first show, 'Panle', Phoenix admittedly won't a bit over its head. Show couldn't possibly get back its expenditure under the circumstances bu was figured a good break-in. Production. cost a bit under \$4,000, despite having a gratis professional Breadway cast. Showed three nights, gross totaling just under \$7,000, part of which, however, had to be written off to subscriptions for future shows, advertising, etc., which is figured to be a loss of about \$1,000.

### Garden 'Vanities' Will Be Entirely New Show

Contrary to reports, an entirely-new Vanities is stated for the Win-ter Gardon by Eart Carroll, who will make the presentation in associa-tion with Lee Shubert. Revue is due to go into reheavant next week and stated for out of town showings, starting April 287 of by Carroll at Bill Dever's Pains Island Club, Mi-ami Beach, is booked to open the season at the Riveria, nearby Jer-sey night ispot.

season at the kiveria, nearny jersey night spot.

Ken Murray, now appearing in the 'Vanities' unit, will appear in the Winter Garden show, but the unit will continue to play out of town dates.

### Theatre Authority Explains How It Works: 17 Announced Benefits Already Shown Up as Phonies

### Scribner's View

Amplifying the status of the

Amplifying the status of the Theatre-Authority in its right to clean up the benefit situation and the collection of a percentage of benefit takings to help support stage charity, Sam A. Scribner, head of the TA and an officer of the Actors No senesit promoter is obligated to pay the Theatre Authority one thin dime if he pays the actor for his or her services. Trouble is he doesn't even pay the actor's cab fare. He pays the stagehands, musicalar, rent, heat and light, newspapers, printer, but not the actor.

Scribner declared the Actors Fund expended \$200,000 last processing the procession of the incomposition of the procession of the incomposition of the procession of the incomposition of the procession of the sectors.

## **CONVERTING N.Y.** HIPP FOR 'JUMBO'

The Hippodrome is virtually set for conversion into a one-ring in door circus in which setting Billy

door circus, in which setting Billy Rose plans the presentation of Jumbo. It is to be enacted within a tanbark ring. Jumbo, however, a play about circus life, Jume 1 is the date set for reconstruction, show being dated for early next season, with Jimmy Derante one of the leads. Ring will be spotted in the center with encircling seats similar to the one-ring circus shows in Paris. Stage will not be shows in Paris. Stage will not be shows in Paris. Stage will not be

shows in Parls. Stage will not be based as such.
Entire performance will be under canvas. Balcony and gallery will be discarded and the capacity reduced. Hipp's present capacity is 5,190, but for the Jumbo presentation there will be 2,500 seats. House will be scaled at \$3,30 top with the outer rows at 50c.

Expectation is that Jumbo will be toured in the open under canvas after the Hipp engagement.

### WHITE'S FLA. VACASH. THEN NEW 'SCANDALS

Hollywood, March 26.
George White has left for Florida
for a four-week vacation and rest.
Immediately afterward White goes
to New York to start work on production of a new 'Scandals,' which
ha hopes to have set on a Broadway stage by June.

### 'Paris Sensation' to Be Staged by Shubert

J. J. Shubert has purchased Paris Sensation' for a musical show from Allan Rivkin and Edward Eliseu: Eliseu will direct. Deal for the mu-sic will not be made-until-Shubert returns east next week.

### 'Chips' Musical

Damon Runyon's 'Saratoga Chips,' planned as a straight legit by Jack Curtis (Cuttis & Allen), as the latter's first production venture on his own, has been turned into a musical. Runyon and Irving Caesar, who's adapting with the author, are due back from Forlda next week. Setting a composer and cast control of the control

Conceding some changes in its increasion of benefits in New supervision

supervision of benefits in New York, the Theatre Authority has reatalisted to criticism and points to the fact that within the two months it has been actively functioning, if affairs announced for charitable purposes were proven to be phontes. Formed to curb racketeering in benefits, the TA reports there has been a marked decrease in the number of requests received by actors to appear gratis since it started investigating auch events. It is charged by the Theat is charged to the step in the Theat is charged to the step in the Theat is charged to the step in the Theat is commance to night. Committee in charge went backstage upon hearing that and told the actors that \$1,500 had been paid to Al Dow to supply the show. Matter was called to the attention of Paul Mons, commissioner of licenses, and the Welfare Department, which keeps an eye on benefits, too. Dow was called downtown but no active players who appeared have refused to sign affidavits to the effect they appeared gratis. Dow claimed he apent \$500 of the tobacco coin on refreshment.

TA's Share

#### TA's Share

TA's Share

TA collects 15% of the first \$5,000 of benefit money for adding needy professionals, coin being turned over to the Actors Fund for that purpose. Theory is that if professionals appear for nothing, a share of the proceeds should go to their needy fellows. However, there is no collection if the benefits are held by recognized professional organizativel guidate or similar groups.

The New York Society of Teachers of Dancing-which recently held a benefit appealed to the TA board when its representative, Alan Correll sought 15% of the take, on the (Continued on page 54)

(Continued on page 54)

### **EXPECT WORD ON SUNDAYS**

Broadway managers are awaiting word from Albany as to the disposition of the bills which are expected to legalize Sunday legit performances. Early this week it was believed that the measures will have been favorably acted on by Thuraday (28) and it was hope@that Governor Lehman's signature will be affixed before the end of the week.

will be affixed before the end of the week.

With the legit season entering the final two months of the season proper, and the outdoor period about to start, it is rather doubtful if showmen will be able to get the proper size of the proper

### **LUNT-FONTANNE FOR MILLER'S TOVARITCH**

Glibert Miller will do Tovaritch' by Jacques Duval, last season's Parls legit hit, as his first New York production next season. A London production will follow. Lunt and Fontanne are set for the leads and will do the play right after their-tour in Taining of the Shrow for the Theatre Guild, Guild may bring 'Shrew' in for a short. New York season after the road litherary, but Miller has the promise of the duo to be ready for Tovaritsch' by the end of September at the latest.

### Plays on Broadway

#### BLACK PIT

Therties acts N. T., March v. Tom Adrian Craceaning Cordon; asts by Tom Adrian Craceaning Cordon; asts by Tom Adrian Craceaning Cordon; asts by Tom Adrian Craceaning Control of the Cordon Cor Anna.
Vincent.
Tony Lakavitch
Tex.
Dakovchen.
Mansky.
Barolla. Prescott..... Terry Jarkowski... Mrs. Anetsky.....

This, the fourth presentation of this group of earnest downtowners is not up

the auditor which may, from the playwright standpoint, justify his dramatic form.

Most of the dialog is in Casch dialect, which makes it a bit tought the part of Kovarsky is not too, good a choice, either. He's a bit too Broadway juvenile for the part. Millicent Green as his wife is okay, and the part of Kovarsky is not too, good a choice, either. He's a bit too Broadway juvenile for the part. Millicent Green as his wife is okay, and the part of the part of

outstanding.

There are a couple of exceptionally fine sets and their handling, on rollers, for the 10-scene exchanges is expert.

Kauf.

#### Woman of the Soil

	40th Street Theatre by John Cameron;
	written by John Charles Brownell; staged
	by the presenter.
	Margaret YoungEvelyn Varden-
	Ruth YoungEllen Brewater
	Steve Baldwin Brandon Peters
	Doctor WadeDodson Mitchell
	Rcv. Donald Ferguson Maurice Wells
	Bert Mason Frank Monroe
L	Weir Douglas Alfred Kappeler
	Robert YoungArthur Pierson

Up to Monday March was rather baro of new plays. Three are on the week's premiere card, first being 'A Woman of the Soil,' which is such Woman of the Soil, which is such faitering stage fare that it won't

Author has done better writing.
Author has done better writing.
So uneven are some of the lines
that the first nighters were inclined
to titter. Maybe one or two of the
actors were at fault, but that wasn't
all that was the matter with the
rather sad story of farm life in Vermont.

rather sad story or larin me in vermionit.

People of the play are supposed to be crack farmers, even if they don't look it, and they certainly can hate. Almost all are united in hat new York late in the second act. Bob is an actor, and a good one, but hitting the skids because of liquor, women and coke.

Feeling against Bob lies in his engagement to Ruth, brought up by his mother. Out of gratitude, Ruth

assents to the mother's wish, Mrs. Young feeling that regardless of her boy's faults, the girl would struighten him out the two marry. The struighten him out the work of the struighten him out the work of the struighten him out the struighten him out the struighten him self ineligible because of a two year stretch for felonious assault story to a visiting playwright, he was so attached to his dog that when a suy who hated him killed the collie, Store all but committed the store when a suy who hated him killed the collie, Store all but committed the store when the store with the girl, but knows it is a hopeless affection. He, too deesn't want Ruth to throw herself away on Bob. Both the clerk and Store at and both fall. Minister takes the drunken actor out on the lake in a boat during a lightning storm. They quarrel and both, go overboard, a correlation of the lake in a boat during a lightning storm. They quarrel and both, go overboard, a correlation of the lake in a boat during a lightning storm. They quarrel and both, go overboard, shortly after being brought into the house.

A long story, and there is more to

shortly after being brought into the house.

A long story and there is more to A long story and there is more to the Court and the Court of the Cour

stronger. Miss Brewster is new to Broadway.
Brandon Peters looks more the Mc-Coy as Steve; Arthur Pierson does a swell job as the unfortunate Bob; Dodson Mitchell' gets a first act chance and delivers; Maurice Wells as the parson and Frank Monroe as as the parson and Frank Monroe as the parson and Frank Monroe as the parson and Frank Monroe as but Aifred Kappeler a bit too legit. Show is a one setter with a hort cast.

#### Greneker Ahead

C. P. Greneker, the Shubert p.a. has gone to the road with Life Be-gins at 3:46, acting as advance agent.

ce heading the Shubert pre department he has rarely ago shows out of town.

### Three Closings

One added closing last Saturday One added closing last Saturcay (23) took "Times Have Changed' off Broadway's legit show list, Although touted a good thing out of town it lasted but four weeks at the National.

TIMES HAVE CHANGED Opened February 25, Louis romfield's adaptation of Bourcrommeters adaptation of Bourdet's drama, was not deemed hardy enough for Broadway by most of the first-stringers. Anderson (Journal) called it very labored and very wearl-some."

Variety (Ibee) said: 'Over-

'The Simpleton of the Unexpected Isles' dropped out after five weeks at the Gulld. G. B. Shaw play lasted only through the subscription pe-

'SIMPLETON OF THE UN-EXPECTED ISLES'
Opened February 18. Ber-nard Shaw was liberally sugged by the first-stringers. Gabriel (American) called it ferrible, Hammond (Tribune) deemed it 'onerous,' Atkinson (Times) declared it 'uncon-ecionably boring,' and Brown (Post) said-its-'Neither good theatre nor good Shaw.' Variety (Ibee) eaid: 'More for the record and library than the stage.'

'Noah' was withdrawn from the Longacre after playing six weeks in the red. Show drew some strongly favorable mention but climb despite plugging. but could not

#### 'NOAH'

'NOAH'
Opened February 13. Atkinson (Times) eaid it'e 'not a difficult play to enjoy,' while Mantle (News) figured it 'thin and repetitious'. Other first-stringers were, in the majority, for the play.
Variety (Ibes) said: 'Limited variety (Ibes) said: 'Limited

appeal.

### PLAYS OUT OF TOWN

the battle stage before its final curtain fell.

With all due reservations, The Dominant Sex, with some dialog slashes here and there, and a little re-direction in spate, gives evidence of the stage o

nine called "the Third Year, but it is able to stand firmly on its own feet.

It is thoroughly English and yet not at all inexplicable to American bit is a subject to the stand firmly of the superficial note, but there is plenty of bitterness underneath.

In the beginning this bitterness underneath. In the beginning this bitterness underneath in the beginning the bitterness of the superficial note, but there is plenty of bitterness underneath. In the beginning this bitterness and out of the superficial note, but there is the superficial not beginning and beginning and considerable of the superficial notes and rule an amiable, but weak, huse band in dis pusiesses and own a woman tries to do the same for a far-from-weak husband in The Dominant Ser. But, except in the beginning, one is not inclined to end, the husband stands up on his hind legs and defeats her, completely and decisively. Play starts mildly and, in fact, the the spirit of the place. Dick Shale and his wife, Angela, however, has a strong in-clination to tell her husband how torn his business. He's an inventor worth on the surface of the

(Continued on page 58)

#### DE REEDER PRODUCING

Former Stager Hae One Show Re hearsing, Two Others Set

Pierre de Reeder Productions, Inc Plarts de Reeder Productions, Inc., has opened offices and has everal shows lined up for Spring and Fall. If a Body by Edward Knobloch, with George Rosener staging, is already in rehearsal, with cast of Courtney White, Harry Mestalr, Al Conklin, Katharine Locke, Anthony Blair, Joseph Allen, Morgan Conway, Greta Granstedt, Marie Hartman, Louis Tanno, Frank Moreno, Sheldon Leonard, Robert O'Neill and Honorable Wu. Opening set for April 22.

Next production planned is Driv Next production planned is Drive In, an intimate farce with music. Jack Loff is collaborating with de Reeder on the music and lyrics. "Typhoon," with a mixed cast, is slated for fall presentation. J. Kiern

nnan will do incidental music fo ms snow.

DeReeder, formerly of London as directed several Shubert shows

### No Portland House. Abbey Cancels Out

Portland, Ore., March 28.

Portland, Ore., March 28.

The Abbey Players of Dublin have canceled their Portland engagement. Reason: no place to put them.

It gets to be an old story, the want of a legitimate theatre in Portland.

Shows have tried playing elsewhere than in a theatre with less and less and now most road com sucess and now most to steer clear of

### Future Plays

'Long Journey' by Barnett Warren for Henry Forbes, with Jacob Ben-Ami directing. Casting already started, 'rehearsals to start first week of April. 'Smart Set,' sepia musical for Gus Hill. Aaron' Gates will direct.

### Inside Stuff-Legit

A party is being plotted by Ward Morehouse for Friday night (29), Morehouse, columnist on the N. Y. Sun, has an office boy known to Broadway only as Willie. Full name is William Priori.

For years Willie has been on the receiving end of phone calls and trouble chasing for the columnist. Willie keeps all the files, digs up the info, gets passes for the people who call up, and in other ways does

straight for Morehouse.

And now Willie has saved up enough dough to go to Europe. He salis Friday and Morehouse is partying him. Thus far Miriam Hopkins, Constance Cummings and Irene Purcell have promised to be on board.

Shuberts are reported trying to buy in on 'Hollywood Hollday', but so far proposals to that end have been rejected. Play is owned by Bebe Danlels, Ben Lyon and Skeets Gallagher. They are appearing in it on tour. After an uncertain start 'Hollday' perked up and is operating profitably.

Best gross was drawn in Boston where it stayed a week and three days. First four performances played to \$5,500. The following full week takings were \$10,000.

Jump of \$6,000 in the gross of 'The Great Waltz', Center theatre, N.Y., last week, followed an hour's broadcast on the previous Sunday night (17). While the air, via NBC, was gratis, through the participation of RCA in the operetia, it cost the show \$1,000 as actors got an extra eighth on salary and the musicians were paid \$12 per man.

Continued out of town interest in 'Waitz' is indicated by the number of mail orders, there being from 76 to 125 daily. Show has passed the six months mark in New York.

Alex Woollcott, former drama critic, is having a financial clean-up-season. Royalties on his book. While Rome Burns, have already ex-ceeded 340,000. His Sunday night broadcasts are at the rate of 31,000

each for his end.

Woolloott is at present on a lecture tour, lowest rate per appearance
being \$500. Recently his mike chatter was hooked in from out of town,
final broadcast being dated next Sunday 481).

Saturday Evening Tost has commissioned Woolloott to write an article
on Green Pastures.

First outside attraction the Music Box, N. Y., has had in four years will be Ceilling Zero, to be presented there April 8 by Brock Pemberton in association with the Warners. Preceding attractions have all been under Sam H. Harris ame or with associates.

Warners propositioned Harris to rent the house but he refused. 'Zero' will play on regulation sharing terms.

Announcement by Hugh Andress that he would bring Ian Keith and ka Chase in 'Accent on Youth' to the Coast, among other plays, is ernecous, says Keith. He has no deal on or intention of playing in Holly-ood. Keith is now on the Coast making a picture and is set with the heatre Guild for one play immediately afterward.

Tallulah Bankhead worked sans salary for the final week of 'Rain' which closed at the Music Box, N. Y., Saturday (23). Revival was sitted off the previous Saturday but the star offered to basis up her salary unless a profit was carned. Her idea was to give the cast the chance for another week's engagement.

The Follies, which recently closed after touring since fall, is reported to have netted more than \$100,000 on the road.

Some squawking from managers after the revue played midwestern one-nighters. It was a five-car show, but for such dates it was claimed necessary to cut to two cars.

Karl K. Kitchen is now on assignment with the New York program publishing firm, writing a one-page yarn weekly for the playbills. First story appeared in the program of 'A Woman of the Soil,' which opened Monday (25) at the 49th Street.

### TOUR ENDS

Ruses Ballet Saile After Trouping Since Fall

Monte Carlo Ballet Russe sailed Saturday (23) after touring since early in the fall. Season ended with five performances at the Majestic N. Y., last week, interrupting the 'Moscow Art Players', but the

Moscow Art Players, but the Broadway showing was deemed ill advised, production being frayed after playing the sticks. Route had included 40 one-nighters.

Ballet drew pan notices on the N. Y. return, mostly, because of the condition of the sets. Excellent attendance, however.

Outst opened the season in Mexico City and the nearest the ballet came to New York prior to the finale showings was in Westchester, Oct. 9. Biggest draw was New Oriens, where the takings at the municipal auditorium reached. 33.200 on. a single-showing. Tour included the coast and some Canadian stands. Repeats were registered at Washington and Chicago. S. Rituck, who handled the ballet, has booked the troupe back here for next season.

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### Mary' Breaks Record for Road Drama by \$34,000 Gross in Ohio

Highest week's takings for Highest week's takings for a straight drama ever registered on four were gathered last week by Mary of Scotland', playing Ohio stands to a gross of \$34,000 in nine performances.

Mary started the week at the Paramount, Toledo, playing one matinee and night to a gate of \$11,-Columbus and Dayton fol-d, with Cincinnati taking up the last half. Show is routed up to

June 1.

Theatre Guild's clean-up attraction was a smash on Broadway last season. It did not start touring until late winter because Holen Hayes was the up- with-picture-work. Road season was therefore curtailed, original bookings being for the entire season.

Dayton, March 26. When Mary of Scotland played bere last Wednesday (20) at the Victory theatre, it was estimated that \$5,000 was turned away from the box office. Gross for the matinee and night performances approximated 47,50, First time in years that the house had its SRO signature.

Helen Hayes, one of the show's stars, is quoted saying she is 'mad about trouping.' in the smaller stands' and expects to return here in a new play next season.

Miss Hayes is also quoted saying she prefers the stage to pletures, and, although under contract to MGM for another film, hopes that will wind up her work in Hollywood.

Clinchmati, March 26.

Mary of Scotland 761 about \$13,500 on four performances at the Cox the last half of last week at \$3.30 top. House seats 1,200 and capacity take was exceeded by placing of chairs in ork pit and alsies and accommodation of standers. It was first time the theatre was used for legit, the adjoining 2,200-seat Shubert having been leased by RKC for 3.

This week the Cox has Sallor, Beware, at \$2.20 top. Cincinnati, March 26.

### **CLAIRE ALONE** IN HUB. \$7,000

Boston, March 26.

Boston is lean on legit fare this week, with 'Ode to Liberty' in its second week at the Plymouth, and The Drunkard' staggering through its sixth, week at the Copley, have drawn about \$7,000 last week. Drunkard' somehow survives with approximately \$1,500 for last week. Future prospects are brighter. Future prospects are brighter. April 1. Metropolitan Opera starts a week of repertoire at the Opera House the same night. The same highter and the prospect of the Shubert April 15. Metropolitan Opera starts a week of repertoire at the Opera House the same night. The same highter should be supported by the same highter and the same highter when the same highter and the same highter when the same highter when the same highter and the same highter same highte

Hankness, there was the April 19.

Irist Players are coming to the Hollis soon. Estimates for Last Week

Estimates for Last Week
'Ode to Liberty' (Plymouth, 1st
week), Only moderate coln first
week; about \$7,000. One more
stanza.
'Drunkard' (Copley, 5th week).
Biz has been groggy for the meller
ever since it opened, but it's still
there. Last week about \$1,500.
Probably closes atter this week.

### S. CARLO OPERA OKE \$19.000 IN SEATTLE

Pop priced grand opera came to Seattle, March 28.
Pop priced grand opera came to Seattle for the second year, with San Carlo Opera company offering sight operas. Hellig Theatre Company, with Cal Hellig of Portland, underwriting, handled the company couver, B. C., Bill McCurdy in personal representation.
Large seating capacity of the city auditorium made possible the low fare. Seattle, March 26.

fare.
Estimate for Last Week
Civio Auditorium (6,000; 55-\$1.10).
San Carlo Opera Company, presenting 'Alda, 'Faust,' Madame
Butterfly, 'Tannhauser,' 'La Tra-viata,' Martha' and 'Il Trovatore.'
For the eight performances grossed around \$15,000, good, although not up to last, year's figure.

### **Current Road Shows**

Week March 25 Players, Curran, San Fran

cisco.

'Ah, Wilderness', Majestic, Willlamsport, Pa., 25; Binghamton,
Binghamton, N. Z., 26; Strand,
Ithaca, 27; Masonic aud, Rochester,
28; Majestic, Utica, 29; Capitol, Al-

5; majesuc, otton, 20, any, 30,
As Thousands Cheer', Metropolian, Houston, 25-28; Paramount, 7; Texas, San Antonio, 28; travel, 9; Plaza, El Paso, 30.
\*Dodsworth', Nixon, Pittsburgh, \*Dominant Sex', Garrick, Philadel-hia

hia.
D'Oyly Carte Repertoire, Royal
lexandra, Toronto.

First Legion', Harris, Chicago.

'Hollywood Holiday', Chestnut,
hiladelphia.

Philadelphia.

'L'Aiglon', Hershey, Pa., 25; Lyric,
Allentown, 26; Playnouse, Wilmington, 27; McCarter, Princeton, 28;
Academy Music, Brooklyn, 29-30.

'Life Begins at 8:40', National

Academy Music, Diovas, ...
'Life Begins at 8:40', National,
Washington.
'Mary of Scotland', English, Indianapolis; Memorial, Louisville;
Tennessee, Knoxville, 25; Tvoli,
Chattanooga, 29; Ryman Aud,
Nashville. Nashville. 'Ode to Liberty', Plymouth, Bos-

ton. 'Rain From Heaven', Forrest

Philadelphia.
'Sailor, Beware', Shubert, Cincin-

Three Men On a Horse', Wilson

### **LIFE' \$28.500** IN PITTSBURGH

Brisk trade for 'Life Begins at 5.40' at the Nixon last week, open was estimated at \$28.50' at thou Nixon last week, open was estimated at \$28.50' atthough that \$43.85' top, stiffest of the season, is believed to have cost the show a few grand. Other musicals sands Cheer, played to \$3.30', and while cheaper seats for 'Life' went like wildfre, the ork fet the tariff. Show was well liked, getting press mouth. Moved from here to Washington for a week, then to Philly for a fortinght and to Chi April 10 at 10

Heaven. Pitt Cap and Gown show takes over the house May 6 and the following week will probably find the Daniels-Lyon-Gallagher show, Holywood Holiday, winding up the season, latest curtain-fall for legit here in some years.

### Viehman Busy, Pitt Uni Postpones Show

Uni Postpones Show

Pittsburgh, March 26.

Inability of Ted Vlehman, Broadway director, to be in two places at once is holding up the production of the University of Pittsburg Cap and Gown show, 'fi the Soup. Originally scheduled for week of April 22 at the Nikon, it has now been set back until May 6.

Vlehman, who will stage the plece, is also putting on the Heaty Pudding production at Harvard and will be tied up there until next week. He's expected back in town April 1 to resume work on the Pitt offering.

#### INDIE'S RADIO PLAY

Jerry Barton, former stage direc-tor at the old Roxy, N. Y., enters legit production with Stand By, play about radio by Bryce Oliver, news commentator on station WHN. Stand By will be tried out first of the summer theatres.

Frohman in N. C.
Charlotte, N. C., March 26.
Daniel Frohman has arrived in
North Carolina for a vacation.
He is stopping at Asheville.

### Shows in Rehearsal

'Something Gay'—Shuberts.
'Flowers of the Forest'—
Katherine Cornell.
'Kind Lady' — Potter and

Taming of the Shrew'—The-tre Guild. atre Guild.

'If a Body'—Rosener and De

'Ceiling Zero'-Brock Pem-

berton-Warners.
'Symphony' — Michael Myerberg.
'Potash and Perimutter' (re-vival)—Jos. K. Watson.

Legion,' Chicago's

# Sole Legit, Fine At \$9,500, 3d Wk.

Chicago, March 26.—
Loop sticks in the alley with only one show but that one la doing smacko bis. In town originally for only two weeks, First Legion will now stick three more. Plans now St. Louis and Milwaikes prior to a hop-to-the-Coast. This is tentative. Now at the Harris, it will move to the Selwyn on March 31 in order to make way for the first entry of the spring season, the road company By Easter there may be three shows going in the loop; '3. Men' plus 'Life Begins at \$1.40.' Rain from Heaven' or 'Mary of Scotland.' Latter two are the final plusy on the current Limeteen Theatres So-distance on the current Limeteen Theatres on

Latter two are the mal plays on clear two are the mal plays on celly subscription season.

After one miserable week the Opera Comique is quitting the midwest and heading east. Couldn't pay off salaries out of the gross at the Auditorium theatre and additorium theatre of the season office.

\*\*First Legion\*\*, Harris (1,000; \$2.5) (4th week), Only show in cally from Catholics, despite Lent. Around \$8,900, which means profit.

\*\*Other Attractions\*\*

\*\*Opera\*\* Comique\*\*, Auditorium.

'Opera Comique,' Auditorium Concert performances starved on weak notices despite society back-ing. Some nights as low as \$200

#### DAYTON FESTIVAL

Five Weeks of Stock With Nev York Successful Plays

Dayton, O., March 26.

Latest plans for a spring theatre
festival, as the proposed new stock
season here is being called, are for
five weeks of late, New York successes at the State theatre starting
May 6.

Harry Gresham, who will be stage director, is now in New York selecting plays. If the five weeks pan out satisfactorily the theatre will be somewhat remodeled and the season continued.

### Biz Up All Along Broadway; 'Waltz' Climbs Back to Lead With \$34,000

Jump of \$6,000 in last week's takings of 'The Great Waltz' at the Conter theatre, 'N. 'Z., 'placed' the operetta again at the head of the \$234,000. Large capacity of the converted 'smaller' Radio City theatre figured in the increase, both matiness being capacity. Improvement. cast of this show, similar to the box office reaction after other airings of Waltz. Engagement is now ex-

office reaction after other airings of Waltz. Engagement is now expected to last through spring. Business along Broadway Improved generally last week. That was partially expected with the federal income tax pressure off. Several leaders picked up nearly \$2,000 and the general business tone was shown. Only one came in last week, Black Pit, a propaganda drama on 14th street, Current week has three premieres.

The Petrified Forest improved

property of the control of the contr

Green Pastures' is now sigted indefinite, having approximated \$12,000.

Anything Goes' is the only capacity draw show. Only Waltz' is able to get a bit more in gross, while the other nusicals are doing mildly.

The Luxe, at the National, was added to last Saturday's closings, anded to last Saturday's closings, drawal is the 'Moscow Art Players', Majestic. Due in next week is 'The Dominant. Sex,' Cort. . It-was.highly touted in Philadelphia. A revival of 'Potash and Perlmutter' is also stated, while Cornella Ofts Skinner come. Estimates for Last Week 'Accent. on Youth,' Plymouth (14th week) (C-1.036-43.30). Better business titled gross to \$3,000 mark; figured to last out the sea
"Anything Goes." Alvin (19th).

ter bushness tilted gross to \$9,000 mark: figured to last out the season mark: figured to last out the season which can be season. The season of the season

'Personal Appearance,' Henry Miller (24th week) (C-944-\$3.30). Early comedy hit improved more than most others; jump of nearly \$2,000 set gross at around \$14,500.

Petticoat Fever, Ritz (4th week) (C-918-43.30). Figured to stick, with business back to first week form at \$9,000; best of recent entrants.

rants.

'Post Road,' Ambassador (16th week) (CD-1,156-\$2,75). Going along to modest figures, but bettering even break, with the takings around \$4,500 last week.

around \$4,500 last week.

"Revenge With Music,' New Amsterdam (18th week) (M-1,717\$3.30). Musical getting by with Leblang add; better than even break
last week at approximately \$12,000-

The Bishop Misbehaves, Golden (6th week) (C-1,156-\$3.30). Moved here from the Cort Monday; quoted around \$8,500, which was best figure since opening.

since opening.

The Great Waltz, Center (27th week) (0-3,433-\$3.80). Took biggest jump of any show last week, bettering previous week by \$6,000; around \$34,000.

"The Petrified Forest," Broadhurst (12th. week) (D-1,116-\$3.30). Im-proved nearly \$2,000, with gross back to \$20,000 level. Tied with Bacape Me Never for non-musical leadership.

leadership.

'Three Men on a Horse,' Play-house (9th week) (C-889-\$8.30),
Moved forward and again registered
\$14,500 or slightly more; laugh show
aimed for summer-holdover.

almed for summer-holdover.

Thumbs Up, St. James (14th
week) (R-1,420-34,40). About \$17,009 jast week; considerably under
earl pace, an exception to upswing,
Taken or, Saturday, played four
light weeks.

Tokaco. Road, Forrest (85th
week). (D-1,107-83,30). Averaging
\$5,600 and better right along, Making some profit; coast company reports of the strong start.

Waiting for Lefty and Till the Day I Die, Longacre (1st week) (D-1019-\$1.55). Double bill presented by Group Theatre; both short plays written by Clifford Odets; opened Tuesday (26).

"Woman of the Soil," 49th St. (1st week) (D-710-\$2.75). Bowcd in Monday (25) and was panned; little chance indicated.

chance indicated.

Other Attractions

'The Green Pastures,' 44th Street; repeat date, indefinite, business approximated, 512,00 again.
'Black Pit,' Civic Rep theatre; drew fail notices; for 14th street only.

'Rain,' Music Box; revival closed

'Moscow Art Players,' Majestic; final week.

### BALTO DARK; SUMMER

STOCK CHAT STARTS

Baltimore, March 28.

Only legit in town last week fared o.k., the locally produced 'Sailor Be-ware' estimated scraping up a shade week at the locally produced 'Sailor Be-ware' estimated scraping up a shade week at the indie Maryland. Since show had eight performances at Lehman's Hall before coming into the Maryland, and since it grossed \$2,800 on the first week, the low mut out all right.

Town is dark currently, and not a thing definitely on the Maryland's book except four performances in three days, Afril 4.5-5, of Katharine.

Town is dark currently, and not a thing definitely on the Maryland's book except four performances in three days, Afril 4.5-5, of Katharine st. Doxofiles also have in the sail of the sail of

\$11,000: 'Holiday' \$6,000, Both Okay

Philly Snappy, 'Rain from Heaven'

Philadelphia, March 26,
Three legit houses doing business
this week and the same number
next week, although not all of the
same houses. That's Philly's cursame houses. That's Philly's curdicating a fairly good amount of
public interest, especially if Lent is
to be considered as still having its
harmful bo. effect.
Theatre Guild vehicle, did nicely at
the Forrest last week, athough not,
anywhere near the figures of the
Cohan and Hayes engagements. A
satisfactor \$11,100 was reported,
arts Society's subscription as a basis. This is the sixth and final ATS
offering here.

atre Society's seussis. This is the sixth and final ATS
offering here.
Hollywood Hollay, received
the server of the server of the server
they all admitted that it.
was being enthesisalizedly received by Chestnut audiences. It
started mildly but claimed \$3,000 on
the week and should be at that mark
this week. Plenty of publicity for
Bobe Daniels and her co-stars.
In addition to these two holdovers this week anyout has the
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Next week the Broad reopens with The Shiring Hour, which is being a common the shiring Hour, which is being a common the shiring health of the shiring hea

Estimates for Last Week

Estimates for Last Week
Rain From Heaven' (Forrest, 1st
week). Sixth and last ATS subscriptive play. Got neat, if not substantial, \$11,000.
"Hollywood Holiday" (Chestnut, 1st week). Started slowly but built; \$5,000 and held in for a second week.

### Films, Legit Are Political **Bed-Fellows in Modern Germany**

Berlin, March 17.

Reichsminister Dr. Goebbels once said it was impossible to divorce art from politics, thereby bringing down a storm of protest. Recent events, however, bring substantiation of the doughty little propagands minister.

Behind several developments in the realm of art here lie political at the political and the political and the political and the political and the propagant with the political and the politic Reichsminister Dr. Goebbels once

mission to sing in Berlin. Now he is one of the capital's favorites. Pela Negri
Pols Negri ran into a snag concerning her ancestry and enlisted the Polish ambassador's ald resulting in Chancellor Hitler ordering an investigation while fleared La Negri of Semitic ancestry. Now she has a lead in Mazurica', (Ufa). Poland and France tiffed, but that didn't stop France from making a gesture in awarding Jan Kiepura a Legion of Honor.
Polish films, rare here, began to come in. First came "Liebe im Kreuzweg" and now "Der Junga Wald" is playing here.
Further to cement the good relations, Johannes Strauss leaves soon for Foland for a Chopin concert tour embracing, the principal cities of Polandial sevents bear out Dr. Goobbal"

Additional events bear out Dr Goebbels' theories.
The Tobis Tonbild Syndikat has

been reorganized to give Germans control of the firm, replacing Dutch predominance on the board of direc-

tors.

Also Dr. Withelm Furtwaengler made his peace with the Propaganda ministry, explaining to Dr. Goebbels, that the place written by him in defense of a colleague was purely a matter of musical importance and had no political significance and had no political significance and had respected the reportance and na no pollucus use-nificance and he respected the re-sults of the article, realizing that the Leader and Chancelor, or his appointees, alone have the right to oversee cultural questions in Ger-

### **HUROK'S NEXT A SWISS** COMIC DANCE TROUPE

Paris, March 17.

Trudi Schoop and her troupe of Swiss comedy dancers, now appearing at the Opera Comique here have been booked by Sol Hurok for an American tour. Choir of Russian church in Rue Daru, long popular in Paris, also has joined the Hurok string, and will sail soon. Departure of the Lithuanian balet, which was scheduled for the U. S. under the same auspices, has been canceled. Lithuanian government is reported to have protested.

### Poor Dutch Legit

The Hague, March 15.

Since Cor van der Lugt Melsert announced that he is dissolving his company after this season and the Hofstad Tooneel Company will re-Notice of the company will re-rean in future from intrine actour-on ing term. The minispal cour-cilis trying to find other lessess for the Royal theatre.

This is not easy as Hofstad com-pany was practically the only legit company in Holland which was a paying proposition.

Whole legit situation in Holland is had. This is largely caused by the wish of every actor of any standing to be his own manager.

#### Authors, Composers Meet

Madrid, March 15. Rights of authors and composers

Rights of authors and composers in the film; dies and radio biz will be the top topic at the tenth annual convention. May 6, in Seville, of the International Federation of Authors and Composers' Societies. Congress represents sixty organizations from practically all European and some American countries.

### **OUT-OF-TOWN TRYOUTS** IS A NEW PARIS IDEA

Paris, March 17.
Practice of out-of-town tryouts, hitherto unknown here, is growing. Maris Bell, Comedie Francaise actress, who also runs the Ambasatress, who also runs the Ambasatress, who also runs the Ambasatress, who also runs the Ambasatress of There Was a Prisoner, Jean Anoull's play which is to come to the Ambassadeurs next Wednesday.
Sachs Guiter.

Wednesday.

Sacha Guitry at the beginning of
this season tried out 'New Testament' in Brussels, and Miss Bell
opened Barretts' at Amiens. Both
plays were Paris hits, so local opinion is that there may be some good
in the systom.

### GOSTA EKMAN PULLS A RICE, QUITS LEGIT

Stockholm, March 15.

Gosta Ekman, Sweden's greatest actor, is quitting the stage: He has for many, years operated his own theatra, the wass, in Stockholm. The stage of the s

### Par Back

(Continued from page 17)

(Continued from page 17)

Fox French concern, and that made New York mad. Fact that Bacos productions, which Fox distributed, made money for the company, in distributed, and the money for the company, in distributed the decision. All the home office could see was that money had been lost on French production, and even the profitable French productions got the gate. So Paramount grabbed Bacos Back again, and he's now going full speed ahead at Joinville. Flyuring about 179,000 cost per picture, to the distributor, this Paramount local proram probably will cost around \$600,000. Money, however, doesn't all come out of Paramount local program probably tures are being made by independents, with Faramount's signature or a proper signature of the property of the p

Ot.

Cheap Outlay

Thus the Paramount cash outlay
is not great, especially since, in
many cases at least, the income
from distribution should be coming,
before full payment to the producer
is completed.

Henti Klarafeld, Paramount's
French head, is all pepped up over,
the American program for next
year.

Among the American program for next Among the American product which Klarsfeld is planning to dub are two Mariene Dietrich-films, two with Jan Klepura, who is a big name here; two De Milles, including 'Crusaders' and two Charles Boyer films. Is also counting on a bic with Richard Tauber. Emphasis is naturally on musickers and spectacles, which have the biggest international draw.

Of the local mades, the big film is Dora Nelson, from an original story by Louis Verneouil, French playwright. Bacos will make it, and Elvire Popesco will star, backed by other good local names.

Another Verneouil-picture has just been started: Parles-mol d'Amour, which will be the theme melody of the picture. Paul Schiller has adapted—it—from—the—stage\_Day under the supervision of Verneouil, Flicture which has already been completed is 'I Told You 'She-Winked,' a grace made by Jack Forester. Story is by Pierre Veber, and pic is the type of cheap French

Winked, a farce made by Jack For-ester. Story is by Pierre Veber, and pic is the type of cheap French comedy which often garnars big local grosses. In June an operetta, Hor-tensia Sisters, based on last year's local legit hit, will be started.

### Benefits

(Continued from page 51) ground that its members are not stage professionals. Board ruled that the teachers are not members of the stage profession, since they are on the teaching end.

are on the teaching and actually or-me on the teaching and actually or-me of the teaching and actually or-me of the teaching and the teaching and the coll of the teaching and with a Fifth avenue jeweler's es-tablishment. Those connected with the society are Jerseyties, officers including Clara I, Austin, an Orange socialitie, A. J. Weber, William E, Heck and Oscar Duryea. Benefit for the 'dancers relief' was held at the Waldorf, admission being \$2.50 per head.

#### One Affair

per head.

One Affair

What was called on 'Old Timere Affair' was recently held in an upper Broadway ballroom. Tickets were peddled back stage at \$1 acch. sellers getting 50c each. About ten old timers were engaged to appear at \$7.50 each. (code minimum). When night clubs sent shows to the spot under the bellef it was a bonafide benefit the old timers were told to scram. With a TA representative—and—a-welfare—Department deputy present ready to issue summones, something like \$4f was accured from the boxoffice adaption of the sent of the sent

accounted for.

being tickets outstanding and not accounted for.
Corrected figures show the TA has turned over-84,000 to the Actors Fund since it started operating and about \$2,000 is still due-because of final counts on shows and tickets not accounted for.
Equity invited Corelli to appear before the Council Tuesday (26) at which time he sapialmed the benefit attended to the country of the same of the country of the country

### **Burley Opera**

(Continued from page 1)

vated stage as a back drop rost toward the end of the prison scene At the finish one of the tangels ad-vanced bearing a huge cross em-blematic of victory.

### Then Came the Dawn

Then Came the Dawn
The grand open bit was followed
a few minutes later by a strip number offered by the week's guest star,
Jerry McCawley, billed the Mae
West of burlesque direct from Minsky's, New York. Truth to tell, the
strip number copped the more applause. But at that, there was a
generous amount of applause from
the audience for the singers' efforts.
Even a few bravos' wated stageward from the vicinity of the gallery.

Iery.

The initial strains of the Song of the Golden Calf. were greeted by snickers and hoots from some of the customers while the appearance of Coursen rigged out as Mephistopheles provoked a certain amount of ribad laughter. But maybe it's true that music will soothe even burleaque addicts as well as savage beasts, because as the singers persisted in making themselves heard, quiet quickly ensued.

Hirsch says he sees 'the hand-

quiet quickly ensued.

Hirsch says he sees "the handwriting on the wall' and is 'outring
down stelping to a minimum and
also getting gradually away from
the grosser vulgarities." He believes
that he can elevate his patrons'
tastes to some extent, remove some
of the more serious objections to
and criticisms of stock buriesque
by raising the moral plane of his
performances and still exist.

If remains to be seen.

### Plays Abroad

### ROUGE

Paris, March 15.
by Henri Duvernois,
y. Presented by Benoitacques Albert at the St. Thres-act co starring Gaby I Leon Deutsch i Georges, Paris, Jacqueline.... Mme Galisson. Mme, Vignocqu Mile, Nolda... .....Gaby Morlay

Jeanne Lion
Marcelle Monthil
Susanne Stanley
Jacqueline Brizard
Paulette Burguet
Signoret
Daniel Lecourtois
Maurice Benard
Georges Clarins
Jean Hebey
Andre Beart
Robert Dalban
Jacques-Mandies

Duvernois extracts considerable amusement in this piece from the effort of a young intellectual to go politically red in order to satisfy the illusions of his energetic young wife, who is the daughter of a millionairs and thinks that is a reason to be socialistic.

who is the daughter of a millionaire and filmis that is a reason to be and filmis and fi

ished.

them is just that of old gold, repollshed.

Gold of (1) modern young soThere woman's red poses and (2)
emptiness-of-socialistic talk: were
when uttered by politicians are sufficiently timely and popular here do
carry the play for a while, and
might even give it a chance in
adaptation. Aside from these, Dur
translatable, constitute above best
claim to exportation. Adapter might
be able to bolter the last two acts
somewhat.

### GLORY BE

London, March 8.

Flay in three acts by Arnold Riday, produced by Honry Oncar at the Phoenix head of the Phoenix have been a second of the Pho

Tou hypocritical psalm-singing so and so is what the clean-living so the following so the following so the following so the following so the steep, the man of veligion, reared as a coalminer, puts him down for the count.

The fiances is carried ways by the attempt, the man of veligion, reared as a coalminer, puts him down for the count.

The fiances is carried ways by the steep so the solution of th

tells him it was obvious the en't lying.
A well constructed play that sags a bit towards the finish, but which, a bit towards the finish, but which, a bit towards the finish was a bit leading the finish of a more than average quality. Plees did not get away to proper exploitation and was not produced as the most suitable theatre, so it are the finish of the finish

### RINGMASTER

London, March! 12.
Play in three sets by Keith Winter, presented by Gilbert Miller at the Shaftesbury.
March II. Froduction by Raymond Messay.
May Whitly
Gonze West. Colls Keith-scheated
Julian West. Colls Keith-scheated
Ann Hammond. Laurénce Oliviet
Hida Letiet. Cathleen Neshitt
Pessy Letier. Dorothy Hyson

Retry Lester.

Norway and rest shining Hour proves on me to Shining Hour proves on the Shining Hours with the Shining Hours with the Shining Hour proves on the Shining Hour proves on the Shining Hours with the Shining Hours with the Shining Hour proves on the Shining Hour London, March 17.

Tomson Brothers have postponed the production of their proposed to prove on the Shining Hour Proves on Brothers have postponed to the production of their proposed to the production of their production of th

but this is not sufficient drams to draw paying audiences.

Scene is laid in a boarding house on the South Coast, conducted by a continue of the sufficient of the sufficient

### SITTING ON A FENCE

London, March 12.

New farce in three acts by Anthony Armaters 12.

New farce in three acts by Anthony Armateron, presented by Rught Wakefeld and Community Theatres, Ltd., at the Westman Community March 11. Froduced by Morton Chilwerly.

Terence Dougha Encry Internet Children Chilwerly.

Terence Dougha Encry Internet Children Children

Author of 'Ten Minute Albi' and Without Witness Is: definitely not in his clement in the field of the field o

### SPANISH ACTRESS IN A POLITICAL MIXUP

Margarita Xirgu, star of the season's outstanding success, Yerna; is in a jam with city officials as a result of alleged political meddling, Actress is heading a stock company appearing at the municipal-owned Espanol theatre, with company receiving subsidy from the city. Admirers organized a demonstration in her honor at the theatre and Manuel Azana, playwright, and former premier, allegedly, invited her to his box to impose a decoration of his Left Republican party in appreciation of her art. City officials, who have no love for their political enemy, Azana, claim the demonstration was deliberately or Margarita Xirgu, star of the sea cials, who have no love for their po-littical enemy. Azana, claim the demonstration was deliberately or-ganized so that the audience could applaud Azana. Whether it hap-pened or was staged, Azana received an enthusiantic ovation for about a half hour. half hour.

half hour.

Mayor Salazar Alonso opened an investigation on the grounds—that. May stray violated her contract in permitting Azana to give her a political party decoration. Rivas Chertl, producer of the show, is a brother-in-law of Azana.

## West-End Legit Way Off: 30 Shows But Few Hits-'Stop Press' \$18,000, Yes, Madam' \$17,000, Are the Tops

London, March 17. yet see in the West-End. Clifford West-End legit business, with two exceptions, has taken a territe dive the last fortnight and is causing controversy in manageria; controversy in manageria; contend it is the usual holiday aftermath, while others duction is \$70,000, which means found it is lasting too long and is more likely due to final income!

contend it is lasting too long and is more likely due to final income tax demands coming in batches. Irregular climatic conditions are among a surprising thing is that both G. B. Cochran and Gilbert Miller, the two biggest West-Endshow producers, are minus productions are all the surprising thing is that both G. B. Cochran and Gilbert Miller, the two biggest West-Endshow producers, are minus production, and the surprising the surprising

oversead. Must close soon, as most of the cast engaged for the, new the control of the control o

is dimeuit.
Moon in the Yellow River,
Duchess (16th week). Show has
small overhead, and can linger for
some time, which it is doing. Averaging \$3,000.

asing \$3,000.

Love on the Dole, Garrick (6th week). Came in with a big provincial reputation, but not drawing. Better than anost recent flose access but cannot be called a success but cannot be called a success of works with \$3,000 good snough. Stop Press, Adelphi (3d week). Noted the most sophisticated revue

is building, with the backers satisfied.

Aloss. Wyndham's (19th words). Play has extitled into a success, with medical state of the success with success, success

on 2 tor 1, and touching near \$4,500 The Greeke Had a Word for 1t, Cambridge (16th - week). Transferred from Duke of York's, 1s. being touted at 2 for 1 and getting away with it. Doing \$6,000 per week and making a sweet \$2,000 weekly

and making a sweet \$2,000 weekly profit.
The Shining Hour, St. James' (27th week). Got a flying start, with American success helping, but has dropped considerably. Closing the start of th

(72d. week). Transferred from St. Martins and doing even better than at former. Well in the money at \$8,500. Madam'. Hippodrome (24th week). Played capacity for cutte a while and then dropped off somewhat. Has now picked up, and doing around \$17,000, which is pretty good. One of the few houses haveling around \$17,000, which is pretty good. One of the few houses haveling around \$17,000, which is protect Young England, Daly's (26th week). Is now in its third home and due for a fourth, the Piccadilly. Making history in the West-End, if \$3,500, which is about \$400 profit.

Youth at the Heim', Globe (3d week). Opened slowly, with critical divided, but has small library deal around \$1,000. Which is a bout \$400 profit.

Youth at the Heim', Globe (3d week). Opened slowly, with critical divided, but has small library deal around \$1,000. While the slowly above getting out price. Following are in the likely to come off any minute' category:

'Mar. Nobby Clerk', Comedy (2d West), Pretzels.

Summor's Lease, Vaudeville (2d week) Pretzels.

Summor's Lease, Vaudeville (2d West) around \$2,500.

### **BIG GERMAN CIRCUS** UNDER HAMMER, \$8,500

Berlin, March 17.

Auctioneer's hammer wrote finis
to the career of one of Germany's
oldest circuses when the Zirkus
Barum was bought in by Busch's for
\$4,500.

Barum's, under Keriser, went into
Czechosiovakia last year expecting
to clean up but bad weather and
anti-German sentiment threw him
for losses all along his route.

To get his troupers back to the
Fatherland, Keriser had to hook the
fatherland, Keriser had to hook the
fatherland in the senting of the
father and the senting of the lack

E-back.

Busch, one of the largest of German circus owners, bought all the animals, including four elephants, three camels, three zebras, three llamas, and a yak, plus considerable paraphernalia for the \$8,500.

### Mexican Stand-Off?

Mexico City, March 23. amusements department a comedy, Educando a Civic amusements department banned a comedy. Educando a Mama'. ('Educating Mama') which had been played for 108 times are the Teatro Ideal here, without giving reasons for yanking the production after practically everybody in town who goes to legits had already seen it.

House management asserts pro-duction has nothing offensive in it, but doesn't care much at this stage of the game.

### GOOD AND BAD

Anna May Wong Makes Good in Stockholm After Bad Start

Stockholm After Bad Start

Anna May Wong visited Stockholm and made an appearance at the big Concert Hall, singing songs in English, Chinese and near-Danish.

Was a mistake by her agents to present her in this big hall. She received a terrible panning by the critics.

Hulpner's orchestra from the Phenix restaurant, which is supposed to be the leading orchestra in town, played imitation Duke Ellington jazz in the intervals in a slow and humorless fashion.

A couple of days later Miss Wong appeared again at the Phenix restaurant, where she should have been at first, and was okay.

been at first, and was okay

### FOREIGN ARTIST TAXES IN **EUROPE**

Paris, March 17.

In an attempt to force reduction of taxes, often reaching 50% of the gross, which are imposed in France on foreign artists; giving recitals, impressrices have submitted to Finance Minister Germain Martin the following tables of taxes impediately a second of the following tables of taxes impediately a second of the following tables of taxes impediately a second of the following tables of the form of profit or a flat fee.

Hungary: Graded tax amounting to 5% to 5% of the net.

Jugoelavia: 5% on the net or the fee.

fee. Germany: 10% on the net or the

Germany: 10% on the net or the fee.
Sweden: Same as Germany,
England: 25% of net. But calculation of expenses to be deducted
the feel of the feel
iberal; trayeling costs. Insurance,
impresario fees, etc., being allowed,
so that on same basis as other
countries tax comes to about 12%.
Spain: 2.5% to 10%, graded to
apply to fees or net profits of 2,000
to 20,000 posetas, act of fee.
Austria. 4 for the feel of t

### STAGE SHOWS SET FOR PAR'S STOCKHOLM SPOT

Stockholm, March 15. Paramount is planning to present a etage show at its ace theatre in Stockholm, the China, and may bring a troupe of 30 girls from

Understood shows will be in re-

### HALF A MILLION BETTER

Mose Empires Good '34 Profit as Against '33 Lose

London, March 17.

London, March 17:
Report of last year's trading of
Moss Empires shows a net profit of
\$389,935. Previous year there was
a loss of \$188,770.
As a consequence of improved
conditions a preference dividend was
paid for 1334 and \$100,000 was added
to the reserve Yund.

### Paris Arties Back

After a strüggle, money seems to be fortheoming for art theatre enterptises in Paris, and ite announced that Jacques Copcau, now producing at the Atteller in collaboration with Charles Dullin, will soon be able to work independently at the Ambigu, which has been durk so far this year.

Rose Rocher, formerly of the The-Tound coin enough to roopen the Vieux Colombier next season, and Compagnic des Quines, group of Copeau pupils, who had the Vieux Colombier a few years ago, is slow supposed to be seming bach.

### Dancing Is Still Tops in Paris, Although American Influence Is **Changing Atmosphere of Joints**

Paris, March 17.

Attempt to sell at auction the Bal Bullier, famous Montparnasse dance hall, fell through yesterday becau no one would put up \$1,300 required in advance of bidding. Upset price for business had been set at \$16,500

for business had been set at \$16,500. So the Builler, where students danced during the generations when Gay Paree was Just that, will be boarded up. The Latin Quarter has grown too swell for it.

Demise of the barn-like Left Bank dance hall doesn't Indicate a general slump in the dancery business in Parls. On the ontrary, It's a local phenomenon. Bulller was a working class spot, where an old-fashioned French band tooted tangos, foxtrots, onesteps and fast French waltzes in the middle-of-about half an acro of floor. The rivitrum wasn't so hot, but in the old days the heat was supplied by the-customers.

Montparnasse now has outgrown this, It wants more intimate places,

Montparnasse now has outgrown this. It wants more intimate places, with imitation American bands. The working class goes elsewhere for its hopping, and the 'artists' and 'stu-dents' which once were profetarian in their tastes, are all fakes now, and want their pleasure refined. Barns Still Flourish

Barns Still Flourish
Dancing still remains the big
amusement business in Paris, as a
whole. In other paris of town the
barn-type-of-dancehall-like Builler.
still flourishes. Salle Wagram,
where Jeff Dickson puts on fights
that are not big enough for the
Palais des Sports, is one of those
places normally. Plumbers' assistants and servant griss from all over
ants and servant griss from all over
and solemnly dance from the
to
midnight on Sunday. Cravity is the
keynote. At the tables the drinks midnight on Sunday. Cravity is the keynote. At the tables the drinks served are mostly lemonade. Light beer or grenadine and water, and the only levity is that of young boys who break through with a little horseplay now and then. Dancers scarcely speak to each other as they spin. It's dancing for dancing's sake.

scattery speak to each other as wars, spin. It's dancing for dancing's same kind of place also still exists at Magic City, across the river near the Champ de Mars, and in the Moulind els Galette on the Montmartre hill. In the East end and the outlying sections the same grade of boys and girls are tougher, and prefer the bals musette. Bal musette is the type of cache-hance was originally septed. Min-sette is the French name for a bag slung over one's shoulder—a haver-sack—and the bal musette is so named because the customers pay per dance, and after each spin the boss sings out 'Pass the change' and collects one cent from each couple, which he puts in a musette. This which he puts in a musette. This read they are to be appoint a dwarf of the control of the control of the couple which he puts in a musette. This shift has a popular as exercised in the cheape and the chappe sections of town.

Rue de Lappe

There's a well-known collection of them on the Rue de Lappe nearthe Bastille, with one fancy and 
thoroughly commercialized spot plus a bunch of shabbler ones that 
are still pretty tough.

Favorite band instrument in these 
places is the accordion, and favorite 
dance is still the fast waltz or javs, 
in which big fellow with a cap or a 
soft hat on the side of his head 
keeps spinning a skinny little girl, 
always in the same direction had 
the still be same of the still 
the same of the same of the same 
years.

tually the same class as previously, but they wanted better music, Coliecum

Another illustration of the same trend is the Coliseum, also in Montmartre, on the rue Rochechouart. This is the most progressively man. This is the most progressively man to the result of the resul

the walst.

Management, with an eye on America, introduced taxi girls as a publicity stunt, and now is plugging sirl-catching, the only-spot in town to use either of these devices. Ad-

saturating the only spot in town the control of the the hundreds of night clubs, big and little, atmosphere spots and show places, where dancing is an impor-

tant item.
All along the line, the Parisians
like to hop. It's the steadjest, best
amusement business in Town, together with the street fairs, Luckily
for the hundreds of American musiclams here, who still make their
livines because in the hisher grade
spots, although the bands are
French in title each one requires
am American or two to keep up the
splitt.

### STOLL ADDING STAGE SHOWS

Anthony Nelle, American, has signed a contract with Sir Oswald Stoll to stage shows at the London Collseum and the Stoll Picture the-

arre.

Nette was originally engaged to produce the current Collissum show. Televariety, but quit earlier rehearsale, claiming he had too many interfering with bis work. Now been given carte-Lianche in lining up talent ideas, sels, etc. Inclusion of the Stoil Picture theatre in the contract, which is for 16 weeks, with opitions, marks a new policy for this house, which was originally built by Oscar Hammerstein as a home for English opera, eventually being brought by Stoil, who has always operated a straight picture policy there.

### SAWDUST BOOMING IN PARIS; 2 RINGS GOING

lever losing his balance. It study as it was in former years.

One must go just a shade higher in the social scale to hit the American fance finducine. Only a shade A few years ago the American band and American, type of danging was confined to the spots with a certain famount of, swank, but they are seeping down to the places just above the musette and Ba Builler class. Particularly in Montmarter and Montparnass.

Moving flouge amercy, the most propilar place in Montmarter, a littic more than a year ago was protty for the most propilar place in Montmarter, a littic more than a year ago was protty fully in the form Bour flower of the form of the place of the form of the protection of the propilar place in Montmarter, a littic more than a year ago was protty fully former to the first period of diffusive the Modrano, which is do-diffusive the Modrano and the Modrano and

#### Banning Free Speeches

Authors League has taken up the matter of free speech-making and matter of tree specen-making and public appearances by scribblers. Too many literatt squawked rocent-ly that they're being stampeded into making appearances for free lunch-cons where they can't ask for pay because of various elements in-

League Council doesn't figure that scribblers need be ashamed to ask for coin, but suggested to members last week that there's a way out by making a request for a donation to the League Fund in place of pay.

#### Kill Secrecy Bill

New York State Senate Codes committee has killed the bill that would have provided legal pro-tection for newspapermen's con-

port of the editors in the state, stipulated that 'neither the pub-lisher of a newspaper, an editor, reporter or other newspaperman or newspaper woman' or any other newspaper employee could be com-nelled to disclose the source of any information. The bill was sponsored by Senator Ogden J. Ross, Troy

### Nix Copyright Revision

Authorn League has informed the Senate Foreign Relations' Commit-

Sonato Foreign Relations Commit-te that it is unalterably opposed to a recision of the copyright law of artisted by an inter-despartmental committee in Washington. Council of the Authors League pointed out that if it becomes law the proposed revision will discrimi-nate against American authors in favor of foreignors, Understood the committee is now working on a new draft of the proposed law in ac-cordance, with this criticism.

#### Golf Mag Changes Hand

New publishing company formed by Alvin E. Hewitt, B. Harrison by Alvin. E. Hewitt, B. Harrison Cassel and Henry S. Thompson, Hewitt Publishing Co., has taken over Golf Illustrated, the monthly golf.max. Remains in its former quarters and with A. W. Tillinghast continuing as editor. Associate editors will be George Trevor. Mary E. Ford and E. H. Hendrick-

son.

Hewitt formerly with Conde Nast's and other mags. Cassel, a former newspaper exec, and Thompson previously an advertis-

### Supplied the Art

Supplied the Art
Haroid Seton supplied the photographs for the January Harper's
Bazaar story, 'Juliets of the Past,'
and is also furnishing the art for
Mrs. Harry Lehr's memolrs, which
began in the March issue of Town
and Country. All taken from his
collection of photographs of players and other public personages;
one of the most complete in the
country.

#### Hoffman Consolidates Mage

Lincoln Hoffman, interested in number of pulp mags issued under

number of pulp mags Issued under various auspices, has taken them under his own wing and publishing them under his own rame.
Gang World, formerly published by Spencer Publications, renamed Gang Magazine. Hoffman also has Greater Western Magazine and Masked Rider Western formerly sponsored by Panger Publications, and a new one aduled Black Book Detective Magazine.

### Confusion On Tags

Some confusion resulting from the concurrent reorganization of Tomorrow, Publishers, and publica-tion plans of a new mag to be called Tomorrow.

called Tomorrow.
Tomorrow, Publishers, is a book
publishing-house, dormant-for-some
time, and now reorganized. Revived
firm has taken quarters in the
Fourth avenue, N. Y. hook, publishing center and will issue a varied live of hooks including fettor.

naming center and will issue a ya-ried line of books, including fiction. Temorrow, the mag, will cover political and social trends. Pub-lisher is Hammond Mitchell. First issue will appear next week.

### Mcfadden Weekly Scrams

Recontly-instituted Macfadden Weekly, with which Bernarr Mac-fadden-hoped to bring-his-influences to sway on national events, has ceased publication.

away from th Was published was published away from the Macfadden publications, and in charge of a number of ex-Graphic men, including Howard A. Swain, and Joseph Applegate. Liberty now remains the sole Macfadden mouth-

#### Scrap Paper-Backs

Another attempt to popularize the paper-bound books in this country has failed, although its the com-monest book form in the European countries.

Latest to find that out is the Na-Latest to find that out is the Na-tional Home Library Foundation, which has scrapped its Jacket Li-brary. Was a series of 1-fi-cents paper-bound books and similar to its European counterparts, which sell in great quantities. However, the National Home Li-brary Foundation not giving up the idea of very low-priced books. Is

of very low-priced books. Is planning a series to be known as the National Home Library, to sell at 25 cents a volume. But will be cototh-bound, hence the dime raise-in price over those of the Jacket

Library.

First series in the National Home
Library will consist of 13 volumes,
12 reprints and one original work.

#### J. Scribes' Election

New Jersey legislative corre-spondents held their annual business session Thursday (21), after-noon at the State House in Trenton

for election of officers. A resolu-tion of regret was adopted on the death of John J. McDonough, for many years a correspondent for the Newark Evening News. J. Joseph Gribbins, Trenton rep. for the Newark, Star. Eagle, was named president; George B. Shick, of the Trenton Times Newspapers, vice-president; Chris Messerschnitt, of the State Service Bureau, secre-tary-treasurer.

More Contests

Doubleday, Doran has tied up on one with Hamish Hamilton, Ltd., the British publishing house, for the best book with aviation as a theme. May be fiction, blog or any theme. May be fiction, blog or any other literary form. Prize is \$2,500 in advance royalty. Books may be

in advance royally. Books may be submitted until Dec. 31.

Yale University Press will consider a book of poems for its Yale Series of Younger Poets, Open only to poets under 30, and who have not had a book of poems published before. Scripe may be submitted only between April 1 and May 1. No prize money, but author will get royalty on sales.

#### Liepman's Book

Lispmen's Book
Heinz Lispmen's Book in London affer giving 60 lectures in the U.S. and will return to the States for more lectures in May. He will stay in London for a week to sell the British rights of Jew Boy, which, Harper's has bought for America. Then to Paris to sell recent light, before going to the Riviera to actually write the trebly commissioned book.

### On Readin' 'n' Writi

New educational publishing con-cern called the Empire State Pub-lishing Co. has been organized by Glendale O. Scott.

Empire has taken quarters with David Kemp, the book publisher. No connection between the two other than the office-sharing ar-

Guild's Double Tome.
Literary Gulld will publish two books in one for its May selection.
Books are 'Not for Heaven,' by Dorothy McCleary, and 'Hungry Men,' by Edward Anderson. Both won the Doubleday-Doran Story Magazine contest and are being published by D-D separately.
Contest was for former contributors to the mag who offered first novels for publication.

#### Louis Wiley Dead

Louis Wiley Dead

Louis Wiley, 65, for many years
business manager of the N. Y.
Times, died March 20, following an
operation. He had been with the
Times for about 40 years, comlang from a Rochester paper on
which he had worked up from reporter to business manager.

Wiley insugurated on the Times
the polley of refusing advertising of
questionable reliability, and he
largely built the Times advertising
on the atrength of this stand, which
had been advertised to the stand of the strength of this stand, which
he had been the stand of the stand
property of the stand of the large will be a maintained. To
had the stand of the stand of the stand
were aftended by most
of the newpaper notables, as well
as by scores of distinguished New
Yorkers. Wiley was widely known,
in-and-out-of-newspaper-circles, and
was highly recarded.

nd out of newspaper circles, and highly regarded.

In and out of newspaper, was highly regarded.
His funeral services in Temple Emanu-el were attend by most of the newspaper notables, as well as by scores of distinguished in other walks of life. The dead man had made himself something more than merely the business manager of a newspaper.

#### Looking for the Worst

Now that the American Spectator no more, idea of its pet feature, ie 'worst book of the month,' has een taken over by The Rocking taken over by The Rocking e, the quarterly issued by Mar-nt Peters.

gedant Peters, is undertaking a national contest to discover 'America's Worst Sonnet.' Contest closes May 1, and prizes will be a 99-year subscription to the mag.

#### Tupper's New P

Garden City Publishing Co., which is the reprint affiliate of Doubleday, Doran, has taken Harmon Tupper from P. F. Collier & Son to head its mail-order advermon the property of the proper

#### Chatter

Carleton Beals to Cuba. Ninth edition for 'Nilinsky." Alfred A. Knopf back from Eu-

Archibald MacLeish has gone

Louis Zara, when not scribbling, is a linotyper Angela, Thirkell is a cousin of Rudyard Kipling.

Second printing for Virginia Faulkner's 'Barbarians.' Rita Welman will speech for the A.M.P.A. Thursday (28).

Alan Hart, who wrote 'I Mallory,' is a medico himself.

John Long has taken British rights to 'Dumb Belles Lettres.' Lloyd C. Douglas due back to Massachusetts from the Coast soon. Kathleen Sproul back from Flor-da, and with a new novel under

There may be a new drama critic on one of the national monthlies soon.

Susan Miles spent 14 years doing that novel, Blind Men Crossing a

William Heineman will publish Louis Paul's Pumpkin Coach' in England. Ingland. Wayne Parrish and Charles Kin-

solving have formed a partnership for p.a. work.

Paul Hervey Fox, film scenarist,
got British publication for his novel,
Sailor Town, before it will appear

nere.

The Aleys, Maxwell and Ruth,
continue to entertain for more of
the literati than any others in

town.

-Helen Ahern, former publicist, makes her bow as a novelist with Love Must Be Gay through Ma-

Dutton has acquired the American publication rights to Jessie Con-rad's blog of her husband, Joseph

Clemence Dane, dramatist, will have a book of short stories pub-lished by Doubleday-Doran this spring.

lished by Doubleday-Doran this spring.
John Steinbeck has sent his publisher the script of a new novel befor the previous one could get off. the press.
Stephen Leacock is now to tell all. The humorist has written a book called 'Humor: Its Theory and Technique.'
Henry Goddard Leach, who is president of the Poetry Society of America, joins Forum Magazine as poetry editor.
Raymond Gram Swing, who writes on Washinston for the Nation, doing a book on American politics for Julian Messner.

Julian Messner.

ulian Messner.
Mrs. Belloc Lowndes to come over

arts, sented between the come over ment month, coincident with the publication. It were new novel, 'Who addition are to be sent to b

tion.

George Cronyn, who quit as business manager of Story, the mag, to devote himself to scribbling, has completed a new novel and sold it to Covici, Friede.

to Covici, Friede.
Frank Scully celebrated St. Pat-rick's Day in Berkeley, Cal., by gathering George Sokolsky, Jim Tully, Mannie Seff, Morrie Ryskind and Arthur Ripley together for a gabfest

Author of 'The Brain Trust Mur-der, listed simply as Diplomat, is Author of The Brain Trust Mur-der, listed simply as Diplomat, is really Jay Franklin Carter, And the real name of Richard Keverne, au-thor of 'He Laughed at Murder,' is Clifford J. W. Hasken.

### Best Sellers

Best Sellers for the week ending March 23, as reported by the American News Co., Inc.

Fiction

### - Book Reviews

Faulkner's Exci Probably no one wr

Faulkner's Excitement
Probably no one writing in Eng-lish can get such a definite quality
of excitement and sheer terror into

lish can get suon a dennite quality of excitement and sheer terror into his books as does William Fault-ner. His newest book Tylon' (Smith and Haas; \$2,50), is, from that standpoint, his best yet. It is strong, powers an aviation story and a way from Faulthner's usual haunts in the Tennessee mountains. Tells of the Ilfe of a nondescript group of air carrival followers and what happened to them. Some of it is difficult to follow and, scraped off, most of it is not as astonishing as it first seems, nor so shocking, but the manner of telling makes every page chill-tingling.

If the Hays moral code can be pacified it should make a strong fim.

Burn's Sellicquy
Tom Kromer is understood to
have written his book Watting for
Nothing' (Knopt; \$2) on scraps of
paper, backs of envelopes, etc.,
while hanging around mission flop
houses and parks. It reads very
much as though it may be true. It's
are honest top of observation and an honest job of observation and writing of a none too happy portion

of life.

No sentimentality here, just the blank facts of life as a bum finds them. He tries to stage a hold-up them. He tries to stage a mount of and hand't nerve enough to carry it through. He tries to kill a man but flops. Most of the time all he has energy-enough to do is ask for a handout and figure how to make the best of it when he does get a dime or a quarter. Not for films.

### Out of the Rut

Out of the Rut
Somewhat out of the rut is
Walls Against the Wind, (Houghton-Mifflin; \$2), in which Frances
Park tells the story of three Americans in Paris. Novelty is that the
nominal herolne has to fight a degenerate for her best beloved, but
she gets him, though she loses his
slister to a Don Juan. Interestingly
told, but somehow it's heavy reading Not a picture.

Omnibus of Crims
Some years ago, when James Hilton was just a novellat trying to
get along, he wrote a whodunit under the pseudonym of Glen Trever.
Now he has two books on all bestseller lists, so Harper's digs up 'Was
It Murder?' (Harpers; \$2), and republishes it under "Hilton's real
monicker. As far as Hilton's fame
and name is concerned, it might as
well have remained under wraps. As
far as the pocketbook is concerned, well have remained under wraps. As far as the pockethook is concerned, it's a smart move. It's just a routine murder mystery yarn, but as good as most of the author's and has the advantage of name author pull now. Not for films.

Two current releases prove what a strange thing is co-incident.

pull now. Not for films.

Two current releases prove what a strange thing is co-incident. Same piot in both, although both on different lists, by different authors and biandled differently. Just an accident, one of those accident that drive editors gray. Books are Bonnerman Case, by Jeremy Lord (Crime Clut), \$20, and Death Follows: a Formula, by Newton Gayle (Seribners, \$2). In both there is an inventor who has discovered a substitute for gasoline. In both the an inventor who has discovered as substitute for gasoline. In both the literature is a substitute for gasoline in the formula in the common and the common and the common and the common and the complete in t

Missionary Work
It would seem that Marguerite
Moores Marshall is trying to do for
New Hampshire what the earlier novels of Joseph C. Lincoln did for Cape Cod. Her 'Salt of the Earth' (Doubleday-Doran; \$2) is laid in Belltown, where her earlier 'None But the Brave' was localed. But it's not a sequel. A few

But the Brave was localed.
But tits not a sequel. A few characters from the earlier work reappear, but they do not figure prominently in the affairs of Mirh Dakle, a young adolescent who makes rather a mess of her affairs for a time but who comes through all right in the end. The author capture the set of the control of

### Parade of Wisecracks

Virginia Faulkner is a young woman, very young who last fall crashed through with a first novel, 'Friends and Romans,' which got

woman, very young, who last fail crashed through with a first novel. Friends and Romans, which gos ber second book, 'The Barbachan' (Simon & Schuster: \$2), which sounds very much like it was written first. Has the same set of characters, thouth a completly separate novel a..d in no way a sequel. Miss Faulkner: is a sort of formals Carl Van Vechten. She loves wise-oracks and the public and the property of the servation. Such property of the servation such books make pleasant light reading for a while, but are likely to anony if read consistently. And yet, she does know her Latta Quarter in Paris and some of the inhabitants. Not for films.

#### Vivid Westerns

Those who like an occasional western to vary their steady diet of whodunits will appreciate Will Jenkine Kid Deputy (King; \$2). The youngater varn is almost un lievably audaci yarn is almost unbellevably audactious, but he's wivid and active and Jonkins has spun a lot of complications without getting the threads knotted. And it's off the beaten track; a group of outlaw highgraders who headquarter in an abandoned mine with a lovely girl for prisoner.

### Capitol Hill

Capitos! Hill
Mrs. Isa Glenn's newest book 'The
Little Candle's Beam' (Doubleday,
Doran; \$2.50, has its locale in
Washington circles and offers for
protagonist the widow of a minor
diplomatio officer, who's dominated
by her small son. Kild keeps her
from a second marriage and gencrally guins up her life. The Bonus
Drive is used. O leax things up a
drawting, the hook, colds by limited
from the color of the well the life. drawing, the book holds bu interest. Not for filming.

### Sustained Tempo

Questained Tempo
Frank Spearman starts his 'Gunlook Ranoh' (Doubleday-Doran; \$3)
at express speed with a 'vivid picture of a rodeo. From there on he
holds his pace for more than \$00
pages without pause for breath.
Well knitted piot, not original, but
hasenlous, and essay reading for
westerna.

### Cast, and How

(Continued from page 1)

(Continued from page 1)

of Hitler, Stalin, the Los Angeles
Chamber of Commerce and Mussolini. But, as held down by Miss
Townsend's script, these boys are lini.

nly walkthroughs.

Miss Townsend registered her Miss Townsend registered her play by process of filing an affidevit of authorship with the Secretary of State. Such registration lays a foundation for civil suits if any stu-dio should want the idea for plo-tures. Miss Townsend wants to the country process the Great Ameritures. Miss Townsend wants thoroughly protect the Great Ame-ican Drama.

### Going Places

By Cecella Ager

#### Uncovering Russe Singers

Uncovering Russe Singers

In the shiny new Dave Apollon's International Varieties, this week energing all the attention of the patrons at the State, Danzi Goodell and Loha Malina give such good the patrons at the State, Danzi Goodell and Loha Malina give such good the patrons at the State, Danzi Goodell and Loha Malina, give such good the patrons of the state of the

ore it. lso with Dave Apollon's International Varieties: Rosemary Deering toe ballet dancing in white ruffled net; the burlesque ballroom adagio trio of Lowe, Bernoff and Wensley, in oyster white satin with black satin crossed band decolleage; the twelve Danny Dare girls, in a series of fresh new costumes and lively young numbers.

#### Short and Snappy

Short and Snappy

Short and Snappy

Fresh, dainty and blessedly brief, the Capitol stage show this week. Something had to take a time cut, what with 'Naughty Marietta' carrying on so thoroughly and so long. Thus the stage show opens in a garden and stays there, a pretty garden with rambler roses clambering o'er its trellises and Danny Dare Glis dancing about; dancing about gracerily, somethines in the formations most cherished by the Rockettos.

Appropriately they dance in white organdy garden frocks, wear leganders of the stage of

### Not So Naughty

Not So Naughty

Naughty Marletta, according to MGM and Jeanette MacDonald, wasn't really naughty—just proud. Even a rough, mercenary soldier could snift the princess in her, see light, through her scullery mald disguise. (Why, scullery maids should be considered so lowly in those days, it's hard to tell from the fine linen and lace of their costumes. They seem to have dressed as well as princesses, and the soft white caps they used to wear on their heads, which fluttered prettily in the breeze, were more becoming far than any crown.)

Though one thing and another forced Miss MacDonald to accept lodgings in a questionable quarter of old New Orleans, the breath of scandal swept right past her epically bouffant skirts. One had to but gaze into her clear, untroubled eyes, listen to her beautifully recorded voice, study her clear cut profile, to see that Naughty Marletta' was a good girl through and through. Maybe a little bit duil, but good. It is much easier for Miss MacDonald to play a good girl than a Merry Widow. It seems to come to her more naturally. She is lockling her best at it, tenderly, photographed for it, sensitivers made up ropules toward the severe stylkadon that; could have made them smarter, but not suitable for Miss MacDonald's own softly feminine type.

Elsa Lanchester, direct and decisive, stands out in her comedy characterization bit; has only to read one line and her personality's established. Cecilia Parker is timidly appealing as a genuine scullery maid.

Nonchalance

Amongst the surprises awaiting American audiences in the British thriller. The Man Who Knew Too Much, are several quite outside the picture's intent, little shocks engendered by the difference in the American and English point of view and treatment of stock meller situations. There's Edna Best's fortitude and quiet self-control upon receiving word of her daughter, Nova Pilbeam's, kidnaphn; even her faint is measured. There's the British cops' off-hand tea-drinking and tea-party calm and manner while engaged upon a machine gun slege with a band of sharp-shooting killers. There's the British bystanders' orderly heraviour and obedience to the law while watching the battis, there's the complete absence of surface yielding to terror save only by Miss Pilbeam. There's Miss Best's calling her daughter 'bart', which, abeti she says it will hove, is shocking to American femnes, coming tituder of the murdous villans toward the own the femnes, coming tituder of the murdous villans toward the grown his kidnapped daughter's wearing when at leat to dies her, hysterical. Ho doesn't even pretend to notice she's crying. There is Miss Best's hemused firthing and her husband's bemused acceptance of it.

crying. There is Miss Best's hemused intune and a mused acceptance of it.

And there is Miss Plibeam's tailored dark-ski\_suit with multi-colored knitted cap, mittens and furtle-neck sweater to exemplify what the well-dressed child wears for whiter sports in Switzerland, Miss Best's dark snow suit of light weight galardine with short wind-breaker lacket, what the well-dressed English sportswoman wears for trapehooting in the Alps. If this woman-happens-to-have-a-thick,-nicely waved blonds bob wig, she does not hide it under a hat.

#### English Question Solved

Ever since Hollywood's recovered from its first fine frenzy anent the mass importation of English ingenues, there've been a lot of young ladles, langulshing-about the place with bone fide Brillish accents, the filted noses, pretty good teeth, and truly English lack of style. What to do about them, what could one do, what indeed?

Then to the rescue, like the U. S. marines—the Dickens cycle. Why,

### Did You Know That-

Ruby Keeler's little sixier is seriously ill...Mrs. James seriously ill...M

### **BALLROOMERS**' IN COMEBACK

enjoying a boom season in the major hostelries and cafes in key cities like New York, Chi, Boston, Frisco Los Angeles, etc.

Los Angeles, etc.

The new nitery vogue has opened
up a new avenue for the terpers to
augment the name dance bands as
attractions. Relatively moderately
priced, the ballroomers serve as
names at a price of from \$350 to
\$Y50. In some instances this smart
local vogue has been conductes to
\$V50. In some instances this smart
local vogue has been conductes to
\$V50. In some instances this smart
Volandas \$3.000 a week in Chi picture houses last fall.

Other denouse has also been in.

Other dancers have also been im-ported to Hollywood.

New York has been able to absorb most of the whiter Florida exodus of dance acts, some also embellishing the floor entertainment with a contrasting rumba combo (for which there has developed a sudden vogue) and also a solo entertainer. Latter are moderate priced people, usually a strolling instrumentalist-serenader (ac or of 1 on, guitar, etc.) or a table-worker for the intime stuff. That's chiefly a peripatetic pianologist or legerdermain exhibition. Working for the side coin is usually the arrangements in the smaller spots and the cabarct type of niteries. New York has been able to absort

### Fox-Met's 85

(Continued from page 4)

(Continued from page 4)
Republic, Rocbling, State (Brooklyn), Stelmway, Maspeth, Granada,
Massrole, Alba, Benson, Highway,
Marboro, Bouleyard (Long Island),
Roosevelt, Sunnyside, Brook, Terminai (Newark), State (Grescy City),
Cross Bay, Strand Grescy City),
Liberty (Elizabeth), Parthenon (Ossining), Rockland, all New York or
New Jorsey.
The fees of the following theatres
will be held by the new company:
Playhouse (Great Neck), Kinema,
Emphassy, Jefferts, Ozone-Park, New

Playhouse (Great New), America, new company:

Finhassy, Leiferts, Ozone Park, New
York, and Hackensack, New York.

Subject to the Hen of the amendStrafford, Glenwood,

### Among the Women

By The Skirt

Best dressed woman of the week: GENEVIEVE TOBIN ('The Woman in Red'-film)

#### Plenty Clothes

The Woman in Red' is a pleasant vehicle for Barbara Stanwyck. Now showing at the Roxy theatre, it proved to be a story of the horsey set and that means clothes and more clothes, when the women aren't in riding togs. Miss Stanwyck is strictly tailor-made and looks much better in the mannish things than in fussy clothes, not that her clothes are fussy. But this young woman sensibly has even her dinner frocks tallored. One of a striped slik was of the shirtwalst variety, but it was beplumed at the hips. Another crepe gown had a scarf coming from around the throat and hanging in a long end and a loop down the back.

The picture carries many well dressed women, but the best of all were

the clothes worn by Genevieve Tobln. In fact, Miss Tobin was a bit overdressed it such a thing le possible. She was up to much devilment throughout the picture and one wonders how she managed to look so exquisite at all times. Several suits were worn by this young woman, the best looking of them a white affair with a plack tassel hanging from one shoulder. The small hat carried this same ornament. Very lovely was an evening gown of white taffeta, although the skirt was too cum-

was an evening gown of white taffeta, although the skirt was too cumbersome for dancing. The hem was yards wide, with the bodice oddly trimmed with a low flate bertha of black velvet. A black cert gown, made very tight fitting, had collars and cuffs of white in a knite pleating. A cey metallic outfits were also shown.

Dorothy Tree, looking very Lombardish, was nicely dressed although, the sliver outfit in which she tumbles overboard made her look like an the sliver outfit in which she tumbles overboard made her look like an The stage show opens with the was see slipping coffee in a black gown. The stage show opens with the lackets over very short pants. Belts and slippers were white, while cans were red and they carried red anniature values. In fact, they were red caps. The idde was to emulate a train leaving a station which they did with precise timing. They are seen again in shimmery white sating sowns with trains attached to one wrist and, as hill-billies, the girls were so lovely if real hill-billy girls looked half as well there would indeed be gold in them that mountains. The dresses were of a robbins' egg blue taffeta, with red ribbon bands on the full skirts. Walts were bound with white sashes and each head carried a red bow.

#### Schnozz's Stooge Clicks

Schnozz's Steege Clicks

Jiminy Durante was welcomed home at the Casino de Pares last. Thursday night in such tuntious fashion it must have done his heart good.

Agent for never has Jiminy worked so enthusiastically. And. which is the control of the control of

#### Topping Herself

Topping Herself

Shirley Temple is the talk of the town this week and justly so, her latest picture. The Little Colonel, now showing at the Music Hall, will more than delight her wast number of admirers. Shiftey Temple is billed above Lionel Barrymore. That is news. The lovely little girl, in the costume of the early seventies, is so entrancing many 'Ah's' floated over the huge auditorium. Long panties, over a hooped skirt and a poke both is over the next at the latest of the second of the latest over the huge auditorium. Long panties, over a hooped skirt and a poke both is over the next of the latest over a hooped skirt and a poke both is over the next of the latest over the l

### Palace's Contortionists

Vaudeville half at the Palace this week ope. with a woman contortionist and finishes with one. Loretta Allen, with the Harris Brothers, is the first bender and covers her limbs in black transparent velvet pants. The top part is silver-edged. Carmen, the second girl, is in with The Donatellia and In bare body covered only by gold trunks and

Only other women on the bill are the Tic Toc Girls, one red, one brunette and one piathnum. They are dressed alike in long black crops gowns cut very low in back. Around the neck are worn wide ermine

On the main floor of the Palace Saturday afternoon were about 150 people. Living on Velvet, with Kay Francis, was the picture.

al Indenture, the leases of the following theatres will be transferred
towing theatres will be transferred
to will owned subsidiaries of the
new commany:

Alhambra, Elithore, Carlton,
Stratford, Glenwood, Parthenon
Stratford, Glenwood, Parthenon
hack of style with crinollnes, make
h bonnets that turn up, too, and as
he bonnets that turn up, too, and as
he bonnets that turn up, too, and as
he week, they really are.

Valentine, Croona, Plaza (Englewood)
Leases which Fox Met presently
honsetly and forthrightly, looking
ing about with genteel little steps

English Ingenues, make perfect Dickens heroines; they might have been theatres, held in fee or under tea born for the part! Disguise their lack of style with crholines, make capital of their tip-tilted noses with bonnets that turn up, too, and as for their English accounts, if they apeak slowly, they sound terrifically, well, sort of authentic. And they are sweet, they really are.

And so Heather Angel is playing 'Ross Bud' in 'The Mystery of Edwin Drood,' playing it, very nicely and honestly and forthrightly, looking like an ingene Trene Dunne, hurrying about with genteel little steps ferminal theatres, in Erooklyn, m in qualntly huge crinolines, shyly lifting her skirts in order to step over heat of the landlor nearly big stones in her path, and expressing love, fear, and faith with round, open, lovely, wide eyes.

### 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. Vauwrt takes no credit for these news items; each has been rewritten from a daily paper.

### East

Lighthouse Players, all nearly or holly blind, gave three one-acters the theatre of the N. A. Associa-ion for the Blind last Wednesday

in the theatre of the A. A. Association for the Bilind last Wednesday. In the Market of the A. A. Association for the Bilind last Wednesday Brobert, Henderson \$11,400 for his spring drama festivals in Minneapolis and St. Paul. Chiefy labor costs.

David Sarnoff replaces the late Otto Kahn as chairman of the Music Week committee. To be held to the Association of the Brobert of th

sic Week committee. To be held My 5-12.

Groeby Gaige plans to take entre cast of Accent on Youth over to London for the production there. Mrs. Henry B. Harris, widow of the late-producer, Johns the Players Group in an advisory capacity. Howard S. Benedict guits pains for Max Gordon and Note Donard Desire of Max Gordon and Note Coward Desire of the Week With a pulley story. Picketed The Octopus.

Earl Carroll to produce the revue for Ben. Marden's, Riviera. Opens April 25.

De Reeder & Roesner Ilning up Ohlnese players for fall production of Typhoon.

Ohlnese players for the property of Typhon.'

New gag is to etch your own cocktail or other glasses. Outfit consists of a stencil and a tube of paste which bites into the glass. Jesse Beecher fell afoul of the police when he tried to advertise to advertise. or parter sentent that the state of the control of

a contribution to the atre.

Theatre Guild snares Jimmy Savo Theatre Guila snares simmy
or Parade.

Tired of waiting for a cast for
The Night is Young, AI Woods has
bought. The Ragged Edge from
Mary Heatherfield and will start it
off in a couple of weeks.

Maxing Elilott's car collided with
a motorbus in Cannes. Shaken up
hut no hurte.

off in a couple of weeks.

Maxine Elitot's car collided with
a motorbus in Cannes. Shaken upburney' for Henry Forbes.

Marines Detrich in town without
her trousers. Says they would attract too much attention here.

A construction of the control of the control
and the co

old Fifth Ave, theatre, Opened Saturday,
Celling Zero' will use the Music
Box for a takeoff. In on percentage,
Moscow Art Players back, on the
job now that the Ballet Russe is out
of the Majestic.
to be dance director
of the Gulids' Parades',
Ethel Barrymore Coit in on the
management of the Jithey players
with Alice Keating, Summer theatre.

Mosecow Art Players back on the job now that the Ballet Ruses is out of the Majestic.

Robert Alton to be dance directors of the Majestic.

Robert Alton to be dance directors of the Majestic.

Robert Alton to be denoted the control of the Majestic.

Robert Alton to be denoted the control of the Majestic.

Robert Alton to be denoted the Majestic Majesti

the season Sunday (24). Eula Cuy and Florence Robinson the speakers. It is a season Sunday (24). Eula Cuy and Florence Robinson the speakers. It is a season season

sical. That puts it over until next season.

Two young men tried to hold up a cafeteria at 210 West 42d street. Acting cashler took a gun away from one and gave them the rush. The constant of the constant o

Theatre dum after Emzecka

Hence te-play Saint Joan, but she

Begner te-play Saint Joan, but she

Dorothy Gish suing in Bridgeport

for divore from James Rennie,
Charges cruelty from the date of the

wedding. Not asking alimony.

Potash and Perinnutter with a

Pilayers Inc. new Irin organized

for this production. Robert Leonard

will be Abe and Arthur S. Ross

Mawruss. Due Monday (1),

Williamson Tait has bought the

Australian rights to Anything Goes
Williamson Tait has bought the

Australian rights to Anything Goes
Logen W. Brewster, editor of the

first fan mag, takes a third wife.

Married to Liane Hill, literary agent

and scenario writer. He split from

Corliss Palmer about a year ago.

Karriet Allaire, or Hughes, and

Karriet Allaire, or Hughes, and

ing rich, was strangled in a New

York taxi. She had been attacked

in the cab and partially disrobed, but

Ann Berry, her companion in the

drive with two men, told the police

the cab driver paid no heed to the

Screems. screams

### Coast

Los Angeles City Council joins fight against heavy taxatlon of picture industry.

Conrad Nagel and Louise Henry

Conrad Nagel and Louise Henry reported altar-bound.
Jack Kearns ordered by L. A. out to contribute \$3s monthly year-old daughter of Elizabeth Williams, cigar stand clerk in Jack Dempsey's Barbara hotel. Kearns had denied paternity of the child.
For presenting a program that theory, radio station Kentry in L. & is made defendant in \$50,000 damage action.

eration to turn over to charity the \$50,000 he will receive as his share of a picture mide in England.

The picture mide in England.

The picture mide in England.

The Rene, nices of Bornard Baruch is making the rounds of studies to launch her career.

Display signs advertising cocktall lounges or bars ordered down by Board of Equalization.

Film colony littery over uling in Film colony littery over uling the control of the picture of the picture of the picture of principal is in California.

Frince Sigvagard England.

fornia.

Prince Sigvaard Bernadotte, who
married a commoner and renounced
his claims to the Swedish throne,
started directorial apprenticeship at
Metro studio.

Metro studio.

Henry H. Nelson, 74, retired publisher, advertised in the personal columns of newspapers to meet unattached women, his wife charged in a divorce suit filed in Los Andrews and the suit filed in Los Andrews

geles.
Suit in L. A. court to force payment of \$500 spent for chips on a gambling ship tossed out with comment of judge that he refused to allow his court to become a handmaid of iniquity.

maid of iniquity,
Custody of six-year-old son
awarded Adela Rogers St. Johns
Hyland in court fight with Dick
Hyland, former Stanford football

star.
California Business Men's Ass'n.
started campaign to bring about re-peal of city ordinance prohibiting
Sunday dancing in Los Angeles.

E. M. Asher, picture producer sued for \$500,000 for assertedly all enating the affections of wife o Nathan Borin, Chicago merchant.

Nations are affections of wife of Nations Born, Chicago merchant. Body of Carl Frey, film stunt man, found dangling from tree in San Diego. Police unable to decide whether it was suicide or foul play, whether it was suicide or foul play, granted divorce from Frank Gill, radio writer, in Los Angeles. Investigation of horse racing demanded in resolution passed by state assembly. Estate of Frank Joyce, valued at more than \$10,000, is bequeathed to Theilms Mills, actress and dancer, announced her engagement in Los Angeles to Dr. Clinton Wunder, author-lecturer.

announced her engagement in Los Angeles to Dr. Clinton Wunder, authors of the control of the con

and George Lollier, assistant director, announce they will wed within tor, announce they will wed within the sparts feature syndicate, sued for divorce in Los Angeles. Property settlement and custody of eight-year-old son effected. And the state of the sparts of the s

other companies of a rift, with John Bar-rymore were denied by corner rymore were denied by corner Dolores Costello when questioned following reports of a cruise by the actor in which his second wife Michael Strange, was asserted to be a guest

Michael Strange, was asserted to be a guest. Federal revenue office slapped llens on Ruth Chatterton for \$11,-064; George Brent, \$11,613, and Ted Healy, \$2,816.

### Oil Show

(Continued from page 1)

(Continued from page 1)
either NBC or Colimbia. Lombardo
unit is due to open at the WaldorfAstoria roof, New Tork, May 1.
Rusic Corp. of America, the Lombardos' booking agent, has sought
to get the hotel to release the band
of this obligation but to no avail.

After several weeks of free admish roadshowing last year the
Lombardos were withdrawn from
the tour by Standard Oil when the
theatre interests, through the Hays
office, made a strong protest. Compromise on SONJ's remaining
obligation to the band was adjusted
through stage dates arranged by
the major theatre circuits.

### Plays Out of Town

#### DOMINANT SEX

(Continued from page 52)

(Continued from page 52)
deal when she tells Dick that his
prospective partner was her former
in the state of the state of the state of the state
state of the st

Two important roles are played by Bramwell Fletcher and Helen Chandler as the young husband and wife, and they are both out-of-sight. Hers is one of the most ungrateful roles recently seen, and it was a tribute on the second wife, and they are both out-of-sight left in the second with the second with

Fletcher, who has been clicking steadily of late, should hit close to stardom by this one.

standom by this one.

This should not be taken to disparage the work of A. E. Matthews.
Part played by the English star is mentioned, but he has one scene that features the entire play. He playe the role of the spiritriend's husbkind and his big moment occurs when the two happen to arrive at the Shale's hat bust as Mr. Shale's Matthew's attempt to be nonchalant and make small talk while the two women are commiscrating in the other room is a minor masterplees. It's a light, even farcical role, but he plays it up to the hilt.

End Dressler, as the wide's for-

ne plays it up to the hilt.

Eric Dressler, as the wife's 'former' and Ruth Weston as the liberal-minded girl friend of Mrs. Shale are entirely okay.

Edward Clarke Lilley staged, Raymond Sovey did the two settings and Lydia Furbush provided the costumes.

tings and Lyunes.

The costumes.

Solve being one of the control of the costumes of the cost of the co

### SARAH SIMPLE

Boston, March 20. Three act, four-scene comody by As, but bridge, March 29, by Harvard Dramadlo-dib, and Idle Glub of Radiellife. Edward College of Co

When Ina Claire read Sarah Simple' as a possibility for a The-art Guild pily this season she may have reliabed the urgs to try it as have reliabed the urgs to try it as to be the control of the control in mind the box office angle in cast-ing it aside. Incidentally Miss Claire's ame appears in the list of-patronesses for this early spring Club cition of the Harvard Paramatic.

Clairés name appears in the list of-patronsesse-for-this-arity spring the production of the Harvard Dramatic Clustable for amateur players who do not have to think of sustaining, popular appeal, it still requires a compoular appeal, it still requires a wapid twaddle and flapdoodle in the writing command serious consideration from any playgoer. In the case of this Harvard group, whose case of this Harvard group, whose into this country, the production must be regarded as a sincere, creditable effort in experimental theatrs. Unsufficiently the production by the gals from the officer of the production by the gals from the college up the street are the three feminine memsers and the street are the three feminine memsers and the street are the three feminine memsers. Sarah'; Miss Robb as 'Marianne'; and Miss 'Williams who plays 'Alittuda'.

equally carefree and desultory wife, Sarah, who reenters his life after an extended leave of absence from his bed and board, early in the first

his bed and board, early in the first act.

In the first scene (Bendish's cottage in Kent, England) William is in a divan elinch with Marianne, and the second of the second widew of a Shropship's account. When the widew indicates that she's interested in honorable intentions, Bendish casually remarks that he's already married and that he's already married and that he's already married without the legal with the mass without the legal with the second without the legal with the second without the legal with the masses without the legal with the second married and the second married and her hat shop, in which she is known as 'Sarah Simple.' Her last lover has left her and she is now on a holiday, combining pleasure with the business of checking up on her former match. Bendish.

Widow then high pressures the

he lover

Widow then high pressures the languid Bendish to institute divorce

Wildow then high pressures the languid Bendish to institute divorce proceedings and upon the recommendation or Sarah the latter mendation or Sarah the latter Sarah is not so simple, as revealed in a tete-a-tete with Magianne in which she proposes the several steps towards divorce which uttament lead to the recapture, of her. "Smash" seens is the hotel room in which the two Bendishes attempt to compromise themselves in the eyes of a cockney watter, William lish sleeps it off while the widow announces that she has given up the chase, and he awakes when Sarah tells him she's returning to America, William roids the plant of the chase, and he awakes when Sarah tells him she's returning to America, William roids the plant of the chase, and he awakes when Sarah tells him she's returning to America, William roids the plant of the pla

#### SOARING

Hollywood, March 20 Comedy drama in prolog and three ects, by Julia Bennett, Directed by Earl Tree, Cast: Roland Varno, Lillian Reticker, John Gibson, Rosalind Jaffe, Cecile El-liott, Sigred Tor, Dougal Mack, Wilfred Harl, Pat Gleazon, Presented by the Boulsvard-Rayeers at-the-Spotlight, Holly-

Fairly fast moving and at times decidedly entertaining, 'Soaring,' by Julia. Bennett, looms as worthwhile stage fare, and material which can easily be developed for the stage of the stage

braggart to has always been stated by the braggart to has always been stated by a state of the braggart to have been stated by the braggart to have been stated by the braggart to have been been stated by the braggart to have been so ha

### AS IT SHOULD BE

Oakland, March 22.

Oakland, March 22.

Domestic intrigue, impersonation, mistaken identity and economics and economics and an economics of the control of the co

mistaking one Carter girl for

by the gals from the college up the street are the three feminine members of the cast: Miss Butler as Starah; Miss Robb as Marianne; and Miss Williams who plays (local amateurs, included Jeanne Altrudaz. Story revolves around two charmlingly whimsical creatures, William Bandleh, inventor of a cerkacrew Margaret Roberts, Eden Frodsham and part-time diffectants and his

### Copyright Revisions

(Continued from page 6)

Infringement in good faith by protected at present but which will broadcasters exempts from any be entitled to copyright under the liability except the \$1,000 license extended period provisions. Com-

proadcasters exempts from any proadcasters exempts from any liability except the \$1,000 license assessment.

For Benefit of Films

A number of alterations epecifically benefit films, while numerous other changes will be advantageous to both broadcasters and the picture industry.

The measure has been revised to guarantee the right to exhibit picture industry.

The measure has been revised to guarantee the right to exhibit picture of the properties of the business, asfoguarding theat owners from possible hold-up. Furthermore, the right to synchronize works for picture purposes is stipulated among the privileges gained by transfer of copyright. Motion pictures now are specifically included as a sperate category of materials entitled to copyright, and the previously-suggested distinction, between a "bhotoplay" action procedure will require continuated. Changing has been coilling for the clips from scenes of the film lastead of one or two as previously planned according to type of pictures. type of pictures. Newsreele

rype or pictures. Newerceie

Special protection for newsreeis would be afforded under changes in the puntitive provisions. Such films are placed in the same category with newspapers and radio broadcasts, the revised draft stating that no infunction may be issued which would prevent the exhibition of a newsreel or prevent the reproduction of copyrighted photographs. Newerceis and broadcasters both benefit from a change which removes the possibility of either civil or or criminal liability for the 'incidental reproduction, publication or exhibition of a copyrighted work in a

hibition of a copyrighted work in a

hibition of a copyrighted work in a motion picture or broadcast depicting or relating current events. Definite limitations have been placed on the novel clause reserving moral rights, authors—and—permitting them to protest against defamation or mutitation of their complete the second of the control of the

righted materials.
Under this reservation, full freedom of contract has been reserved,
thus permitting licensees or purchasers to obtain complete right to
change original works, while a new
clause stipulates that even where no contract or agreement exists th user of the copyrighted material may modify, edit or arrange the work in conformity with customary standards and reasonable require-ments. The assignee, or licensee also has the right to make changes without violating this moral privilege when a waiver has been granted.

Revision contemplated change s vision of copyright procedure is contemplated by the latest draft. One change specifies that if an in-correct entry has been made the author may file a new and correct

author may file a new and correct application, accompanied by af-fidavita but that no liability shall affect persons who relied on the original and erroneous entry. The latest draft gives the copyright owner the right to either deliver or authorize the delivery of the copyrighted work. In public for profit, Another change wipes out the former clause which barred a plea of deception in infringement suits when a dramatic or dramaticomusical work has been produced in musical work has been produced in a city of 100,000 for at least a week, so that the defendant producer may be protected from punitive damages if the victim of fraud.

Under the perfected revision, no

Under the perfected revision, no action on-proceeding-foo-infringement may be maintained until the plaintiff has compiled with provisions of the law reculring deposit of copies and registration, which is expected to put a crimp in racketeering.

Numerous phraseology changes have been made to ctarify the meaning of the revised statute, several of them removing doubt about the status of broadcasters and both producers and exhibitors. For this

status of broadcasters and both producers and exhibitors. For this purpose, the committee has used the word writings instead of works in-outlining the extent of copyright protection, removing the possibility of copyright for oral creations.

Clarifying language relating to protection for works now in the public domain, the committee revealed the bill to safeguard the broadcasting and film industries from possible infringement suits finited by the production of the public of

be entitled to copyright under whe extended period provisions. Committee extended period provisions. Committee extended period provisions. Committee extended period provisions. Committee extended period provided that no right or remedy could prejudice "lawful acts done or rights in or in connection with copies lawfully made or the continuance of business undertaken under public domain features of existing laws.

Another change in the infringement provisions restricts the type of proof of authorship which may be admitted in legal proceedings. Measure now states that only in the absence of notice and registration can other proof be submitted in case involving impublished works and extended the extended provided in the continuation of the

### **Fake Lottery Ducats** Showered on Coast

Los Angeles, March 26. Federal agents and the Bette Business Bureau are investigating the source of the thousands of fak lottery tickets which have flooded these precincts. Phonies, according to BBB, are taking \$20,000,000 yearly out of the United States.

mailed from Mon-Tickets are treal, Canada.

### Behind the Keys

(Continued from page 19) basis, Martin recently purchased a potential site on Market stree about one block from the Queen leading interstate house here. Francis R. Deering, southern the atre manager, has been named head of Loew's State at Houston, succeeding W. V. Taylor, resigned.

Bronx, N. Y.
Irving Scher out of the Tower
theatre after a brief stay, and Abe
Ludacer replaces, coming over from
from the Lido to the De Luxe, Post
at the Lido still open.

Spokane.

Spokane.

Joseph Rosenfield has been named city manager for Evergreen Theaters, which includes the Fox and Orpheum and smaller houses. He succeeds H. D. McBride who recently resigned.

cently resigned.

Glen Gardner opening new theatre, Gem, at Albion.
Garrick at Milan taken over by Will Storl, formerly of Deflance, Ohio, from Richard Spangle.

M. Bush and Sheridan renaming it the Community. Lloyd Gould was former owner.
Harry Pravat's Roxy, Sturgis, passes to R. Hatcher Change of the Community. Lloyd Gould was former owner.
Harry Pravat's Roxy, Sturgis, passes to R. Hatcher Changed by J. Thibodeaux from Mrs. J. M. Dale.
Owner Geo. Spinner takes back his Alhambra, Hillsdale, from Howard Lane. Henry Bennett manages, Verne Louis has sold the Crystal, Change of the Genese theatre, Saginaw.

J. S. Butterfield circuit respens the Gakland, Pontiac.
Lester Matt renames his Durant, Flint, C. Roymerty Greenfield, at Detroit, reopened by Fred Schmeid.

W. B. Schram, owner of the Bijou, has sold his interests in the Majestic and Forrest theatres to Jacob Schreiber, Who C. Majestic and Forrest theatres to Jacob Schreiber, Who C. Majestic and Forrest theatres to Jacob Schreiber, Who C. Majestic and Forrest theatres to Jacob Schreiber, Who C. Majestic and Forrest theatres to Jacob Schreiber, Who C. Majestic and Forrest theatres to Jacob Schreiber, Who C. Majestic and Forrest theatres to Jacob Schreiber, Who C. Majestic and Forrest theatres to Jacob Schreiber, Who C. Majestic and Forrest theatres to Jacob Schreiber who C. Majestic and Forrest theatres to Jacob Schreiber and Forrest manager.

Columbus, Miss.
A new 800-seater will be con-structed here by Bernard Haberteld and David Flexer, of Pennsylvania, who have obtained the old opera house site.

#### BIRTHS

### NO N. J. REFERENDUM

Approving Vote On Pari-Mutuels

Trenton, March 26.

Lacking six votes, the resolution authorize a State referendeum on horse race betting was defeated in the New Jersey Assembly March 19. The vote was 25 to 28 and As-

semblyman Joseph Altman, spon-sor of the resolution, said he would move it again if and when he was certain of the necessary 31 votes.

The measure was adopted last year but required enactment by the present Legislature before it could be submitted to the voters. Its ob-ject was to legalize parl-mutuel betting at race tracks.

### BRADDOCK CROSSES LASKY AND BETTORS

By JACK PULASKI

Sure was a tough night for west-ern parties Friday (22) at Madison Square Garden. Art Lasky was beaten by James J. Braddock, virtually eliminating him from the heavyweight contendership and s ugg named Tom Patrick was opped by Steve Doudas after the main event was over.

main event was over.

Surprising angle was the betting
odds. The gamblers were either
completely fooled or Jersey's Braddock was the most underrated man
in the division. They laid threeto-one that Art would cop. Curlous
lines about Jimm's ring record is
thing about Jimm's ring record is
the gamblers said to be considered
the gamblers said to select the defender
once had him on the short and at once had him on the short end a six-to-one and that time he almos broke the books.

broke the books.
Fairly good crowd couldn't figure
out Braddock's performance and as
for the betting gentry Lasky kept a
secret—an injured left hand which
was Badly swollen when the glove
was removed. Seems that he went
into the ring a causuity. Being a
game guy he refused to ask for a
game guy he refused to ask for a
vas originally asset of the representation of the
months ago and cancelled when Art
had grippe. montns ago had grippe.

had grippe.
The solution was that Lasky bat-tled most of the 15 round distance using the right hand. Fans did not realize what they had seen until reading about Art's bum mit in Saturday's papers. Even then some of the fight writers were not in on the know about the injury and others refuse to believe it.

others refuse to believe it.
However, Frandcock rating skied.
He's a veteran and it looked like he
was washed up two years ago. In
December, however, Jimmy proved
he can still sook by dropping the
highly touted John Henry Lewis for
a nine count. He not only outstagged Lasky, but out-boxed him
except Los a few rounds.

except for a few rounds.

Braddock appears to be in the best shape of his career. Showing against Lasky was the top exhibition he has ever given in the Garden. How he will stack up against the several other contenders is any-body's guess, but it is certain that he belongs with the puge who are knocking on Baer's door. Prior to the Lasky match, Jimmy waen't given a tumble by the experts. Possibly the men will be rematched when Art's duke is mended.

Patrick who like Lasky is a

when Art's duke is mended.
Patrick who like Lasky is a
Coast favorite, or something, started
out to scare Dudas. He made
faces and took wild lunges at the
up-coming. Steve and some bug
yelled: 'Hey, Patrick, how much to
haunt a house.' Toom thought it
was doing siright when near the end
of-round-a-solid-seck-sent-him-tothe canvas.

Dudas couldn't tilt Patrick over again, but in the sixth round the westerner was so battered that the referee called it all off. No fights scheduled at the Garden this week.

### MARRIAGES

Anita Morraine Alson, film actress, to 1.0 Hollywood.

Murlel Scott McEdward to Con-rad McEdward (remarriage), March 15, in Los Angeles. Groom is a cameraman at Metro.

Marie Ann Formanek to Roscoe Kent Fawcett, March 16, in Mexi-call, Mex. Groom is an executive of Fawcett Publications.

Elsa Roberts to Rex Lease, March 28, in Yuma, Ariz. Third try for groom, a film actor.

### **VARIETY'S' BROADWAY GUIDE**

For show people as well as laymen, this Quide to general amusements New York, first Inaugurated here in 1925, is revived and published solly in response to repeated requests. VAREET lends the guidance of judgment in the various entertainments denoted. No slight is intended for those unmentioned, as text will be switched selty. The lists are of VAREET's compilation only, and es a handy ferance. It may serve the out-of-tower as a time sever in selection.

PLAYS ON BROADWAY

Current Broadway legitimate attractions are completely listed and commented upon weekly in the Legitimete Section.

In that department, both in the comment and the amount of the gross receipts of each show will be found the necessary information as to the most successful plays, also the scale of admission charged.

FILMS ON BROADWAY

Similarly, the new pictures in the Broadway first runs and combina-tions are covered weekly in the reviews, the film gross boxoffice story and the standing box on Page 8, which indicates the new films for next week and the week after.

BEST FILMS ON BROADWAY

Capitol-Naughty Marietta' (Metro).
Radio City Music Hall-Little Colonel' (Fox).

Caption—Naughty Marietta (Metro).

Radio Gity Music Hall—Little Colone! (Fox).

HOTCHA NITERIES

Cotton Club, Dickie Welle' and Ubang, In Harlem, Nut Club in the Village, and King's Terrece in Times Sq., are sufficiently heated for the hectic nocturnal addicts. Low Richman's new 1935 version of the farmed Dizzy Club as the farmed Dizzy Club as the fay music class hangout.

Less hectic but equally hilarlous, Eddie Davle' saucy songe at Leon & Eddie's and the mauve-decade gang-singing at Gay 90% are surfine for lively diversion and divertissements.

Any number of Times Sq. side-street dialecteries are also good diversion. It yearning for different type of atmosphere. Mim's Faubourgston, it yearning for different type of atmosphere. Mim's Faubourgston, it yearning for different type of atmosphere. Mim's Faubourgston, it yearning for different type of atmosphere. Mim's Faubourgston, it yearning for different type of atmosphere, Mim's Faubourgston, and any number of Italian eateries. Latter have about in the Broadway belt without taxi-ing. However, authentic Flamenco entertatiment like El Chice in the Village, and Havanese, like the Cubanesan in the Spanish sector of Harlem, are well worth the trips; also El Boleen in the Village and El Toresdor on W. 110th.

Smarter east side (mostly) spots include the new Versailles, an ultra

Smarter east side (mostly) spots include the new Versailles, an ultra room, which right now is doing a big business. El Morocco, House of Lords, Jack and Charlie's, Club New Yorker, the new Stork Club, all

Lords, seek and Charlies, Glus rew level and the Area saes.

Reinhow Room in Rockefeller Center; the St. Regis hotel; Leo Relsmans music at the C. P. Casino getting a big play; the Savoy-Plaza, the Waldorf, Hotel New Yorker; Hal Kemp at the Hotel Pennsylvania; Bernie Cummins at the Roosevelt; and the Place Plqualls are among the smarter supper hooferles. Eve Symington's return to the latter has

smarter supper hooferies. Eve Symington's return to the latter has turther upped biz. <u>Fresch Casino's Folics Bergeres'</u> revue is still a big cabaret money-setter, but the new Casino de Parses show is now once again an important nitery factor, as bettis the ploneer in the cabaret-theatres. Jimmie Durantee' about at the C. de F. has further upped trade. Of the new etarters, Jack Dempsey's chop house is doing wow biz. Paradise and Hollyweed among the outstudner mass cabarets.

RECOMMENDED POPULAR SHEET MUSIC

"Will You Be Mine?"—High class balled by Beth Brown and Gustav
iemm of the Tibbett school.

Beyond the Shadow of a Doubt"—Balled from the Metro Shadow of.

Doubt' film (Metro).

Winter Over Night'-Pash torcher of the Helen Morgan type and

Winter Uver right—Eash torcher of the Helen Morgan type and which actually she is featuring.

Love Drepped in for Tea'—Novelty, sophisticated foxtrot love song, A King Can Do No Wrong—Familiarly patterned but engaging walts song from All the King's Horses' (Par).

You're Too Far Away—By Cole Porter which insures its sophistics—

### Harlem Riots Dented Theatres, Niteries OK

Aftermath of the rioting in Har iem last week were the moans of theatre managers in the district. There were plenty of visitors to

the riot-torn area but like the na-tives they looked at the damage bat didn't buy theatre tickets. Nigh clubs' biz was not as bad as the atres, excepting on the night of the

### 42D ST.'S SPRING FACE-LIFTING OP.

Spring face-lifting operations are in full swing on 42d street, N. Y. Theatre marquees are being painted, Theatre marquees being painted, and the season lines being painted of front are being reburnished or fixed over. New lighting systems along modernistic lines have been installed by many picture houses dotting this street. Even the three burlesque houses are either washing their outside front walls or installing apecial signs and neon lights.

That strange conglomeration of grill-barrooms, bus terminals and symnastums which augment the theatres, sportsland and museums on 42d street also have brightened up for spring trade.

#### SHRINE ROLLER RINK

Los Angeles, March 25, Shrine Auditorium is being sought here by C. P. (Chet) Crawford for a new roller skating rink. To economize on operating costs, a me-chanical piano-will-provide-tunes for Los Angeles, March 26.

chanical piano with provided the skaters.
Crawford, with Al Mason and R.
E. Hines, recently incorporated Roller Skating Athaeneum.

### PURISTS ASKING REPEAL OF MASS, RACING BILL

Boston, March 26. Both horse and dog racing is at present in a chaotic state in Massachusetts, brought about by a recent bill calling for the reneal of new racing law voted in the elections of last fail.

elections of last fail.

Proponents of the new repeal
measure were heard this week.
Representatives of foes to the racing bill jammed the blagest auditorium at the state house for every
session. Churchmen and their followers were most prominent. In the
proceedings and, although the Aliled Theatres of Massachusetts 'are
interested,' they did not take an
active, part in the move. Opponents
to repeal of racing in the Bay State
will be heard next week, starting
Monday (25). Monday (25).

monany (25).

Indications are that no pony tracks will be built in this state this year; but in Boston it is understood that the Boston Garden is ready to roll with a dog layout when and if.

### Chicken-Feed?

Silver City, N. M., March 26.

Silver City, N. M., March 26.

Edward W. Ward, former Coast
pro ball player who was elected
mayor as an independent and who,
also operates the Silco theatre, is
helding a jack pot of \$850 of uncollected prize money. Film house has
a weekly drawing, winner to get
\$50. For seven straight weeks nobody has come forward to collect
when the number was called.

Coin is in the safe, with Ward
waiting for winner to come and get
it. Frize not claimed one week is
added to the prize for the following
week.

### VARIETY

Lawrence Riley to Coast by car. Tony Hughes fell down, he says Al Lichtman to Chicago and the Coast.

Broadway

Milton Berle to Hollywood, Fla for vacash.

Sedano now dance-partnered with Bob Alton will stage the Guild musical's dances.

Bill and Ginger are preparing a

Margaret Paduia has a pair of inging Pekinese.

Times flags at half mast at pass-ing of Louis Wiley.

Howard Lindsay bought old Dutch homestead in Jersey.

Billy Jackson out in Chi grabbing T some last haives. Dave Chasen and Murray Alpert

motoring to the Coast.

Tracy Barham, Par Ohio operator, in town for a few days.

Berna Burke leaving for London soon, to stay away three months:

Chuck Connors, Jr., married zvelyn Williams, an English Import,

veryn Williams, an English import ist week. Lucille Engel, wife of Sid Welss a., to debut on WMCA as a bai di singer

Lucille Engel, wife of Sid weiss, last, to debut on WMCA as a shall all and the state of the Cort theatre bo, and Carol Renner, Roxy cashler, to wed April 7.

Apollo and Irving Place troupes doubling up for Saturday midnites at the control of the

. I.
Robert Katscher, Viennese com-oser imported by Metro, Holly-codward after a Broadway once

wer.
Jimmy Cannon has forsaken the Journal's by-liners to go into ad-vertising with Erwin-Wassy, writ-

Journal's by-liners to go into advertising with Devint-Wassy, witting copy.

Bob Wilby sneaked in from Atlanta and sneaked out again, province to the property of the property of the province of the property of the ventures and Johnnies by Max Gordon bunch. P.a. going to Hollywood for RKO pictures, a volume of the most humorous and interesting fan missives he has received during the past ten years.

Chester Dougherty is staging the new show at the Barrel of Funt Boys, opening Thursday (28). Peggy Flynn's 20-month-old baby girl seriousy ill at home under care of trained nurse, but mother continuing her weekly broadcasts. State her Little Bar Tmay force the first Mrs. George M. Cottan to take more space and serve dinners.

Morris, the Palace backstage slevator boy, so seriously ill ast mother than the continuing her Meighly, house doorman, was the done.

week he required a Dioou transaction. Fred Meighty, house doorman, was the donor.

Joan Abbott taking off a few pounds at the upstate milk farm conducted by Ben Bernies aster, but the state of the sta

ed their 56th wedding anniversary during past week in Mt. Vernon, Dr. Alfred Weiner, former publisher of the Film Kuiver, Berlin to Hollywood on an o.o. His sons, Lucien and Gilbert Mandells, follow next week after extending their Brauer and the Hollywood on an o.o. His sons, Lucien and Gilbert Mandells, follow next week after extending their Brauer and State of the Hollywood the Hays organization, headed by Jeff McCarthy, again is to be moved this time on the 22d floor of the National Association Bidg, where it will be Association Bidg, where it will be sime on the 21st floor. Rockefeler Center Luncheon Club, holty-tolty noonday rendez-tous for histiness executives which ones about 100 mon-tonant unambers on its register. In all three are 351 mombers. Costs 375 n, year for the privilege of lunching daily from 11:30 to 3:30 p.m. Is hoped, will be netted from the 310-a-plate testimonal dinner which the Broadway-fites-in-Hollywood staged in honor of JP. Leo. Mighet: The motored to the Costs with Louis chool, and the Cost with the cost with Louis chool, and the cost with the co that way.

### CHATTER

### Berlin

By Tom Wilhelm

'Lachendes Berlin' is Piaza's new evue. Carl Rapp to Bendow's Bunter Buehne. Goettinger Handel festival set for

June 1-5. Luebeck opera doing a guest tour Of Sweden.
'Der Junge Wald', new Polish film opened well.

Der Junge Wald, new Pousa aumopened weil. With Curt Goetz
passed 50th performance,
Richard Weichert signed for Altonn Staditionation to the Control of the Control
Stadition of the Control
Stad

g. Kraft Teske's 'Alumne Berger remiered at Schiffbauerdamm the

atre. Philharmonic orch signed to ap-pear in 'Daemon des Himaiayas, pear in Daemon.

Revived Krach im Hinterhaus doing well at Sohiffbauerdamm the

atre. Walter Werner replaced Eugen Kloepfer in Staatstheatre's Koenig

Lear.' Ufa assigned Georg Jacoby to ready 'Der Ehestreik', stage play, for UTa assigned Georg Jacoby to ready Der Ebestrelk; stage play, for execution of the control of the control Willy Schul leads in 'Karl der Grösse."

Heinrich George signed for lead in NDLS 'Karnevalsnacht' by Hans Rameau.

Lead of the control of the control of the control sold to England for Jubilee week premiere.

Der aite und der junge Koenig sold to England for Jubilee week premiere, characterische Libertal der Schreiber der

The state of the s

fer.
Alexander von Swaine and Alic Unien touring Germay and Scandi navia after close of Hamburg sea

navia atter close of the solution of the solut

atre manager, introduced into Reichstheatrekammer in advisory capacity.
Propaganda Minister Goebbels set week of June 16 for Reichstheater festivat week, opening it personally at the set of the set

Friedericus Rex at Wallnertheatre.

Opening of Harry Piel film 'Artisten' postponed because Emil Jananings in 'Der alte und der junge Koenig' was puilling too well at the Roccing' was puilling too well at the Openical at Schiller theatre to good press, with Odette Orsy. Friedel Piesetto and Kurt Vespermann in leads.

Werner Krauss will play Napotemin' Hundred Days. Muspoints and version, for Viel-No. Peter Woss plays Wellington. Peter Woss plays Wellington.

Froudetion started on UFA's 'Am-Production star

Production started on UFA's 'Am-philtryon' with Willi Fritsch, Kaethe

Gold. Adele Sandrock and Hilde Hildebrand in German version. Will'be done in French, too. Carl Froehilch closed casting for Liselotte von der Ffaiz, Versallites costumer, with Renate Mueler, Hilde Hildebrand, Ida Wuest, Hans Stuewe and Else Ehser in the leads.

### Honokulu

Mabel Thomas

Mabel Thomas

Ann Hartling back to L A

Noel Coward here for six weeks.

Zona Gale will give three lectures,
while here.

Jimmy Eillison, MGM juvenite,
visiting relatives here.

Cornetius Vanderbilt Whitney and

Heart and Josephine Leach,
dancers, back to California.

J. J. Franklyn, opens his second
house, The Sheridan, March 15.

Eillen Heach, Yaw sailed for Sheridan,
Howell and Harger dancing 'at
the Young; Miss Howeii is a locat
stri.

Rowland V. Lee resting here for week, and back to L. A. Next a week, and paus week,
Henry Lolliot, Victor RCA representative, making Hawaiian

specials.

Al Rockett, Fox director, and wife, here for three weeks, on world tour.

world tour.

Al Rushiton comes to the Young Root, following Jay Whilden, who returns to L. A.

Harry Owens, musical director at the Royal, has written a new number. Hawalian Paradise.

Yicki Baum back from Australia, learning the Huiu, and writing a carrier of the Huiu, and writing a Carl Brisson flew to Volcano, on the big Island, and back the same day, and was elected to membership in the Beach boys Club.

### **Mexico City** By D. L. Grahame

Ruth Draper socks with recitate at the Teatro Fabregas here. Several Merican buil fighters Several Merican buil fighters are the several fight of the several fight of the several Lanceur (Par) and The Prodigat Son (U) doing the best trade here currently. Town celebrates its 610th birthday Town celebrates its 610th birthday to be the oldest existing city in the Americas.

Americas.

Fight fans in Puchuca, site of the world's greatest silver mines, wrecked a theatre when it was announced that an ace boxer could not perform.

perform.
Government exhibiting Russian plc, 'The Road to Life,' which it describes as a jewel of socialistic art, at the Teatro Hidalgo here. Admittance free.

### Prague By Edward T. Heyn

By Edward T. Heyn

Dr. Aifred Bastyr, a ploneer of
Czechoslovak films, is seriously ill.

In his regular legit theatre, the
Burian, Vlasts Burian is appearing
the production of the production

### The Hague By M. W. Etty-Leal

By, M. W. Etty-Leal

Utrecht Spring Industries Fairbooked to capacity with 1,991 standholders.

Fritz Hirsch. Company billing a
gala premiere of Mein Liebchen am
Donaustrand by Waiter Kollo.

United Actors have secured rights
quie 131 lue. (Man. That. It then
United Actors have secured rights
quie 131 lue. (Man. That. It then
Students at Wageningen presented
Holland with the premiere of Within the Gates, by Scan O'Casey.

At every performance of Men. In
Wilto (MG) half a dozon in the
Capacity by Mich. handle comport by haddy.

Gus Weitzel, Holland's most popular announcer on AVRO, after an
absence of one year in Davos, because of health, resumed his job
this week.

### **Paris**

By Bob Stern

Lina d'Acosta at Olympia.
Irving Netchers to London
Archie Mayo passing through.
George Boronski on the Riviera.
Bob Ritchie due in Europe again.
Mrs. Cole Porter on world cruise.
Charlie Gordon back again from

trip.

Belle Baruch returning for horse

season.

Argentina giving dance recital at the Opera.

Argentina giving cance review the Opera.

Aston Knight coming back to his old haunts.

Conrad Wiii, zyiophonist, playing at the Rev.

Viviane Gosset now in the Folies Bergere show.

Mrs. Laurence Hills returning

Mrs. Laurence Hilis returning-from America. Harry Pilcer at the Ambassa-deurs, Canness Martiza' revived at Tountess Martiza' revived at Tountess Martiza' revived at Persys, Moro and Rosy in Para-mount stage show. Comedie Francaise picking reper-tory for Italian tout. Bill Hiliman in Paris on the way from Rome to London, from Rome to London, Mangan girls to Lyons.

Mangan girls to Lyons.

Joan Warner flying with French
speed aviator Dalmotte.

Mangan girls to Lyons
Joan Warmer Lyong with French
Joan Warmer Lyong with French
Evelyn Laye looking over You're
Me local operetts success.
No United Artists pictures in
iocal showcasse at present.
Richard Day, United Artists art
director, stopping at the Ritz,
Harry Leasim back from a awing
around the southeastern circle
Gelett Eurgess talking at United
State Statement and Louence
Defforce play the piano at her place.
Fox negotiating with M. Umanski
to book one of his houses exclusively.
Weler over from London

lvely. Robert Wyler over from London see William Wyler and Margaret to see Sullavan. Andre Gide writing French dialog titles for a new Russian film, "The Coloviefis"

Andre Gide writing French dialog titles for a new Russian lim. The littles for a new Russian lim. The pittoeffe presenting Steve Passeur's God Knows Why March 25 at the Mathurins.
Clinda Glenn and former Theatre Clean Control of the Control of th

show, with a stellar premier of the control of Tolices Bergere' UAA).
Radio Pictures booking Roberta' at the Miracies-Lord Byron and Little Minister' at the Avenue, both these being Umanski houses theoretical tied granting in the control of the c

### Panama By Bea Drew

Achmed Abdullah back for more Achmed Abdullah back for more story material.
Yacht Infanta, belonging to John Barrymore, here for repairs.
R. L. Wilhite, mgr. of the Balboa chiema, martied to Hazel Wilson-Irene Dunne and her husband were entertained at the Miramar Club.

- Liona Sears put on a show, St. Patricks Day at the Hotel Wash-

Ington.

Blanche Grant is dead after a long illness. Was an old time

Ingiomethe Grant is dead after a long. Illness, Was an old time vandeville player,
The great Salzedo, ventriloquist, is doubling at the Varicadea, and Abduling at the Varicadea, and Dolly author he will leave for Hot Springs soon.
John Stone, of For Will leave for Hot Springs soon.
John Stone, of For Will leave for Hot Springs soon.
John Stone, of For Williams are a managed and the world of t

nents there.

Dr. John 'Jafsle' Condon and daughter, Mrs. Myra Hackner, were visitors and had more guards than the Prince of Wales had when here.

#### London

Harry Foster down with gastrio

Parneli & Zeitiin moving into bigsil Dean after Monty Banks for

ger premises.

Sasil Dean atter Monty Banks for four pictures.

Maurice Browne asking Aubrey Menon for a play.

Gaumont-Brilish to make a test of the control of the contro

edifice.

Gilbert Wakefield's revised version of 'Savinge Lady' banned by censor.

Gilbert Miller giving a supper party to O' L. Preminger, Rein-

Collect Miller giving a supper party to Or Le Preminger, Reinhard directionson, deceased wig-maker, left an estate valued at around \$429,000.

Tommy Holt oft to New York for a fortnight to -land a Broadway Metro spent \$10,000 in newspaper advertising the first week of Copperfield, at the Palace.

Harry Roy moving to the Park Lidening for pa and manual state of the Park Lidening for pa and manual to the party of the Park Lidening for pa and manual to the Park Lidening at Caliaborough film studies to open the Chema Shop at Self-ridges.

Lave and Frank Lewton Ryank Lewton Ryank Whiter's box at premiere of Ringmaster at the Shaftesbury, March 11.

Manchester has the only blent had the parkets of the Chema Shaftesbury Harden Lidening for the Parkets of Ringmaster at the Shaftesbury Harden Lidening for the Parkets of Ringmaster at the Shaftesbury Harden Lidening for the Parkets of Ringmaster at the Shaftesbury Harden Lidening for the Parkets of Ringmaster at the Shaftesbury Harden Lidening for the Ringmaster at the Shaftesbury Hard

Manchester has the only 'silent' picture, house, left in, the British Isles, accounting to a report by West-House, accounting the picture house, accounting the selection of the

Love from a Stranger likely to open at Birmingham, starting Edna.

Mose Empires office frantfeally phoning Alfredo to pay 36 for the hire of an extra plano during his week at the Hippodrome, Birmingham of the More of the Hippodrome, Birmingham of the Hippodrome, Birmingham of the Hippodrome of the H

### Tokyo By Burton Crane

House owner of Glneiza has gone

independent.
Glichiro Nakatani, oldest secondrun operator in Tekyo, has folded.
Shibazonokan and Dogenzaka
kinema have been taken over by

Shibazonokan and Dogenzaka
Kimema Inave Deen taken over by
Sholiku.

Shibazonokan inave been taken over by
Sholiku.

Shibazonokan inave been taken over by
Sholiku.

Shibazonokan inave been sale of too
home with his wife and children.

Loow takes over.

Loom takes over.

Loow takes

### Hollywood

Merie Oberon on the flu list. Sig Schlager hors de combat with David Penn's bullet wounds I

Norman Moray flits to Kansas Warners and Sy Bartlett have parted.

Elnnie Barnes rushing back from London.

Doc Howe spotting one-nighters in Texas.

Ben White recuping from minor peration. op

Phil Goldstone hit by flu twice in Hanns Elsier concerting at Maso Opera house.

J. J. Milstein tanned by Mexic City cilmate. Reginald Berkeley recovering from operation.

Jessie Henderson back after spell in Washington.

Harry Ruby haunting the spring training camps. Neuritis has Burr MacIntosh in Hollywood hosp.

Darryi Zanuck wili again shoot bears in Alaska. Mary Ellis eastbound to catch a boat for London.

Carl Walker feted by local War-ner theatre staff.

Frank Capra ducked the hospita to mend at home. W. P. Lipscomb readying a play on Samuel Pepys.

Winifred Shaw in Salt Lake for week of personals. Fred Quimby looking over shorts

Robert McIntyre soaking up the un at Palm Springs.

Ethel Shannon Jackson under the nife; but improving. Somebody mistook J. J. Shubert for Chief Caupolican,

for Chief Caupolican.

Edward M. Saunders back from
two weeks in Miami.

Frank. Pendleton. completely
mended following op.
Joe Lawrence has taken his famity back to Sait Lake.

Barbara Ann Blue, Monte's dotter,
floored by pneumonia.

ing sack as a large of the contract of william Henry atching the hula dancers in Hawaii.

Louis Hayward returns to London and then jumps right back.

Joseph Gliph new assistant to William Roenig at Warners.

Rost le Lynn east for a vacation and then jumps right back.

Joseph Gliph new assistant to William Henry atching the contract of the contract

New York to resume his writing at Fox. Travis Banton en route to New York and Europe for fashion look-Jack James, Herald sports writer gave blood for the Si Masters trans-fusion.

Octavus Roy Cohen in Saturday Work on Paramount's Virginia

to work on Paramount.
Judge.
Countess Warwick arrives this week to be guested by the Bruce Tay Garnett cracking the dailies

project, Col. S. F. Jacobs, British picture correspondent, sails for home

### CHATTER

years to when he was a juve for the Edison Co.
Pasadena charges picture companies 50 smackers for filming in its streets.
It is streets and upped from assistant director to pilot Fox's Spanish 'The Rest Cure'.
Hal Roach confirmed contract with 5-year-old Carl Switzer, new-cit and the confirmed contract with 5-year-old Carl Switzer, new-cit and the confirmed contract with 5-year-old Carl Switzer, new-cit and the colombier from making the trip sast with Chevaller.
Nick Foran is commuting, to Catalina between pictures on that new Switzer on the colombier from making for any contract of the colombier from making for any contract of the colombier from making for any contract of the colombier from making for any colombier of the colombier from the colombier from the colombier from trailer cutter to assistant cutter on features at Par.
Winheld Sheehang juested Mrs. E. Winheld Sheehang juested Mrs. E. Winheld Sheehang juested Mrs. E. The colombier from the for lot the living per from trailer cutter to assistant cutter on features at Par.
Winheld Sheehang juested Mrs. E. The colombier from the for lot the living per from trailer cutter to assistant cutter on features at Par.
Winheld Sheehang juested Mrs. E. The colombier from the for lot from the for lot from the for lot from the for lot from the form of the form

office.

Par gave year's contract to Grover Jones, so writing team of Jones and William Slavens McNutt remains

intact.
Tom Mix Wild West Circus draws \$100,000 suit from spectator who claims loose seat board sent him spinning. John Herrman and Carl Peterson

Jonn Herrman and Carl Peterson, Paramount cameramen with the Byrd expedition, in from Australia and out for New York.

New York, with George Landy Joining the Jerry Mayer talent sency. Dick Hunt continues as a pa.

Sleep 'n', Eat the colored comic, has gone Hollywood. He has notified the colored comic, has gone Hollywood. He has notified the colored comic, has gone Hollywood. He has notified the colored comic, has gone Hollywood. He has notified the colored comic, has gone Hollywood. He has notified the colored comic, has gone Hollywood. He has notified the colored comic, has gone Hollywood. He has notified the colored comic and the colored comic has colored to the colored colo

### Montreal

Joe Lightstone optimistic Club Lido holding up wel Ross Martin new m.c. at the Em

Normandie trying out amateur night Friday's.

night Friday's.

Cabarets hard hit by Lent. Chez
Maurice closes April 1-22.

Eddie Sanborn writing musical
settings for 'Leet We Forget'.

Midway and New Starland, downtown nabes, nailed for aisis-crowdtown abes, nailed for aisis-crowd-

town nabes, natice or mean.

Bit is Pilm Club alming at enBright powersa. Alms; boosts
membership to 500.
Gordon V. Thompson here with
new sons, 'quintuplets Lullaby, 'inspired by visit to Callender, Ont.
Operating 13 mean houses here,
shows \$139,472 net profit for 1934
against \$247,618 for the preceding
16 month period.

### **Philadelphia**

A. R. Boyd, Fox head, making his annual trip to Florida. Artle Cohen, manager at Earle, to the Lindley in North Philly. Harry Murdock, film and drama crick for Ledger, club speaking. Tommy Labrum week-ending in New York before his houses re-

Tommy Labrum week-ending in least Banton en route to New York before his houses reward Europe for fashion look.

James, Herald sports writer, one of for the Si Masters trans a Mob beginning to week-end in Atlantic City with arrival of spring the season of the owner, honey-mounts Virginia or the owner, honey-mounts of the season of of the season

### Milwankee

Joe Krause, former theatre manager, now selling advertising for baseball club program.

Jack Frackmann, Security Pictures, and Len Brin, Garden owner, will be room partners for a tonsilectomy.

tomy.

Locally staged Passion Ple played to near capacity full we at the Audotorium. All members cast anonymous.

cast anonymous.

Whether night clubs will get a 2:30 a. m. curfew, instead of the present 12:30 a. m. closing law, will be decided by the council Friday (29).

(22).
Stagehands and musicians have incorporated as the Midwest Amusement Company to bring stock Eurlesque back to the Gayety. First time in about 15 years, Charles Fox has had no finger in the house.
Neighborhood theatre, ownership changing so fast hers it is impossible to keep track of sales and subject to the company of the company

### Kansas City By Will R. Hughes

Nate Flatt here for a confab with George Baker
Jimmle Majors is, nursing a badly lacerated leg. Was pitched by a horse into a wire fence.
In spite of the bad business, there are constant rimors that one or more houses are to be respended.
The Star, is doing pictures while Jack Moffitt is busy with some special stuff.

the Star, is doing pictures while Jack Moffitt is busy with some special stuff. Baker, managing director of the Newman, is president of the Variety Club for the current year. Mary of Scotland and the Abbey Players, both set for April, are the George Goldman is busy figuring on attractions for the Mundelpal auditorium, although it will probably not be ready for another year. For a open player and the city with dancing, floor shows, and refreshments, No drinks over a quarter, and heer a dime. ed. bill legalizing horse racing and fixing the license fee at \$800 a. day for tracks near St. Louis, and \$600 a. day for tracks near St. Louis, and \$600 a. day for those near Kansas City.

#### Minneapolis By Les Rees

Variety club charity ball indefinitely postponed.
RKO favuring on patting 18
Roberta prints to work.
Ben. Fish, Sam Goldwyn's personal representative, a visitor.
Local beauty pairor running
style show to entertain patrons.
Local beauty pairor running
style show to entertain patrons.
Clubroom with all new equipment.
North Dakota exhibs up against
new 2 perent sales' axo on theatre
tickets.

new 2 percent sales tax on theatre tickening. News claims local daily is aponsor of campaign designed to put it out of bix.

Fred Finnegan, Universal booker, preparing to migrate to that Lake the control of the contr

shows.

Fred Abelson, GB exchange manager, accompanied by W. A. Steffer and several other exhibs to Chicago to give three forthcoming releases the once over.

Gould Boys Banjo band of 60 instrumentalists, 1932-84 world's champs, appeared for single performance with Eddie Peabody at Orpheum last week.

#### New Haven By Harold M. Bone

Herman Jacobs back in town.
Herry Shaw lining up talent for local benefit.
Manchester April 3.
Mac Horwarth and the hospital set to part company.
Billy Elder even gets his name on the spout page now. Blanche Calloway to College April 5.
They gave Chris Joyce a midnight blowout on leaving Par.
Freddy Johnson. ex-Par. asst.
mgr., is. in the army now.
Symphony set for May 11.
Adeline Mansi now working Club-Paradise with Dot Enois Co-eds.
Five Yale boys who tried to crash

'Follies' stage door, ran afoul the

law.

Poli mgr., Harry Black, join:
literatt with a by-line in Sunda;
feature section.

Local Council of Theatre Patron:
opposing censorship bill now before
state legislature. joins

### Baltimore

By Albert Scharper, Jr.

Burg bock beer conscious.
Talk here of a workers' theatre.
Ted Routson troubled with sinus.
Len Trout turning horticulurist.
Beauty shop here labeled "The
Mac West."
Eleanor Klein back from the

Beauty shop here agoese the Elegand Make West'. Kieln back from the Elegand booting loads better. Warner Bros. Club formed here with recreational quarters in Met Theatre Bidg. Theatres have commenced using the warm weather slib a little Roy Bergere has become such a marble game addict, he has hought a machine and installed it in his home.

home.

Alex Gifford batting out pix reviews for News-Post in absence of
Norman Clark, who is o.o. ing Holiwood.

lywood.

George Browning Rodney Collier
and Guy Wonders have been made
honorary members of the American
Aeronautical Assn.
Bill up for pasage in the State
Legislature would prohibit medicine
shows of all descriptions from playing stands in Maryland.

### Chicago

Paul Kapp is a poppa. Phil Tyrell in the Billy Diamond

office.
Senator Murphy a new Kentucky

Lou Cowan opening a set of pub-licity offices.

A. B. Marcus stailing his hop-off

iralia. Blumberg in town on his

Mate-Blumberg in town on his mean time. He was a superscript of the Coust for a spell mapped into the couple of days to sase a bad stomach sche. Don DeCarl and Al Prignanc are opening a flower shop on Jackson Johnny Hyde ducking to a spell mapped in the way to the couple of the cou

Johnny Hyde ducking in and out on his way from Hot Springs to New York.

Nick Long, Jr., east to make a screen test for Metro after 10 weeks at the Chez Paree here.

Bob Hickey aiready starting campaign for the Cole Bros. circus opening at the Coliseum Grant Harr Kose's most embarrassing Harr Kose's most embarrassing the man he to the the Man her week when the man he thought was Charlie Forsythe wasn't.

### Saranac Lake

By Happy Benway

Now, if Huey Long should take is 'Share-the-Wealth-Plan' to his 'Share-thc-Wealth-Plan' to Saranac and call it 'Share-the-Health-Plan' all would be hunky-

dory.

In the February issue of the Fluoroscope, Mannie Lowy pencils a featured story. Mannie o.k.'ing at Southern Pines, North

Carolina.

A general vote of thanks to Mr. and Mrs. Ben Lipset for the many two works rushed into our library, the wooks rushed into our library, the wooks rushed into our library, the work of the w

Pittsburgh By Hal Cohen

Bob Chester's orchestra has suc-eeded Eddie Lane at Chatterbox. George Jessel in town briefly on air hop from Cleveland to Florida. Cernegie Tech drama school doing Shaw's 'Getting Married' this week

George Seibel, drama crick for Sun-Tele, in New York looking over

Sin. Tele, in New York looking over it Manows. We was the control of the control

### Des Moines

By R. W. Moorhead

By R. W. Moorhead

The A. H. Blanks acjourning in Hot Springs.
Frances Northup, dancer, married to Warfs (killion-here.
Frances Northup, dancer, married to Warfs (killion-here.
Holiss Martin, recently Holly-wood Restaurant, N. Y., is now a co-ed at Drake U.
J. M. Spalls has leased the Riatic, Young the William of the Wi

### Seattle

By Dave Tropp

Seattle Repertory cuts admish to Don Woodin in L. A. Maybe-per-

Palmer, and Margaret Newell.

Betty Huntifuscin, still abed after effects of recent operation. Gai looks the part of a get-up-scontroutine. Hazel Gladstone now all up after her recent operation. The passing of the properties of

### **OBITUARIES**

WILLIAM BOYD

William Boyd, 45, stage and screen actor, died March 20 in Hollywood of an intestinal allment. To avoid being confused with his screen namesake, he used the middle name 'Stage' parenthetically in his pic-

ture work.

Born of a theatrical family, deceased was a circus rider before he
made his stage debut with Maude
Adams in Peter Pan.' He was later
the star's leading man and also
played opposite Mrs. Fiske, Ethel
Barrymore and others. He came to
the attention of film producers
through his work in 'What Price
Glory,' Tenth Avenue' and 'My
Lady Lies'. Lies.

At the suggestion of Miss Barry-more he turned to films and made his entry into the cinema in 'The Locked Door.' Other pictures he his entry into the cinema in 'The Locked Door.' Other pictures he appeared in include 'The False Ma-donna, 'Gun Smoke,' Benson Mur-der Case,' 'The Spoilers,' 'State's Attorney' and 'Derelict.' He was

### F. B. HAVILAND JERRY VOCEL

stricken shortly after he completed his role in Transatlantic Merry-

Go-Round.'
His mother survives. He was di-vorced four years ago from Clara Joel, stage actress.

FLORENCE MOORE
Florence Moore, 49, died in Darby,
Pa, March 23, following, an operation performed March 9. She is
survived by a sister, a niece and two
nephews, all of Philadelphia.

nephews, all of Philadelphia.
Miss Moore was born in Philadelphia and for a time sang in a church choir there. She went on the road with her brother, the late Frank Moore, with a stock company, playing without pay for the experience she gained. She was first married to Jules I. Schwob and later married William Montgomery. first married to Jules I. Schwob and later married William Montgomery, gaining her first real secogniton in the act of Montgomery and Moore. Her first Broadway hit was in 'Hanky Panky' in 1912. Her last appearance was in 1932 in the revival of Craule Snatchers. In bevival of Craule Snatchers. In leading the state of the Plays were 'The Pleasure Society', 'Passing Show of 1916, 'Breakfast in Bed,' Music Box revues of 1921 and 1923, 'Greenwich Village Folilles,' 'She Couldn't Say No,' 'Artiest and Models' and 'The International Revue.' Interment was in Mount 'Peace emetery, 'Philadelphia.

### CHARLES VINCENT

Charles Vincent, 76, died in Glen Cove, L. I., March 21. His widow the former Grace Ingersoll, sur-

the former Grace Ingersoll, aurvives him.

Born in England and reared, in
Australia, he came to this country
at the age of 17. Always interested
in amateur theatricals, he presently
adopted the stage as a profession
and for some 18 years he acted and
wrote plays, his best known being
'The Man From Mexico' in which
William Collier scored. Jack and 'A
Navai Cadet' for James Jack and 'A
Navai Cadet' for James J. Corbett.
Others were 'Running Wild' 'Sport
McAllister, 'Miss Dirke', 'A Gay Decelver' and 'Old Glory'. He had 23
plays produced. He es'ablished the
Glen Cove Opera House with a
stock company around 1900 and both
produced and acted with a stock
company. In recent years he had
been conducting a book store, more
as a fad than from necessity, 'specializing in old books.' It gave him
the, bookish atmosphere he loved
and brought him into contact with
other bookisovers.

#### WILLIAM CONKLIN

WILLIAM CONKLIN.
William Conklin, veteran of stage
and screen and late actor-producer
contact for the Academy of Motion
Picture Arts and Sciences, died in
Hollywood, March 21, from the
effects of a paralytic stroke suffared two months ago. A native of
the control of the control of the control
1816, being the period of the control
1816, being heet known for his work. 1914, being best known for his work in 'Sweet Rosle O'Grady.'

He came to Hollywood in 1915 to make a picture for Balboa Films and had played in films consistently

up to 1928 when he retired to join Actors' Equity as aide to Charles Milier, West Coast representative years later he moved to the

Two years later he moved to the Academy, which post he held up to the time he was stricken.
His widow, the former Marte Heath, stage actress, survives. Cremation followed services in Hollywood, March 23.

#### JACINTO CAPELLA

JACINTO CAPELLA
Jacinto Capella, 55, died in Madrid, March 5, as the result of bronchial pneumonia. He wrote his first play when he was 15. His most successful theatrical plece was a zarzuela entitled La Gatita Blanca (Little White Cat).
While in Cuba he became acquainte was considered Tipe Santi Venider, and he wrote the lyrics for several of Stimon's sons. Capella several of Stimon's sons. Capella

several of Simon's songs. Capella worked in New York about 20 years ago translating popular American songs into Spanish for Columbia

records.
Survived by his wife, Teresa
Calvo, former pro. Interment in
Madrid.

WILLIAM C. GREEN
William C. Green, 54, widely
known allm ealesman in Utah, Idaho
and Oregon, where he represented
National Screen Service, died March
17 in Portland, Ore. He was the
victim of an auto accident in the
Bend, Ore, country three weeks ago.
Previous to coming to Portland, 15:
years, ago, he had been in theatre
business in the east and for several
years was general manager for the
Dr. Lathrop theatres in Boston.
Funeral services were held March
20, with interment in Greenwood
cemetery. His widow survives.

#### NELLIE LONG WOLFE

MELLIE LONG WOLFE
Mrs. Nellie Long Wolfe, 56, died in
Appleton, Wis., March 21, after a
lengthy limess. "With free first-husband, Frank Long, she headed the
Nellie Long stock company. Later
she toured with the Noble company,
the Wiederman stock, and her own
Wolfe Stock company. In all, she
appeared in between 400 and 500
plays.

plays.

On the death of her husband, in 1919, she left the stage and in 1925 she married Frank L. Wolfe, who survives her. Seven children also

#### BEN GOLDMAN

Ben Goldman, 45, former exhibitor and attorney for film interests, died March 20 in Los Angeles after a tone illn

iong illness.

After disposing of his theatre in Edmonton, Canada, deceased organized, in 1915, the Exchange Managers Ass'n of Minneapolis, from which stemmed the Film Board of Trade. He was a practicing attorney in and out of the trade for many years in Los Angeles. His widow, two sons and a daughter survive.

#### LOUIS RHEINGOLD

LOUIS RHEINGOLD
Louis Rheingold. 44, died at the
N.V.A. lodge, Saranac, last week,
atter a lingering illness of four
years. He first went to Saranac
four years ago, aponsored by the
Jewish Theatrical Guild, and after a
short stay at the Clancy cottage
went to the N.V.A. lodge. He will
be remembered as an independent
vaudeville agent, working with his
brother, Sydney Rheingold.
His mother, brother and two sons
survive.

FRANK E. STOUDER
Frank E. Stouder, 67, former theatre owner in Fort Waye, Ind, died
at his home on Friday, March 22,
He had been ill a year and recently
underwent an "operation at.—St.
Joseph's hospital. At one time he,
operated and managed the old
Temple theatre. Later he became
interested in the Lyric and Falace
houses, retaining a part interest in
the latter up to the two of his
death. Burial in Fort Wayne.

### MAURICE MERALL

MAURICE MERALL
Maurice Merall, singer and playwright, died March 10 at Bellan
Hospital, Parls. He retired from the
stage 12 years ago and since then
had been connected with the running of the Society of Dramatic
Authors.

### RALPH PITZER

RALPH PITZER 10We,
Raiph Pitzer, 56, died in Youngs- chorus
own, O., March 14, after a fourponth' illness. We had been manevery month' illness.

ager of the Princess theatre in Youngstown for 2. years. He entered the theatre business in 1905 with Isaac Hartzell, operating one of the early motion picture theatre circuits in the Youngstown area. His sister, Mrs. W. L. Dales, at whose home he lived, survives. Interment locally.

#### FRIDOLF RHUDIN

Fridolf. Rhudin, 40, Sweden's fore-most screen comic, died suddenly March 6, from brain fever. He was exceedingly popular in all Scandi-navia and enjoyed the highest sal-ary of the motion picture players in Sweden. He was previously one of Svensk Filmindustr's biggest stars and was lately engaged by the Eu-ropa Film in Stockholm.

### EDDIE OLSON

Eddie Oison, of the team of Frank and Eddie Leslie, died in Brooklyn March 4, of a heart attack. He was buried in Evergreen cemetery with

military honors.
Frank Lesile Olson, whose death
was announced two weeks ago, survives, the Brooklyn newspapers
having confounded the two men.

### HELEN BELLE TAVERNIER

HELEN BELLE TAVERNIER
Helen Beile Tavernier, 69, of the
original cast of "What Happened to
Jones," ded in New York, March
21. She was the widow of Albert
Tavernier. Mrs. Tavernier was in
early, years with Joe Jefferson and
played the Ingenue in Niel Burgess'
County Fair.

### A. A. BUSHEE

A. A. Bushee, 76, died March 20 at Long Meadow, R. I. He was with George M. Cohan in 'So This Is London', played for two years in 'She Walked in Her Sleep' and was well known in stock. Failing health caused his rettrement about three

#### FREDERICK C. YAYWARD

Frederick C. Yayward, 53, manager of the Auditorium Theatre in Spokane Theatre in Spokane many years ago, recently died at the Naval Hospital in San Diego, Cal-

CHARLES 8, TODD

Charles S. Todd, 54, prominent
Edgewood, Ia, orchestra leader and
identified with many entertalment
promotions, died after being ill
only a few days. Widow and five
children survive.

#### CHARLES G. HENRY

Charles G. Henry, 55, former owner of a film theatre in Theresa, N. Y., died March 11 in that village. He also had operated an amusement park.

ABRAHAM LEWIS
Abraham Lewis, 53, concert siner, died in Hollywood, March 22, of a heart attack. Widow, a daughter and two sons survive.

BURDETTE CLEVELAND
Burdette Clairs Cleveland, 32,
opera and concert singer, was
struck and killed by an auto in
Freeport, Ill., March 20.

RENATO ZANELLI Renato Zanelli, Chilean singer who had appeared here at the Metropolitan, died in Santiago. Chile, March 26, as physicians were preparing him for an operation.

FRED MILLARD
Fred Millard, 48, long in vaudeville with a comedy banjo act, died
March 4 in Los Angeles.

Thomas Galliater, 56, for the past seven years a carpenter at Fox stu-dio, died of a heart attack in Los Angeles March 18. Widow and a daughter survive.

Arlene Harvey, 22, daughter of Chick and Tiny Harvey, standard vaude team, was killed in a nitery fire in Chicago on March 24.

Father, 58, of Irl Hunsaker, radio singer, died March 18 in Los Angeles,

#### CANTON BURLEY

#### Canton, O., March 26.

Canton, O., March 28.
Burlesque is back after an absence of several years with the
opening of the Fed. Rightmire
stock at the Grand. Company includes-Pat. Burns, Hawley-and-Harlowe, Mitzi Walker, Mae Emerle, a
chorus of 12 and Ming Tol.
Polley calls for new principals
svery two weeks.

### 12 PINCHED IN ALA. NABE BURLEY RAID

Birmingham, March 26.

Saturday midnight burlesque tab at the Cameo, nabe house at Avondale, last week was raided by the police. After the arrests, show went back to the little theatre which had been struggling for existence and started advertising in the uptown papers that the 'Socialed indecent Show' would play special performances.

Dogeth performances.

Dogeth performances court were 12 population of the performance of the performances. The work was postponed till Wednesday (27), at which time it is possible that Judge Henry Martin will see the show himself. Cameo is located in an obscure cotton mill district.

Billy Wood, manager, has been playing the Saturday midniters. Last week the cope claimed the girls showed too much. Those arrested were Jean Fendley, Mac Proyr, Maxine Thompson, Jackle Holcomb, Joga Stinson, Wood, T. W. Williams and Jimmie Sanders, Em-The stills mosed in theirs for the proper of the pr

Williams and Jimmle Sanders, Em-ory Baker and three musicians. The girls posed in tights for a newspaper photographer, but Jer-ome Phillips, city prosecutor; claimed the costumes were not the same as used at the theatre during the raid.

### Rather Be Called Honky Tonk Than Pay Burly Scale

Los Angeles, March 28.
Contending that the burleaque code discormantes against smaller code discormantes against smaller enterprises, and so to a bonky-tonk than burley. Harry M. Popkin and George D. Ringer, operators of the Burbank on Main street, appeared last week before local code officials to seek relief from code wage regulations.

Revealed at the hearing that as against the code scale of a minimum, of \$35 a week for principals and \$20 for line sirls, Popkin and Ringer are paying \$16 and \$15, respectively.

singer are paying 316 and 315, respectively.

Despite this, they told the codists and Charley Miller, Equity's coast rep, the house lost \$1,897,36 from Feb. 17 to Dec. 31 in 1934. Had the code scale been paid, they said, the loss would have mounted to \$5,113.36.

19,113.36. Coders tried to get an admission that the operators were trying to economize in running the house at the expense of labor, but this was denied.

Testimony has been sent to Washington for a final decision.

### MPPDA

### (Continued from page 5)

which popular appreciation may be raised by the inspiring appeal of ever better entertainment. Hays said, adding that it has been easier to under-estimate than to over-estimate Main streets intelligent appreciation of quality entertain-ment.

ment.

Urging the need for planning for continued progress, the M.P.P.D.A. chieftain reminded that the induschlettain reminded that the industry must not only be willing, but ready and able to respond to the voice of public opinion. He decred cycles and imitativeness, finding gratification in original stories being planned for production as a guarantee that variety as well as quality will continue to mark the procress of the motion picture. Procress of the motion picture, or the cycles of the motion picture, or the cycles of the motion picture, or the cycles of the motion picture. On the cycles of the cycle

of output during the past year. Adaptations of classics, novels and short stories ran 40.5% and adaptations from stage plays and musicals 19.5%.

sicais 19.5%.
Report indicated that people who formerly were infrequent attendees of film theatres are now giving their patronage to the finer pictures, Hays saying that pictures produced upon a higher standard of appeal have brought a new strata of attendance.

## MIDWEST BURLY **BRASSIERED:** BIZ N. S. G.

Chicago, March 20.

They're building a waiting vall along burlevoue row throughout the midwest following a sudden order from the front that brassleres must be worn by the chorus and strippers. These orders, regular preciection rulings, have hurt. Business is shot and is not expected to recover until after the April political elections, wehn the heat will cool down. Business is brutal. The girls are will cool down the stage harnessed to their amplits, They're strapped down by orders of the political leaders. And showmen know from experience that the more brassleres, the poorer the biz.

Gimlet Eyes
All along, Chicago's burlesque row they're trying to keep : stiff upper lip and even pretending that they're not wearing brassleres. The boys are beefing that they're no getting their money's worth. To them, a burlesque show with brassleres is not burlesque. It's the same old story—burlesque have with thrassleres is not burlesque. It's the same old story—burlesque have mothing but stripping to give em any more, and a burlesque show with thrassleres is not burlesque, life the earne old story—burlesque show with tot stripping to give em any more, and a burlesque show with tot stripping is no show.

It's tough enough for the theatre

is no show.
It's tough enough for the theatre

It's tough enough for the theatre owners, but it's toughest on the strippers who can't strip. Their art is himpered by strings and straps and nets.

Drop the Handkerchief
And the lack of enthusiasm among the teasers is reflected in the comics choice of laugh bits. They've gone back to the handcuff routine and the bet-a-dollar bit.

He only a couple more weeks be-

It's only a couple more weeks be-

### PITT'S CO-OP BURLY EXTENDS ITS STAY

Pittsburgh, March 26.
Burleaque season, which usuallyends here around first of April, expected to extend into June this year
due to recent pick-up in business at
Variety and satisfaction of musicians and stagehands, who are running house on a co-operative basis,
Theatre was recently turned over to
unton help-by George Jaffe when he
decided to concentrate on his recently acquired Gayety in New
York, which he is operating in association with Izzy Herk.
Only pit men and backstage crew
are working co-operatively, with Pittsburgh, March 26.

working co-operatively, are working co-operatively, with performers and chorus getting their regular salaries. First week boys put in their time for practically nothing, second week they drew down a few bucks, but lately takings have in-creased and Mustags (musicians and stagehands) are determined to keep color into supmer.

status of Variety for next season as yet undetermined, but if Jaffe re-mains in east it's altogether likely that Mustags will continue to oper-

### **Balto Shutters**

Baitimore, March 26. Palace, which for the past four months has been playing Supreme wheel shows shuttered suddenly Saturday (23). According to house manager Maurice Castelle, spot will reopen with same policy next autumn. The Minskys hold-a five-ver lease or property. year lease on property.

Meanwhile management is weigh-

Meanwhile management is weighing feasibility of going into a straight pix policy. Spot has no cooling apparatus. Leayes but one Balto burley, Hon Nickels' Gayety playing Independent wheel shows thrice daily at 55c, top.

# INDOOR CIRCUSES BOOM

# Cole Bros. Show Almost 100% Co-Op | WINTER SEASON As Terrell-Atkins Hand Out Pieces

Chicago, March 26.
To make sure that the Cole Bros.
Clyde Beatty show won't have any
of the lads in power robbing the
till Zack Terrell and Jess Atkins,
owners and managers, have given owners and managers, have given all the execs a hunk of the circus. It will be the first circus in which practically all the employees are

owners.
Clyde Beatty has been given \$10,000 in stock, which was handed to him when he inked the contract. eatty will share.

top-notch men have also been allowed various pleess, so that each, if money comes, will: will my with a nitty nest-egg for winter. Terrell, one of the smartest outdoor showmen, took the co-op plan to make sure all connected with the venture would give everything they've got. Radical move has brought to the front and pad room of this show all the top talent in the circus field today which makes it appear that Ringling will have tough opposish, as well as a pretty big bunch of owners to battle all apring and summer.

### RADIO SHOWMANSHIP

(Continued from-page 40)

worthy of being pressed onto a disc. Further, fact that one may win a sawbuck with a good self-composed jingle is being mentioned at conclu-sion of each recorded spot an-nouncement.

#### Sponsors and Delicacy Baltimore.

Schmidt's Bakery, large local firm feuding with WCBM, on which station it has long advertised. The bakers recently started making new type vitamin-vatted product which is billed 'prune-jutce bread'. Consequently sought to alter old radio ad copy by injecting a currently pular note and calling the new oduct a cure for 'faulty elimina

product a cure for Taulty eliminative CBM permitted that, but late
last week halked when, the bakers
sought to bring the thought closer
and more crudely home to public by
direct allusion to subject through
employment of the word constipation' in copy.
Both bakery and station have remained adamant in their respective
stands-to date, with the squabbling
continuing.

Reporting the Fire Boston.
WMEN, Boston, reported fouralarm fire, which ravaged entire block across from Botel Manger, block across from Botel Manger, broke out abortly after II p. m. Station aired three flashes before midnight. As blaze increased in intensity, and the opinion grew that it and the opinion grew that it on the property of the

tendent of Police.

Dictionary As Prize
Rochester.
Station WHEC. RKCP data theatre and Rochester Transchineatre and Rochester Transchineco-operating in series of spelling
bees for school children. Entry
blanks printed in the newspaper and
30 entrants picked to participate on
the Palace stage each Saturday
to Policy to the Policy of the Transchines of the
T-U. Is master of series of the
T-U. Is master of the Transchines, and
event is broadcast.
First prize is \$5. and dictionary
and second prize, \$5. Bees scheduled to run 10 weeks.

Short-Wave School Start
Rochester School of the Air over
WHAM tried two.way broadcast.of.
Science lesson. Harry A. Carpenter,
Instructor, asked questions from
the Ast and the Air over
the Air Start of the Air over
the Air Start over
the Air over
the

### Information Girl

Station Wow and Ford have gotten together on a new idea of bailyhoo in these motor car company employs an 'Information Girl.' who
puther a Fig. 1. The state of the stat

tacts various women's organizations getting over her dope as a person-ality. Just for example she drives one of the new hacks about to the meetings, etc.

Girl in the case was to have been a local miss, but change in plans brought in Dorothy Schoepps of Chi as the ear-muff girl.

### WLVA's Classified Column

WLVA's Classified Column
Latest advarting stunry, Va.
Latest advarting stunry, Va.
Latest advarting stunry, Va.
Latest advarting stunry, Va.
Latest advarting stunry of the Air'. Station sime column of the Air'. Station sime column of the Air'. Station sime column of announcements under such headings as Lost and Found, Jobs.
Wanted, Teal Earter for Sale, etc.
Listeners are told at the start that they needn't expect much music or entertainment during the period, but they needn't expect much music or entertainment during the period, but of values will be tipped off to a lot of values will be tipped off to a lot of values of the program are asked to tole for the program are asked to tole the classifieds.

### Women Like Men's Sho

Women Like Men's Show
Philadelphia.
WIP has a true case of ether pecultarity on its hands.
Studio, believing the air was too
full of fem programs—women's
clubs, etc.—began a series several
weeks ago called 'For Men Only.'
weeks ago called 'For Men Only.'
cockid onesis of male fashions.
cockid mesis of male fashions.
cockid mesis of male fashions.
cockid mesis of male fashions.
cockid onesis of male fashions.

### Program Research

Program Research
Several weeks ago WBAL started
planning and publication
cast which it held yesterday. (Monday) in honor of Maryland day from
top of Washington monument here.
Which it prepared its min which
shot Tower, century old cylindrical
brick structure which is only thing
of kind remaining in country. The
announcer, Bert Hanauer, had to
announcer, Bert Hanauer, had to
man only half-way up structure,
Further difficulty in preparing program when Hanauer went to public
library last Friday fell asleep while
library last Friday fell asleep while
library in the prepared while
library in the prepared while
library in the prepared while
fill he was awakened by attendant
when library was closing. Consequently had to rush assignment into
other choree on Saturday.

Harmonica Contest

As a result of competition of the state of t

# BIG B.O. WINNER

Shrine Circuses Lead Way to Greatest Indoor Biz-Total 1934-35 Take Was \$1,000,000 in 35 Towns \$50,000 Average Profit on Raffle Ducats

#### LEGION LOOKS

Chicago, March 26: Greatest winter season in history is just being completed by the indoor circuses. Indoor rings made more money for themselves and their sponsors than they thought possible:

Auspices organizations are already signaturing deals for 1936, 1937 and 1938 on the basis of the money they corralled this past winmoney they corralled this past winter. Net profits of \$50,000 to \$80,000 were not unusual for many of
the Shrine circuses held throughout the midwest. The \$80,000 net
take is not a mirage or a press
acctually the
acctual begins it was actually the
acctual begins it was actually the
acctual begins in the cort
organization in Grove in account and
seven-day indoor circus intaged with
the Cole Bros. bunch.
Shrine in Detroit netted \$70,000,
the Pepper Club in conjunction with
the Firemen's Association in Columbus-touched more than \$45,000. The
door circuses in Minneapolis, Grand
Rapids, Omana and Denver netted
like figures. The Folice Show in
St. Louis also remained in the high
money class on their long-run cirmoney class on their long-run cirmoney they corralled this past win-

Inducy class of the control of the c

Most of the ducats were sold throughout the cities by the punch-board and raffle system; the punch-board and raffle system; the punch-board ducats getting from one cent to 40c each. Average take on these oblines was 80c. Many peoples of the sold the sold the sold throughout the sold through through the sold through the sold through the sold through the sold thr

ileved that the number will hop

### Posts Prepare

New groups going into the auspices thing in winter is the American Legion, taking over a number of towns which the Shrine and Grotto have skipped. Legion in the past-has been concentrating on the

past-has been concentrating on the tle-up with carriles during the summer season but with carriles setting a flock of-ill-repute and bad public reaction the Leefon figures that the indoor circuses is now a cleaner field for coin angies.

Many circus acts have worked as much as 45 weeks during the past year due to the indoor shows. A number of acts won't have a week's lay-off from last April on; going from the outdoor shows to the indoor circuses for the winter and arc working right now and then will working right now and then step from indoor tricks to the

# Border-to-Border Roller Skate Derby as San Diego Expo Bally

### Cole Buys Bill Spots

Akron, O., March 28.
Anticipating early billing opposition from the Ringting interests
representatives of the new Cole
Bros, circus were here this week
squaring locations for the advance
bying crew, expected here about
bying crew, expected here about
participating Barnum brigade is
expected in ahorthy.

### **ASK CIRCUSES** FOR CCC CAMPS

bouts who are nursing a yearn to snuggle under the protecting wing of the Blue Eagle. Joseph Mc-Devitt and James Mimmo, who say they have each had about five years on the show lots, have established

they have each had about five years on the show lots, have established an office in New York, and are seeding to rally unemployed circumstandard. They begind the standard reading they are the are they are they are they are they are they are the are they a

### Midges in Ind'pls

Indianapolis, March 26. First of a series of midget auto races was held here in the Coll-scum at the Fall Grounds, Wednes-day (20), under the promotion of the Midget Racing Association. More than 6,000 race fans turned out.

If attendance continues races will be a weekly event.

### 11 Acts for N. C.

Charlotte, N. C., March 26. Jimmy Joyner and his band have sen signed to play for the Raieigh harity circus, April 2-6. Manager B. Smith has booked cleven

San Diego, Cal., March 26. As a bally for the opening of the Pacific International Exposition here, promoters will use a Vancouver-to-San Diego roller skating lerby to attract national attention.

Route of the ball-bearing track will be through Portland, Seattle, Grant's Pass, San Francisco, Oakland, Santa Barbara, Los Angeles and San Diego.

and San Diego.

Prizes will be offered totaling
\$10,000. In addition to this individual five mile sprints will be staged
in each town which will hamper the
progress of the derby as far as
speed for the total distance, is concerned, with mose of the entrants,
looking for the east touch in each

looking for the easy town in each town.

Committee figures not more than 60 miles daily for the mob of blister lovers, with around 100 expected to join up. Hope is that a flock, of show-wise marathon hounds will learn to skate, at into the splirit of the thing. Harry C. Morgan, manager of the department of special events for the Exposition, is in charge.

Entrants will be housed in auto

### Fanchon-Marco After Specs At S. D. Expo

Hollywood, March 26. Fanchon & Marco are dickering to produce the specs and other out-door attractions at the San Diego. Exposition this summer. Company has Ben Black, producer, in San Diego submitting ideas to the fair officials.

officials.

Mike Marco tried to land a similar deal with the Chicago Fair but was unable to connect.

### Nags 3-1

Marshalltown, Ia. March 26.

Marshalltown, fa, March 26. With parl-mutuel racing more than a probability for Iowa fair fans this fall, directors of the Central Iowa Fair association are missing no bets, Auto races, a good drawling card last year, will share honors with the harness branch of the speed sport. Three days are to be given over to harness racing with the auto races to come on the closing day.

### Hope for B'ham

Birmingham, March 26.

Fair Park, amusement ground, may be operated thi summer, giving the city its first amusement park in about three, years. P. T. Streider, general manager of the Alabams State Fair, said a decision would be made, about March 28, to determine whether the summeries. determine whether the swimming pool and the park would be op-orated:

### Another Comeback

-Waverly, Ia, March 26,

Waverly-1a, suren-2o,
The first fail in three years will
be staged this fail by the Bremer
County Fair association. Conditions are such at present, according
to George Vasseler, president, as to
ussure the success of the venture.

### **LETTERS**

When Sending for Mult to VARIETY Address Mail Clerk-POSTCARDS, ADVERTISING OF CIRCULAR LETTERS WILL NOT THE ADVERTISED LETTERS ADVERTISED IN

Holmes Midred
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Mills Macton
Roberts Frank
Witt Bob

Glenda Forrell



wood complexions

Soft, smooth, never a trace of Cosmetic Skin!



Takke this tip from Gloria Stuart and Glenda Farrell:—Use all the cosmetics you wish, but guard against ugly Cosmetic Skin' their easy way. It's so distressing when signs of this modern complexion trouble appear—enlarged pores, dullness, blackheads, perhaps.

Says Glenda Farrell: "No Cosmetic Skin for me—not as long as Lux Toilet Soap protects my complexion. It removes every tiny bit of stale rouge and powder thoroughly, safely."

And Gloria Stuart says: "Clear smooth skin is necessary to every woman's charm. That's why I'm careful to guard against Cosmetic Skin with Lux Toilet Soap. Then I'm sure my skin is protected, kept the way I like it."

These lovely stars know that gentle Lux Toilet Soap is especially made to remove cosmetics thoroughly. Its ACTIVE lather sinks deep into the pores, removes every trace of dust, dirt, stale cosmetics.

### Cosmetics Harmless if removed this way

Here's a simple rule to follow that will keep your skin fresh as a flower. Before you renew your make-up during the day—ALWAYS before you go to bed at night, use Lux Toilet Soap. 9 out of 10 screen stars use this fine, white soap—and have for years.



Gold Diggers of 1935

DICK POWELL GLORIA STUART GLENDA FARRELL

Now showing locally





BUSBY BERKELEY, director of "Gold Diggers of 1935," says: "Lux Toller Soap is the official soap in the studio dressing rooms. It certainly keeps the girls' complexions lovely!" Scanned from microfilm from the collections of The Library of Congress

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