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64 PAGES

DIME NOVEL AIR STUFF OUT

\$350 Prod. Budget and 52-Week Actor Payroll, Group Theatre's Oddities

What is probably a new low in production cost is the current double bill of the Group Theatre at the Longacre, N. Y. Plays cost less than \$350 to produce, is in the theatre on a sharing arrangement, and everything outside of the theatre's end, apart from the \$350 investment, is considered velvet since salary to actors or staff doesn't enter into the calculations. One actor is 'Waiting for Lefty' and 'Till the Day I Die'.

That comes about through the fact that the Group Theatre's arrangement calls for full salaries to its entire membership, whether working or not. With more than half the cast out of work because of the few employed in 'Awake and Sing' at the Belasco, Group figured it better to stick on another play or two to occupy the others, with salaries in those instances considered gravy.

Fact that the two one-acters drew close to \$6,000 on the first week, while 'Sing', is clicking along at a profitably steady \$9,000 pace, makes things that much better.

Group Theatre is organized along unique lines. There are 35 members and all of them have consistent, though varying, salaries. Nobody gets less than the code minimum of \$40, but only two of the 35 are in that category, all the rest are in that category, all the rest are in that category, all the rest are in that category.

(Continued on page 14)

Canada Bans Sunday Air Selling; Socks U. S. Network Commercials

Shutting out sales talks on Sundays over Canadian outlets of NBC and CBS, Canadian Radio Commission has banned even spot announcements on all Canadian stations on the Sabbath. Date of the order will not be set until a study is made of existing contracts. CRC will also have to confer with national advertisers who had contracted for Sunday time. When that is fixed, Commission has decreed that advertising on Sundays shall be confined to good-will programs of a high standard only. Explained that announcement of sponsorship will not be prevented but no sales spiel.

No Customers

Paris, April 2. Balm is no word for these early Spring days in Paris, and matinee biz is nosediving while crowds sun themselves at sidewalk tables.

Result is that Club d'Artola, neighborhood showcase showing American films, had to call off the show one afternoon because the gross was exactly zero.

Kids Breaking In

Los Angeles, April 2. Walter Hampden goes into the Pasadena Playhouse in 'Achilles Had a Heel,' new play by Martin Flavin. House is strictly showcase and pays its actors nothing. If play clicks, Hampden will take it on the road.

J. C. Nugent follows 'Achilles' with 'The World Is My Oyster.' In which he tops the cast and directs.

THERE'S GOLD IN THAT DUST

Salina, Kan., April 2.

Dust storms which have covered the midwest for the past two weeks have caused a lot of havoc, but they have also been responsible for a boom of local advertising business on every radio station in the smitten territory.

All midwest transmitters have found it a simple matter in the last two weeks to sell special announcements for laundries, rug cleaners, suit cleaners, paint and varnish stores, wall-paperers, eye lotion manufacturers, etc.

In most instances it meant a jump of 50-75% in local announcements, especially for the stations in Iowa, Kansas, Nebraska, Missouri.

Music as Opiate

Mexico City, April 2.

Health department is using radio to jazz up free vaccinations it is administering against smallpox and other diseases in poor neighborhoods here. Open air vaccinations are accompanied by radio jazz concerts, which make inoculations a pleasure, department avers. Cars conveying doctors and nurses on these missions are equipped with radio loud speaker sets. Sprightly tunes attract patients.

People of poor neighborhoods used to balk at vaccination, but radio jazz makes them receptive to treatment, says the department.

A Future

Detroit, April 2.

Hotels hereabouts are making replacements in their doormen and bellboy staffs from users and doormen recruited from theatres.

Book-Cadillac's doorman was formerly at the Michigan theatre, while the Statler has on its bellhop staff several ex-theatre ushers.

PROTESTS CHAFE FCC INTO ACTION

Lacking Censorial Powers Commission Must Fall Back on 'Public Service' Leverage—Hopes Industry Will Houseclean Goose-pimple Kid Shows and Patent Medicine Annoyers

MAY CURB COPY

Washington, April 2.

Drastring government cleanup of broadcast programs is now being plotted, a consequence of recent shake-ups in the Federal Communications Commission.

Forced to use roundabout methods Commission is planning stringent application of the public service clauses of the Communications Act in conjunction with rigid enforcement of all technical regulations in far-reaching attempts to throw off the air lanes stations whose conduct has brought voluminous complaints and whose activities (Continued on page 53)

Doug's Pic Finale, Miss Pickford to Prod.; No. 2 Mary?

Though retired from the screen, Mary Pickford wants to produce and direct a picture herself, under her own financing. Among other things she has in mind a femme personality who will carry on the Mary Pickford tradition and whose professional surname may also be Pickford.

Doug Fairbanks is also through with pictures, according to reliable sources. 'Private Life of Don Juan' marks his final appearance on the screen, although he may occasionally, take a flyer in travelogue production. He also retains his financial interest in United Artists Corp. At present he's on a yachting cruise.

Local Color

Hollywood, April 2.

Liberty will make 'Hollywood Hotel' an original by Scott Darling.

Characters are film actors, writers, directors and agents. The heavy a mugs from VARIETY.

Mussolini Organizing an Opera Troupe as Opposition to the Met

Double (Czech) Talk

Prague, April 2. 'Man With Courage' (Fox), based on the life of Mayor Anton Cermak, of Chicago, is ready to be shown here. Considered important here because Cermak was born in Czechoslovakia.

Film was held up because Fox, in Hollywood, added some Czech dialog. When print got here no one could understand the Hollywood brand of Czech and it had to be re-recorded into the kind of Czech that Czechs understand.

Broadway will have Italian grand opera next season, presented along the lines of the Metropolitan, but in opposition to the Met's revamped schedule. Plans for the new operatic organization are well under way, backing coming from the Italian government, it is reliably reported.

Italy aims to maintain its prestige in the American operatic field and figures its famed opera may be more or less submerged with Gatti-Casazza out of the Met and Herbert Witherspoon in charge. Latter, as representative of the Juillard Foundation, which came to the Met's rescue financially, is working on a schedule which will lighten the bills next season, terms of the agreement whereby the Foundation coin became available stipulating that lighter and newer musical forms be mixed with presentations of the grand opera type.

Orders to set up an organization for the presentation of Italian works only are reported to have emanated from Premier Mussolini. That is in line with other activities staged here within the past year or so under the patronage of Il Duce—the Black Shirt Band and the visit of Italian prize winning students.

Italian consulate in New York is directing the operation of the new operatic project, although the Italian Steamship Line is the actual (Continued on page 57)

HOLLYWOOD OFF STAR ATHLETES

Hollywood, April 2.

Athletic stars, signed for pictures primarily because producers want to capitalize on the publicity build-up, are on the wane. New attitude of producers is that it's seldom worth it unless they can make the grade as thespians. Major producers have experimented with athletes from virtually every field of sport, and the more prominent survivors in Hollywood today are Johnny Weismuller, Johnny Mack Brown and Buster Crabbe.

Latest to go is Max Baer. Paramount has dropped all plans to star him in a second feature.

Bridge After Dark

London, April 2.

Bridge lessons for cabaret audiences have been introduced here, Richard Lederer, Britain's No. 1 exponent, has been engaged to discuss the game with patrons at the Trocadero restaurant.

It is the first time bridge lessons have been given in a restaurant, either here or in America. Lederer appears at the 'Trocadero' and afterwards mingles with guests to discuss individual bridge problems.

Agua, N. J.

Agua Caliente moves to Jersey under a hookup which Mare Lachmann is promoting. It will be a replica of the Mexican resort, and so labeled, although privately engineered with N. J. politicians okaying the idea.

It's planned for Bergen county and to include a dog track, roadhouse, swimming pool, etc.

Newsreels Bidding on New Deal for Quints; Parents to Tour Again

Chicago, April 2.

Newsreel companies are all bidding for the rights to the Dionne quintuplets pictures now that the Pathé contract with the Canadian government expired yesterday (April 1).

New picture on the quintts, to be made shortly, will be a two-reeler, much in the nature of the first two-reeler on the baby-made-by-Pathé. Understood that Norman Alley, in conjunction with Metro-tone, is the high bidder at present.

Another plan that will likely go through will be the booking of the (Continued on page 14)

AGNES AYRES IN CAFE WITH GIRL ORCHESTRA

Schenectady, N. Y., April 2.

Agnes Ayres, former picture star, is now the feature attraction, with her Hollywood Dels dance orchestra, at the Paradise Trolley.

Other acts in the floor show are Rainbow Trio, Doryce and Fred Drew, Hoyt Meredith, Donnie Lyons and Fred Cote.

Schulberg-Kohn-ERPI Unit Prod. Proposal Nixed by Par Trustees

Paramount trustees have nixed the film unit partnership proposal of B. P. Schulberg and Ralph A. Kohn, in which ERPI was to have participated. The proposal is cold, although at the meeting of creditors which was held Thursday (14), the Par trustees and their counsel were held to favor acceptance of the proposal. ERPI would have been a financial partner in the undertaking, putting up one-third of the production cost of each of the 14 films which the Schulberg-Kohn-ERPI unit might have made over a period of two years. That was to have been on the production basis of seven films yearly.

The maximum cost of each picture was to have been \$250,000. Paramount was to put up 60% of this production cost. The entire proposal might have counted up a potential production cost of \$3,500,000.

When the matter was first put before the creditors at the meeting mentioned, the proposal was offered with the recommendations of the Par management and the endorsement of the Par trustees and latter's counsel. However, strong objections to the proposal were voiced by the Fortington-Hertz credit group, through its counsel, Attorney Edwin Weid.

Additional objections were because the unit figured on producing not at Par's studio but on the ERPI lot.

The Fortington-Hertz creditor group made these objections despite the fact that ERPI, a creditor ally, was interested in the Schulberg-Kohn proposal.

Those of the Paramount management who have been concerned about the proposal, and others who were interested in the proposed undertaking, were hoping that with Adolph Zukor's return to New York, that the Schulberg-Kohn-ERPI deal would be okayed by the trustees. Zukor was held to have sponsored the proposal originally, and word from the Coast was even after the mentioned creditors' meeting.

MG-SELZNICK TALK NEW DEAL

Hollywood, April 2.
Metro will talk a new deal for two years with David Selznick this week.

Understanding is Selznick wants an increase over his present \$4,000 weekly salary, also a percentage on all pictures he makes.

WANTS PUBLIC DOMAIN DEFINED IN YARN SUIT

Los Angeles, April 2.
Definition of "public domain" as it applies to privilege of free use of literary material is expected to be clarified in Superior Court when the \$250,000 alleged plagiarism suit brought by Jack Quattro against Francis Lederer and RKO-Romance to trial early this month.

Playwright charges that Lederer and the studio used certain elements of an original story plot, theme and dramatic episode in Radio's "Romance in Manhattan" after Lederer had read and rejected the submitted tale.

In his answer, Lederer as one phase of defensive denial states that the material cited in the complaint is in public domain and not the exclusive right of the plaintiff writer.

Court action is now in the demurrer stage, with Quattro demanding in a preliminary motion that the actor and the studio more specifically state the source of "Romance in Manhattan" screen play.

STEVENS MEGS HEPBURN

Hollywood, April 2.
Katharine Hepburn's starrer, "Alice Adams," by Booth Tarkington, is to be directed by George Cukor, now completing Wheeler Woolsey's "Nitwits."

Oversight

Although "It Happened One Night" swept the Motion Picture Academy awards, no mention was made of the parent story, "Night Bus." Comment of Samuel Hopkins Adams, author of "Bus," was: "Everybody wins but father."

FLIP FOREIGN FILMS IRK N.Y. CENSORS

New York censor in on a rampage with foreign films especially getting a thoroughly "flipping." "Testament of Dr. Mabuse," last film made by Fritz Lang in Germany for Universal, was rejected in toto last week. Called "anarchistic in intent" by the censors. Had been submitted by Max Goldberg, who has the U. S. distribution rights.

Move follows a similar complete ban a couple of weeks ago on "Marie," French-Fingerman talker made by Paul Fejos and submitted by DuWorld. Also censors last week ordered the elimination of about two reels in "Merveilles," French talker submitted by John Tapernoux. Distrib is considering a public appeal because claiming the elimination ordered would ruin the story continuity. Film was passed without the eliminations in France, England and Germany.

Censor group has been watching foreign films especially closely since activity of the Hays production code started. "Flips" (foes) clipped and practically every French and other language European talker submitted in recent months has undergone one or more eliminations. This has been because of protests from some parts that European films were getting away with stuff in pictures which Americans were not permitted. Hays office has asked foreign film distributors to submit their films in accordance with the production code provisions but about half of the indie distributors have been shy of the Breen morality rulings and there is no way of Hays forcing the issue.

Censors are even, now, watching English titles more closely than they did and checking up on dialog throughout with words or phrases frequently cut out of the sound tracks. One recent instance was in "Camille" (DuWorld), in which the censors ordered an English translation of a song lyric out, although passing the actual lyric in French, with the explanation that insinuations in English and French are different.

FRENCH 'MISERABLES' KEEPING OFF U.S. MART

Pathe-Nathan has made a deal with the 20th Century agreeing not to release its "Les Miserables" in the United States, leaving the field clear for the 20th Century film of the same name.

Twentieth paid the French filmer a flat sum, understood to be about \$10,000 for the U. S. rights. French picture has already been released abroad.

Hold Laurel to Trial For Dunking Pic Actor

Los Angeles, April 2.
Effort of Stan Laurel to evade answer through demurrer to charges of John D. Wood, young actor, that the comic in practical joke heaped him into the Hal Roach studio ducking pool, went floozy when Superior Judge Robert W. Kennedy overruled the interposition. Plaintiff demanded \$40,500 damages for injuries assertedly sustained by the pratfall dunking, and Laurel has a week in which to file a report before case proceeds to trial.

WILL MAHONEY

Daily Express, Glasgow, March 12, 1935.

"Will Mahoney is the sparkling central point round which 'Radio New York' the Edna revolves. The secret of Will Mahoney's success is his originality and his capacity for co-ordination."

WM. MAHONEY
Mayfair Theatre Building
New York City

FOX PAYS JUNE WALKER 12G FOR RELEASE

Hollywood, April 2.
With 22 weeks to go on a 40-week contract, during which period she has not been used, June Walker was released by Fox today (Mon.) and paid around \$12,000 for unexpired portion of the contract.

Understood Miss Walker had differences with Janet Gaynor over "Farmer Takes a Wife" which helped bring about the let out.

'Bounty' Troupe Headin' Home; Typee' Folding, Too

Hollywood, April 2.
Frank Lloyd and his production crew are homeward bound from Tahiti after finishing exterior and background shots in the South Seas for Metro's "Mutiny On The Bounty." Director was able to finish up within a month to catch the next boat home, and arrives in San Francisco Friday (5). Dramatic end of the picture is slated to get going at the studio the end of the month.

Richard Thorpe, directing "Typee" in and around Tahiti for Metro, was unable to finish up to grab the same boat, but is cleaning up the picture to leave Tahiti April 23.

Cutting Byrd Film

Hollywood, April 2.
The 100,000 feet of film shot by Cameramen Carl Peterson and John Herman for Paramount on the recent Byrd Antarctic expedition will be cut down to a feature at the Paramount studio here.

The two cameramen are remaining in town about a month to sit in on rough cut of the material, and will then hop east to rejoin the company's new crew staff.

Setting 'Captain Blood'

Hollywood, April 2.
Set construction has started on "Captain Blood" at Warners with the picture slated to get started in four weeks. Robert Donat, starred, is due in from England next week. Errol Flynn, English import is the only other player cast so far.

Michael Curtiz will direct with Harry Joe Brown producing.

Test Abel as Grant

Hollywood, April 2.
Radio is having tests made of Walter Abel as the late John C. Grant as the first picture on his Radio contract.

Efforts at first were made to borrow Edward G. Robinson from WB play Grant. Stephen Roberts directs.

FAMOUS FIRST NIGHTS

The following descriptions of memorable theatrical premieres is a compilation of stage, screen, concert or nightclub openings which, for some odd circumstances or another, stand out in show business. They will be recorded without thought to chronology or to 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.

'Scandals' (8th Edition)

(Apollo, N. Y., June 14, 1928)

In the heyday of Broadway's legit, when musical show grosses approached \$50,000 weekly, there were three rival revue producers—the late Flo Ziegfeld, George White and Earl Carroll, premieres of the "Follies," "Scandals" and "Vanzites," drew those willing to pay high to sit in at the first night.

Rivalry between Ziegfeld and White was no secret, with one trying to top the other. When Ziegfeld established a first night top of \$25, White followed by raising the ante to the unheard-of price of \$55 per ticket for this premiere, the sixth edition and what is believed to have been the most successful of his "Scandals."

Seating of the Apollo for the "Scandals" opening called for 10 rows at the \$55 scale (306 seats at the price) which some people were actually reported paying. Next three rows (180 seats) were priced at \$38.50, followed by three rows at \$27.50, and then scaling down to \$11 for the last three lower tier balcony seats. Cheapest seats were four balcony at \$5.00.

First night gross was \$28,000, and because of that start the final week's total was quoted at \$61,900, an all time record for revues. Regular top of "Scandals" was \$5.50 and its normal pace was \$39,000 weekly (capacity).

There always was some doubt about that \$55 first night. Agencies who secured front locations were known to have chopped the price, unable to unload. White insisted that the brokers themselves put it on the line, but it was claimed later that the producer reimbursed the spec for their reputed first night loss.

'Arms and the Man'

(Garrick, N. Y., April 23, 1935)

Richard Mansfield selected Shakespeare's birthday for his initial production as actor-manager of the Garrick, originally built by Edward Harrigan. The play was Shaw's "Arms and the Man" (musical version later as "The Chocolate Soldier").

Theatre was more important than the play, for Mansfield replaced the orchestra with string quartet and introduced into the house many of his own ideas. Included was the forerunner of indirect lighting, the incandescents all showing through gauze. Curiosity drew a highly fashionable audience.

Company was unimportant, only Beatrice Cameron (Mrs. Mansfield) and Mrs. Motter, Rankin being outstanding names, but the venture proved successful.

U. S. Historical Film Cycle

Washington, Grant, Farragut, Jones Among Screen Heroes

'Peter' Warmed Over

Hollywood, April 2.
Studios' yen for biographical features includes Columbia's "Valley Forge" (Washington), Radio's U. S. Grant film and Universal's Admiral Farragut as a screen hero. Both Paramount and Radio are also looking for this type yarn and Fox is interested in a story about John Paul Jones, naval hero.

Previously studios have shied from these characters fearing the usual complications from overly sensitive relatives. Descendents even of famed western desperados have been known to resent the portrayal of their kin in films.

Screen play is being written by Sidney Howard.

Tuner Lead for Raft After Personals Tour

Hollywood, April 2.
George Raft is set as the male lead in Walter Wagner's musical "Every Night at Eight." Picture will get under way when Raft returns from his personal appearance tour around May 6. Raft leaves for the east next week.

No director set for the picture with Wagner talking to both Mitchell Leisen and Lewis Milestone.

Graham Baker and Gene Towne have been taken off "Every Night" to work on the script of "Shanghai" which Wagner is rushing. Louis Stevens is also on the script.

Wagner is trying to get Carol Lombard for the femme topper.

2 FILMERS LUCKY

Two New Yorkers in the film business drew prizes in the Irish sweepstakes. Paul Reynolds, associated with Duke Wellington, builder of movie palaces and formerly with Public, pulled a ticket on the favorite, Golden Miller, but rather than hold for success and \$150,000, sold his ticket for \$30,000. His horse, as it developed, didn't come in.

Another to win is Jim Riley, in the stock room at Fox home office. He drew a consolation prize of 100 pounds, around \$485.

Mary Carroll, understudy to Constance Cummings currently with "Accent on Youth" at the Plymouth theatre, N. Y., held a stub for one of the consolation prizes of \$4,850.

SAILINGS

April 3 (New York to Ireland), Gene Fowler and family (Exeter).

April 3 (New York to London), Irving Asher, Laura La Plante (Olympic).

March 30 (New York to Ireland), Thornton Delabarre (Stuttgart).

March 30 (New York to Paris), Yvonne Printemps, Pierre Fresnay, Vladimir Golschmann, Lotte Lehmann, David Libidins, Julian Hillman (Paris).

March 30 (New York to Genoa), Joseph Hummel (Rex).

March 29 (Southern cruise), Carl Van Doren, Paul Van Doren, Jerry Doyle, Fowler and Tamara, Al Trehan, Yukona Cameron (Lafayette).

March 29 (New York to London), H. G. Wells, Vernon Barlett, Matthew Honner, Ludwig Hoffman (Bremer).

March 29 (New York to London), Willem Van Hoogstraten (Berengary).

ARRIVALS

Claude Allister, Mack Sennett, Leslie Stoll, Dr. Paul Zsinner, Paul Kohner, Binnie Barnes, Fred LeQuorne.

Kohner's Flock of H'wood Imports; Forst, Litwak, Eggerth Due In

Paul Kohner left for Hollywood Friday (29) to become an associate producer on the Universal lot. He has been producing for U in Europe for a number of years, but will hereafter devote himself to the Coast exclusively. He will bring considerable talent over from Europe to work in his films and devote himself especially to films with an European sales angle.

Among the first Kohner imports will be Willy Forst and Anatole Litwak, directors. Both come from German films originally but have been working in London and Vienna of late. Also, Universal will have Marsha Eggerth in the near future. Miss Eggerth is a singer-actress, and currently a big b.o. name on the continent.

Kohner expects Litwak and Forst to arrive in the U. S. about mid-May, with Miss Eggerth to follow soon afterwards. By that time he hopes to have several stories laid out and will start operations pronto.

Kohner has with him a number of European stories and several European films. These films, for remake versions, may or may not be made by him. Ideas, as at present laid out, is for Kohner to pick European yarns wherever and however he can. These, then, will be given a Hollywood studio o.c. from an American standpoint. If satisfying, they will be made, theory being that they will thus be internationally sales-worthy. Actual details on operation will be figured out during confabs this week between Kohner and Carl Laemmle on the Coast.

Max Hart Out as U's Eastern Talent Scout

Max Hart is out as eastern talent scout for Universal after three months. Jerry Sackheim, story editor-at-Universal City, who has been in the east for the last two weeks seeking material for 1933-34 product, remains both east and west contact, until in eastern head is chosen to follow Hart.

Leonard Spiegelglass, scenario editor at Universal City, still remains as head of the U story staff. Hart returns to agenting.

STILL NO CHINESE

Metro's Hunt for 'Good Earth' Leads Not Yet Vast; 200 Tests

Shanghai, March 9. Metro is still looking for local leads for Pearl Buck's 'Good Earth'. Three months' search has failed to stimulate successful applicants for parts of Olan and Wang Lung, although 200 Chinese males and females have been tested.

Most failed because of stature and limited knowledge of English.

Garland Wants to Say Hello to Queenie Smith

Robert Garland, N. Y. World-Telegram drama critic, is off to Hollywood April 11 but only for a week's stop and a look-see. John J. Waldberg, theatrical attorney, will make the trip with him and both will say back and forth, returning within a week.

Garland's purpose, he says, is to say hello to his wife, Queenie Smith, now-on-the-Parmount lot.

ANNA KEELER DIES

Hollywood, April 2. Anna May Keeler, sister of Ruby Keeler, wife of Al Johnson, died March 31 here from a complication of diseases after seven months' illness. Services will be held tomorrow (Wednesday).

Jolson, in New York for a new radio series, was held east by poor flying weather. If not leaving Monday, he is intended to fly back to the Coast in time for his first broadcast in N. Y. this Saturday (6).

RADIO SIGNS FOSTER

Hollywood, April 2. Preston Foster has been given a Radio term and is assigned to 'The Peacemaker.' Richard Dix starer which Charles Vivier directs.

KIDS' SCREEN CREDIT

School Marks for Pic Show Attendance; 'David,' 'Sequoia' Listed

Hollywood, April 2. School kids can now go to picture shows and get school credit for it.

Through a Hays office tie-up with the National Council of Teachers of English, study guides are being printed to be distributed to schools as basis for lessons.

Pictures from the classics or of educational nature are the only films to be utilized in this system of classroom study. So far 'David Copperfield' and 'Sequoia' have been used; third in the list is to be 'Les Miserables.'

U. S. CO.'S AFTER OPERA RIGHTS

Paris, April 2. Paramount is trying to buy up all the rights to 'Carmen' for film purposes, and is bumping into trouble here. Has contacted the heirs of George Bizet, composer, and H. Meilhac and L. Halévy, librettists, with an offer reached for the payment of \$45,000.

Local publisher, Choudens, however, is still holding out and refuses to let the deal go through. Believed he will come around soon however. Another American film concern, unnamed, is contacting local music circles in an attempt to buy rights for 'Tales of Hoffman,' by Offenbach.

4 P. A. Wks. Set for Marx Bros. to Gauge Pic Bits Before Filming

Los Angeles, April 2. Four weeks' personal appearance tour of the Three Marx brothers, to try out sequences from their next, untitled, picture, gets under way April 11 at the Orpheum, Salt Lake. Trio will be supported by a cast of 20. It is believed first time that sequence of a forthcoming picture will be tried out for audience reaction before filming.

Following Salt Lake, unit plays a week each in the Paramount, Seaside, Paramount, Portland, and the Orpheum, San Francisco.

Supporting cast includes Olga Dane, Hazel Hayes, Dorothy Christie, Grace Astor, Marion Bell, Luke Lockhart, Colin Firth, Mark Cook, Betty Verne, Naynes Fernill, Dolores Fladers, Tudor Williams and Jean Burt.

Par Picking Own

Hollywood, April 2. Second defection in ranks of Wampas in the choice of stars has Paramount picking its own. Independent of the press-agent outfit, Fox will also trot out its debutantes this year as before.

'Paris-blooming' starlets so far picked include Rita Cansino, Frances Grant, Rosina Lawrence and Barbara Biane.

ARMETTA'S PERSONAL APPS.

Henry Armetta, Italian film comic, under contract to Universal, starts a p.a. tour April 12 at the Academy, N. Y., going on from there to the Michigan, Detroit, April 28. Deal set by John Schultz, of Fanchon & Marco, at \$2,000 per week.

Armetta is also booked for one week for 'Lover's May' at 10, with the house not set, via Matty Rosen.

HERBERT SKIPS HUB P. A.

Hugh Herbert, tentatively set for another p.a. tour for Paramount in Boston April 19, screams back to the Coast unable to fill the date.

Herbert is expected to start a Warner pic April 16.

In a Hurry

Hollywood, April 2. First showing of Max Reinhardt's 'Midsummer Night's Dream,' at the Warner studio, ran four and a half hours. Problem among studio execs is how to reduce the footage without spoiling the professor's impending honeymoon.

SPENCER TRACY FREED BY FOX, MG SIGNS HIM

Hollywood, April 2. Spencer Tracy was given his release by Fox this afternoon (Tuesday), contract having a year and a half to run. He was immediately signed by Metro for one year.

Tracy will do six pictures for Metro within the year and is to be starred. His first at Culver City will be 'His Ruff' for Irving Thalberg.

Leo Morrison arranged the deal.

Lasky's \$282,000 Par Claim Comes Up May 27

With no overtures toward a compromise of Jesse L. Lasky's claim against Paramount having been made, hearing on the claim will be held on May 27. It had been scheduled to come up before Special Master John E. Joyce in New York next Monday (8) but postponement of the hearing means that depositions could be taken in California.

Par trustees will oppose the Lasky claim for \$282,000 on alleged breach of contract.

Samuel Lasky, counsel for the Par trustees, spent several weeks on the Coast recently but did not talk to Lasky concerning a possible settlement. Lasky, defendant in two different directors suits also, has not been served so far.

'Charm School' Revamp

Next for Penner at Par

Hollywood, April 2. Paramount's next for Joe Penner will be 'College Education.' Screen play is being written by Walter de Leon and Frances Murray. Picture has been silent as 'Shearwater.' Originally it was the play 'The Charm School.'

With Penner in the picture will be Jack Oakie, Fred MacMurray, and possibly Ginger Rogers if a loan deal can be made with Radio. Norman Taurog will direct.

Karloff's British Film

Hollywood, April 2.

Boris Karloff goes to England to make at least one picture there, following his commitment for 'Black Room Mystery' at Columbia.

Karloff is currently in Universal's adaptation of Poe's 'The Raven,' which still has several weeks to go. This concludes his present contract with U, but he has signed for two pictures for the 1933-34 season, with privileges of outside-feetures.

PARIS WANTS L. & M.

Paris, April 2.

Francis A. Mangan has wired Hollywood in hopes of getting Laurel and Hardy for personal appearances here.

Wants them to show at the Rex, stage management of which he took over again last week.

ACTS FOR FILMUSICALS

Jack Powell, the trap drum single, gets a picture chance with Paramount in May, going into Burns and Allen's 'The Plot Thickens.' Set by the Morris office.

Another vaude act going films, also with Par and through Morris, is the Nicholas Bros., engaged for 'The Big Broadcast.'

Warren Hymer, Actor (and Laborer) Wants Univ. to Fork Over \$3,500

PICK LOUISE McNAMARA

American Pianist Tested by Gaumont-British in London

London, March 24. Louise McNamara, who came over here to thump the ivories to the taps of Mann, Robinson and Martin, the American dancers, is likely to land a film contract. A Gaumont-British scout watched the act at the Holborn Empire, but the only one who interested him was the piano tapper.

Gal is being trimmed for a special film test, and has been told to disregard any propositions coming to her from any other source, as she is just the type G-B has been hunting for a long time.

HUSTON'S CECIL RHODES-GB PIC

Pittsburgh, April 2.

Walter Huston, here in 'Dodsworth' for a picture, is over the weekend to make a picture for Gaumont-British in England this summer. Story, now in preparation, is based on life of Cecil Rhodes.

'Dodsworth' closing its present tour May 15 and actor will sail two weeks later. Michael Balcon, now on the Coast, is expected to stop in Detroit Friday (5) on his way back east to go over final details with Huston.

Marg. Sullivan in British Pic to Be Megged in Vienna

London, March 24.

Clement and Garrat, literary agents and play brokers, who had a share in 'For Ever,' a play written by Noel Langley, a young South African, and based on the life of Dante, which flopped in the West-End some months ago, are going in for picture production.

First will be story written by Walter Reelf, who helped to direct 'Maskerade,' an Austrian picture, that is cleaning up here, and which is being produced by Metro.

Cables are going back and forth for the services of Margaret Sullivan, with Carl Laemmle finally having agreed on loaning the star, providing the terms are right.

Picture will be made in Vienna, but despite locale will be done in English, with a dubbed Viennese version. Understood firm has private backing.

Wandering Fowlers

Gene Fowler, his wife, mother-in-law and three children, all left New York yesterday (2) for a three to four month tour of the world. Scribbler had been in New York from Coast for two weeks; but in hiding.

Fowler's first idea was to hop a freighter wandering around the world, but he couldn't find any going out just at this time and going to the places he wanted to visit. So he hopped a small boat to Ireland and will wander on from there, as fancy moves him.

TAY GARNETT MARRIES

Hollywood, April 2.

Helen Moray, English actress, and Tay Garnett, film director, were married March 31 in Yuma, Ariz., after a ceremony aboard the Garnett yacht four months ago.

Metro director was regally divorced by Patsy Ruth Miller.

ROBSON-KNIGHT STAY ON

Hollywood, April 2.

Metro picked up options for one year more on May Robson and June Knight.

Latter goes into Broadway Melody as dance partner with Carl Randall.

Los Angeles, April 2. On the heels of his refusal to abide by the Academy's arbitration award in a salary dispute with Universal, Warren Hymer has taken the case into Superior Court on a complaint for \$3,500 damages for asserted broken contract.

Hymer, in his complaint, contends that U promised him \$1,000 per week on a pact for playing in 'Strains of the Heart,' but that the studio refused to allow him to work when he showed up. Picture was three and one-half weeks in the making, on which the actor bases his money demand.

Universal in its representations before the Academy, on which the studio was given the award of owing the complainant nothing, gave specific reason why Hymer was allegedly not ready to work.

It is this case on which Superior Judge Robert W. Kenny refused to sustain the Academy finding, on the ground that as the court held that an actor is a laborer in his contractual relations with a studio and is therefore not amenable to the California statute providing for arbitration disputes. It is upon this statute that the Academy conciliation clause is based.

Kenny ruling on the issue is due to go to higher appellate court according to Attorneys Loeb, Walker & Loeb for Universal. Superior Court action was filed through Attorneys M. Golden and Arthur Kaufman who also secured the labor characterization of an actor from Judge Kenny.

PRINTEMPS-FRESNAY NIX HOLLYWOOD BID

Yvonne Printemps and Pierre Fresnay sailed back to France on Saturday (30) after rejecting a one-picture deal with Reliance Pictures. Printemps' privilege to have a last say on the story. She didn't like the yarn when she looked at it.

Couple will do a picture in France and may also do a legit theatre. Both hope to return to N. Y. in the summer and may then take up a Hollywood deal.

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Film Reissue Practice Seen as an Evil to Be Curbed by Next Season

Holding that it is a matter for the Bays office to consider, theatre operators are threatening to demand that action be taken against the sale and exhibition of reissues in order that other houses be protected against this policy. Repeat engagements by the score on pictures long out of circulation is also affecting the distributor with respect to playing time on current product, is another argument.

Up to now the M.P.P.D.A. has steered clear of the revival controversy. Most of the distributors have taken the view that they realize they are adding fuel to troubled fires by continuing to sell oldies but that as long as the others are doing it they might as well share in some of the extra pennies on such rentals.

All the major distributors have received numerous complaints, admittedly justified because when they agree to play dates on old features they are falling to protect accounts playing new product. These accounts do the complaining. General holler is against theatres which operate week in and week out with nothing but old releases, frequently advertising them in such manner as to mislead the public. Favorite stunt is to book one picture against a competitor who is playing the newest release with the same star. The rentals are relatively different but it mostly tends to hurt the major release.

The distributors claim their major chain affiliates are losing plenty of money on new product by permitting the revival policy to operate against them. The major chains themselves are getting steamed up over the situation, and distributors may get together on the matter before the new selling season.

FOX PUTS 'FARMER,' TWO OTHERS IN WORK

Hollywood, April 2. Fox has three starters this week, two in the special class and one programmer. 'Farmer Takes a Wife' and 'In Old Kentucky' are the top spots.

'Farmer' has Janet Gaynor, Henry Fonda, Slim Summerville, Roger Imhoff, John Withers and Andy Devine in the cast. Winfield Sheehan produces, with Victor Fleming directing. Latter stars Will Rogers, with Bill Robinson and Dorothy Wilson cast. George Marshall directs.

'In Old Kentucky' has Charlie Chan in Egypt, Louis King directing, with Warner Oland, Pat Patterson, Rita Cansino, Thomas Beck and Stepin Fetchit in the cast.

LOEW-RKO INVADING HUFFMAN DENVER BELT

Harry Huffman's control of the film house situation in Denver is being threatened for the first time in years. Loew and RKO are reported invading the Denver situation. It is handed that Loew is interested financially with RKO in the recent takeover and operation of the Orpheum, in the Rocky-Mt. metropolis.

It may mean that Metro films, which hitherto was to be in the theatre, will slide into the Orpheum instead. The Orph is being operated by RKO. For the present, Huffman, controlling the situation in the town holds all the available product.

U Borrows Lombard

Hollywood, April 2. Carole Lombard swings over from Paramount to Universal on a loan-out for the top spot in 'April in Paris', musical, being directed by E. Y. Harburg and Franz Schulz. Palv also writing the ditty. Harburg is also producer.

BOB GILLMAN EAST

Hollywood, April 2. Bob Gillman, after two weeks of production conferences, is planning east today.

Par Takes 'Married' From Radio for Pair

Hollywood, April 2. Story rights and script preparation to date on 'Let's Get Married' have been purchased by Paramount from Radio. Ray Harris, who has been lining up the script at Radio, swings over to the Paramount writing staff to complete his assignment.

Warner was secured by Paramount as vehicle for Sylvia Sidney and Fred McMurray.

FED'L HOUSING LOANS ALSO FOR AMUS.

Washington, April 2. Removal of restrictions blocking theatre owners from taking advantage of the Government's drive to spur new construction is on schedule. Legislation lifting the present limit on Federal Housing Administration loans for remodeling and modernization of homes and other properties is due for passage before the present session of Congress folds. Bill boosting the amount from \$2,000 to \$50,000 has gone through the House and appears sure to pass the Senate in time.

Virtual has been done with theatres under the present set-up, although Housing Administration has had a few nibbles from exhibitors interested in making renovations and installing new equipment. When acquainted with conditions of the loans, most money-seekers decided nothing would be gained by borrowing under Government auspices.

Government experts believe that if the coin were available under reasonable conditions many theatre properties would be fixed up and considerable employment would be created. Exhibs have been cooperating in propagandizing the home improvement campaign, with result that Housing Administration feels disposed to help them get something for themselves.

SHERMAN'S 6 INDIES FOR PAR RELEASING

Hollywood, April 2. Harry Sherman will produce a group of six features for 1935-36 with Paramount taking the pictures for distribution. Producer will make the series at Prudential studios, formerly Tex. Art, which he has been operating for the past several months.

Deal for the Sherman series is the first of several expected to be closed by Paramount whereby the company will acquire distribution of about 26 pictures for next season that can be slotted for the lesser houses.

Si Fabian's Bid for Fox Met Complicates Fox Theatres-UA Plan

Si Fabian may bid for control of Fox Metropolitan Playhouses, Inc. Such a bid would be in the form of a reorganization plan, similar to the pending joint offer by Fox Theatres Corp. and United Artists theatres. Federal Judge Julian Mack has set April 15 as the date for hearing on the Fox Theatres-U.A. offer. It is felt that the Fabian offer, if made, will be heard at the same time. A lively hearing is looked for on the appointed date. Like the Fox Theatres-U.A. plan, any offer which may be made by Fabian would include ownership that Skouras and the Randolph people continue as operators of the circuit.

Bondholders stand to get approxi-

COHEN VACASHING

Has Several Film Prod. Bids But Resting Up First

Emmanuel Cohen plans a vacation of two or three months before he resumes film production. Included among the offers made is one for Cohen to head a combo theatre and financial group which plans to form a new film producing unit. Additionally, he has a major studio producing unit bid.

Presently, Cohen is said to be in Maine, where he has gone for a rest of several weeks.

Jurist-Scenarist Would Sue Censors To Protect His Film

Pittsburgh, April 2. Injunctive action is threatened against the New York State Board of Censors by Judge M. A. Musmanno, co-author of 'Black Fury,' if the former coterie makes any move to eliminate certain 'indecent scenes' from the Warner Bros. film production. Judge Musmanno declared last week that he will fight the N. Y. censors in the courts to keep intact the story as filmed. He sent a wire of protest to the New York Board and asked that the latter advise him of any deletions.

Judge Musmanno averred that he understood that New York censors had objected to parts of the film. He called on it, original source being a play, 'Bohunk' by Harry R. Irving.

Chicago, April 2. Local censor board last week rejected 'Black Fury' (WB). Warner exchange here now working to trade some slices for a final okay.

WB's 'Black Fury' goes into Strand, N. Y., April 3 with 'Go Into Your Dance' (WB) set for Easter week.

'Although 'CBI' has 'fixed' 'Black Fury,' New York censors passed it today (Tuesday) without cuts, and the Pennsylvania board has already approved the film.

GRADY CASTING AT MG IN LEMAIRE'S ABSENCE

Hollywood, April 2. William Grady, assistant casting director for Metro in the east, is sitting in as casting director during the absence of Rufus LeMaire, on leave of absence to go abroad. Marcella Knapp will be his first lieutenant.

When LeMaire returns, he will discuss matters with his charge, George Arliss, in addition to talent scouting. Due back at MG in six weeks.

Respite for Writers

Hollywood, April 2. Metro's pruning of the writer staff in the east has been matter postponed. Scrib roster, now the heaviest in two years with 80 on the payroll, is to live over the previous top.

Due to heavy run of story gist in the mill and crowding of quarters, quip gang is being spotted all over the lot.

Si Fabian's Bid for Fox Met Complicates Fox Theatres-UA Plan

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Bondholders stand to get approxi-

U. S. Sup. Ct Nixes Fox's Final Legal Test on Tri-Ergon Patents

No F. D. Deals Just Now, Says Thomas, Later Maybe

Harry Thomas, head of First Division, says there are no deals on for sale of F. D. and that no one has approached him. So far as he knows, no one of his partners, including Nick Leddington, Billy Blake and John Curtis, have been sounded.

Some releasing deals may be entered into by First Div. with producers, but so far there has been no negotiation to handle the 12 pictures which Major John Zantz is planning under financing by Pathe.

WB IS HOSTING CRITICS FOR PREVIEWS

Warner Bros. is hosting a flock of film critics from Cleveland, Pittsburgh, Newark and New Haven this week, coming into New York Sunday (3) in a Monday morning preview of 'Go Into Your Dance' and also to see 'Black Fury,' the subject of censorial discussion in New York and Illinois.

Washington scribes were also to have come in but due to Warner's own legit, 'Casting Zero,' debuting in the Capital this week, and with the film critics there also covering dramatics, it was deemed inadvisable to lure them to Broadway. This is the first N. Y. film critics to invite the out-of-town critics since Par's stunt three summers ago.

Warner will also host the visiting scribes on 'Three Men on a Horse' in New York, the legit which is 50% owned by WB. The by-liners are all parked at the Edison hotel.

Cleveland, April 2. George Davis, of the Press, and Harland Fend, of the News, made the hop to N. Y. at Warner's invitation. Ward Marsh, of the Plain Dealer, by strict contract with the paper, can't get away.

Pittsburgh, April 2. 'Warner Bros. playing host to film critics' of three Pittsburgh newspapers, checking them on a junkie trip to New York.

Boys making the jaunt are Karl Krug and William J. Lewis, of Sun-Telegraph; Kaspar Monahan, of Post-Gazette.

FABIAN TAKES OVER RKO'S 5 IN UPPER N. Y.

Before the week is over, RKO will have stepped out of theatre operation in upstate New York. There is a deal set whereby Si Fabian takes over all of RKO's upstate N. Y. without any cash involved. Towns concerned are Albany, Schenectady and Troy, covering five theatres. This cuts the RKO operation down to around 95 houses.

Indications are that Fabian will send Lou Golding, who formerly operated for RKO, to handle the spots involved. Certain of the theatres which Fabian takes over are those that he himself erected.

Fabian takeover will not affect the existing pools between RKO and the Budgety houses in Albany, or the RKO pool with Farley in Schenectady. These pooling arrangements look to remain, with Fabian replacing the RKO interest in same. Houses which Fabian takes over include the Palace and the Grand, Albany; Plaza and the Grand, Albany; Plaza and the Proctor, Troy.

METRO'S SHORTS SERIES

Hollywood, April 2. Metro has signed a new deal with Hugh Harmon and Rudolph Ising to release 'Harmonizing Cartoons,' 13 one-reelers, and a limited number of two-reel features, all to be made in three-tone technicolor.

William Fox's Last Hope, Establishing himself in the film industry through the vehicle of his German sound picture patents was killed Monday (1) when the U. S. Supreme Court bluntly refused to reconsider its decision in the flywheel cases.

Action of the nation's highest tribunal puts a stopper on all Tri-Ergon moves to gain control of sound production and exhibition, as time limit for a petition for rehearing expired Friday (29). Fox abandoned move to get a toe-hold in production through his disputed double print rights, leaving his last resort only on the exhibition end.

Thomas D. Thatcher and other attorneys for American Tri-Ergon Corp., holding up action until just before the deadline, asked the court to hear new arguments and contend that the lengthy and involved decision in the flywheel litigation was based on misunderstanding of issues, was in part not supported by evidence and will exhibit a tremendous confusion in similar patent disputes. Citing a long list of comparable patent cases, Fox attorneys argued in support of their request that the court err in throwing out disclaimers by which Fox attempted to rescue the flywheel patents and asserted that the record demonstrated conclusively that the inventions constituted new discoveries and progress in the sound picture art.

With frequent references to Justice Stone's statements that no demand existed for sound films prior to 1924 and that introduction of sound was delayed by lack of other equipment rather than deficiency of projecting machines, Tri-Ergon counsel asserted that the necessary mechanism was provided by the Getman inventors, who were the first to give sound on film sound pictures to the world. Charged that 'their work has now been appropriated by a great number of corporations of this country, and with impunity under this court's treatment of what, we respectfully submit, was a pioneer invention.'

In this discussion, Fox said 'we can find no testimony to show that these electrical devices were not of sufficiently advanced development to justify commercial sound pictures long prior to 1924. Indeed, the evidence clearly and indisputably shows that the patentees had them in Germany as early as 1922. Under the court's reasoning in this case, this date—1922—is critical because the court, under an entire misapprehension, is reasoning that the Western Electric gave up its efforts in sound on film for discs prior to 1926 because it needed these devices for a film system before for the discs, and when after 1926 the necessary improvements in these devices were made, it was obvious to provide the invention here.'

REPORT EASTMAN HAS NEW COLOR PROCESS

Rochester, N. Y., April 2. Reported that Eastman Kodak Co. has perfected a color process for use in standard motion picture cameras. Utmost secrecy prevails about the development and only a few in the inner sanctum of the company know of its existence. Interested outsiders have heard and seen enough to convince them a new color process has been developed and is about ready for announcement.

It is said that a former member of the Eastman theatre orchestra conceived the idea, joined the research department of the company four years ago and has been helping develop the process since that time.

Berres Back on Coast

Hollywood, April 2. Al Berres, studio-labor conciliator for the basic studio agreement, took yesterday's train (Monday) after leave of absence in the east to make an aviation survey for President Roosevelt.

He turned in his report to Washington last week and hit for the Coast with Pat Casey.

CAROLINA IN THE OFFING

Watchful Waiting on Tax Issue As Hays Meets with Film Heads

Hollywood, April 2.
With Will Hays on the coast, annual meeting and election of Motion Picture Producers Association will be held late this week or early next.

In the event that Louis B. Mayer declines to continue as president of the organization, it is likely that B. B. Kahane of Radio will move in. Rest of the officers and directors are set for another year.

No announcement is expected to be made regarding the threatened exodus of the industry from the state. Watchful waiting rather than a definite policy will be adopted in this respect. Nothing of moment transpired at a meeting held Friday (29) on the tax issue and which was attended by Mayer, Kahane, Winfield Sheehan and Jack L. Warner.

Film leaders are marking time awaiting developments from Sacramento, where industrial leaders will powwow with Governor Merriam and legislators. Same spreading taxation will be urged to meet the state budget requirements rather than class legislation and a confiscatory levy on the picture business. Until the results of this important meeting are known, picture heads will soft pedal the propaganda on moving out of the state.

The industry is carrying the ultimate tax burden and it is hoped that the wise counsel of the state's legislators will prevail, declared Hays, adding that "throughout its existence the industry has borne a very heavy load of the taxation. It has contributed more than a normal share of the expenses of government."

FRED MEYER IS U STUDIO HEAD

Hollywood, April 2.
In a surprise resignation of executive posts at Universal, Carl Laemmle appointed Fred S. Meyer executive business manager in place of Frank Mastroy, and has shifted Henry Clark from studio controller to become Laemmle's personal assistant. Latter berth had previously been held by Meyer.

Stanley Bergerman continues as production head on the lot. Mastroy is put on an indefinite leave of absence. Edward Muhl becomes assistant business manager, in place of Universal.

Meyer was given a last-minute nod over Julius Bernheim, who has been regarded as practically set for the management spot.

Films Boom, Coast Biz Strong, Says Labor Sec.

San Francisco, April 2.
Stumping for better working conditions for wage-earners, Secretary of Labor Frances Perkins revealed that business in general along the Pacific slope is on the upsurge and that the motion picture industry is in the midst of a boom.

In proof of the latter, Madame Secretary quoted statistics showing that last year the nine principal amusement corporations converted a net loss of \$1,079,000 in 1933 to a net profit of \$10,455,000 and that more workers were employed in Hollywood in January of this year than in any previous first month in the six years for which records are available.

Madame Secretary did not state just what forms of the business are included in "amusement corporations." Her statement was taken to mean the various branches of the picture industry.

Keough's Overwork K.O.

Austin C. Keough suffered a nervous breakdown and has been ordered to Atlantic City for a complete rest.

Since Par's bankruptcy Keough was near a nervous crackup last summer following confining details attendant upon the reorganization preliminaries. He went away for a four weeks' rest at the time. Par legal force has been increased by two men, following addition of duties for Austin C. Keough, v.p. of Par picture subsidiaries. They are Benjamin Fink, attorney for the Par trustees and other interests in the Criterion-Lowie's New York matter, and Clinton Combs, formerly with Root, Clark, Buckner & Ballantine. Fink will handle legal matters with respect to real estate, while Combs will specialize on corporations.

WB'S NEW BLDG. AUGURS NO SCRAM-OUT

Hollywood, April 2.
Warners seemingly intends to stay put in Burbank. That's about the only construction that can be placed on the studio's request to the board of supervisors for a 300-foot retaining wall to be constructed along the Los Angeles river abutting the property.

Warners felt it to be known that the plea for flood protection is just one of the preliminaries to a \$1,000,000 building campaign on its present site for additional studios and utility buildings to replace those recently razed by fire.

STILL THINK WB-U IS ON

Although intra-trade reports have the Warner-Universal deal on and off, others who should know understand that the three brothers, Warners, through Renraw, Inc., their personal holding company, are bidding up to \$6,000,000 for U. Of this amount, \$5,000,000 is held to be paid after the remaining \$1,000,000 is stated to cover the takeover of the Big "U" exchange, in New York, and certain employment contracts.

Renraw offer has nothing to do with the Warner Bros. picture company. It's strictly a personal bid on behalf of the Warners themselves.

Asher Sailing with New Pact as WB Prod. Chief

Hollywood, April 2.
Irving Asher, head of Warners production in England, left here for the east yesterday (Monday) via plane, and expects to sail for London tomorrow (Wednesday).
Producer came here last week to confer with Jack Warner on the program of British pictures to be made by the company for the 1935-36 season and while here signed a new contract to continue in his post abroad.
Warner-players-to-make-pictures abroad under Asher's wing include Al Johnson, Ruby Keeler, Kay Francis, James Cagney, Hugh Herbert and Frank McHugh.

H'WOOD FAVORS THAT OVER FLA.

Florida Idea Has Real Estate Boom Angle—Moving Might Save Much in the Long Run

NO ALTERNATIVE

Supposition in industry quarters now is that if the California high tax goes through, the picture business will have no alternative but to move out of that state. It is believed that the California tax will eventually become law.

Understood that if moving, the studios will set up within 36 hours of New York, which would be Florida, or nearer. While most of the discussion at present favors the most southerly of the Dixie states, the Carolinas are attracting attention. They are about half way to Florida and may be given serious consideration because of the temperate climate, as against the terrific heat of Florida in midsummer. Carolinas are not as hot in summer, being resort territory for southerners, and in winter enjoys a mild climate.

If the California tax goes through, it's promised all round that the studios must move. Among other things, it is noted that if they stay in the state and shoulder the heavy tax burdens, competition may be set up by others who would produce outside of the state and have a terrific jump on the Hollywood film makers who would have to absorb the cost of the tax. Indies might then go to Florida, or elsewhere to be free of the tax.

States like Florida and others in the east are ready to make the film industry tax exempt in every way if moving in.

Another angle is that certain industry leaders and bankers may believe that moving to Florida would have the effect of setting off a new boom in which they could more than clear the cost of transporting studios and equipment there. Understood A. C. Blumenthal, among others, has taken options on Florida real estate in belief film manufacturers might transfer there and start a new boom.

Also favored on a move, included by bankers, is the saving in transportation back and forth to a studio center that would be nearer New York than California, plus air mail.

(Continued on page 51)

Majestic-Liberty Combine Renews Talk of Yates' Indie Film Merger

LIGHTON MAY BOW OUT AFTER 10 YEARS AT PAR

Hollywood, April 2.
Louis D. Lighton and Paramount have not gotten together on a new contract, with the possibilities that the producer will leave the studio upon completing the three pictures remaining on his schedule. Tri are "Peter Ibbotson," "Target" and "College Education." Studio and producer huddled on a new arrangement but failed to get together.
Lighton has been with Par for the past 10 years.

KENT'S MILD FLU

Hollywood, April 2.
Sid Kent has been laid up for a couple of days at the Beverly Wilshire hotel with a slight attack of the flu.

Harley Clarke Still Trading Fox Film; Other Amus. Holdings Listed

Sacramento Voice

Hollywood, April 2.
Sacramento Union carries the following story quoting high state officials:

"California can kiss its \$200,000,000 picture industry goodbye. Its plans are made and move will soon be on."

"Threat of increased taxes has little to do with the decision. Important factor is development of improved equipment obviating need of climate in making successful films."

"Magnates plan to locate, gear up New York to save thousands of dollars in transportation, telegraph, telephone and other tolls. High state officials declared information is absolutely authoritative from unimpeachable sources in Hollywood. Florida will not be the new location, but New Jersey is likely."

MAYER AND GOV. OF N. C. TALK IT OVER

Hollywood, April 2.
Louis B. Mayer was to talk long distance today to Governor Ehrig, of North Carolina, regarding latter's invitation to settle the film industry there.

Fred Pelton, Metro's and the general studio emissary on the ground, arranged the phone talk after a favorable survey and attractive concessions from the state executive. Mayer will report the outcome of his talk at the annual meeting of the Producers' Association late this week or next.

JACK COHN BACK

Jack Cohn, Columbia Picts. exec., is due back from the Coast today (Wednesday). He came in with Abe Montagu, Col's sales mgr.

Both huddled with Harry Cohn on next season's product.

Washington, April 2.
Despite his other reverses, with Federal authorities taking over large portions of his far-flung power empire, Harley B. Clarke, Chicago promoter, is keeping his hand in Fox Film affairs. Recent trading in Fox securities by the Illinois utility magnate, is revealed in periodical reports filed with Joe Kennedy's Federal Securities & Exchange Commission.

Listing himself as a director owning 100 shares of Class A common purchased in February, Clarke told the Government he has participated indirectly in trading of Fox Film debentures during the past four months. Deals swung by White, Weld & Co. of which Clarke is a partner.

Routine reports filed under Clarke's name disclose the brokerage firm bought and sold Fox debentures in November, December, January and February. Most recent transactions reported included purchase of \$200,000 of paper in February with sale of \$5,000 same month.

In January, company bought \$1,000 worth; in December purchased \$2,000 and in November reported bought \$37,000 and sold \$27,000. Reports filed in recent weeks by other film company executives and stockholders disclosed usual year-end transactions for tax purposes.

Loew's
Denying "beneficial ownership" because holdings are indirect, David and Arthur Loew both reported deals in Loew's, Inc., securities during November, December and January. David stated indirect ownership of 2,476.8 shares of common which Arthur held 1,375.8, he explained that technical owner was corporation in which they are interested. J. Robert Rubin filed similar report, stating that in December he held 500 common through a

(Continued on page 51)

\$23,000,000 SLAP ON INDUSTRY

Los Angeles, April 2.
Assembly in Sacramento yesterday (Monday) received the amended bill providing a stamp tax of 5¢ per foot on all films manufactured, imported or distributed in the state of California. This slap at the picture industry is figured to yield \$23,000,000 annually.

A film tax measure introduced by Assemblyman Geoffrey Morgan, former stock actor, asking a cent a foot, is now dormant.

A delegation of Lions Club members from Los Angeles, Beverly Hills and Hollywood appeared before the assembly to protest against discriminatory taxation of the picture industry.

OSTRER, BERNARD TO VISIT U. S. IN JUNE

London, April 2.
Mark Ostrer, head of Gaumont-British, and Jeffrey Bernard, company's managing director, will visit America again about its first week.

G-B has agreed to let its American company alone under the Arthur Lee-George Weeks executive direction. Bernard will, however, make quarterly trips to New York with new product and for check-up purposes.

CALIF. 30-HOUR BILL

Sacramento, April 2.
The Patterson bill, putting a 30-hour week into effect for all public and private work, except professional and domestic service, is on calendar for vote.

Amus. Stocks Hold Steady as Gen'l List Slumps; Some Slight Advances

With most stocks slipping back in yesterday's (Tuesday) trading, amusements held steady or gained some ground. Loew's common was strong all day, getting up to 36 1/2, only fractionally away from the year's high. Technicolor went to a new top at 19 1/2. Others were practically unchanged from the previous day.

Improvement sentiment despite legislative uncertainties which continued in Washington kept the stock market on an even keel after a few weak spots. Result was that the group averages closed at 25 1/2, for a gain of 0.35 of a point. Amusement averages tipped 25 1/2 before meeting much resistance. Low point was 24 1/2, which was encountered early in the week. Volume for the group was the lowest since early in February but the action placed these 12 theatrically oriented issues about midway between the tops of late January and the closing prices which prevailed later in the year. Market Monday acted as though traders were hopeful that the Supreme Court would hand down a favorable ruling relative to the payment of pensions by the railroad companies.

Aided by a big show of strength in Loew's preferred, the common of this company also attracted considerable attention by its steady advance. (Continued on page 29)

NEWSREELERS, UNION HUDDLE

Efforts of the cameramen's Union to put more men to work through a strike interpretation of what constitutes working hours or by trimming the present 40-hour week thus far has met with failure although two combats of union representatives and newscast chiefs have been held. The move for improved working hours and possibly additional employment for the cameramen was investigated by W. P. Farnsworth, deputy administrator of the picture code.

After the initial session, when the union reps put in their bid for additional men on the payroll, and the newscast companies countered by charging that working conditions and wages are at a high peak already, Farnsworth suggested that each side designate two delegates and attempt to formulate an equitable plan.

But even after the prolonged meeting Monday (Monday) for a satisfactory solution seemed likely for some time to come. Crux of present situation is the definition of what are working hours for newscast cameramen. As presently constituted, the newscast grinder works 40 hours weekly over an 8-week period. The big conflict is regarding what are waiting hours.

Company representatives feel that out-of-town cameramen should not include in their working hour week the time spent in their offices when not out on assignment. Contention is that the camera boys are actually working in this instance. The union conception is the opposite, based on the theory that it is time lost to them whether on assignment or not.

A. J. Richard, editor of Paramount newscast, and Jack Connolly, editor of Pathe News, are representing the cameramen companies while O. V. Johnson, secretary of the Cameramen's Union, and W. H. Stratford, Chicago union representative, are presenting the union side.

Air Canaries to Cut Film Teeth at Univ.

Hollywood, April 2. Dorothy Page and John King, both checking in at Universal yesterday (Monday) for term contracts, will probably cut their film eye teeth in "Sing Me a Love Song". Miss Page, signed by U after winning the national Paul Whiteman prize contest, played in "The Girl in the Red Velvet Swing" at Chicago, where she has been on the air. King has been warbling with the Ben Bernie orchestra.

\$1,824,562 Gives Par Corp. 100% Control of Olympia

Another step toward reorganization of Paramount's New England theatres has been approved by Federal Judge Cox in N. Y., authorizing the Par trustees to satisfy a claim of Olympia Theatre stockholders in return for a block of stock in Olympia held by the Old Colony Trust Co., Boston, as depository pending completion of the old purchase contract.

Under the Cox order, the Par trustees pay a claim of \$1,824,562 in full on delivery to the trustees by an Olympia theatre committee of 52,294 shares of common and 4,509 shares of preferred of Olympia, representing 32% of the stock of that company. This will give Paramount complete control of the Olympia subsidiary in consummation of the agreement of July 15, 1925, under which Famous Players-Lasky agreed to buy the chain from Nathan H. Gordon and Max Shoolman.

WB Wants Mayer as Charnas Will Up to New Post; Par Likely

Warners and Paramount want Arthur Mayer, operator of the Rialto on Broadway, The Rialto, soon to be raised to make way for office structure and a new theatre probably seating around 800, will leave Mayer free. He will probably go to Par. Mayer to operate Warners' three houses on Broadway is the WB idea. Harry Charnas, present operator of these houses, is to be elevated to another post in the company soon.

B'way Cross-Picketing Annoys Theatre Mgrs.

Theatre operators in the Times Square (N. Y.) district are squawking loudly over heavy picketing done by the rival motion picture operator union Allied and Empire State. The recent upheaval in Harlem isn't helping matters. Where theatres are using 300 (A.P.) operators cross-picketing continues by Empire State or Allied, or both, and vice versa. Exhibitors along 42nd Street are kicking the most. Dent in business here is blamed on the Republic (burlesk) which has had extra cops on duty for days and has checked in with three calls for the patrol wagon in the past week. Theatre management blames the police claiming that hundreds were made on this occasion, last week.

Farley Reports, Ducks

Hollywood, April 2. Frank Farley, story scout for Paramount abroad, left here for New York after a week's conferences with Ernst Lubitch on story requirements of the company for the coming year, and outlook of the European literary field. He expects to remain in New York for a short time before returning to London.

It's Excelsior Pics Now

Hollywood, April 2. Because of conflict of title, Premier Pictures, recently organized by Leslie Simmonds and Sig Neufeld, becomes Excelsior Pictures. Company is in production with "Hell Breaks Loose", first of a series of nine actioners co-starring Guinn "Big Boy" Williams and Sally Blane, and directed by Sam Neufeld.

F-W-C's 10G Bonuses

Hollywood, April 2. Ten thousand dollars in bonus awards in recently closed Fox West Coast business drive has been distributed by Charles Skouras. Managers in the Western area are also meeting in operations conference this week.

Yesterday's Prices

Sales.	High.	Low.	Last.	Chg.
400 Col. Pict.	41 1/2	40 1/2	40 1/2	+
2,000 Gen. E.	12 1/2	12 1/2	12 1/2	+
1,000 East. K.	12 1/2	12 1/2	12 1/2	+
2,000 Gen. E.	25 1/2	25 1/2	25 1/2	+
2,000 Gen. E.	25 1/2	25 1/2	25 1/2	+
1,000 Par. E.	25 1/2	25 1/2	25 1/2	+
1,000 RCA	49 1/2	49 1/2	49 1/2	+
1,000 RCA	49 1/2	49 1/2	49 1/2	+
800 W.B.	25 1/2	25 1/2	25 1/2	+
7,500 Tech.	18 1/2	18 1/2	18 1/2	+
6,000 Loew	104 1/2	104 1/2	104 1/2	+
2,000 Par-Pub.	71 1/2	71 1/2	71 1/2	+
1,000 Par-Pub.	71 1/2	71 1/2	71 1/2	+
1,000 Par-Pub.	71 1/2	71 1/2	71 1/2	+
1,000 W.B.	50	50	50	+

DENVER RULING JAZZING UP ALL EXHIBS

Hollywood, April 2. Denver ruling that film exhibition is in line with commerce is expected to precipitate a wide open split between western independent exhibitors and the N.R.A. Air is blue with threats of throwing over regulations in a big way. Los Angeles exhibitors are preparing to initiate bank nights, coin giveaways, two-for-one admissions, crockery nights and other lures to hop up the b.b.

SEE A. J. BALABAN AS LOEW'S CHI EXECUTIVE

Chicago, April 2. If and when Loew's goes through with its proposed theatre building intentions in Chicago, A. J. Balaban probably will be the operating head. An advance understanding to that effect is understood to have been reached. Balaban is at present residing in California with his family. B'way Par Looks O.K.

During the past week the situation has improved regarding bondholders' approval of the Broadway Paramount-Bldg. and Theatres settlement, as part of the Paramount-Public reorganization plan. It is now indicated that the effective majority of contacts of Broadway Par bondholders will be had so as not to jeopardize the Paramount-Public reorganization plan. However, two phases of the P-P plan still are to be ironed out, those concerned with the underwriting of the plan, and that which pertains to the Balaban & Katz refunding agreement with the First National Bank of Chicago, and which conditions that B & K cannot pay dividends while the new refunding bonds are outstanding.

L. A. TO N. Y.

Bob Gilliam. Horace McCoy. Louis Sobel. Dr. Leo Michel. Jack Cohn. David Loew. Jack Moss. George Aronson. John Curtis. Al Friedlander. Horace Jackson. Merle Oberon. Ben S. Cohen. William Fiske. Nicholas Luddington. Henry Hobart. Will Rogers. Irving Asher. Laura La Plante. Dorothy Fields. Frank Farley. King Charnas. Victor Baravella. Root Gibson. Louis Hyman. Johnny Murray.

N. Y. TO L. A.

Ferde Grofe. Ben S. Cohen. Major Albert Warner. Grad Sears. Andy Smith. Mariene Dietrich. Dick Zimmerman. Paul Kohner. Lupita Tovar.

Inside Stuff—Pictures

While a U. S. district court judge has ruled that the Harry Huffman, lottery case (Denver), is outside the Film Code's jurisdiction, the restraint of trade, or monopoly angle, yet has to be settled in court. This latter claim was raised by government legal lights when the action was carried to higher courts by the Blue Eagle. Federal attorneys alleged that the Huffman theatre group held a monopoly on first runs.

Decision in the Huffman case on the lottery charges is regarded in Code Authority circles as based largely on Judge J. F. Symes' ruling that the Colorado N.R.A. law was unconstitutional. Since the court held exhibition of films to be an intra-state business, the declaration of the state law as unconstitutional practically automatically ruled out the case on the lottery allegations.

Huffman was charged with operating a lottery in giving away automobiles, and is still doing so under a temporary injunction granted by the court of appeals. Since many higher courts recently have ruled against the Blue Eagle, when sole intra-state operations were shown prevalent, the Denver decision is not regarded as particularly upsetting by codists in New York.

Fear that there might be some opposition to confirmation of 181 excecutory contracts existing with Par prior to bankruptcy and never disasfirmed, including many distribution franchise contracts, prove up grounded. The entire 181 documents got the official okay seal Monday afternoon (1) without any opposition. No star or executive contracts were included in the batch.

Grid of the reorganization will also include service of papers by the Par trustees for the dissolution of Elwood Ames Corp. and in connection therewith, an agreement with Paramount Enterprises, Florida subd of Par. Hearing is scheduled before Special Master John E. Joyce for Wednesday (8).

Through confidential channels RKO has advised theatres of the human trailer stunt recently inaugurated at the Paramount, N. Y., with someone spelling from the stage on the coming attraction. Idea, the suggestion of Jack McInerney, was tried out at the N. Y. Par about six weeks ago and is being retained there. Par intelligence sources claim that RKO not only reproduced the sense of the idea for its theatre managers but included the full copy, as written, which Par used as a spell in advance of "Ruggles". RKO also included a laugh record idea in connection with human trailer which, however, the Par did not use, as planned, due to mechanical difficulties. In RKO theatre quarters it's denied the human trailer idea was picked up and sent out to managers.

Another step against the pass evil is being taken by Paramount as a result of abuse. New rule is to be put into effect under which trip passes, issued for one performance, will not be given those people who hold annuals for the Paramount, N. Y., or other Par houses.

Although having a pass good for once a week, many holders ask for additional cuffs, checkup showing that some are overdoing it. Par used to issue a card annual, good for more than once a week, but on keeping a record found that the house was taking a bad beating from some of the non-passes.

Response to the Jimmy Fidler-Tangee film survey over NBC to determine among listeners the best picture and outstanding screen performances of the past year, exceeded expectations of the sponsors.

When the survey was started there was little hope of receiving more than 5,000 mailed replies, inasmuch as those who participated received nothing for their pains other than to see their favorites brevied. When lists closed last week almost 25,000 votes were counted. Claudette Colbert, Clark Gable and director Frank Capra, all for "It Happened One Night", were the winners.

Invitation guests to the "Go Into Your Dance" (WB) preview at the Strand, N. Y., midnight Monday (1) almost thought it was an April Fool's gag when the doors were shut. Late arrivals couldn't get in despite flashing invitations. None of the house staff made an effort to explain.

Since the preview was for exhibs, press, etc., the squawks to the theatre personnel approached riotous proportions, but the outdoor lobby doors remained barred and latecomers were turned away.

Misrepresentation in cross-picketing in Greater New York is one of the mistakes made by the Empire State operators' union, it discovered, when the Edjomac Amusement Co., Independent, hailed it into court during the past week.

It was ruled that the Empire signs carried by its pickets, while they may be accurate in the precise wording, are designed to convey the impression that the plaintiff (Edjomac) is employing non-union labor. Empire was restrained from picketing with such or any similar signs.

Since the studios perforce make exceptions on their anti-commercial advertising policy, especially when a big cliche, Lux or kindred type of national advertiser comes along with an imposing tieup, the distribe are now capitalizing on it in advance.

Paramount, for its "Private Worlds", has in its press book a bulldozer-up in line with Old Gold campaign in 42 newspapers on behalf of Claudette Colbert and the film. While the ads are already released (schedule was March 11-18) this is emphasized as desirable advance ballyhoo.

Lloyd Bacon brought in "In Caliente" (WB) last week after three months and one day of shooting. This approaches some kind of a record for a lot that turns 'em out in four to six weeks. Busby Berkeley's production numbers are said to have been responsible for part of the marathon.

Believed to be the longest any WB star has been held on one picture in some time. It's a lavish Dolores Del Rio musical.

New York operators' union, Local 505, intervened at the Bijou, N. Y., on 45th street, which plays cartoons and shorts. Operator was one of union's own members, Jack Gare. A few months ago Gare, in the booth at the Bijou, took over operation from Willie Kurtz, now associated with the Criterion.

Gare has stepped out as operator and new corporation has been formed to run the Bijou. House recently closed down for a few days and then reopened.

Hoyle club, pedigreed poker fiends of Hollywood, inherit their leader from New York-sect of the pastebored pastimers with the arrival of Howard Benedict to take over Radio's ad and publicity department.

Benedict is head man of the club now, succeeding previous royal-flushers Peter Gougeon and Marnie Seft. Wild western members are Marc Connelly, Morris Ryskind, Edward G. Robinson, Arthur Kober, Bob Harris and Marnie Seft.

Academy is endeavoring to give further recognition to assistant directors. Following the plan to print the work of this craft in the monthly Academy magazine, the academy is considering production companies to give credit to the assistants in publicity emanating from the studios and has requested that the second men be included in the preview credits of pictures.

Universal is canvassing Fox Memorial Societies to get impressions of Fox fans as to how they think "The Raven" would be done in pictures. (Continued on page 14)

PICTURE ANOTHER 2 YRS

Giveaways

Battles of the bank nights, giveaways, premiums, anti-duals and sundry threats to 'test the NRA up to the U. S. Supreme Court,' assume chameleon aspects depending on each territory. Divers reports from behind the key spots, as well as the keys each vary the aspect on the same situation.

If it's a key spot, there is usually enough coin to finance an appeal and so, even if the decision is adverse, one or the other party posts the usual bond and stills the matter some more, pending appeal. To all intents and purposes, that's all that's necessary and so, once again, any specific covenants to the contrary are defeated.

Bank nights or any of the chance drawings employed by theatres for b.o. hyping are, after all, a matter of current fancy. By the time a year is over tried some months hence that type of exploitation will like as not be outmoded.

Some Federal district court judges uphold such stunts as violations of the code against cut-rating and premiums, while other legal decisions take a diametrically-opposite attitude.

As regards double-billing, that, too, is a fickle proposition. Where local exhibs have covenants against duals, the moment one breaks away it usually means that the local exchanges play ball with the majority exhibs and refuse to serve the recalcitrant theatre. In that case the balking exhib charges 'monopoly' and restraint of trade, and again the court clerks get busy.

The Code Authority seems helpless on a blanket ruling to serve as precedent in all such cases as zoning-and-clearance schedules because the z-c-skeks right now are one of those things.

Cut-Rate Pass Giveaways in B'way Theatre Area Disturbing C. A.

Pyrotechnics are anticipated by many members of the Film Code Authority as a result of the fresh outbreak of the free pass stunt in the Times Square area during the past week. While the N. Y. Y. was the principal picture house to inaugurate the stunt, others had or were planning to follow suit in order to meet this new competition. Service charges, when the 'free' coupon is offered at the box office is deemed by C.A. representatives as a violation of the reduced admission clause in the code since it amounts to selling tickets at less than the advertised price.

The free coupon gag also obtains at the legitimate Plymouth theatre on the same block with the Astor. The Penn-Astor drive-in store on the corner invites the store's patrons to be 'guests' at the Plymouth.

With the new outbreak of the service charge, the board, alarmed and giveaway campaigns by picture houses along Eighth and Ninth avenues have been renewed.

MICHIGAN PROPOSES STATE CENSORSHIP

Detroit, April 2.

State board of film censorship is provided in a bill introduced in the Michigan legislature by Representative E. H. Fenlon of St. Ignace. Rep. Fenlon denies reports that the Legion of Decency drafted the bill. Proposed board of three to be appointed by the governor for three years, would be paid by fees levied on film distributors. Entire decision to approve or disapprove would be vested in the board, similar to board now operating in Ohio.

Proposed levy of \$3 for each reel of the first feature and a \$1 on each succeeding print would bring nearly \$100 per feature passed to the state. Only censorship at present is that of the Detroit Police Film Censor, Sgt. Joe Kollar.

DELAY LIGHTMAN N. Y. TRIP

M. A. Lightman, due in New York on Monday (1), to formally close a partnership deal with Par over three houses in Memphis, is being grouped under his operation, has been forced to postpone his trip due to Tennessee tax legislation which he is actively opposing.

Y. Frank Freeman recently was in Memphis to work out the agreement with Lightman, who is a partner of Par in Fort Smith, Ark. and other southern spots.

NRA'S EXTENSION LEAVES IT AS IS

Colorado Decision on Lotteries Therefore Depreciated—Films in Interstate Commerce, Washington Holds

NO. CHISELING

Washington, April 2.

Revision of the Recovery Act, extending the code system of restricting competition for another two-year period, appeared in Congress last week as Roosevelt Administration tipped its hand. At first glance appears proposed law changes will not have any particular effect on film pact.

Although substantial modification had been promised by administration mouthpieces, Congress found the new law contains few important alterations. Principal objective is to plug loopholes and correct deficiencies which have resulted in long string of unfavorable court decisions in disputes involving constitutionality of the existing act.

A major alteration consists of re-writing of present provisions under which codes have been placed in operation, but the effect is to give the government more, rather than less, power. Until the U. S. Supreme Court comes along and upsets it, the outlook is that things will continue pretty much according to existing policies and policies.

Seeking to prevent upsetting of code procedure, brain-trusters have entirely rephrased clauses specifying the scope of the Blue Eagle by stipulating that 'interstate commerce' includes any outfit which uses material shipped in 'interstate commerce', which would knock in the head last week's Colorado court ruling that exhibition is not a part of interstate business.

Technically, enactment of the proposed new law may require the government to go through the motions of reapproving the film pact. Although question is not settled. Suggested legislation requires the President to make findings before approving pacts, listing a number of new conditions which he must decide exist before putting John Hancock on competition agreements. Would have to decide that codes establish rules of fair competition; (Continued on page 50)

Skouras Coast Return Speeding F-WC Washup

Los Angeles, April 2.

Return from New York, this week of Charles P. Skouras is expected to speed up completion of the final report of the three trustees in bankruptcy of Fox-West Coast. Filing of report has been held up temporarily through the absence in Minnesota of Atty. W. B. Carman, representing the trustees, who was called there by the death of his father.

Bankruptcy of the Fox Midland Theatres Corp. and Fox Rocky Mountain Theatres—Corp, both former subsidiaries of Fox-West Coast, is expected to be wound up within the next six or eight weeks.

READYING NEW EXTRAS LIST TO SOOTHE ROSY

Hollywood, April 2.

Coding on registration of a selected extra list for NRA preferred work cards finally has come to a head after months of bickering. Code Extra Standing Committee will revamp the list of 1,000, previously recommended with the aim of getting committee members and Administrator Sol A. Rosenblatt off the spot in view of blasts against the methods of selecting card getters in alleged war chamber session.

Result is that principal objectors to the original list are marking time. Screen Actors' Guild blasted the setup as unfairly worked out and demanded a recheck. Another coalition of extra orgs, Hollywood Picture Players, Picture Players Alliance and The Troupers, Inc. rallied at the setup as being in violation of code verbiage and argues that if nothing is done to correct it extras had better forget all about coding and deal direct with studios and Central Casting.

C. C. MOSKOWITZ'S APPOINTMENT

Charles C. Moskowitz, Low theatre executive, has been named a member of the New York regional board for the second district, the appointment being made by the National Labor Relations board at Washington.

It is the first time that a circuit executive has been placed on the board.

Chi Code Bd. Comes to Life with 'Stop Service' Order Vs. Alger Chain

C. A. Costs in Feb.

Total disbursements by the Film Code Authority for February, as announced by John C. Flinn, executive secretary, are \$20,132.

Total cash on hand is \$40,897.

Nate Yamins Pans Picture Code as 'Prod.-Controlled'

Minneapolis, April 2.

After hearing Nathan Yamins, president of the Massachusetts Allied Theatre Owners and a Code Authority member, denounce the industry code as presently constituted, independent exhibitors and theatre owners at a mass meeting here went on record as condemning the instrument.

The gathering of 200 exhibitors, called by W. A. Steffen, president of Northwest Allied States and was open to independent theatre owners from all sections regardless of affiliation or lack of them.

The exhibitors pledged themselves to support the Allied States' move to obtain a new Code Authority comprising equal numbers from the producing and exhibiting ranks, with power to establish a new schedule of trade relations.

Abram S. Myers was authorized to appear before Governmental authorities in Washington to present this viewpoint.

Yamins attacked the code as being an instrument the provisions of which were dictated by the producer-distributors. He asserted that the Code Authority is 'producer-lapsed' and that the Hays affiliates constitute six of the seven producer members and present a solid front.

W. Ray Johnston, president of Monogram, was paid a tribute of fairness by Yamins.

Steps were taken by the northwest exhibitors to merge Northwest Allied States and the recently formed Independent Theatre Owners' Association into a single independent exhibitors' organization. Steffen announces that the code compelled him to quit as president of Northwest Allied.

L. A. Exhibs Call Code a 'Dead Issue'; Burned at Z-C Stalling

Huffman Wins Point in Auto-Giveaway Case

Denver, April 2.

Harry Huffman won another round in his battle with the Government and grievance boards in their attempts to force him to stop his weekly auto giveaways in his eight Denver theatres.

On Huffman's motion to strike out certain portions of the Government's complaint, Federal Judge J. Foster Symes ruled that Huffman was not engaged in interstate commerce. Symes ruled that when films are received by a distributor in the state, they cease to be interstate, and becomes intrastate business.

Judge Symes did not dispose of the case, but said he would hear arguments later on the question as to whether the Government was correct in claiming that Huffman and his companies had a monopoly on first run films in Denver, and on the question as to whether Huffman was conducting a lottery.

Chicago, April 2.

After waiting for months the motion picture code board is going into active campaigning against theatres which continue to violate the rulings of the board and continue to run contrary to code decisions despite 'cease and desist' orders. First real slap was ordered last week when the local code board sent rulings to all exchanges to stop film service to the E. B. Alger houses in southern Illinois' Fox theatres, violation of the picture code.

For the most part the exhibitors of the midwest have paid little attention to the code rulings which ordered dozens of ceases and desist instances. As soon as they got the wrong decision the exhibs would either forget about the ruling or would immediately appeal to New York. The eastern headquarters of the code board is now loaded with appeals from hundreds of midwest exhibs and until these appeals are heard and decided upon the exhibs are continuing to have bank nites, play 'screens', advertising prematurely and are allegedly conducting in other manners contrary to the film code.

Expected, however, that this shutting off of service on one of the biggest indie circuit operators in the midwest will shake up the situation in the territory and sit-down exhibs who have been running wild. Chicago especially is flooded with 'screens', bank nites and 'giveaway' raffles, besides premature advertising.

L. A. Z-C SKED AGAIN STALLED

Failure of the Film Code Authority to act definitely on the zoning portion of the Los Angeles clearance-zoning schedule before last Saturday (30) brought indefinite postponement on the dates when the schedule is to become effective. Originally approved by the C. A. the L. A. schedule was to have gone into effect March 31. But the action last Friday means a delay of several weeks since the actual date of hearing protests on the zoning features has not been fixed as yet.

Although the L. A. schedule was approved in its final form more than a month ago and the effective dates set, a formal protest on phases of the zoning lodged by Fox West Coast Theatres Corp. for several weeks have held up formal installation of the schedule. The authority voted to have John C. Flinn go to the Coast and investigate first hand. He returned on March 25, and his report and other details of the situation have been more or less under consideration by the clearance and zoning committee of the C. A. ever since.

Further discussion on the points stressed by the Fox-West Coast officials Thursday afternoon prompted the committee to present the problem to the whole authority Friday morning.

Because other major companies, exhibitors and theatre circuits might bring up objections to the revamping of the zoning situation, the Authority decided to permit C. A. action postpone the L. A. schedule. Feeling in affiliated circles is that the code is a dead issue. A recommendation made by a group of conservative indie exhibitors that Independent Theatre Owners Association and Associated Exhibitors consolidate forces and bring 100% protest against further stalling was turned down by the ITO which might have been expected unlikely that local indies will attend N. Y. meeting.

In the meeting Friday (29) the biggest obstacle was the question as to whether the L. A. schedule would conflict with actions in the U. S. district court of Southern California. It was feared by some that persons not in agreement with the L. A. schedule might question the validity of the schedule as drawn up by the authority.

Par Polishing Off at 21G with 'Mississippi'; Plugs Fail to Boost 'Folies' Over 7G; Pimpernel' Socko

Los Angeles, April 2. (Best Exploitation: State Exhibitor.) The current one. Barnes show in town opening to better trade than last year and with couple of other types of opposition including sports show at Shrine auditorium, theatre operators none so happy. Paramount with 'Mississippi' is leader from gross take angle. Chinese and State with 'Folies Bergere' having tough sledding as combined gross will barely go over \$15,000. Hollywood and RKO even find it bit more and with 'Traveling Saleslady', after the healthy Robert Montgomery, as this combination will fall short on their multiple gross of \$10,000. Downtown 'Folies' is showing 'Roberta' after the RKO run is hitting into black for first time in months and looks as though attraction will hold for another stanza. State and Chinese were most aggressive houses on exploitation front for the week with 'Folies Bergere'. They tied in with old Gold cigarettes on window displays all over town, also with music store and motor records as well as the radio stations to plug the picture tunes. Window display at Bullocks features hats and shoes, in addition. The advertising appropriation for the two houses was just over \$1,600 and the average with most going to newspaper, a little extra for billboard. However, this outstanding exploitation did the box office little better than average.

Estimates for This Week
Chinese (Grauman) (2,028: 30-40-55) 'Folies Bergere' (20th Century). Heavy exploitation not materially help here. Last week hit short of \$8,000. Last week 'After Office Hours' (MG). Tied out almost quietly. Last week 'Criterion' (Paramount) (1,800: 30-40-55) 'Unfinished Symphony' (Paramount). Best exploitation. With no other attraction on hand stock for third stanza which will be around \$800. Last week second stanza it turned off with the expected \$1,200.
Hollywood (WB) (1,800: 25-30-40) 'Roberta' (Radio). After three weeks at the RKO got on to next stanza and is set for an easy \$6,000. Last week 'A Night at the Ritz' (WB) and 'Death Files East' (Col). Very, very fourth corner to a \$2,000.
Filmmate (Renselander) (900: 40-50) 'Chaparev' (Aminco). Got big crowd, but first week will check out with around \$2,500. Last week second and final. 'Little Lucky' (GB). Same as exploitation with a second of \$1,300 which lets house break.
Four Star (Fox) (900: 30-35-40) 'State Pimpernel' (Fox) (2nd week). Another socko for this house with holdover session an easy week and about \$1,500 more than to linger. Last week first stanza hit to corking profit with a total of \$5,700.
Hollywood (WB) (2,750: 25-35-40-55) 'Traveling Saleslady' (WB). Again the picture which one it's no panic as bowing will not be more than \$4,800. Last week 'Roberta' (Radio). Third and final week a little drop in expectations but great with \$6,500.
Paramount (Pan) (2,700: 25-40-55) 'Bronze Medal Mystery' (Col) and 'Mystery Man' (Monogram). Split. This duo not so forte and off to poor pace which if keeping through \$3,000. Last week 'Princess O'Hara' (UA) and 'The Ghost Walks' (Ind.). Last week 'The Ghost Walks' pace to a windup bringing the expected \$4,000.
Paramount (Partners) (3,590: 30-40-55) 'Mississippi' (Par) and a stage show. They are going plenty strong. Last week 'The Ghost Walks' (Ind.). Last week 'The Ghost Walks' pace to a windup bringing the expected \$4,000.
Paramount (Partners) (3,590: 30-40-55) 'Mississippi' (Par) and a stage show. They are going plenty strong. Last week 'The Ghost Walks' (Ind.). Last week 'The Ghost Walks' pace to a windup bringing the expected \$4,000.

United Artists (Fox-UA) (2,100: 25-30-40-55) '410 Rumba' (Fox) and 'Ideal combo' (Par). Split. Though an ideal combo this duo has no name names so \$2,300 will be top for take, which is red for house. Last week 'The Little Colonel' (WB) and 'Ideal' in from State gave house neat profit with a \$3,800 session.

Traveling Saleslady (WB). They're not so hot for this one here, with the Bloni-Barrel name, but meaning nothing to customers as a \$4,300 take would indicate. Last week 'The Little Colonel' (WB) and 'Ideal' in from State gave house neat profit with a \$3,800 session.

'COLONEL' \$7,900, NICE

Ben Blue Quite a Celeb in Birmingham
Birmingham, April 2. (Best Exploitation: Pantages) Spring rains doing nobody. 'Little Colonel' tops everything this week and done nicely. Picture is getting both machine and night business in fashionable style.
Ben Blue at Pantages has been given a good send-off. Just about every form of exploitation known to the boys has been used. Taxi-cabs are yelling his name, radio and increased newspaper space. Ray Teal with his hand on the same show and he always clicks.

Estimates for This Week
Alabama (WB) (2,600: 30-35-40) 'Little Colonel' (Fox). Nice little pile of greenbacks this week, \$7,900. Last week 'Roberta' (Radio) \$7,500.
Grand (WB) (4,000: 30-35-40) 'boona' (Fox) and 'President Vanishes' (Par) on split, \$1,500, fair. Last week 'Roberta' (Radio) \$7,500.
Pantages (WB) (1,800: 30-35-40) 'Pantages' (WB) and 'Roberta' (Radio) \$7,500.
Yvonne (WB) (1,800: 25-35) 'Vanessa' (MG). Helen Hayes and Robert Montgomery will help, but the box office will be some \$2,000. Last week 'Week of India' (UA) \$2,500, fair.
Empire (Acme) (1,100: 25-30-40) 'The Life of a Soldier' (Col). Ballyhooed as another 'One Night of Love' and likely to get a moderate take. Last week 'Week of India' (UA) \$2,500, fair.

'DIGGERS' GETS \$15,000 IN BUFFALO

Buffalo, April 2. (Best Exploitation: Buffalo) Takings are see-saw at downtown theatre currently. The Buffalo showing about average returns for a strong show and the Lafayette picking up after a bad opening for what looks like a good gross. 'Roberta' in its second week is still doing better than average.
Last week saw 'Roberta' leap into the van turning in one of the best weeks the house has had in a long time. 'Roberta' and 'Roberta' mates. Buffalo dropped off as did the Hipp, but the Century for some reason or other took a real brace. The exploitation for 'Roberta' was outstanding. Fine tie-up with Buick for half page newspaper ads and giant display in Buick dealers show windows in return for new model display in the lobby was featured. 'Roberta' personal appearance went big with the paper photos and helped over the air. Nappkins, heralds, menus, florist cards and cigarette ads were sniped with special lines on the show.

Estimates for This Week
Buffalo (Col) (2,800: 30-35-40-55) 'Dig Diggers of 1935' (WB) and 'Hugh Herbert'. Doing well with a strong show, but not getting what it should. Pick up \$15,000. Last week 'West Point of the Air' (MG) and stage show, slumped to unsatisfactory. Last week \$7,000.
Hipp (Shea) (2,400: 25-40-55) 'Wedding Night' (UA). Picking up on last week, but figured for average. Last week \$7,000.
Last week 'Enchanted Air' (Radio) and 'Murder on Honeycomb' (Radio). Last week \$7,000.
Great Lakes (Shea) (3,400: 25-40-55) 'The Life of a Soldier' (Col). Still doing nice business and will go over \$5,000. Last week sensational takings with plenty of favorable comment. Tops at \$16,700.

Century (Shea) (3,400: 25-40-55) 'Love in Bloom' (Par). 'Rocky Mountain Mystery' (Par). Looks like little takings for this show at probably something over \$5,500. Last week 'Car 39' (Par). Return to 'The Life of a Soldier' (Col) for best figures at \$6,300.
Lafayette (Ind.) (8,400: 25-30-40-55) 'The Life of a Soldier' (Col) and 'Among the Mountains' (Col). Opening bad but with strong plug-up over weekend may do \$8,000. Last week 'Evergreen' (Col) and 'The Life of a Soldier' (Col). Hold about up to anticipations for good business at \$7,100.

1st Runs on Broadway (Subject to Change)

Week of April 5
Capital—West Point of the Air (F) (4).
Music Hall—Life Begins at 40 (F) (4).
Paramount—Private Worlds (Par) (2d wk.).
Rivoli—Brewster's Millions (UA) (6).
Rocky—It Happened in N. Y. (U).
Strand—Curious Bride (WB) (2d wk.).

Week of April 12
Capital—Vanessa (MG).
Music Hall—Star of Midnight (Radio) (11).
Paramount—Stolen Harmony (Par).
Rivoli—Princess O'Hara (U) (9).
Rivoli—Brewster's Millions (UA) (2d wk.).
Rocky—My Heart is Calling (WB) (2d wk.).
Strand—Black Fury (WB).

DUST STORMS BURT OMAHA

Omaha, April 2. (Best Exploitation: Omaha) National Flower and Garden show holds the spotlight for the week in the Akarben Coliseum. Opened Saturday (30) for nine days which allows it to cut in on the current full week of business.
One of the city's outstanding conventions and exhibitions for the year, and expected to show to practically everyone in town with estimates varying as to total attendance. For outside visitors may help on the show, though general effect likely to be cutting. Fifteen thousand saw first day.

Dust storm getting to be a matter of continuity with some slight about or in the air nevertheless. Just a matter of intensity. When the dirt flares up it has the direct effect of cutting down the show houses, and that occurred twice last week with minor blasts in between. And then the dust cleared up two days of perfect spring weather which didn't help box office a bit.
The weather is to its split week policy with Lily Moran the name in the three-day stage show and 'Love in Bloom' continues as strong screen fare. Opened regular and should see a week around \$7,500. Both 'Love in Bloom' and 'Love in Bloom' over-nicely with 'Mississippi'. Brandeis seeing only an ordinary week with 'Living on Velvet' and 'While the Patient Sleeps' return to the double-features after a week of single.

Exploitation of the week credited to the Omaha theatre and Manager Ted Emerson with an old-fashioned 'Mississippi' public case for 'Mississippi' opening day and two following.

Estimates for This Week
Omaha (Blank-Tri-State) (2,970: 25-40) 'Life Begins at 40' (Fox). New Roger once the whole week could get along very nicely without a word of 'Roberta' but gets it as a dual partner anyway. Flower show, competition and weather make it a hard guess, but opened for about \$9,500 and can easily do more. Last week 'Good Fairy' (U) went over well with publicity, garnered from Alene Franzen, the Orpheum ushersette. Both 'Love in Bloom' and 'Love in Bloom' in a class with the picture fare offered as competition, and has in addition Polly Moran and Irene Vernon as stage attractions. Burt's back to the split week policy with 'Scarlott Pimpernel' (UA) and 'While the Patient Sleeps' (Col) return the other four days, about \$7,500.

Last week 'Rumba' (Par) screen the stage, but over a picture figure to \$11,000, nice money but not quite expectations.
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Lupe Velez Good \$13,000 'Sequoia' \$6,500, 'Mississippi' \$8,500, Fine, Mpls.

'LIFE BEGINS' \$6,000

Hog-Calling on Stage Is Sumpin in Tacoma
Tacoma, April 2. (Best Exploitation: Rocky) Center of show goes on this week in the Rocky, Jensen von Herberg spot which has been having a great run of p.l.x and biz the same way, the past five or six weeks. It's Will Rogers this week, with top exploitation shouting the town down, this being a hog-calling center from the stage for 'Life Begins' at 40'. Five complete nights, with winner of each night getting into the final eighth day for prize of \$100 cash. Entrants selected in co-operation with Western Washington fair, where hog weeks. It's Will Rogers this week, with top exploitation shouting the town down, this being a hog-calling center from the stage for 'Life Begins' at 40'. Five complete nights, with winner of each night getting into the final eighth day for prize of \$100 cash. Entrants selected in co-operation with Western Washington fair, where hog weeks. 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Too Many Balto Musicals; Horses,' 'Scandals' Love in Bloom' All Off

Baltimore, April 2. (Best Exploitation: Century) Biz skidded sharply this week from the plane it has been pacing for the last month or more. Exhibits are unanimously complaining, and the causes blamed for the slump are legion, as usual. One angle is that on Sunday two powerful B. O. pics were released to the nabes, 'Roberta' and 'Little Colonel'. The subquents made meretricious and are turning patrons away over the week-end.

About best is the Century with a stage show that boasts a fair name in Herb Williams plus 'Casino Murder Case' on screen. Will dole out figure house shows in months, \$16,000, but it's a slight profit.

One of the stunts with which Publicist Herb Morgan abetted 'Casino Murder Case' at Century was flitting off print before the recently correlated recut to Police Dept. Work space on Page One.

Estimates for This Week

Century (Loew-IFA) (3,000; 15-25-40-45-50-55) 'Casino Murder Case' (MG) and Herb Williams heading vaude. Turning a bit of profit at \$15,000. Last week 'West Point of Air' (MG) and 'The King's Horses' (Par). Everett Marshall, sold at \$13,000.

Hippodrome (Rappaport) (2,500; 15-25-40-45-50-55) 'The King's Horses' (Par) and vaude headed by Carmela Ponselle. No lure being evidenced either by stage show or picture, ultra mild \$10,700. Last week 'Edwin Dood' (U), nice at \$6,400.

New (Mechanix) (2,000; 15-25-40-45-50-55) 'Scandals' (Fox). Version last year was disliked; this one can't get past the level of other shows of similar type opposing it. Too many screen reviews of "type in the line" and too many actors and up in a manner that impedes the B. O. pace considerably, and will keep gross down.

Stanley (WB) (2,450; 15-25-40-45-50-55) 'Love in Bloom' (Par). Fact it is one of three musicals, but it is not attracting, by a notice weren't bad and are helping some. Will shut \$6,000, which is a net at \$15,000. Last week 'Edwin Dood' (U), nice at \$6,400.

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\$6,000 for Wedding Nite' and 'Roberta' Best Gross in Deny.

Denver, April 2. (Best Exploitation: Denver) Denham with 'Wedding Night' and 'Roberta' best business in relation to average business but Denver and Orpheum took in most money tying for top position with around \$8,000 each. Broadway continues to surprise everybody and ran above average with extended run. Amount average but Aladdin below.

'Wedding Night' stage window and Orpheum plays a leg for its 18th opening, is doing better than expected.

Estimates for This Week

Aladdin (Huffman) (1,500; 25-35-40) 'Great Hotel Murder' (Fox). Best gross hot at \$10,000. Last week for 'Let's Live Again' (Col.), below normal.

Broadway (Huffman) (1,500; 25-40-45-50) 'Wedding Night' (40). (Fox). Moved from \$13,000 week at the Denver. Good at \$3,000.

Orpheum (RKO) (2,000; 25-35-40-45) 'Wedding Night' (40). (Fox). Moved from \$13,000 week at the Denver. Good at \$3,000.

In \$11,000, more than estimate. The exploitation, cleverly done, caused the film to build day by day into a second week. Last week the first the house has been operated by RKO for two years or more, having long been a thorough house. Paramount (Huffman) (2,000; 25-35-40) 'Casino Murder Case' (MG). Nice, \$14,000. Last week 'Living on Velvet' (FN) under average with \$3,500.

'Scandals' Week in Cap; 'Roberta' 4th Wk Fine 7G

Washington, April 2. (Best Exploitation: Fox) If the B. O. ever proved that Capital-shoppers want quality and not merely new flickers, it is doing so this week. Main stem has two new pictures against four repeats. And the repeats are busting records with four show-downs to last a month in the history of house. 'Little Colonel' is at the Columbia Ritz and 'Roberta' is at the Fox and looking at a house record for repeats.

Not a swell break on weather when thousands of tourists poured in to gaze at cherry blossoms and were shunted into theaters for rain and cold. Spasmodic sunshine merely enticed 'em from the outskirts and then faded.

Estimates for This Week

Fox (Loew) (2,334; 25-35-40-45-50-55) 'Roberta' (MG) and vaude. Benny Davis revue is pleasing 'em but get inside but pic can't get past the level of \$15,000. House will probably shutter at the end of season and stay dark for a fortnight. Last week 'Edwin Dood' (U), nice at \$6,400.

Palace (Loew) (2,334; 25-35-40-45-50-55) 'Roberta' (MG) and vaude. Benny Davis revue is pleasing 'em but get inside but pic can't get past the level of \$15,000. House will probably shutter at the end of season and stay dark for a fortnight. Last week 'Edwin Dood' (U), nice at \$6,400.

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overs and the remaining one dying on its feet. Tying up with the newspapers on national want-ad week and obtaining about three pages of free space through promotions, Manager Ted Nicholas of the Lyric copied the honors of the week on his advance campaign.

Estimates for This Week

Apollon (Fourth Ave.) (1,100; 25-40) 'Gold Diggers' (WB) (2d wk). Moving slowly, with standstill at \$500. Last week, in its debut, it did pretty well at \$5,500.

Circle (2d Ave.) (2,500; 25-40) 'Roberta' (Radio). Last week after having played two weeks at the Indiana; suffering from too much opposition. Last week, in its debut, it did pretty well at \$5,500. Last week, in its debut, it did pretty well at \$5,500.

Indiana (Katz-Field) (3,100; 15-25-40) 'McFadden's Flats' (Par) and 'Roberta' (Radio). Last week, in its debut, it did pretty well at \$5,500. Last week, in its debut, it did pretty well at \$5,500.

Palace (Loew's) (2,300; 25-40) 'Casino Murder Case' (MG). House start buttoned up on this one and is trying to ride through until the end of the week. Last week, in its debut, it did pretty well at \$5,500.

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Philly Shies at 'Private World's' Theme; '\$10 Raise' Not Hot at \$14,000

lavish musicals per se being washed up, particularly in key centers. The Warner 'talkies' (Col) and 'Evensong' (GB). Crackerjack dual but no biz. Robinson has apparently made too many mistakes to climb back immediately with 'Town' while English-made film doesn't mean a lot. Around \$4,200 looked for, slightly better than usual but nothing like the expected pick-up. Last week 'Night at the Ritz' (WB) and 'The Cat Flinders' (Radio) sickly at \$3,400.

Estimates for This Week

Philadelphia, April 2. A flock of new pictures bowed in late last week, but indications are for a pretty tepid week as far as business is concerned. In fact, there isn't really a cinch wallop in the bunch and several are likely to be very much on the foppo order.

Estimates for This Week

Aldine (2,000; 25-40-55) 'Wedding Night' (UA). Hold for third week on strength of second week's nice \$8,000. Should see \$6,000.

Arcadia (600; 25-40-50) 'All the King's Horses' (Par). So-so \$2,100 seen. Last week 'Sequoia' (MG). Swell \$3,500 in eight days.

Boyd (2,400; 25-40-55) 'Private World's' (Par). Themed won't help biz. Though cricks rarely. Lucky to get \$5,000 in its single week. Marietta next with big campaign. Last week 'Night at the Ritz' (WB) Strong \$13,000 in third and last week.

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Boyd (2,400; 25-40-55) 'Private World's' (Par). Themed won't help biz. Though cricks rarely. Lucky to get \$5,000 in its single week. Marietta next with big campaign. Last week 'Night at the Ritz' (WB) Strong \$13,000 in third and last week.

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DORSEYS, APOLLON HYPO PITSG. FILMS

Pittsburgh, April 2. (Best Exploitation: Fulton)

Drab session in prospect with only Fulton making anything of a show. The rain and cold and a smidgen of sunshine merely enticed 'em from the outskirts and then faded.

Estimates for This Week

Fox (Loew) (2,334; 25-35-40-45-50-55) 'Roberta' (MG) and vaude. Benny Davis revue is pleasing 'em but get inside but pic can't get past the level of \$15,000. House will probably shutter at the end of season and stay dark for a fortnight. Last week 'Edwin Dood' (U), nice at \$6,400.

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LINCOLN COASTING 'Good Fairy' Is Tops With Okay \$3,000 Figure

Lincoln, April 2. 'Good Fairy' will be tops this week, although the row as a whole has been pretty tame. The picture decided to

CHANGES BREAKING

'Grand Old Girl' \$8,000, Seattle
'Night at the Ritz' Plus Al Pearce Gang
Good at \$10,000

Seattle, April 2.
 (Best Exploitation: Orpheum, Music Hall)

There's plenty of class to the first runs this week, with three stage shows trying for public support. Al Pearce and his radio gang, en route to N. Y., are at the Music Hall for a week, with this house stepping out of the return engagement class into a first run. Pearce has been here twice before and has a following, but this time there is no radio broadcast tieup, so it may affect takings.

'Ruggles of Red Gap' is going great guns at 5th Avenue, being held over for six days of second week. Blue Moose is making something of 'Folles Bergere'; Orpheum has an atmospheric front for 'Sequoia,' and is 'way above average,' with the other half its dual show being also on the up, 'Behold My Wife.' This combo is getting along. Orpheum is no slouch with 'Grand Old Girl' and Beverly Hill Billies on stage, while Paramount has a sweet duo in 'I and The Duke' and 'The Duke and I.' Box is holding 'Robert' for fourth week, and Liberty has one dual.

Exploitation honors are divided between two houses. Orpheum, where tieup with Daily Times for selection of old-time schoolmarm as 'the grand old lady' arouse great interest, the winner being given a big dinner, a loving cup in silver and flowers, taking on the nature of a civic affair. At Music Hall exploitation was for Al Pearce and his gang, reception at air field, with broadcast from there, over KOMO, parade downtown with 12 Studebaker cars donated, all property harnessed and sound truck blaring out 'Hall, Hall.' Official reception by mayor also arranged for the welcome to the gang.

Estimates for This Week:
 Blue Moose (Hamrick) (2,000; 25-40); 'Folles Bergere' (UA); Good gross of \$4,500 brings holdover. Last week 'Wedding Night' (UA) five days of second week, \$2,100, fair.
 Coliseum (Evergreen) (1,800; 15-25); 'Sequoia' (MG) and 'Behold My Wife' (Par) dual. Figure \$5,000.
 Very good. Last week 'Bright Eyes' (Fox) and 'Bachelor of Arts' (Fox) dual, so-so \$3,200.

3rd Avenue (Evergreen) (2,400; 25-40); 'Ruggles of Red Gap' (Par) Holding for six days of second week with draw steady. Should see \$8,000, great.

Liberty (J-VH) (1,900; 10-25); 'Crimson Trail' (U) and 'Behind the Mask' (Col) dual. May see \$4,000, okay. Last week 'Monte Carlo' (Col.) and 'Monte Carlo' (Nights) (Mogro) good, \$4,200.

Mus. Box (Hamrick) (900; 25-40); 'Robert' (Radio) (4th week). Holding for indicated \$4,000 and will stay another fortnight to span Holy Week.

Music Hall (Hamrick) (2,300; 25-40); 'A Night at the Ritz' (WB). Al Pearce and his gang on stage the big reason for anticipation, but \$10,000.
 Orpheum (Hamrick) (2,700; 25-40); 'Grand Old Girl' (Radio) and 'Folles Bergere' (UA) dual. Last week, 'Big \$3,000.' Last week, 'It Happened in New York' (U) and 'The Red-Headed Boy' (U) dual.

Paramount (Evergreen) (3,100; 25-35); 'Car 99' (Par) and 'The Iron Duke' (Par) dual with vaude. Probably around \$6,000, but continuing week, 'Mystery Woman' (Fox) and 'MacFadden's Flats' (Par), \$5,400, slow.

Sam Morris Is 'Rob-Reel'

In Chi American Shift

Chicago, April 2.
 Shift in the amusement setup of the Hearst evening American sends in Sam Morris as the picture reel, the former 'Rob Reel,' Jess Kruger, the former 'Rob Reel,' ducks the reviewing assignment, but continues to supervise the entire picture section. Additional duties as Hearst's chief exploitation chief necessitate.

Morris, formerly on the night copy desk, will also make up the picture page taking this assignment from Charlie Barthel, who moves over into strictly picture advertisement soliciting.

Steam Line

Hollywood, April 2.

Reginald Owen and Freddie March worked for two days in steam baths in Metro's 'Anna Karenina.' Each lost six pounds.

'ROBERTA' GETS LION'S SHARE, NEWARK

Newark, April 2.

(Best Exploitation: Proctor's) It is all 'Roberta' this week at Proctor's. Film holds over after a great opening of \$16,000 or better. It is expected to do \$24,000 on the 15th and 16th. The picture is certainly money at these prices. Nothing else here will get anywhere in the 'Star-Engle' and lobby displays. Grosses are steadily slipping lower for normal attractions. The departure of Lent is expected to change this, but—

Circle Opera company has closed its Sunday performances at the Moore, while the Shubert continues Sundays with Italian plays. Proctor's, using about everything on 'Roberta.' Among the stunts are the distribution of 5,000 photos of the stars to women patrons, showing of 'Roberta' groups in Bamberger's windows, six-column streamers in the 'Star-Engle,' and lobby displays in the four leading hotels, a most unusual stunt for this town.

Estimates for This Week:
 Branford (WB) (2,500; 15-35); 'Woman in Red' (WB) and 'The Square Lady' (MG). May go \$10,000.
 Last week 'Gold Diggers' (WB) grand at \$18,000.
 Capitol (WB) (1,200; 15-25-35-40); 'Sweet Music' (WB) and 'Best Man in Bed' (WB). Should have no trouble climbing above \$4,000.
 Last week 'Clive of India' (UA) and 'Rumba' (Par) took \$4,700.
 Little (WB) (1,000; 10-20-40); 'Unfinished Symphony' (GB) (3rd week). Won't hold full third week, but this more to get 'Evensong' started ahead of 'Naughty Marietta' at Loew's. However, 'Symphony' has probably done its bit. Maybe \$500 on five more days, okay.
 Last week, second, okay but less than anticipated at \$390.

Roberta (Radio) (2,700; 15-35); 'Folles Bergere' (UA) and vaude. This ought to be a hit but will probably have to be satisfied with a good \$12,500.
 Bachelor Girl (MG) okay with over \$12,500.

Paramount-Newark (Adams-Par) (2,248; 15-35); 'Let's Live Tonight' (Col) and vaude. Pretty bad and will be good to reach a measly \$3,000. Lippell Kettle Kids on stage Sat. mat. still a draw after 20 weeks. Last week 'MacFadden's Flats' (Par) with Will O'Connell on the stage good enough at \$12,500.

Proctor's (RKO) (2,300; 20-35); 'Roberta' (Radio) (2nd week). The house can take on seven shows and the minimum tilted a nickel. Will get a great \$16,000 and holds 15-35. Last week 'Night Life of the Gods' (U) and 'Transient Lady' (U) did.

Terminal (Skouras) (1,900; 15-25-40); 'Secret of the Chateau' (U) and 'Men of the Night' (Col) with 'Searge' (UA) and 'Hell's Angels' (UA) dual. Little can be told of this week, as the novelty of the two old thrillers on second half cannot be judged. First half better than recently and the week should easily top \$4,000. Last week 'Behind the Mask' (Col) and 'Silver Streak' (Radio) with 'Enchanted April' (Radio) and 'Murder On a Honeycomb' (Radio) bad at less than \$3,000.

Exhibits Would Enlist M.U.

In Anti-Duals Campaign

Hollywood, April 2.

Request of Independent Theatre Owners for the Los Angeles music class local to aid the fight on dual bills was forwarded to Joseph N. Weber, president of the American Federation of Musicians.

TWO HOOD-OUTS

DUPLICATE PIX

Four Loew's Property Options Cause of Break-Up—Other Exhibs Sticking to Campaign

BUILDING QUESTION

Chicago, April 2.

Solid front which the indie exhibs had presented against Metro-exchange in the general refusal to buy M-G pictures on the percentage and playing date demanded was broken last week when two theatres capitulated and signed contracts for Metro product in 1934-35. Houses are the Adelphi and the Howard, both on the far north side.

Owner of the Adelphi, Ludwig Sussman, is on the board of an organization which has been a leader in the general campaign on the part of exhibs against Metro putting a bid preferred playing date demands. Howard theatre is a member of the Jack Miller group of Exhibitors' Association, affiliated with the MPTOA. Miller also was a leader in the anti-Metro affair.

Capitulation of these two houses came as a shock and surprise to the film industry in this territory since it seemed the exhibs were bound to stick together in this battle. Especially was it so in the case of the Adelphi, which has been a money-maker under its independent management by Sussman.

Option Talk

Break down of these two exhibs came after reports that Metro had secured options on property in the dead neighborhood. Metro is understood to have optioned sites in four localities. One an empty bank building near the Adelphi and Howard, another empty bank at 26th street and Crawford, a lot in Oak Park near the Lamar theatre and one reported at Lincoln and Lawrence, which is near the Davis, all of the string of Essaness houses which have refused to buy Metro film this year.

Exchanges are sitting back and without an action state that if the exhibs in Chicago buy Metro on percentage and Saturday-Sunday dates that they, too, will make their next year's deals on the same basis. Distributors, in turn, have bluntly announced that if Metro can get those deals so can they.

Checkers' Parade

On this basis, if the Metro campaign at present is lost by the Chicago exhibs, it will mean indubitably that next year will see an orgy of percentage pictures and preferred playing time. Exchanges, from the smallest to the biggest, aver that they will ask a minimum of 10 pictures running percentages with some figures running as high as 15. Will mean that between 40-50% of the pictures sold next year will be on a percentage basis. And that every Sunday and holiday will find a percentage picture running in the territory. Exchanges in Chi are burning now that they sold on straight deals since Metro appears to be winning its point, but they state they will make up for it next year.

No question that Loew will not build in Chicago if the other exhibs follow the lead of these two theatres. For the most part, the exhibs don't care if Loew's builds or not, since the exhibs can't see how Loew's four or five spots, even if they do go through with their building, will change the situation which takes in 380 theatres.

MARSHALL WITH OBERON!

Sam Goldwyn is eyeing Herbert Marshall as Metro over's lead in remake of 'Dark Angel.'

Goldwyn returned to N. Y. yesterday (Tuesday) from a quick London trip.

N. Y. City's 2% Sales Tax Bobs Up

In Re Exchanges' Film Accessories

Popcorn Route

Los Angeles, April 2.

Popcorn vendor has formed a 'bank night circuit' in Orange county. Cola giveaway is employed in five adjoining towns on consecutive nights, so vendor moves his portable outfit nightly and cashes in with the overflow mobs attracted at each drawing.

Another headache confronts the New York film exchanges with the final date for the initial payment of the city's 2% sales tax falling due last Saturday and the city tax chiefs ruling that film accessories taxed on every new picture engagement are taxable under Article 64, which falls under the general classification of Printing, Photography and Advertising. Present attitude of the city is to hold the exchanges responsible for the collection of this tax, and the exchanges in turn to collect from the exhibitors.

While the closing limit for the first payment, March 30, covers only the period from Dec. 10, 1934, to Feb. 28, this year, it is estimated that each exchange will be called on to pay nearly \$4,000 in taxes on accessories alone before the close of 1935.

Biggest task confronting the exchanges located in New York City will be that of differentiating between theatres situated inside the corporate city limits and those they sell outside of N. Y. Plenty of map thumbing and checking is expected to be necessary in order to fulfill the exact requirements of the city's tax department.

This is expected to be particularly true of houses located in the boroughs of Queens, Brooklyn and the Bronx to determine where New York City leaves off and where Long Island, Pelham, Bronxville and Westchester begins.

Figuring the weekly expenditure for accessories at \$7 per theatre on an average and about 670 houses inside the city limits, it is estimated that exhibitors will be called on to pay nearly \$4,000 in taxes on accessories alone before the close of 1935.

There is little likelihood that the city will be successful in collecting a tax on film rentals. Court decisions probably ultimately will decide in favor of the industry. Main basis for the ruling against a film rental tax is that the picture property is not sold but merely leased or rented to an exhibitor.

The question of taxing premiums, given away as an inducement to increase the box office take, is still undecided. So far there has been no interpretation of the premium section of the new tax law provisions that would make it applicable to those given out by exhibitors.

New Indie Formed

Hollywood, April 2.

Organized to produce westerns and novelty shorts, Security Pictures starts production next month. Prescott Chaplin, former screen writer, is president. Other officers are George Moser, Donald Barry, Richard L. Bare and Lorin Andrews.

Masters in U Short

Hollywood, April 2.

Brought here by Universal for 'Great Ziegfeld,' Frankie Masters and orchestra are being used by the studio in a musical short. When Metro took over 'Ziegfeld' from Universal it also took over most of the commitments U had made for the picture, and the Culver City plant made a settlement with Masters.

(Fox) and 'Chan in Paris' (Fox) grossed \$7,500, good.

Princess (Ct) (2,200; 50-); 'Let's Live Tonight' (Col) and 'Best Man in Bed' (Col). Ought to gross \$7,000, while last week 'Power Regal' and 'Thinies Are Looking Up' (Regal) net \$6,500.

Imperial (Par) (1,800; 40-); 'Stormy Waters' (MG) and 'The \$3,500, better than average. Last week 'Young and Beautiful' (Fox) \$2,800, net \$2,500.

Cinema de Paris (France-Film) (600; 50-); 'Tatpi' (French). May reach as high as \$3,000. Last week, repeat of 'Zouzou' (French) did very well at \$2,500.

'GOLD-DIGGERS' \$12,000, 'RUGGLES' 10G MONT'L

Montreal, April 2.

(Best Exploitation: Capitol)

Nine first-run pix in five main spots may level out the grosses some currently with a couple of standouts to take down the big end of the purse, and these two running four and neck for first position.

Palace will just about top town with 'Gold Diggers,' an ace that can't fail, net \$13,000. Judging by week-end grosses, Capitol, however, will run close with 'Ruggles of Red Gap' and 'Rumba'; \$10,000 is probable.

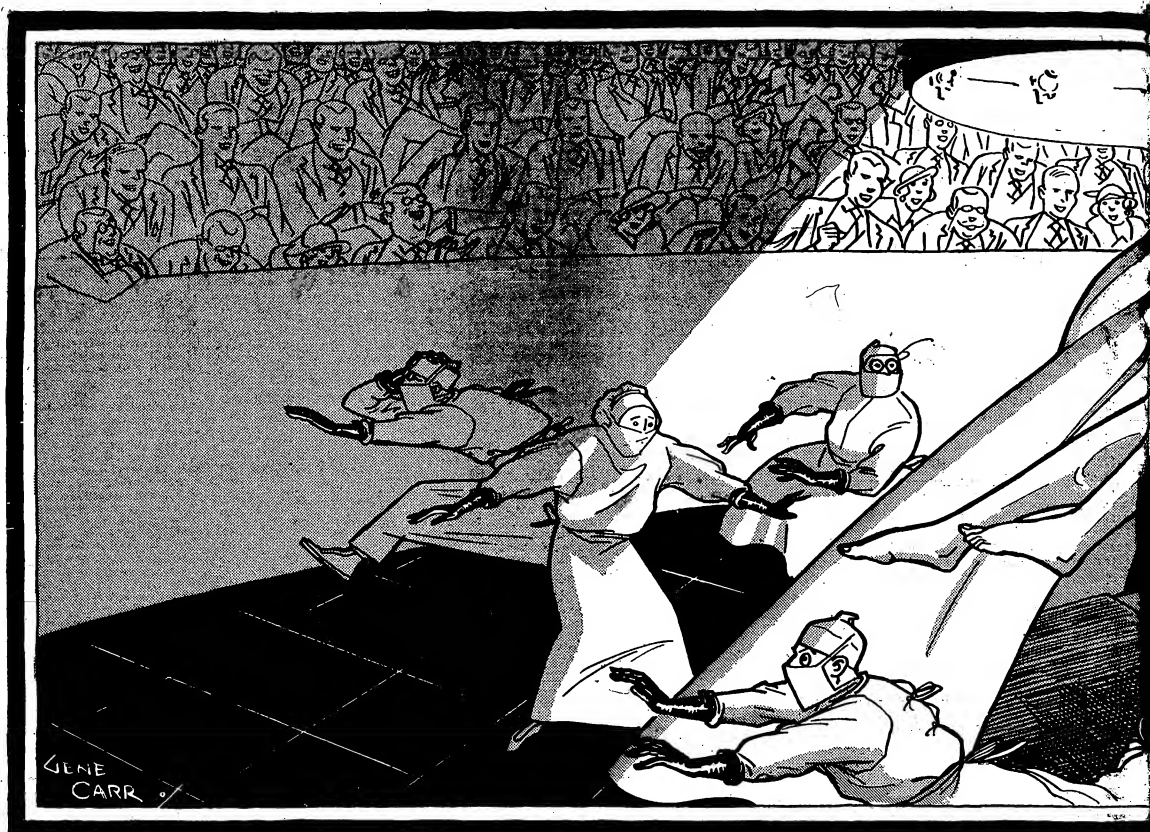
Loew's has 'Devil Dogs of Air' and 'Zabbits,' liable to gross \$7,000. Jim Ostler, exploitation man, and Harry Dahn, manager, arranged wires from five stars of 'Ruggles of Red Gap' addressed to Capitol-theatre. These multi-runners, in machine in lobby and copies handed out to customers as if coming direct to them.

Estimates for This Week

Palace (FP) (2,700; 50-); 'Gold Diggers' (WB). This is going to hit high and will probably be the best in town at \$12,000. Last week's re-opening went very big at first but faded some later. 'After Office Hours' (Fox) grossed \$7,000.

Capitol (FP) (2,700; 50-); 'Ruggles' (Par) and 'Rumba' (Par). Should also do well with chance of \$7,000. Last week, repeat of 'Pimpirene' continued well at \$3,000.

Loew's (FP) (3,200; 50-); 'Devil Dogs' (WB) and 'Zabbits' (WB). Good average bill and looks like being \$7,000. Last week's 'Life Engine' grossed \$7,000.



THEY HAVEN'T TAKEN TH OUT OF MOVING

I

If you've been **WORRIED** that pictures were going gooey on you...

If you've been **WONDERING** whether you'd ever get a show as **STRONG** as "Fugitive" or "Public Enemy" or "Little Caesar" again...

Take a look at Warner Bros.' new **PAUL MUNI** show, and you'll feel a whole lot better about the future of motion picture **DRAMA!**

* * *

Here's a brand new type of screen **EXPLOSIVE**. Not **SEX**—not **GANG STUFF**—but brother, it's **DYNAMITE!**

With one clean-cut wallop it arrests the **EMASCULATION** of the movies.

With the scalpel of **SINCERITY** it restores the screen to **MANHOOD**.

* * *

Make no mistake! This is no Mother Goose cartoon.

If you set off a **FIRECRACKER** under

Prais

"An entertainment to cause talk and come-back patronage equal to or surpassing 'I Am a Fugitive.'"—*M. P. Daily*

"Both a prestige builder and in the heavy money making class."—*Variety*

"Big enough to lift your heart into your throat."—*Jimmie Fidler in his national radio review*

"The greatest picture to come out of this studio."—*Michael Jackson, Liberty*



E INTESTINAL FORTITUDE PICTURES...YET!

every seat in your theatre you wouldn't startle your patrons any more than you will with "**BLACK FURY**"!

No wonder **TWENTY-ONE** major critics who have seen it are **PROUD** that the industry they serve has made this picture...

No wonder they predict that it will earn new and abiding respect for the **MATURITY** of the movies.

+ + +

Paul Muni in "**Black Fury**" is Warner Bros.' forthright **ANSWER** to those who ask the screen to be **HONEST, CLEAN, INTELLIGENT**, and a guiding force for truth and right.

So don't let **ANYONE** or **ANYTHING** stop you from showing "**Black Fury**."

It's just what the doctor ordered for an ailing industry!

(ED. NOTE — Immediately following "**Black Fury**" Warner Bros. will release "**G Men**," starring James Cagney, and shortly thereafter "**Oil For the Lamps of China**." The screen marches on!)

e!...

"Smashing human picture... Warners are in a class by themselves for making it."—*Jerry Hoffman, L. A. Examiner*

"Most stirring picture I have ever seen."—*Mayme Ober Peake, Boston Globe*

"The most powerful picture I have ever seen. I want to see it again."—*Fred C. Kelly, Colliers & United Features*

"Puts Paul Muni in line for outstanding performance award of year."—*Gus McCarthy, Quigley Publications*

nal Picture

Mild Production in Madrid

Cifesa's 10 Feature Plan Tops List—Several Indies Busy

Madrid, March 22.
Pic production is at a mild pace here now.

Compania Industrial Film Espanol, with studios at Aranjuez, near Madrid, is planning ten feature pictures this year. First will be 'Rumbo al Cairo' (Headed for Cairo'), with Benito Perojo, megging, story by Alfredo Miralles, dialog by Edgar Navarro and Carlos Maestro, with Guerrero and starring Antonia Colome, Miguel Ligerio and Ricardo Nunez.

CEA studios, in the suburb of Ciudad Lineal, is finishing 'El Fagado' ('The Well-Paid') with Fernandez Ardevin directing and the Marquis of Portago and Lina Yegro starred. Story by Jose Maria Carretero.

Razon Artola is megging 'Se Ha Fugado Otro Preso' (Another Prisoner Escaped), at Cinearte studios, with Alfredo Concuera, Carmen Enriquez, Maricela Gamal and Carlos Brana. Artola is also planning 'El Rapido Madrid-Barcelona' (Madrid-Barcelona Express).

CIFP productions is offering 'Que Tio Mas Grandes' directed by Jose Gaspar, starring Rafael Arces, based on a story by Munoz Seca and Garcia Alvarez.

Intercomul Cultural Dero Ameri, is producing 'Nuevas Rutas' (New Routes), a novelized travel picture of Spain, written by Antonio de Obregon and Joaquin Goyanes, with Adolph Tschirg directing.

Bunch is planning sound version of 'El Nino de las Monjas' ('The Child of the Nuns'), featuring Luis Gomez, the matador.

Fernando Delgado has begun production for CIFESA of 'Tr por Lana', semi-musical, featuring Raquel Rodriguez, Pedro Terol, Jose Soria, Carmen Pradillo and Gabriel Algora. Music by Maestro Fattino.

Eusebio Fernandez Ardevin is finishing 'Vidas Rotas' ('Smashed Lives') for Inca Film, with Enriquez, Lupa, Tovar, Jose Isbert and Enrique Sabala, based on a novel by Concha Espina. Produced at CEA studios.

'El Desaparecido' ('Disappeared'), directed by Graciani, has been produced by Elba de Bonanova, is being turned out at the Orpheo studios.

Industria Cinematografica Espanola, new producing outfit, has been organized by Elba de Bonanova, with an initial capital of \$136,700. Studios will be built in the suburb of Chamartin.

CHINA BANS 'LANCER' FOR 'IMPERIALISM'

Shanghai, March 9.
Lives of Bengal, 'Lancer' (Paris), was banned by the Chinese government censor, although passed by the Shanghai Board. Alleged imperialism is keynote of objections. Report reads, 'film depicts oppression of revolting Indians by British troops, stationed in India. It upholds imperialism in the ruling of weak races by means of force.'

Paramount is appealing against the decision but with little hope. Local conjecture: What will happen to 'Clive in India' and MGM's projected 'Good Earth'?

Mex Likes 'Em Tough

Mexico City, March 30.
Popularity of horror-pix with the public down here is manifested again with a hit at b.o. of latest shocker by native producers. Pic is 'Monja y Casada, Virgen y Martir' ('Nun and Married'), based on a Mexican classic novel of the same name, which is with the horrors of the Spanish Inquisition in Mexico during the 17th century.

Production is by Cinematografica Mexicana, S.A., largest of the native producers.

ZUCKMAYER'S KORDA DEAL

London, March 24.
Pending contract between Ludovic Toepflitz and Karl Zuckmayer, author of 'Captain of Koenigsberg', fell through.

Instead Zuckmayer is talking a deal with Alexander Korda for an original script.

Taming Distribs

Paris, March 24.
French distrib ran an ad in a local trade paper telling that a hit film 'd'been in a Marseilles cinema.

The Marseilles exhibit, recalling that customers had whistled the first day and stayed away the rest of week, sued the distrib for damages, alleging that the ad discredited his theatre.

Court decided in favor of the exhibit, ruling that the ad made him an unwitting accessory after the fact in a plot against the public.

MOSS EMPIRES' NAME POLICY

London, March 24.
Encouraged by the profits made last year, Moss Empires has now definitely decided that whenever it plays musical or straight shows they must be of a higher standard than hitherto.

Old days of cheap revues are definitely over, it is felt. Instead, there will be West-End successes with at least two or three names.

Jack Taylor is especially catering for big flash shows, and has one running on the tour with another to follow soon.

Tom Arnold also has one, consisting of best bits from the last Palladium 'Crazy show, with Max Miller as the marquee attraction. Also, he will shortly launch Charles Cochran's 'Streamline', for which he holds the provincial rights.

78% PIX SHOWN IN CHINA FROM THE U. S.

Shanghai, March 9.
Film censors of local police board reviewed 723 features length films and 1,323 shorts plus newscasts, during 1934. Rejected 15 films, owing to crime or international motifs and 185 were passed with slight cuts.

National origin and characteristics of pictures were:

American	78
British	2%
Chinese	8%
Japanese	10
Other countries including France, Germany, Italy and Soviet Russia	1 per cent.

'Love' in Sydney

Sydney, March 13.
'One Night of Love' (Col), goes into its 10th week at the Liberty and will remain until big takes a drop, which doesn't seem to be soon. Since the opening the daily receipts have kept at the same level, almost capacity. Picture is figured to run between six and eight months, at least.

Baserman's Duo

Vienna, March 22.
Albert Baserman has been signed for two pics by Planta. First is 'The White Woman of the Maharajah', based on a novel by Ludwig von Wohl. Baserman is to enact the part of an English colonel, an intimate friend of the Maharajah. Ernst Deutsch is to play the Maharajah.

In second film, 'Black Cloud', based on a play by Chesterton, Baserman will be an English aristocrat.

Also his wife, Elise, will appear in both films. Kurt Gerron will direct.

Best in China

Shanghai, March 9.
'Tarzan' (MG), without sound, did the biggest box of any film in Shanghai during 1934.

Next in order were 'Thin Man' (MG), 'It Happened One Night' (Col), 'Kiss Me, Kate' (UA), 'Viva Villa' (MG), and 'Gay Divorcee' (Radio).

PURITY MOVE HELPED PIC, SEZ SYDNEY

Sydney, March 13.
Film censor Crawford O'Reilly, in his annual report, finds little to complain at in the film fare coming into Australia from abroad. This report is about the first in which the censor has not taken a slam at either the British or Americans.

Censor stated that the purity movement in America during the latter half of last year had a marked effect upon film standards from a censor's viewpoint.

Stated that of the 476 feature films imported, 89 were rejected. Many of these, however, were passed after some eliminations had been made. For the first nine months of year 52% of the features imported were cut or rejected, but for last three months the percentage amounted to only 25%.

Schlesinger's Lose Newspaper Battle On Screen Vs. Stage

Capetown, March 8.
Curious battle was waged here between two opposition show groups, MacRay Bros. and Schlesinger's in which the newspapers figured as the battle field. Fight was of short duration and resulted in good b.o. for the MacRays and a very sad day for S. African Theatres.

MacRay Bros. had contracted for the appearance of Peter Dawson, singer, and his accompanist, Nledzielski, Polish pianist. Knowledge of this reached Schlesinger's who immediately mapped out an advertising campaign in local papers to offset the opposition attraction. Booked the film 'Don Quixote' (French) which features Feodor Challaupin, and advertised 'first appearance of the great Russian singer'.

MacRay interests countered with increased newspaper space in which they emphasized the difference between a singer in the raw, which they offered, and one on a screen. Film did badly at the b.o. while the MacRay attraction showed profit.

RUSSIAN ARCTIC PIC TO BE SEEN IN LOND.

London, March 24.
'Rescue', film record of the expedition of Russian scientists to discover a North East passage in the ship Cheluskin and the epic rescue of the explorers after their ship was crushed and sunk by ice, is set to open at the Polytechnic, March 25.

'Cheluskin' complement numbered 104, including 10 women and three children and a fourth child was actually born during the trip. Expedition was headlined in the world's press when the 'Cheluskin' was crushed and sunk by ice in the Arctic almost 12 months ago. A camera man placed on board by the Government recorded every detail of the actual sinking.

Quick Work

London, March 24.
Dave Bader got his first intro to Germany.
He immediately secured an option for Universal on a film scenario G. B. S. has just completed.

Inside Stuff—Pictures

(Continued from page 6)

Synopsis of Jim Tully's modern version of 'The Raven', and of David Boehm's screen play (film is in production with Boris Karloff and Bela Lugosi) has been sent to the Poe devotees. Thus far answers have been favorable to U's treatment. David Diamond is supervising.

Sophie Smith, who was managing director of the Little Picture House, has gone into projection for the general public. Using 35mm, or 16mm film, she will soon commence the business firms anywhere they may designate, as also amateur films.

Using her former staff of projectionists she figures there's a spot for such a service.

Al Johnson's new 'Go Into Your Dance' (WB), like 'Wonder Bar', is on a percentage-of-the-profits for Johnson. That's the same deal between the star and WB for the next three years on all pictures. New Johnson-WB pact also provides for the many singer to produce.

Arrangement started with 'Wonder Bar' through Johnson also owning the script rights to the stage musical which he first did on Broadway as a show.

John E. Otterson's name bobs up anew and with greater prominence currently as a possibility for president of Paramount. Otterson is president of West Electric's radio and equipment subsidiary.

Inference from any Otterson talk is that Adolph Zukor would be chairman of the board, in any such eventuality.

'House of Rothschild' gross to United Artists has reached \$1,250,000 in the U. S., and will get more, running second to 'Roman Scandals' (Cantor) which to date has brought in \$1,500,000. This season's Cantor picture, 'Kid Millions', will lead in sales for UA among pictures so far released, estimated at \$1,250,000.

Present plans of Universal are to produce 25 features for the 1935-36 season, the same number as on the current program. There will be four serials, repeating present schedule, and about the same number of shorts as this year. Company's convention will be in Chicago during May.

Lots of guineas from the femmes in 'Redheads On Parade' (Fox), over the necessity of having the tresses hennaed. That goes for the chorus, too.

Picture is being photographed in black and white.

When Warner, N. Y., excess huddle with Jack Warner on the Coast soon, one thing to be taken up will be the switching around of Warner 'stock company' personnel in releases.

Group's 52-Week Actors

(Continued from page 1)

according to experience and background and run to about \$300. Average of the group of 33 is just under \$100.

Other Up and Down

These salaries are paid to the entire company at all times that there is a Group play running, whether appearing in a play or not. Also the same salary is paid consistently despite the size of parts, which is figured to make for greater general experience and all-around ability. Thus Luther Adler played one of the leads in 'Success Story', a walk-on. Men in 'White' had a lead in 'Awake and Sing'—all at the same salary. Stella Adler was out of 'Men in White' completely but still collected throughout the run of this play.

While this makes a long payroll to be strapped with, it totals only about \$3,300 weekly and allows for the undertaking of big cast shows, which, otherwise, would be highly expensive.

There is an apprentice troupe attached to the Group and now consisting of about a dozen. These are youngsters getting having acting prospects. They get no salary at all, except when actually in a play. Then they usually get code minimum. Exception to this is Jules Garfield, who was a member of the apprentice group up to the time 'Awake and Sing' began, and was regarded okay for one of the lead roles; he was voted in as a full-fledged member of the Group and given a salary a couple of notches above minimum. The actors of the Group vote on whether or not apprentices are allowed into the major organization.

Organization was first started as an offshoot of the Theatre Guild but soon broke away. It is in its fourth year now. Has only four executives, Harold Clurman, Cheryl Crawford and Lee Strasberg all formerly with the Guild, are directors. They guide the organization and state the policy. All decisions of practical import are up to them and whichever of them is in charge of a particular production is entitled to use his own judgment and employ any member of the acting company he wishes for any part, regardless of salary or company standing. Fourth exco is Philip Adler, business manager.

Summer Vacation
One other advantage for actors of the group is summer vacations when, and if, there is no Group play running. At such time Group takes

a summer house somewhere for the purpose of practicing and preparing new plays for the following season. No salaries are paid at such time but all members of the Group get room and board and are entitled to have their mates along on the same basis, married men bringing their wives and women their husbands. Last year the Group hired an abandoned hotel in upper New York and manned it themselves. Previous summer was spent at a summer resort. Group giving residences free entertainment twice weekly in return for room and board.

Curious situation currently is that all three of the plays the Group is doing now are by Clifford Odets, one of the actor-members. Group found itself without a play about mid-season, 'Gold Eagle Guy' having fallen down. Odets' 'Awake and Sing' had previously been held on the shelves by Clifford Odets, another producer, but dropped. Group was fearful of doing it because of expressed fear of what the critics might say. Finally put it on because having nothing else to do and it is the most successful play that the Group has put on yet from a financial standpoint ('Men in White' was done in association with another firm, Harmon & Ulman).

The two one-acts by Odets are not figured by the Group as an important production, being mostly for the purpose of bringing in some coin towards salary. Only \$1.65 top is being asked.

Quints

(Continued from page 1)

Dionne parents along with the picture.

Toronto, April 2.
Dionne parents have signed with Norman Alley, Chicago agent, for a second vaude tour and will play New York houses, according to reports. Under direction of Max Halperin, Dionne's previous weekly share was \$1,700 for the Chicago-Detroit dates.

Meanwhile, Provincial Police officials announced that they had verified a well-organized plot to kidnap the quintts from the Dufresne hospital and take them across the border by auto and plane. Police state they know the identity of the plotters and are on guard at the hospital night and day. Extra precaution has been taken to guard the quintts. A nurse now sleeping in the same room with the quintts.

Mixups on Authors' and Composers' Royalties Up at Berlin Congress

Paris, March 24.
From a local point of view, the question of authors' royalties is a big issue at the world film congress to open next month in Berlin. Raymond Lussey, head of French exhibitors' association, is going, with the idea of getting the matter fixed up favorably for cinema owners.
At present 3.30 percent of grosses are collected nightly from the cinemas by reps of the French authors' and composers' society, and propaganda is on to raise the percentage. If exhibitors don't agree to the cut, society can sue to get the film. Money is in addition to payment made by producers to scribe and music writers. If the author or composer of the film the house is showing is a member of the society he gets the money after the society has taken its commission, and if not, the cash goes into the organization's general fund. If the film has music, a cut for music is taken anyway, and that, too, goes into the society's coffers.
General fund is now said to total over \$1,000,000.

Local film biz has so far been helpless to stop this. Solution proposed by Charles Delac of Chambre Syndicale is for each producer to be considered as author and composer of the film and to get the coin collected by the society. Authors would then have to make their deal with the producers exclusively, and would either collect royalties from them or sell the rights for flat sums, with no extras after that.

NEW LONDON PIC PROD. BREWING

London, April 2.
Group of financiers headed by Joe Bamberger, American, and G. S. Italian, has purchased the Consolidated Studios in Elstree, formerly owned by Jimmy Bryson, former Universal manager in Britain. Price paid is understood to have been \$125,000.

Company is claimed to have \$1,000,000 capital and is understood ready to spend \$350,000 on modern studio equipment including an RCA picture.

Idea is to finance English and foreign film producers here, with some notions of self-production also brewing. Tentative program calls for the production of six musicals and six straight films annually, first being a Viennese musical starring John Hendrick, German, originally brought to England by Edward Laurillard for a legit.

IL DUCE'S WORLD TRY ON HIS NAPOLEON PIC

Rome, March 22.
'Campo di Maggio' film on Napoleon, written by Il Duce, has already been sold for Austria, Belgium and Colombia, Bulgaria, France, Colonies and Protectorates, Germany, Greece, Luxembourg, Holland, Palestine, Persia, Iraq, Syria, Spain and Switzerland.

Negotiations have begun for film's distribution in the United States, England, Brazil, Denmark and other countries.

Munro's O. O.

Melbourne, March 13.
Charles Munro, m.d., of General Theatre is on his way to London to bring in new entertainment ideas and generally pep up the circuit.

Munro is readying several sea houses for big time vaude in conjunction with pictures. He is said to have signed up six big names in America while over there recently.

Grete Mosheim to G-B

London, March 24.
Gaumont-British has signed Grete Mosheim, German star.

Miss Mosheim is exiled from Germany. She's the ex-wife of Oscar Homolka, Austrian star.

He's Got a Bicycle

Paris, March 24.
Life of a French actor trying to double in films and legit, as most of them have to here, is likely to consist of a lot of fast commuting.
Raymond Cury is currently making a film 'Rose Girl of the Markets' at Joinville, western suburb of Paris, in the morning, a pic called 'Mysteries of Paris' at Epinay, northern suburb, in the afternoon, and starring in a legit 'Vel d'Hiv' at Theatre Antoine, in center of town, in the evening.

It's Cool at Last In Sydney, Biz OK; N. Zealand Up, Too

Sydney, March 13.
Cooler weather is here at last and biz all around is going up. 'Kid Millions' (UA) moves out after three weeks of grand trade. Smash biz is being registered by 'Lives of a Bengal Lancer' (Par) and 'Imitation of Life' (U) goes into its third week and will stick.

'One Night of Love' (G-B) is still strong on its 10th week. 'Champ' (M-G) goes into its third week and holds over.

Current bills include 'Evensong' (G-B), 'Grandad Rudd' (local), 'Two Hearts' (B & D), 'Hill in Heaven' (Fox), 'Wednesday's Child' (Radio), 'Last Gentleman' (UA), 'Bright Eyes' (Fox), 'Lady by Choice' (Col), 'Affairs of Cellini' (UA), 'Jew Siss' (G-B), 'Case of Howling Dog' (WB), 'Barrett' (M-G), 'Belle Donna' (Hagen), 'Treasure Island' (M-G), 'Wagon Wheels' (Par), and 'Hide Out' (M-G).

New Zealand, March 13.
Biz over here up to standard. Yankee pics are coping the best trade.

Lineup currently includes 'Night of Love' (Col), 5th week; 'Bright Eyes' (Fox); 'We Live Again' (UA); 'Champ' (Par); and 'White Parade' (Fox).

CINESOUND HOLDING OFF ON PRODUCTION

Sydney, March 13.
Stuart F. Doyle says that Cinesound will not make any more pictures on a big scale, productionally, for the time being, quota or no quota. All of the production turned out in the studios made money in Australia, but Australia alone cannot be expected to support local production, he says.

UA's quota coming into force other producing units will naturally make pics to meet the regulations, and as cheaply as possible. Cinesound could not hope to continue to make quality films and compete with the 'quickie' output, Doyle feels.

Doyle says that in all probability a schedule covering from 12 to 14 pics per year will be drawn up. Currently Cinesound is only turning out its weekly newsreel, but with Ken Hall's projected return from Hollywood plans for the future will be started.

Larry DePreda Back to P. I.

Larry DePreda, former Fox manager in the Philippines, is going back next week as manager of the Lyric chain of theaters. There are 35 houses in the sales and they're on an indie policy. DePreda has been in the U.S. for the past 18 months, out of the business.

DePreda is coing product in N. Y. currently acting as lining up films for the theaters. Has Monogram and Fox and is dickering for Majestic also. Can't get any of the other majors for the time being as they're tied up for the territory.

Czechs Bar 'Hotel'

Prague, March 23.
'Czechoslovak' has refused to grant a license for the presentation of 'Grand Hotel' (MG).
Picture was tied here in its German dubbed version.

COLUMBIA SET; G-T HAS ALL U. S. PIX

Sydney, March 13.
Entire Columbia product for 1935 has been purchased by General Theatres and Hoyts. Deal went through last week after much dickering between John McCurdy, Cecil Mason and the G. T. not to include 'Leta Live Tonight', 'Broadway Bill', 'Whole Town's Talking', and 'Carnival'.

'One Night of Love' had already been sold to Dave Martin of Liberty, but it will go to G. T. in other States. Deal covers all the G. T. territory and certain of the Hoyt nabe chain in Sydney and Melbourne.

Columbia sale to G. T. puts the combine in practically full control of all American product in Australia.

Paramount has not yet completed a full deal with the combine, although options are still proceeding. Par is solid, however, outside of G. T. John Kennebeck leaves here in April for a short visit at his New York home office.

NEW PATRIOTIC WAVE WORRIES PARIS YANKS

Paris, March 24.
American film interests here have decided to take seriously the measure now before the Chamber of Deputies proposing to reduce taxes for film theaters which show less than a fixed proportion of foreign films, despite the fact that the bill has little chance in the Chamber.

Filmers have enlisted the support of the American Chamber of Commerce in France in lobbying against the measure as unfair to American interests. Wave of nationalism among French politicians who know nothing about the film trade, but want to protect their industries makes the situation more dangerous than was at first thought.

Quota fight, which will soon begin over the current edict expiring in June, also is likely to be tough for the same reason.

P-N Reclaims '2 Orphans'

Pathe-Natan has bought back American distribution rights of 'Two Orphans' from Max Goldberg, indie distrib.

Goldberg bought the French film last year but couldn't get anywhere with it. P-N now figures it can still go places with the pic and has paid Goldberg back the full price he paid a year ago, allowing him to keep his share of the profits earned in between.

G-B PAYS 3%

Interim Dividend: AYS 3%. Follows Suit With 4%.

London, March 24.
Gaumont-British Picture Corporation announced an interim 3% on the ordinary shares for the year ending March 31. Last year it also paid a 3% interim dividend and 7% for the full year.

Associated British Theatre (B. T. P.), declared a payment of 4%. Declared no interim dividend last year, but when the accounts were balanced paid 6%.

METRO'S 'BLOKE'

London, March 24.
Metro has changed the title of John Baxter's film, 'The Navy', which will be known as 'A Real Bloke'.

Film was recently completed by Baxter and Barter Productions for Metro's quota purposes.

Anzac Quota Goes to Committee, Sure to Pass; Film Men Prepare

Race Crew

London, March 24.
Gaumont-British made an onslaught on Liverpool to film the Grand National. A staff of 150, including 50 camera men, under the direction of Jeffrey Bernard, moved by special train. About 100 rostrums were erected on the course for the filmers.

Understood G-B Newsreel paid the Liverpool Race course company \$10,000 for the exclusive privilege, with the expenses shared by Fox Movie-tone on a 50-50 basis.

GB-Hyams-Union Circuits Merger Cold on KRS Nix

London, April 2.

Gaumont-British's proposed deal taking in the Hyams and Union circuits are off because of protests of the Kinematograph Renters' Society. Two circuits will now continue independently as before and postpone looking on their own.

The KRS tab on the small circuits which had been put on, pending investigations, has been removed.

When G-B announced it had made a deal taking in the two smaller chains there was considerable talk that it was a move on G-B's part to knock down rentals by having a greater theatre rental perspective. KRS immediately declared a ban on the two small chains, although continuing active operation with G-B while it investigated whether or not Gaumont had an actual financial buy-in in the new houses.

Practically all major distributors are members of KRS. For a while G-B thought it might book all its own pictures into the houses, but this was decided against because of a probable insufficiency of film.

AUSTRALIA EXPECTS A FLOOD OF EXECS

Sydney, March 13.
The Australian situation, mainly quota, has the American bosses plenty worried and an influx of foreign managers is expected here to try and fathom the bottom of the local whirlpool.

J. H. Seidelman, Columbia, is the first to hit here arriving March 25. Understood he will be followed pronto by several others. Bosses in N. Y. are believed disatisfied with several angles covering the local field and want a definite reason for the current position. Said that so many cables go out of Australia daily to America that the h.o.'s figure it cheaper to send an exec out to get inside knowledge.

Ultra-Newsreels

London, March 24.
Landsdowne House, in Berkeley Square, formerly the residence of Lord Landsdowne and now a exclusive flat building, is to have its own Newsreel theatre. This is the second spot in the ultra West-End going over to the film racket. First was the St. James, small capacity super located in Mayfair.

Present structure will have 200 extra comfortable arm chairs, and is being constructed by Benson & George, Ltd., in conjunction with George Gee, both prominent local builders.

Genini to Korda

Rome, March 22.
Augusto Genini, Italian director, has been asked over to London by E. H. Seligman. On arrival he will be handed a directorial assignment for London films.

Director has spent much of last few years working between Berlin and Paris.

Sydney, March 13.

Government has passed the Quota Bill into committee, and a contest ruling is expected to come down any minute.

It is definitely learned that a local quota will become law for exhibitors. The distrib quota angle is also figured as definite, but not set.

Chief Secretary laid the bill aside about two weeks ago to admit some amendments, mainly covering the 25% rejection clause. He has had several huddles with exhibitors, producers and distributors, but is believed determined to force the bill to its ultimate conclusion.

British and American distributors are fighting against a clause allowing local pics to cut their product, insofar as exhibitors' contracts are concerned, to comply with the quota. They say the government should not allow locals of inferior quality to force out a certain percentage of their product to meet quota requirements.

Some exhibits feel they should not have to carry the baby alone and local distributors should be forced to do their part.

Government says it will keep poor local makes off the screen, but the trade wants to know how many government men can judge good pictures from bad.

Trade knows that the quota will go through in one form or another and is readying to meet it. Many Labor members are supporting the measure, and in close operation with the present National Government.

F. W. Marks who conducted the first film probe, was paid around \$5,000 for his work covering a period of several months. But what the whole thing will cost the industry in general before the end is written is a problem the big boys are laying off.

EXPECT GFFA REORG. SOON

Paris, March 24.

Negotiations for the Gaumont-Franco-Film-Aubert reorganization are believed nearing a close. Finance Minister Germain Martin announced the 'big' will submit a proposition to the Chamber of Deputies.

The Charles Fasquelle-Thompson Houston bid remains about the only competitor for taking over the chain, according to present dope, but there's little chance that the combo will get G.F.F.A. Scheme is reported being worked out for the government to be a partner in the concern, with seats on the board of directors. Schema natural, since the government has already sunk more than \$10,000,000 into the business, via the Bank of France.

Meanwhile, the stockholders' protective committee has been busy and has succeeded in getting the court to name an expert to examine the Gaumont books. Even if this should result in legal action, however, it is not believed that it will force a further delay in reorganization, as old directors, not new ones, who might be named now, will be responsible.

Bergner Premiere

London, March 24.

Gala world-premiere of the British & Dominions film, 'Escape Me Never', will take place at the London Pavilion Saturday night. Stars Elizabeth Bergner and was directed by Paul Czinner, her husband.

Has a strong local cast including Flue St. John, Griffith Jones and Penelope Dudley Wa. 1.

JOE HUMMEL'S TRIP

Joseph S. Hummel, general foreign sales manager for Warner Bros. called Saturday for European trip during which he will see all WB offices on the continent. Expects to be over there about four months.



The most fascinating detective who ever kept an audience gasping... and the most alarming heart-disturber who ever kept a detective guessing... **TOGETHER**, in the last and greatest story by a master of mystery fiction!... The perfect set-up for a real box-office picture—sizzling with baffling drama... crisp dialog... electric action... spontaneous laughs... delightful romance!... A **BREATHLESS NEW ADVENTURE IN SCREEN EXCITEMENT!**

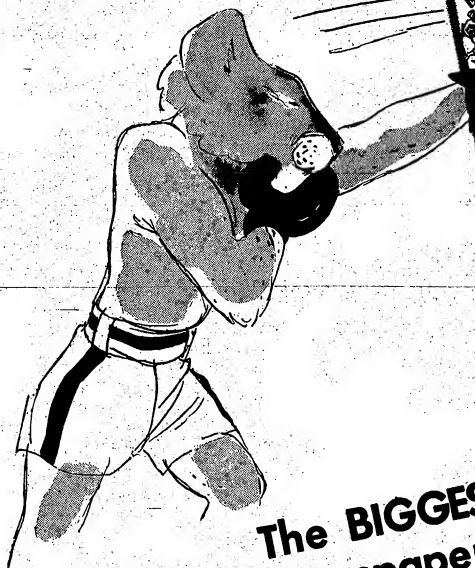
William
POWELL
Ginger
ROGERS
in

STAR OF MIDNIGHT

★
RKO-RADIO PICTURE
Directed by Stephen Roberts

with
PAUL KELLY ★ GENE LOCKHART
RALPH MORGAN ★ LESLIE FENTON ★ J. FARRELL MacDONALD
From the novel by ARTHUR SOMERS ROCHE

SOCKO!



★★★★★ **EXTRA!**

FLASH!
The Biggest Event in New York's Amusement History!
Crowds! Crowds! Crowds!
Sensational World Premiere!

NAUGHTY MARIETTA

DON'T TAKE OUR WORD FOR IT... READ THESE RAVE REVIEWS!

HET'S THE SCREEN'S NEW SINGING SENSATION!

GET READY CLEVELAND It's Your Next Big Thrill!

STATE FRIDAY APR. 5 DOORS OPEN 10 A.M.

FULL PAGE SMASH ACROSS 6-col. WIDTH!
Above is just one of 5 different styles of ads used.

The **BIGGEST** space in the **BIGGEST** list of newspapers ever used in film history. Leo's ad campaign appears in 140 newspapers covering the 60 **BIGGEST** cities of America!

Never a dull moment with Leo the Showman on the job! He's working for you again to blanket America with the good news that "Naughty Marietta" is coming to your show shop! Think it over, Mr. Exhibitor... the billboard campaign on "Chained" magazine campaigns on "Barretts of Wimpole Street," "Treasure Island," "David Copperfield" and other M-G-M attractions. Now he sets a new all-time record for newspaper campaigns with "Naughty Marietta." **AND NEXT COMES A BILLBOARD CAMPAIGN ON "RECKLESS."**

IT'S SMART TO HAVE YOUR THEATRE LIONIZED!

THE SIGN OF THE BIGGEST SHOW IN TOWN**GEORGE WHITE'S
1935 SCANDALS****ALICE FAYE • JAMES DUNN • NED SPARKS****LYDA ROBERTI • CLIFF EDWARDS • ARLINE JUDGE****ELEANOR POWELL • BENNY RUBIN • EMMA DUNN****GEORGE 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. The Songs: "According to the Moonlight," "It's An Old Southern Custom," "Hunkadola," "Oh, I Didn't Know You'd Get That Way," "I Was Born Too Late," "I Got Shoes—You Got Shoesies."

EXCLOTO

For Bridges

This one sounds new. It is reported by Metro from the Strand, Queens, on Sequoia. The hold of a list of bridge parties for three days prior to the opening, and a wire was sent to each hostess. Wires read:

"It is our pleasure to give you an additional prize, two guest tickets to seeing Sequoia. The Strand, which we think is the finest picture ever made. We sincerely hope that the winner enjoys the entertainment and the thrill of winning your prize. Please present this telegram at the ticket window for admittance."

The opening is a little bit too regal, to say the least. The Strand, which we think is the finest picture ever made. We sincerely hope that the winner enjoys the entertainment and the thrill of winning your prize. Please present this telegram at the ticket window for admittance."

B. L. Darrow, Metro exploitator, worked with W. Powers, manager of the Strand, to cover the telephone notification to all subscribers, distribution of 2,000 school note pads to students, the Hays office, and a truck and a 30-mile radius.

BEHIND the KEYS

Wellsburg, W. Va. Charles A. Anderson, head of the Alpine theatre circuit, has taken over the theatre and is conducting a campaign to the newly acquired house.

Harold Schoonover, manager of the Mazda, Aurora, Neb., has opened a new house in Aurora and is conducting a contest to select a name for it.

Russell E. Johnson, Palmer, Neb., is opening the Grand Central States newly equipped house in Norfolk, Neb., and is conducting a contest to select a name for it.

Robert Fred brought the Dreamland in Wakefield, Neb., from O. Shannon and opened the house. He's the son of Mrs. Marie Fred who has the Pender, Pender, Neb. Variety here will continue to operate with double the usual commitments. The L. L. Dent holdings in this town to 100% duals. The Kiva adopted the two featuring about six weeks ago.

Oil City, Pa. Negotiations whereby the management of all three Oil City theatres may be combined are in progress and are expected to be completed shortly. The arrangement will put the Drake Lyric and Latonia theatres under the joint management of H. L. Stahl and M. Marks.

Slidney, O. Robert Momm, manager of the Warner Bros. Sherman at Chillicothe O., has been transferred here as manager of the Ohio, Ray Allison, manager of the local house has been moved to Chillicothe to replace Momm.

San Bernardino, Cal. Leavitt and Reese have reopened the Colonial at Main and Q. Leavitt films whenever available. Leavitt also operates the El Miro at Santa Monica.

Seattle. Sterling Theatres (John Dams) has leased the old Pantheons and is opening a value-film policy with the house named the New Rex.

Allentown, manager at the State, is also New Rex manager.

Gaithersburg, Md. G. K. Jorgensen, veteran circuit manager, now proprietor of Crystal Palace bath house here, building a new theatre at the Crystal Palace bath house which was destroyed by fire earlier in year.

E. Collins, city manager for Interstate at Houston, announces plans for new de luxe neighborhood house on Main and Q. to replace Crystal Palace hotel which was destroyed by fire earlier in year.

Arrangements for immediate construction of new brick and tile building of house Ide Hour Theatre at Main and Q. announced by E. D. Sorsby, owner. Roy Wright and A. R. Milcots, operators, have leased for next five years. Will be 500 capacity.

Blum Jack, formerly in this borough for Loew in charge of the Freeman theatre, has returned to the company of Loew's Boston Road. Freeman now operated by Abraham Left.

York, Pa. A. J. Vanni, Warner Bros. zone manager, put of Philadelphia in charge of out-of-town theatre. Harry Goldberg, publicity advertising director and Charles Dopic, booker for the same group, here

Good for Photog.

Sydney. Fox Film Corp. is offering, in conjunction with a local newspaper, a prize of \$500 for an Australian child double of Shirley Temple.

The "double" is being worked as a boost for "Bright Eyes," due for a season on the G. T. chain next week.

Since the day competition opened local photographers have been kept busy night and day to cope with the rub of fond mothers to have their offspring make the grade. And in these hard times 500 smackers is quite a nice slice of dough.

Lobby Finger Printing

Los Angeles. Finger print paraphernalia, photographic machines and Bertillon identification records have been installed in the forefront of the Egyptian by Harry Sugarman, through the co-operation of the government in conducting an anti-crime finger printing campaign. Patrons and passersby who will make complete prints sent to Washington can do.

Wilmington, Del. Dwight Van Meter, manager of the Aldine here for several months, moved to Reading to become Astor. Both W.B. houses.

Charlotte, N. C. Work will start next week on a new \$75,000 Bamford-Park theatre at Asheville, Carl Bamford announces.

Albany. Moe Silver, district manager for Warner Brothers theatres, has been recommended as a member of the Albany Code Grievance board.

Sloux City. Two changes in the executive personnel of the Capitol, Bernard Ryan transferred from the position of advertising director to that of assistant manager, succeeding Don Shane.

Newark. In the Warner outst Edward E. Ball has replaced Andrew Goldblatt at the Regent. Jerry Rose of the Lincoln, Union City, has gone in for the Regent. The Regent is broken. Rose's place has been taken by L. Haley, formerly chief of service.

Lincoln. Decision to put dual bills in the Orpheum on the first halves to build up the big came this week from J. H. Cooper. This is the fourth spot to go into the Orpheum. J. H. Cooper also made the first top in prices when he cut the straight 25c. tag at the Lincoln to 20c. for mats.

West Point, Ga. L. J. Duncan building new 750-seater here, also operates three other houses in Alabama. RCA sound.

Gettysburg, Pa. Strand, dark for several months, leased to Warner Bros. Will operate until Saturday and Joseph Alaina. Addition of this house gives WB full control of this college town.

New Orleans. Henry Lazarus elected president Allied Theatre Owners at annual meeting. (Monday). Other officers: Harry S. McLeod, president; v.p.'s: Henry Schulman, sec.; Philip Silman, chairman board of directors; Joseph A. Lazarus, McLeod, R. J. Burnett, A. E. Gross, John Alaina, Joseph A. Barcelona, Frank Ruffino, D. L. Suddath and J. A. Doherty.

Boston. Majestic, Boston, operating under straight foreign, film policy for past five and a half weeks, folded. House leased from Shuberts by same company operating the Cameo, N. Y. goes dark for second time since Shuberts relinquished it as legit house.

Jackson. For the first time Jackson and several other cities in Mississippi have adopted daylight saving time. Jackson passed it last week and Meridian, second largest city in the state, is to act on it this week. Several of the small towns have likewise voted favorably.

Westerner Comes East

The old combination book gag, which had a big play in the middle west, is being revived, but it hit a long time getting east, but it hit Alaska recently and thousands of Alaskans are being sold by the Greater Albany Advertiser. Book sells for a dollar and proffers an ostensible value of \$29.85. Catch is that it's in stock, but not in actual goods, and limited in its use.

There are, for example, coupons good for six games of bowls, at 20c a game. The name applies to accepted any one day, and presumption is that the player is not doing a good job. There is a ticket for dining lesson valued at \$5, but one lesson will not take the student very far and is generally given on the round. The name applies to a single dancing lesson.

The theatre end is represented by a block of six tickets, each valued at 15c, and serving as a two-for-one. House is the Regent, a theatre which recently changed hands and is badly in need of rebuilding. Probably figured that the buildup value is of importance. Theatre also gets a small, but considerable, profit which is more than the other co-operators are given.

auto lubrication, one tire, one floor, wave, 4 auto tube repairs, the bowling games, six half-hours of 51-21, and a lot of other things. For shoes, eight battery rentals of one day, an auto vacuum cleaning, a upholstery, one car driving lesson, a car wash, a car repair, one car tuneup, one watch cleaning, one auto top dressing, one dancing lesson, a pressing, one hairdressing and one electrical checkup. According to reports several thousand have been sold. The idea is spreading. It's liable to become a nuisance.

Crabbed the Stunt

New Haven. At Pol's, Harry Black put on a heavy campaign for "West Point of the Air" but has his act stunt crabbed by authorities. Black ran a number of co-op advs. using Maureen O'Sullivan for cosmetics spurge, Robert Taylor for a model plane tie-up, etc. A dept. store contest brought plenty publicity on a contest to acquire a model plane. Would like to own model planes distributed by store.

A large model plane on marquee and a uniformed aviator in lobby added a couple more twists to campaign which was to be topped off with a plane race. Plane dropping \$5 bills and Oakleys attached to parachutes, but "chute idea was dropped. Letter which was sent to law to drop anything from a plane over city. Plane made the trip, but only with a streamer announcement.

Up to the Moment

Fred A. Bartow, working on an idea, looked at the picture "Up to the Moment" for David Copperfield at the Madison theatre, Cedar. One of the local newspapers had just contacted for the plane service of the AP and was blowing off steam about it. Bartow asked to see the picture. He was asked to judge which was which. The paper gave an across page spread for a two-hour-column page.

He also hurried in a full page ad for a new auto agency by permitting the display of a model in the lobby. Also got a window in the car agency, which helped plenty, since it was in connection with a new mail there.

Another good gag was a hook with the traction and bus lines for passing the bus provided the picture stub was stamped by the boxoffice. Paid off in screen and lobby advertising.

Usherette on Air

Omaha. Bill-Minkel-of-the-Orpheum and Charlie Schick of the advertising department arranged to have a party with the Hayden Bros. store and radio station WOW whereby the theatre put on a picture. Allene Fransen, appeared as the guest star on the store's Midday Revue.

Program is broadcast before a live audience, and Miss Fransen appeared in the uniform worn by Marjorie Gulevich in the picture "Good Night, Beulah," then current at the theatre. Stunt was to interview the gal for radio station WOW. The picture was put by Schiffer, who has lately been the Tri-States corporations chief announcer.

Played to Poles

Buffalo. Polish angle of "The Wedding Night" was played in the Buffalo. The picture was in exploitation. Co-operative pages of advertising on the "Polish Wedding Night" were (Continued on page 63)

Aoe in the Hole

Many managers rely more upon their own scrap books for exploitation inspiration than they do on the press books. It is not that they are at quantity than quality. The best results seem to come from an indiscriminate paste up or, at least, a very loose classification. Reading through such a book not only will give the outdoor, lobby or window stunt desired, but will often result in the discovery of other things which will apply smartly to the picture to be exploited.

Those who have access to the Film Daily Year Book are able to get in plenty good material from the exploitation section in which, each year, Jack Harrower carefully scribes the cream from the year's exploitation stunts and puts them into a compact compendium. The chief value of this is the dropping of the chaff and concentration on the kernel.

But the same thing can be done from an invoice book, a book of paste, and the greater value of either. Year Book or scrap book is just reading the various items from one which will put the exhibitor into an exploitative frame of mind.

Usually the poorest advertiser is the man who loftily declares that he thinks up his own stunts and does not use second-hand material. Most of the second-hand stuff is better than any one individual can think up, since it represents the achievements of a small army of hustlers. And a stunt is new to a town until it has been used by them. Get all of the best ideas between covers, and in a year or two the town will be better off than it was more and better ideas will even a home office staff can figure out. Many of the best ideas come from the small, local members of the State Legislature were sent 2,000 special letters and W. U. and the telegrams to various organizations.

Sequoia in Oklahoma

Oklahoma City. All school principals in Oklahoma City, Oklahoma county, and adjoining counties are being urged by Frank McCabe, manager of the Criterion theatre, with request to take part in the national essay contest on "Sequoia," MGM's premiere picture, which was to be shown at the Criterion.

A review was given and invitations to the Governor, Mayor, heads of the Boy Scouts, members of various women's clubs and members of the State Legislature were sent 2,000 special letters and W. U. and the telegrams to various organizations.

Two large fur shops tied up with display of coats and wild animal skins, together with a clothing mezzanine. Works it under the guise of a home spurring campaign. Plenty of space, so the rooms are the size of an average parlor, dining room and kitchen.

Spring Cleaning

Real live wire has been getting plenty of advertising out of a couple of these rooms. The idea is to clean the mezzanine. Works it under the guise of a home spurring campaign. Plenty of space, so the rooms are the size of an average parlor, dining room and kitchen.

Each has been completely fitted by locals, the exhibitor, a hanger, furniture store, house furnishing shop and some scattered such such as a refrigerator agency. A jeweler wanted to display his wear but the furnishing store kicked, which cut him out.

The stores and advertiser printed a neat four-page naming the various co-operators and what they supplied, which does away with signs which might detract from the appearance of the outfit.

Theatre advertisers. House Beautiful display and the advertising is done by the merchants, who are using the news- papers, distributed matter and form letters, the last of which are to the rural addresses. It's all being handled like a circus, with gift certificates to visitors and a newspaper plugging hard in consideration of the extra-advertising, including double trucks.

Base of the idea is that now the corner has been turned things can be done to brighten up the home and thus still be profitable and returning prosperity to advance.

Where the theatre space is too limited, there is nothing to prevent a vacant store from being taken by the merchants, but sponsored by the theatre. This affords a chance to get up an information on the theatre's coming films. Theatre sells tickets to merchants at half price, but given hot prospects, but limits the number thus obtainable.

Popeye Clubs

Popeye clubs are being promoted throughout the country following experiment with idea at the theatre, Portland, on suggestion of Clark Clark, branch manager there. In addition to the regular campaign, idea calls for distribution of membership cards and pipes like those Popeye uses to the kids.

Boston on the Job

Loew's Boston publicity department Boston had two ready for April Fool's Day.

At the Orpheum Angus and Searle, twin boys and girls, married to each other. Co-operation from a Boston critic brought forth Sunday feature, keyed to the April Fool idea in which the two sets of twins were featured, with photo.

Tying in with a coming film ("Naughty Marietta") at the Loew State the publicity boys distributed small envelopes to passersby on the streets of Boston. Copy on envelope read: "We wouldn't fool you today—April Fool's Day—any other day. Look inside!" Enclosed was a plug for the film, mentioning theatre and playdate.

Paramount and Fenway theatres, Boston, took advantage of the wrestling match at the Boston Garden to sell "McFadden's Flats." Because the title of the picture was a popular Irish name, and because most of the audience (20,000) were Irish, the picture was given a publicity department which logically called attention to the picture with the Irish theme.

Heraldic Meeting bouts of the evening, also called attention to the coming show at the two theatres which this contest. "If you think you're going to see a battle tonight, wait till you see the battle royal of the Kellys vs. the McFadden's in 'McFadden's Flats' at the Paramount and Fenway theatres."

Just a Suggestion

Much of the talk about poor press books is merely the voicing of a protest to certain parts of them which do not fit into the picture scheme of things, but a list recently submitted seems to be worth study by home office editors. They are things really needed.

At least one set of 40 screen news papers or the paper papers in addition to the usual 50 screen cut material which will work on newspaper. Such cuts to be specifically labeled "For use on cheaper paper."

At least one set of 1, 2 and 3 col. cuts sufficient to permit a poster within a border, say 11, 23 and 35 ems wide respectively.

At least one and two col. cut with an unfinished bottom to permit it to be used for dual billing.

Clear lettering for star and title, printed on the back of the portrait cut where one is used.

Modesty in the use of the program. The exhibitor who wishes to advertise the picture rather than the maker. Author and producer credits on these have a definite cash value.

That isn't all of it, but it will go a long way toward creating a better feeling between the small exhibitor and the press books.

Physician Copy

Dick Wright, district manager for the Warner theatres around Cleveland, has been doing some capital institutional copy for the individual houses. He sends in his four-page copy to the exhibitor. Various houses are sending to their lists of practitioners.

It only appeals to the medicals, but it does appeal with pagine physicians. May not appeal to the self advertiser who likes to show he's in demand, but it will reach the copy is so good it is given content to save others the trouble of writing the copy.

"A Rest Cure for Physicians!" "How many times have you felt the need for a few hours of relaxation? How often do you find a place you might go to forget some of your cares? Many members of our profession are interested in availing themselves of the opportunity of attending the Strand theatre and enjoying our programs in complete comfort."

"We have a unique 'Physicians' service which includes a personal check-up, exactly where you are seated so that you may be reached by telephone from the moment you enter the theatre."

"Our attendant in charge of the check room will register your name and time and the time you will enter the theatre so that you can feel perfectly free and at ease to enjoy the show, knowing that you can be reached at any time by telephone call comes for you either from your home, office or hospital."

Why not in a meditative relaxation? Bring your family and friends to the Strand for an evening of enjoyment and entertainment."

Tough Upsate

Things are getting so tough in the Albany sector that a house has been warned not to try to form a kid club for Saturdays, because the scheme includes the giving of a few simple prizes.



LOS ANGELES (Paramount)—Best business in months. MIAMI BEACH (Colony)—Standout business to terrific grosses. WHEELING (Rex)—



Box-office record despite strong opposition. KANSAS CITY (Newman)—Best in eight months. BOSTON (Metropolitan)—Business exceeds



average. HOUSTON (Majestic)—



sensational. ST. PAUL (Riviera)



of last two years. DES MOINES

WE'RE GIVING YOU THE BUSINESS WITH PARAMOUNT'S MISSISSIPPI



Best opening in months; week end



—Cinch for best weekly gross



(Des Moines)—Second best



business since New Year's. MINNEAPOLIS (State)—Opening receipts more than gratifying. OMAHA (New Omaha)—Outgrossing everything



since opening week. AND THAT'S THE "MISSISSIPPI" BOX-OFFICE MELODY EVERYWHERE!

4 ★ ★ ★ ★

IN THIS
THRILLER
AND THAT'S

NEWS



Public Enemy No. 1 of all the world!

THE MAN WHO KNEW TOO MUCH

**NOVA PILBEAM • PETER LORRE
LESLIE BANKS • EDNA BEST**

DIRECTED BY ALFRED HITCHCOCK

HELD OVER MAYFAIR, N. Y.

"Swiftest screen melodrama this column can recall."

—*Times*

"Best shocker Broadway has seen in months."

—*World-Telegram*

"Fast-moving thriller packed with action."

—*Journal*

"Holds audience spellbound with terror and suspense."

—*American*

PHYSICAL DISTRIBUTION • FOX EXCHANGES • CANADA REGAL FILMS, LTD.



CALENDAR OF CURRENT RELEASES

(Continued from page 23)

Liberty Office: 1776 Broadway, New York, N.Y.
Diszy Dames. Musical. Theatrical boarding house locale. Marjorie Rambuau, Florine McKinnon, Lawrence Jay. 10 mins. Rel. Oct. 26.
Old Homestead. The. Modern comedy. 10 mins. Rel. Oct. 26.
Once to Every Bachelor. Comedy with a hired bride. Marian Nixon, Lee Hamilton, Alice Sidney. 7 mins. Rel. Dec. 14.
School for Girls. Reform school drama. 7 mins. Rel. Dec. 14.
Without Children. Modern drama of divorce. 7 mins. Rel. Feb. 27.
Without Children. Modern drama of divorce. 7 mins. Rel. Feb. 27.
Without Children. Modern drama of divorce. 7 mins. Rel. Feb. 27.

Majestic Office: RKO Bldg., New York City
Motive for Revenge. Thrilling adventures resulting from desire to satisfy lust. 7 mins. Rel. Dec. 26.
Perfect Clue. The. Dynamic detective mystery thriller. Rel. March 10.
Perfect Clue. The. Dynamic detective mystery thriller. Rel. March 10.

Mascot Office: 1776 Broadway, New York, N.Y.
Behind the Green Lights. Factual story from the book of the same name. Nell Hamilton and Kathleen Burke. Dir. Tommy Atkins. Rel. March 10.
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Behind the Green Lights. Factual story from the book of the same name. Nell Hamilton and Kathleen Burke. Dir. Tommy Atkins. Rel. March 10.

Metro Office: 1840 Broadway, New York, N.Y.
After Office Hours. Newspaper story. Constance Bennett, Clark Gable, Stuart Erwin. 10 mins. Rel. Feb. 27.
Babes in Toyland. Child story with the Victor Hagen musical. 7 mins. Rel. Dec. 14.
Band Plays On. The. Football story. Robt. Young, Betty Furness. Dir. Russell Mack. 7 mins. Rel. Dec. 26.
Biography of a Bachelor. Film based on S. N. Berghman's successful play. 84 mins. Rel. Jan. 4.
David Copperfield. Dickens story with an almost perfect cast. W. C. Fields, Lionel Barrymore, Edna May Oliver, Herbert Mundin. Dir. G. C. Kuke. 129 mins. Rel. Jan. 18.
Elvyn Prance. Dilemma of attorney's wife saves a girl wrongly accused of her own crime. 7 mins. Rel. Nov. 8.
Forgetting All Others. From the stage play. Joan Crawford, Clark Gable, Robt. Montgomery. Dir. W. S. Van Dyke. 82 mins. Rel. Dec. 26.

Sequels. Friendship between a deer and a puma with a human romance background. Jean Parker, Russell Hurd. Dir. Chester Franklin. 79 mins. Rel. Feb. 1.
Shadow of Doubt. Mystery. Eduardo Cortez, Virginia Bruce, Constance Collier. Dir. Geo. B. Seitz. 71 mins. Rel. Feb. 27.
Society Doctor. Hospital story. Chester Morris, Virginia Bruce. Robt. Taylor. 63 mins. Rel. Feb. 27.
Times Square Lady. Girl. 63 mins. Rel. Feb. 27.
Wicked Woman. A story of a faithful mother. Mady Christians, Jean Parker, Chas. Bickford. Dir. Chas. Brabin. 71 mins. Rel. Dec. 7.
Winning Ticket. The. Story of a sweeps ticket that was lost and found. Leo Carrillo, Louise Fazenda, Ted Healy. Dir. Chas. Reisner. 64 mins. Rel. Feb. 8.

Monogram Office: R. K. O. Building, Rockefeller Center, N.Y.C.
Girl of My Dreams. The. Modern comedy. 65 mins. Rel. Nov. 17.
Flirting with Danger. Three buddies play with dynamite and love. Robert Armstrong, William Cagney, Edgar Kennedy, Marion Burns, Maria Allen. Dir. Phil Rosen. 65 mins. Rel. Dec. 3.
Great God Gold. Sidney Blackmer, Martha Sleeper, Gloria Shee, Regis Toomey. 65 mins. Rel. Dec. 3.
Healer. The. From novel by Robert Herrick. Dir. Reginald Barker. Ralph Bellamy, Kaye Dilling, Mickey Rooney, Judith Allen, Robert McWade. J. Farrell MacDonald. 65 mins. Rel. Dec. 3.
Hoosier Schoolmaster. The. Norman Foster, Claudette Henry, Otis Harlan, Louis V. Mong, Dir. Lew L. Collins. Famous classic by Edward Eggleston. 65 mins. Rel. Dec. 3.
King Kelly of U. S. A. Guy Robertson, Irene Wray. 65 mins. Rel. Sept. 15.
Lawless Frontier. (Lone Star). John Wayne, Sheila Terry. Dir. R. N. Bradbury. 64 mins. Rel. Nov. 22.
Lost in the Stratosphere. Romance of two members of air patrol amid acrobatic experiments. June Collyer, William Gargery, Eddie Nugent. 64 mins. Rel. Nov. 22.
Million Dollar Baby. Fond parents try to palm over their little boy as another girl movie find to win fame and riches. Arlino Joyce, Ray Walker, Jimmy Ray. 65 mins. Rel. Nov. 22.
Monte Carlo Nights. Innocent suspect traps his man at famous casino and wins the girl. Mary Brian, John Darrow. 62 mins. Rel. May 20.
Mysterious Mr. Wong. Story of the twelve cops of Confucius. Arline Jaffe, Bela Lugosi, Wallace Reid. 65 mins. Rel. Dec. 26.
Mystery Man. The. Chicago reporter, stranded in St. Louis, makes good. Robert Armstrong, Maxine Doole. 61 mins. Rel. April 25.
Neath Arizona Skies. (Lone Star). John Wayne, Sheila Terry. 62 mins. Rel. Dec. 22.
Paradise Ranch. John Wayne, Marion Burns. Movie-struck family takes hands all over Hollywood, with hilarious results. Wallace Ford, 64 mins. Rel. March 25.
Rainbow Valley. (Lone Star). John Wayne, Lucille Brown.
Reckless Romance. Comedy adventures of two hard-boiled eggs who are afraid of nothing but each other. Robert Armstrong, William Cagney.
Red Head Boy and Girl. Work out their social salvation in a lunch wagon. (Bruce Cabot, Grace Bradeley. Dir. Melville Brown. 77 mins. Rel. Nov. 1.)
Sing-Sing Nights. Three men accused of murdering the same man tell circumstances which are checked by lie detector, proving two are innocent.

Paramount Office: 1501 Broadway, New York, N.Y.
Behold My Wife. Sylvia Sydney as an Indian girl. Sylvia Sydney, Gene Raymond. Dir. David Selznick. 75 mins. Rel. Dec. 7.
Caprice. The. A woman's story. 75 mins. Rel. Dec. 7.
College Rhythms. Musical type story. Joe Penner, Lanny Ross, Jack Oakie, Lydia Robert. Dir. Norman Taurog. 75 mins. Rel. Nov. 23.
Enter Madame. From the stage play of a temperamental star. Elissa Landi, Cary Grant. Dir. Elliott Nugent. 81 mins. Rel. Jan. 4.
Father Brown, Detective. New type of mystery story. Paul Lukas, Gertrude Michael. Dir. Edward Sedgwick. Rel. Dec. 26.
Gilded Lily. The. Modest business girl is catapulted to fame through a misunderstanding romance with a nobleman. Claudette Colbert, Fred MacMurray. Dir. Wesley Ruggals. 75 mins. Rel. Jan. 4.
Here Is My Heart. Musical. Ringo Crosby, Kitty Carlisle. Dir. Frank Tuttle. 75 mins. Rel. Dec. 26.
Home on the Range. Western. Randolph Scott, Jackie Coogan, Evelyn Brent. 75 mins. Rel. Dec. 26.
It's a Gift. Fields buys an orange grove. W. C. Fields, Baby LeRoy, Jean Rouveral. Dir. Norman McLeod. 67 mins. Rel. Nov. 30.
Limehouse Blues. Story of the London Chinatown. Geo. Raft, Jean Parker. 75 mins. Rel. Dec. 26.
Love in Bloom. Country boy and city girl finally make a match. Carnival melodrama. Joe Morrison, Dixie Lee, Burns and Allen. Dir. Elliott Clawson. 75 mins. Rel. Dec. 26.
McFadden's Flats. From the Dixie Hill farce. Walter C. Kelly, Andy Clyde, Jane Darwell. Dir. Ralph Murphy. 65 mins. Rel. Dec. 26.
Mississippi. Showboat story by Booth Tarkington. Bing Crosby, W. C. Fields, Joan Bennett, Quessie Smith. Dir. Edw. A. Sutherland. Rel. Mar. 8.
One Hour Late. Joe Morrison. Helen Twelvetrees, Conrad Nagel. Dir. Ralph Murphy. 75 mins. Rel. Dec. 26.
President Vanishes. From current sensational novel of same title. Arthur Byron, Janet Beecher, Paul Kelly. Dir. Wm. A. Wellman. 80 mins. Rel. Dec. 26.
Pursuit of Happiness. The. From the stage play about bundling. Joan Bennett, Francis Lederer. Dir. Alex Hall. 80 mins. Rel. Nov. 15.
Rocky Mountain Mystery. Western mystery story by Zane Grey. Randolph Scott, Chas. Lane, Kathleen Burke, Mrs. Leslie Carter. Dir. Chas. Brant. 75 mins. Rel. Dec. 26.
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. 75 mins. Rel. Dec. 26.
Rumba. Chatterbox girl and New York boy meet in Havana. Geo. Raft, Carol Lombard, Margot. Dir. Marion Gering. 71 mins. Rel. Feb. 8.
Stolen Marbles. Adventures with Ben Bernie's band. Geo. Raft, Ben Bernie, Grace Bradley. Dir. Alfred Werker. Rel. Mar. 25.
Wings in the Dark. Air thriller with a rescue by a blinded aviator. Myrna Loy, Cary Grant. Dir. Jas. Flood. Rel. Feb. 1.
Wings in the Dark. Air thriller with a rescue by a blinded aviator. Myrna Loy, Cary Grant. Dir. Jas. Flood. Rel. Feb. 1.

Principal Office: 1276 Sixth Ave., New York, N.Y.
Chandu on the Magic Island. Mystery—sequel to Return of Chandu. Bela Lugosi, Clara Kimball Young, Dean Benton, Phyllis Ludvig. Seven reels. Return of Chandu. The. Mystery story. Bela Lugosi, Clara Kimball Young, Phyllis Ludvig. Seven reels. Followed by eight two-reel serial episodes. Rel. Oct. 26.
Anna of Green Gables. The. Story involves the adult life and development of a girl who grows up on Edward Island. Anne Shirley, Tom Brown, Helen Westley, O. P. Heggie, Sara Haden. Dir. George Nichols Jr. 80 mins. Rel. Nov. 22.
Becky Sharp. The. Story of a woman who lives the lives of all the men who loved her. Miriam Hopkins, Alan Mowbray, Frances Dee, Sir Cedric Hardwicke, Nigel Bruce, Allison Skipwith. In. Reuben Mamoulian. Rel. Feb. 1.
Break of Hearts. Two temperamental musicians discover after heart-breaking their lives, that love is most important thing. Katharine Hepburn, Charles Boyer, John Seal, Jean Hersholt. Dir. Philip Moeller. Rel. May 31.
By Your Leav. An American couple just entering into middle life take a short vacation away from each other, only to return separated. Believed that all over the world. 82 mins. Rel. Nov. 22.
Captain Haddock. A story of Cape Cod and its people. James Barton, Helen Westley, Helen Mack. Dir. John Robertson. Rel. Mar. 1.
Chasing Yesterday. A kindly professor befriends a lonely orphan and then finds happiness with her for the rest of his life. Alan Mowbray, Helen Shirley, O. P. Heggie, Helen Westley, Elizabeth Patterson, John Qualen, Trent Durkin, Elyse Gierard, Doris Lloyd, Hilda Vaughn. Dir. George Cukor. 75 mins. Rel. April 12.
Dog of Flanders. A poor Flemish boy who befriends a shepherd dog is given a change to develop his talents and become a famous artist. Frankie Thomas, O. P. Heggie, Helen Parish, Lightening. Dir. Edward Soman. Rel. March 22.
Enchanted April. Under the enchantment of Italian sunshine, and a romantic medieval castle, love comes to four unhappy English women. Jean Baxter, Dir. Harry Beaumont. 66 mins. Rel. Jan. 25.
Fountain. The. From the Chas. Morgan novel. Ann Harding, Brian Aherne. 75 mins. Rel. Feb. 1.
Gigollette. A society beauty who loses all her money and becomes a hostess in a night club. Adrienne Ames, Ralph Bellamy, Donald Cook, Robert Crane. Dir. Charles Lamont. 75 mins. Rel. Feb. 1.
Grand Old Girl. Glorifying the American school teacher. May Robson, Mary Carlisle. Fred MacMurray, Alan Hale. Dir. by John Robertson. Rel. Dec. 26.
Informers. The. A story of the Irish revolution. Victor McLaglen, Preston Foster, Heather Angel, Wallace Ford, Una O'Connor, Margaret Graham. Dir. John Ford. 75 mins. Rel. Dec. 26.
Kentucky Heart. A pair of out-of-work vaudevillians adopt a small boy who turns out to be heir to a large Kentucky estate which is involved in a feud with a neighboring estate. Bert Wheeler, Robert Woolsey, George Stevens. 75 mins. Rel. Nov. 22.
Laddie. The. The younger sister in the Stanton family helps her brother, Laddie, find his way home. 75 mins. Rel. April 5.
Lightning Strikes Twice. A fast-moving farce which concerns itself with an amateur actor who is killed by lightning, and then comes back to life as a dancer gone by mistake. Ben Lyon, Thelma Todd, Pert Kelton, Laura Hope Crews, Skeets Gallagher, Chick Chandler, Walter Catlett. Dir. Charles Lamont. 75 mins. Rel. Feb. 1.
Little Minister. The. The romance of a young Scotch minister and a gypsy girl, who really is the ward of a nobleman of the district. Katharine Hepburn, John Seal, Alan Hale. Dir. Richard Wallace. Rel. Dec. 26.
Murder on a Honeymoon. The further adventures of the old maid, amateur detective, school teacher. 75 mins. Rel. Dec. 26.
People'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 he is killed. Preston Foster, Ben Lyon, Thelma Todd, Pert Kelton, Laura Hope Crews, Skeets Gallagher, Chick Chandler, Walter Catlett. Dir. Charles Lamont. 75 mins. Rel. Feb. 1.
Reckless Romance. Comedy adventures of two hard-boiled eggs who are afraid of nothing but each other. Robert Armstrong, William Cagney.
Red Head Boy and Girl. Work out their social salvation in a lunch wagon. (Bruce Cabot, Grace Bradeley. Dir. Melville Brown. 77 mins. Rel. Nov. 1.)
Sing-Sing Nights. Three men accused of murdering the same man tell circumstances which are checked by lie detector, proving two are innocent.

Studio Placements
 (Continued from page 23)
 Jones; Nick Grindle directing, 'Border Brigs', U. S. Frank Terry, sagging 'The Milky Way', Sam Hellman.
 Sidney Howard, screen play, 'The Light That Failed', Par.
 Janet Gaynor, Spencer Tracy, Henry Fonda, Slim Summerville, Hope Loring, Jack Withers, Andy Devine; Victor Fleming directing, 'Farmer Takes a Wife', Fox.
 Will Rogers, Bill Robinson, Dorothy Wilson, Sam Hellman, Gladys Lahman, screen play; George Marshall directing, 'In Old Kentucky', Fox.
 Warner Oland, Pat Patterson, Rita Cansino, Thomas Beck, Stepin Fetchak; Louis King directing, 'Charlie Chan in Egypt', Fox.
 Bob Crosby, John Bennett; Leo McCarey directing, 'Two for Tonight', Par.
 Chester Morris, Dore Schary, screen play, 'Storm Over the Andes', U.
 Onslow Stevens, H. B. Warner, Eric Linden, Maxine Doyle; E. Morley Cressie, John Bennett; Leo McCarey directing, 'Two for Tonight', Par.
 Aben Kandel, adaptation, 'Magnificent Obsession', U.
 Mary Davis, Chick Chandler, 'Alias Mary Davis', U.
 Inez Courtney, 'The Raven', U.
 Joe Penner, Jack Oakie, Fred MacMurray, John Bennett; 'College Education', Par.
 Clifford Jones, 'Anna Karenina', Metro.
 Patzky Kelly, 'Pays Myself Glory', WB.
 Evelyn Raft, 'Every Night at Eight', Wanger.
 Graham Baker, Gene Towne, Louis Stevens, scripting 'Shanghai', Wanger.
 Manny Harmon, 'No More Ladies', Metro.
 Charles Roberts, directing 'U. S. Grant', Radio.
 Gary Cooper, 'Peter Ibbetson', Par.
 Frank Conroy, 'Charlie Chan in Egypt', Fox.
 Rita Dunn, Coral Dietrich, Doris Chandler, 'The Joneses', 'On Wings of Song', Col.
 Herbert Heywood, 'Farmer Takes Wife', Fox.
 Wade Boteler, 'Alibi', WB.
 Evelyn Poe, 'Papa's in the Cradle', Radio.
 Charles Kenyon, writing original for 'Bette Davis', WB.
 Tom Dugan, James Flavin, Toshio Mori, 'The Last Days of Pompeii', U.
 Shirley Gray, Gavin Gordon, 'Stranded', WB.
 Barton, 'The Churchills', 'Page Miss Gwyn', WB.
 Blinn Barnes, 'Diamond Jim Brady', U.
 John H. Hammond, 'Jim Burke's Boy', Col.
 Howard Eastbrook, screen play, 'Way Down East', Fox.
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OF FRANKENSTEIN"**



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BY CARL LAEMMLE, JR.

CALENDAR OF CURRENT RELEASES

(Continued from page 25)

Duna, Regis Toomey, Raymond Hatton. Dir. Wallace Fox. 66 mins. Rel. Dec. 14.

Roberts. Adaptation of the stage musical Irene Dunne, Fred Astaire, Ginger Rogers. Dir. Wm. A. Sater. 105 mins. Rel. March 8. Rev. March 13.

Romance in Manhattan. A young Czech-Slovakian enters the United States this "promising" future. Francis Lederer, Ginger Rogers, Arthur Hohl hart, Jimmy Butler, J. Farrell MacDonald, Dir. Stephen Roberts. 77 mins. Rel. Jan. 11. Rev. 20.

Silver Stripy. The fast action melodrama in which the famous streamlined train of the Burlington Railroad plays the star part. Sally Blane, Charles Starrett, William Powell, William Farnum. Dir. Thomas Atkins. 72 mins. Rel. Dec. 21. Rev. Jan. 22.

Star of Midnight. William Powell solves the mystery of the disappearance of Alice Markham and vainly tries to escape the matrimonial intentions of Ginger Rogers. William Powell, Ginger Rogers, Paul Kelly, Gene Lockhart, Ralph Morgan, Leslie Fenton. Directed by Stephen Roberts. Rel. April 13.

Strangers 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.

Village Tale. This story presents a cross-section of average community life, in a typical small village in Utah. Randolph Scott, Kay Johnson, Arthur Hoyt, Robert Barrat, Janet Beecher, Dorothy Burgess. Dir. John Cromwell. Rel. April 26.

Wednesday's Child. The effect of divorce upon children. Edward Arnold, Karen Morley, Leslie Robinson. Dir. John Robertson. 68 mins. Rel. Oct. 26. Rev. Dec. 18.

West of the Pecos. The locale is the Pecos county in New Mexico. A young girl, (Angela Elwood) is kidnapped, and a man and wins happiness. Richard Dix, Martha Sleeper, Samuel Hinds, Fred Kohler. Dir. Phil Rosen. 66 mins. Rel. Apr. 4. Rev. Jan. 1.

United Artists

Call of the Wild. From the famous Jack London story. Clark Gable, Loretta Young, Jack Oakie, Dir. William Wellman. Rel. May 6.

Cardinal Richelieu. George Arliss, Maureen O'Sullivan, Edward Arnold, Francis Lederer, Rowland V. Lee. Rel. April 23.

Clive of India. The story of Clive, who founded a new British dominion—India. Ronald Colman, Loretta Young, Francis Lederer. Dir. Richard Boleslawski. 92 mins. Rel. Jan. 25. Rev. Jan. 22.

Folies Bergere. From the stage play. Maurice Chevalier, Ann Rutherford, Merle Oberon. Dir. Roy Del Ruth. 83 mins. Rel. Mar. 8. Rev. Feb. 27.

Kid 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.

Les Miserables. An adaptation from the famous Victor Hugo classic. Frederic March, Charles Laughton, Sir Cedric Hardwicke. Dir. Richard Boleslawski. Rel. April 26.

Mighty Barnum. The fictional story of P. T. Barnum. Wallace Berry, Adolphe Menjou, Virginia Bruce. Dir. Walter Lang. 87 mins. Rel. Dec. 26. Rev. Dec. 26.

Runaway Quack. A merry maelstrom of revolution and romance. Anne Neagle and Fernand Gravy. Dir. Herbert Wilcox. Rel. Dec. 21.

Scarlet Pimpernel. From a novel by the Baroness Orczy. Romantic drama, set during the French Revolution. Leslie Howard, Merle Oberon. Dir. Alex. Korda. 85 mins. Rel. Feb. 15. Rev. Feb. 12.

Transatlantic Merry-Go-Round. Mystery rides the waves. Music in one room, murder in the other. Between a comedian and a detective account of a crime that rocked the whole ocean. Jack Benny, Gene Raymond, Nancy Kelly, Arthur Blackmer. Dir. Benjamin Stolter. 88 mins. Rel. Nov. 2. Rev. Nov. 6.

Wedding Night. The Gary Cooper as the sophisticated lover and Anna Sten as a modern American girl in a romantic drama. Gary Cooper, Anna Sten, Helen Viner, Victor Jory, Edward G. Robinson, Dir. King Vidor. 90 mins. Rel. March 8. Rev. March 8.

We Live Again. A vivid new version of Tolstoy's immortal "Resurrection." Anna Sten, Eduardo Manzano, John Baxter, Aubrey Smith. Dir. Roben Mamoulian. 85 mins. Rel. Nov. 16. Rev. Nov. 6.

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Bride of Frankenstein. Drama. Karloff, Valerie Hobson. Dir. James Whale. Rel. April 22.

Chattering Cheaters. From Max Marcin's stage play. Fay Wray, Cesar Romero, Minna Gombel. Dir. Rich. Thorpe. 67 mins. Rel. Nov. 5. Rev. Dec. 11.

Crimes Trail. The Buck Jones western. Dir. Al Robach. 65 mins. Rel. Feb. 11. Rev. March 20.

Edna Nights. Comedy-drama. Lyle Talbot, Valerie Hobson. Dir. Murray Roth.

Good Fairy. The From Ferenzo Mohr's stage play. Margaret Sullivan, Herbert Marshall, Frank Morgan. Dir. Wm. Wyler. 88 mins. Rel. Feb. 18. Rev. Feb. 18.

Human Side. The Drama. Adolphe Menjou, Doris Kenyon. Dir. Eddie Buschell. 60 mins. Rel. Aug. 27. Rev. Dec. 11.

It Happened in N.Y. Comedy. Lyle Talbot, Gertrude Michael, Heather Angel. Dir. Alan Crosland. Rel. March 15.

I've Been Around. Comedy drama. Chester Morris, Rochelle Hudson, Isabelle Jewell. Dir. E. J. Laughlin. Rel. Dec. 21.

Imitation of Life. Drama. Claudette Colbert, Warren William. Dir. John Stahl. 118 mins. Rel. Oct. 23. Rev. Nov. 27.

Man Who Reclaimed His Head. The From Jean Bart's stage play of French life. Claude Rains, John Bennett, Lionel Atwill. Dir. Edw. Ludwig. Rel. Dec. 24. Rev. Dec. 24.

Mr. Dynamite. Comedy-drama. Edmund Lowe, Jean Dixon. Dir. Alan Croeand. Rel. April 22.

Mystery of Edwin Drood. The From the Dickens story. Claude Rains, Douglas Montgomery, Heather Angel. Dir. Stuart Walker. 85 mins. Rel. Feb. 4. Rev. March 27.

Night Life of the Gods. From Thorne Smith's fantastic tale. Alan Mowbray, Florine McKinney. Dir. Lowell Sherman. 74 mins. Rel. Mar. 4. Rev. Feb. 17.

Notorious Gentleman. A Mystery-murder. Charles Bickford, Helen Vinson. Dir. Ed. Laemmle. 75 mins. Rel. Jan. 21. Rev. Feb. 20.

Princess O'Hara. Damon Runyon comedy. Chester Morris, Jean Parker. Dir. David Burton. Rel. April 11.

Rendezvous at Midnight. Murder-mystery. Ralph Bellamy, Valerie Hobson. Dir. Christy Cabanne. Rel. Feb. 11.

Rocky Rhodes. Western. Buck Jones. Dir. Al Robach. 60 mins. Rel. Sept. 14. Rev. Jan. 14.

Society of the Chateau. Mystery story. Claire Dodd, Clark Williams. Dir. Rich. Thorpe. 68 mins. Rel. Dec. 8. Rev. Feb. 18.

Stone of Scone. Buck Jones western. Paul Nick Grinde. Rel. April 16.

Strange Wives. Comedy drama. Roger Pryor, Jane Clayworth. Dir. Rich. Thorpe. 75 mins. Rel. Dec. 10. Rev. Feb. 6.

Straight from the Heart. Politics and a baby. Paul Robeson, Mary Astor, Roger Pryor. Dir. Rich. Thorpe. 70 mins. Rel. Jan. 14. Rev. March 27.

Transient Lady. Politics, romance and mystery. Henry Hull, Gene Raymond, Frances Drake. Dir. Ed Buschell. Rel. March 4.

Wendy-Wolf. Drama. Henry Hull, Warner Oland, Valerie Hobson. Dir. Stuart Walker. Rel. Mar. 4.

When a Man Sees Red. Buck Jones western. Dir. Alan Jones. 60 mins. Rel. Nov. 12. Rev. Jan. 22.

Warner Brothers

Calif. Offices: 321 W. 44th St., New York, N.Y.

Bordertown. Life of an ambitious and magnetic foreign youth in his battle to fit himself into American conditions. Paul Muni, Bette Davis, Dir. Archie Mayo. Rel. (Gens.) Jan. 23.

Case of the Curious Bird. Warren William, Philip Reed, Margaret Lindsay. Dir. Michael Curtiz. Rel. Mar. 30.

Devil Dogs of the Air. Roiling comedy drama romance of the aviation corps of the U.S. Navy. John Cagney, Pat O'Brien. Dir. Lloyd Bacon. 66 mins. Rel. Feb. 3. Rev. Feb. 12.

Firebird. Murder mystery in Austria. Verree Teasdale, Ricardo Cortez. Dir. Wm. Dieterle. Rel. Nov. 20.

Florence Dancer. The Donald Woods, Margaret Lindsay. Dir. Robt. Florey. Rel. March 30.

King of the Ritz. Wm. Gargan, Patricia Ellis. Dir. Wm. H. McGann. Rel. Mar. 22.

I Am a Thief. Mystery and murder in a diamond theft. Mary Astor, Ricardo Cortez. Dir. Robert Florey. Rel. Nov. 24. Rev. Jan. 4.

Night at the Ritz. A Wm. Gargan, Patricia Ellis. Dir. Wm. H. McGann. Rel. March 23.

Right to Live. The Romance in which two brothers love the same woman and one of them dies. Josephine Hutchinson, George Brent, Colin Clive. 68 mins. Dir. Wm. Keighley. Rel. Jan. 26. Rev. Feb. 20.

Secret Bride. The Thrilling drama of political intrigue which results in two baffling murders and a suicide. Barbara Stanwyck, Warren William. Dir. Wm. Dieterle. 64 mins. Rel. Dec. 22. Rev. Feb. 8.

Sweet Adeline. From the stage opera. Irene Dunne, Dir. Merwyn LeRoy. 87 mins. Rel. Dec. 23. Rev. Jan. 18.

Sweet Music. Back-stage story. Rudy Vallee, Ann Dvorak. Dir. Alfred E. Green. 90 mins. Rel. Feb. 23. Rev. Feb. 27.

White Cockatoos. The Detective yarn. Jean Muir, Ricardo Cortez. Dir. Alan Crosland. Rel. Jan. 13. Rev. Jan. 1.

While the Patient Slept. Aline MacMahon, Guy Kibbee. Dir. Ray Enright. Rel. Mar. 8.

Miscellaneous Releases

Battle, The (Gargan). French-made story of a Jap naval officer who sacrifices his wife for his country. Charles Boyer, Merle Oberon. Dir. Nicholas Fata. Rel. Nov. 26. Rev. Nov. 27.

Cross Streets (Invisible). Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Nigh. Rev. July 10.

Dealers in Death (Topical Film). Arrangement of muniton makers. Mostly news clips. 63 mins. Rel. Dec. 18.

Fighting Trooper. The Canadian police story. Kermit Maynard, Barbara White. Dir. Ray Taylor. 63 mins. Rel. Jan. 8.

Hi Tiki (Markay). Samoan nature story. 73 mins. Rev. Feb. 5.

Hell School Girl (Joy). Sex instruction propaganda. Helen McKellar, Mahlon Hamilton. Dir. Crane Wilbur. 55 mins. Rel. March 20.

Hollywood Mystery (Rogers). Mystery of a theatrical director and a racketeer. June Clyde, Frank Albertson. Dir. Brezzy Benson. 63 mins. Rel. Jan. 22.

Inside Information (Stage and Screen). Detective reporter and a dog. Rex Lease, Marjorie Schilling. Dir. Robt. E. Hill. 38 mins. Rev. Jan. 8.

Northern Frontier (Ambassador). New angle of an old Curwood story. Kermit Maynard, Frank Craven. Rel. Jan. 8.

One in a Million (Invisible). Shop girl gets in and out of a jam. Dorothy Wilson, Chase Starrett. Dir. Frank Strayer. 70 mins. Rev. March 27.

Ticket to Crime (Beacon). Comedy detective story. Ralph Graves. Lols Blue. Dir. Lewis D. Collins. 64 mins. Rel. Dec. 28.

War is a Racket (Eureka). Paste up of newsreel clips with some new material. 11 mins. Rel. Dec. 11.

Foreign Language Films

(Note: Because of the slow movement of foreign film, this list covers only a few of the most recent arrivals.)

Abel mit der Mutter (Germany). Comedy of young love. Dir. Erich Waschneck. 60 mins. Rel. Sept. 1.

Adieu Les Beaux Jours (Fr.) Greek romance. Brigitte Helm. Dir. Abel Gance. 90 mins. Rel. April 15. Rev. May 1.

Aqua nel Suelo, el (Sp.) Evil of gossip. Dir. Eusebio Arday. 80 mins. Rel. Dec. 1.

Airplane (Fr.) Test-tube babies. Brigitte Helm. Dir. Richard Oswald. 70 mins. Rel. May 1.

Annenmarie, Braut der Kompanie (Ger.) Military farce. Lucie Englisch. Dir. Carl Moll. Rel. Dec. 1.

Der Blonden Katherin (Ger.) College comedy with music. Dir. Franz Seitz. 80 mins. Rel. Dec. 1.

Buzavring (Hung.) Operetta with romance. Dir. Steven Seekely. Rel. Dec. 1.

Buenaventura, La (Sp.) Musical with Victor Herbert score. Enrico Caruso, Jr. Dir. Victor Soderstrom. Rel. Sept. 15.

Broken Shoes (Russia, Amkin). Child reaction to politics. Anti-Hitler. Rel. Margarita Barmkaya. 80 mins. Rel. March 15. Rev. April 3.

Cantante de Naples, El (Sp.) Musical romance. Enrico Caruso, Jr. Dir. Victor Soderstrom. Rel. Sept. 15.

Cette Vieille Canaille (Fr.) (Kinematrad). Social drama. Harry Baer. Dir. Anatole Litvak. 80 mins. Rel. Jan. 1.

Chapayev (Russia, Amkin). Historical drama. Dir. Sergei and Georgi Vassilov. 110 mins. Rel. Jan. 1.

Chasse de Chek Maxim, Le (Fr.) Musical comedy. Suzy Vernon. Dir. Chas. Anton. 70 mins. Rel. Feb. 1.

Chucho el Bate (Sp.) (Cineopert). Romantic tragedy. Dir. Gabriel Sorca. 60 mins. Rel. Dec. 1.

Corada de Carbon, La (Sp.) (Fox). Drama of marital relations. Antonio Moreno, Catalina Roca. Dir. Louis King. Rel. Feb. 15.

Cruzada de Carrota (Spanish). Tragic drama made in Mexico. Dir. Ruben C. Navarro. 70 mins. Rel. Oct. 1.

Cuesta Abajo (Sp.) (Par). Romantic drama. Carlos Gardel, Mona Maria. Rel. Dec. 1.

Czar-Wants to Sleep, The (Russia, Amkin). Satire on court life of Paul I. Dir. Alexander Fainzimer. 70 mins. Rel. Dec. 1.

Dancing, El (Sp.) (Hollywood). Comedy drama laid in a cabaret. Dir. Maglia Betti. 60 mins. Rel. Jan. 15.

Deerhunter (Russian) (Garrison). More class struggle. Dir. V. I. Pudovkin. 80 mins. Rel. Oct. 1.

Die Frau im Spiegel (Spain). Comedy romance. Roleta Moreno. Dir. John Reinhardt. 60 mins. Rel. Oct. 15.

Dos Mujeres y un Don Juan (Sp.) Romantic comedy. Dir. Jose Bucha. 80 mins. Rel. Oct. 1.

Du, oder Weins (German) (General). Operetta. Glita Alpar. Dir. Karl Froehlich. 80 mins. Rel. Oct. 15.

Ein Mohn Will Nach Deutschland (Ger.) (Ufa). Drama of patriotism. Dir. Paul Wagner. 80 mins. Rel. Nov. 1.

Ein Toter Einfall (Ger.) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wieck. Dir. Kurt Geron. 70 mins. Rel. Jan. 1.

Einmal Eins (German) (Ufa). Farce comedy. Dir. Kurt Geron. 70 mins. Rel. Jan. 1.

En Glas Guit (Norwegian) (Scandinavian). From Bjornson's novel. Dir. John Brunthe. 60 mins. Rel. Nov. 15.

En Nott (Sp.) (Scandinavian). War and love. Dir. Gustaf Molander. 70 mins. Rel. Jan. 15.

Enemigos (Sp.) (Inter-Continent). War drama. Dir. Chano Urueta. 70 mins. Rel. Sept. 15.

Enemigos, El (Sp.) (Inter-Continent). Dramatic romance. Dir. Chano Urueta. 70 mins. Rel. Sept. 15.

Feldhermuth (Ger.) (Bavarian). Military comedy. Betty Bird. Dir. Josef Heide. 70 mins. Rel. April 15.

Flickers (Fran Garmia Stan) (Scandinavian). Comedy with music. Dir. B. Bauman.

Flyings (German) (Ufa). German refugee yarn in the Far East. Hans Albers, Kathie von Nagy. Dir. Gustav Vocke. 80 mins. Rel. Oct. 1.

Freund Eins Grosser Mannes, Die (Ger.) (Ufa). Theatrical comedy. Kathie von Nagy. 80 mins. Rel. Oct. 1.

Freut Euch Des Lebens (German) (Ufa). Romantic comedy. Loe Elezak. Dir. Hans Stollhoff. 80 mins. Rel. Nov. 1.

Frontier (German) (Fox). Musical. Jose Molica, Roleta Moreno. Dir. Frank Strayer. 80 mins. Rel. Dec. 1.

Fruer Worenzer (Ger.) (Ufa). Romantic drama. Brigitte Helm. Dir. Arthur Robinson. 80 mins. Rel. May 15.

Geheymnis (German) (Ffilmchome). Drama of father love. Dir. Friedrich Feher. 70 mins. Rel. June 1.

Geist der Welt (Ger.) Domestic comedy. Gustav Froehlich. Camilla Horn. 70 mins. Rel. May 15.

Graefin Mariza (Ger.) Operetta. Dorothea Wieck. Dir. Richard Oswald. 80 mins. Rel. Jan. 15.

Granadero del Amor (Sp.) (Fox). Romantic drama. Conchita Montenegro. Dir. John Reinhardt. 70 mins. Rel. Sept. 1.

Gret Zilthode gross los (Ger.) Lottery ticket makes for comedy. Lucie Englisch. Dir. Carl Boese. 80 mins. Rel. May 15.

Heimat am Rhein (Ger.) (Ufa). Nazi make for the farm propaganda. Dir. Carl Heins Wolf. 70 mins. Rel. April 15.

Heimats am Rhein (Ger.) Romantic drama. Lucie Englisch. Dir. Carl Boese. 80 mins. Rel. May 15.

Hochzeit am Wolfgangsee (Ger.) Romantic comedy. Dir. Hans Behrendt. 70 mins. Rel. Nov. 15.

In der Heidekrug (Ger.) (German). Romantic farce. Dir. Carl Boese. 70 mins. Rel. Dec. 1.

Inge und die Millionen (Ger.) (Ufa). Romantic crook drama. Brigitte Helm. 65 mins. Dir. Erich Engel. Rel. April 15.

In the Land of the Stars (Russia, Amkin). Newsreel compilation of past year. 11 mins. Rel. July 1.

(Continued on page 29)

M'waukee Sentinel's 'Silent' Treatment Now For Fox's Alhambra Th.

Milwaukee, April 2.—A policy of "silence" is the Milwaukee Sentinel's new tactic in fighting the "no copy" edict of the Wisconsin Amus. Co. (Fox) here. Originally the newspaper fought the theater chain, which had its advertising by publishing attacks on the allegedly indecent shows at the Fox Alhambra. With the coming in of "Sterilization" however, the paper suddenly stopped its attack and made no mention of the theatre at all. "Sterilization" was pulled after four days.

Report that Sentinel dropped its "war" because the Paul Block organization, which owns the sheet, had taken the theatre ad quarrel to the Skouras boys and Chase National Bank direct, were prevalent here. According to inside sources, the newspaper has a big peeve over manner in which it was handled by Harold J. Fitzgerald, manager of the local Fox chain.

EXHIBITS ANXIOUS FOR WB-N.S.S. DECISION

With the new selling season only three months off, exhibitors throughout the country are anxious about the \$1,000,000 Warner Bros. action against National Screen Service which comes to trial on Tuesday (9) in New York. Theatre owners are importantly concerned since the suit is expected to decide the issue of whether WB can force the exhibitor to buy its own (WB) trailers in preference to those turned out by National.

NS has put in a general denial of infringement and other charges in the Warner suit. House, Grossman & Vorhaus are National's attorneys. National is continuing to produce trailers on both Warners and National pictures, having no intention of withdrawing its opposition to trailer branches of the two distributors. Metro too makes its own trailers.

Legislation

Miss-Tenn's 10%. Birmingham.

While Mississippi exhibitors make preparations to appeal to the legislature for relief from the 10% amusement tax, the Tennessee legislature last week voted in favor of taxing amusements 10% to offset federal relief funds. An estimated revenue of \$650,000 a year is expected. An effort to exempt tickets of less than 30c was lost.

The Tennessee house now gets the bill.

In Mississippi R. X. Williams, of Oxford, president of the state exhibitors association is calling district meetings to lay plans to take before the legislature when it convenes.

Penny's Tax Woe. Philadelphia.

A large group of Philly exhibs, representing both Deal Indle groups (M.P.T.O. and L.E.P.A.) left today for Harrisburg, to register a aquawk against the amusement tax bill which has passed the House and now goes to the Senate. Pictured as forlorn hope although ray of it, seen in defeat of Governor Earle's attempt to increase gasoline tax from 3c to 5c. Some figures from this tax amusement tax bill may be softened.

F-WC Moves to Null Gumbiner Trust Suit

Los Angeles, April 2.

Challenged on grounds of technical insufficiency, Fox West Coast Court, and its trustees in bankruptcy, Charles H. Skouras, William H. Moore, Jr., and Charles C. Irwin, have filed notice in Federal court that they will move to dismiss the \$1,500,000 anti-trust suit brought some months ago by H. L. Gumbiner. Hearing date not yet set.

L. A. theatre operators' charges against the F-WC trust of producing and distributing organizations conspired in violation of the Sherman and Clayton acts to cut off product for his Los Angeles, Fox and Grand theatres, with the purpose of eliminating him as a downtown competitor.

Al Jolson wishes to thank, for
their cooperation and courtesy,
Jack L. Warner, Hal Wallis,
Bill Koenig and all of the
Warner Bros. production staff
who had anything to do with
"Go Into Your Dance"

Also pleased to announce a
three-year renewal with Warner
Bros. as actor and producer.

P. S.—Al Jolson in "Shell Chateau" (Shell Oil Co.)
every Saturday at 9:30-10:30 P.M. EST, WEA-F-NBC,
starting April 6

Stock Market



**OUT OF ONE GREAT MASTERPIECE
ANOTHER HAS BEEN CREATED!**

Once in a decade comes a picture, so
so moving, so dramatically glorious,
it at once takes its place among
immortal triumphs of the screen
is the picture of this decade
on the forward march of the

JOSEPH M. SCHENCK

VICTOR

LES MISÉRABLES

Released thru **UNITED ARTISTS**

st,
nat
to the
en! Here
A milestone
e cinema!

presents

HUGO'S

SERABLES

DARRYL ZANUCK'S
production

Starring

FREDRIC MARCH
CHARLES LAUGHTON

with CEDRIC HARDWICKE
ROCHELLE HUDSON • FRANCES DRAKE
JOHN BEAL
Directed by RICHARD BOLESŁAWSKI

20TH
CENTURY
PICTURE

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STRIKE RIOTS THREATEN WLW

Cincinnati, April 2.

Employees of the Crosley radio (set) factory are out on strike with considerable violence having occurred, and both police and pickets creating tension. Lot of the factory is used as headquarters for stations WLW and WSAI, and the further threat, that the disgruntled employees may induce the broadcasting technicians to join them, had Powell Crosley and Jack Clark perturbed last week and figuring on defensive tactics.

In an effort to forestall possible interruption of program service for the two stations, the remote studio in the Netherlands Plaza hotel is being prepared as a neutral zone. Crosley plant is several miles away from downtown Cincinnati and a tough spot to get to and from under strike conditions.

One of the WLW employees, reportedly beaten up Friday (29) at night, but this has not been confirmed. Newsweek companies have sent equipment to photograph the strike. Universal news reel did not mention Crosley by name, merely mentioning a "radio factory." U's news commentator is Graham McNamee of NBC.

Fine Points of Law Argued in Winchell Injunction Hearing

Appeal of the Fletcher & Ellis agency and the distiller of the G & W brand of liquors from the temporary injunction granted J. Walter Thompson in connection with the use of Walter Winchell's name in a series of G & W newspaper ads was argued before the New York Appellate Division last week. Injunction, which also named Winchell as one of the restrained parties, was obtained from the New York Supreme Court after the publication of the initial ad in the proposed series of 13, for which Winchell received \$5,000.

In their plea before the appellate court F & E and G & W contended that the injunction should not, as they had entered into the contract in good faith and without any knowledge of the alleged contract with the Thompson agency, which the latter claimed gave it exclusive rights to the Columbia's commercial services. They also argued that the injunction should be set aside on the ground that the Thompson agency had failed to establish irreparable damages, necessary to entitle it to a preliminary injunction.

Counsel for Thompson advised the appellate court the issuance of the injunction pending trial was justified because the law provides that where services contracted are unique in character, immediate steps may be taken to prevent others from using these services during the term of the original contract. Also that the exclusive right to use Winchell's name and photograph is a property right and the lower court had been invested with the power to protect this right by injunction from irreparable damage which is threatened by wrongful acts.

Porter Leaves KRMD

Shreveport, La., April 2. Bill Porter scraps as program director of KRMD—former manager of the new station, KPLC, in Lake Charles, Louisiana. Bill Roens will be hosted from announcer to the program job. Swags Forsberg left Shreveport Saturday (30) for his home town, Erie, Pa. That means a double duty load for Bryce Dickson, chief announcer.

Adrian Flanter Out

Adrian J. Flanter, for the past year in charge of sales promotion at World Broadcasting System, Inc., resigned his position, effective April 1. Besides sales promotion, Flanter also edited World News, monthly mail issued by the company. No successor has been named as yet.

New Food and Drug Bill's Stiff Penalties

Washington, April 2.

Controversial Copeland pure food and drug bill, placing added burden on broadcasters and embodying regulation opposed by the radio industry, began its way through Congress Monday (1).

With approval almost certain, hotly-debated legislation was taken up in the senate under condition indicating passage is likely before the end of the week. Considerable opposition to various provisions exists, but the measure has President Roosevelt's blessing and its fundamental objective is attracting widespread support.

Measure, containing numerous changes and differing materially from the draft which stirred up a hornet's nest a year ago, would make broadcasters subject to regulation by the Agriculture Department's Food and Drug Administration, in addition to present control by the Federal Trade and Federal Communications Commission. Broadcasters would be liable to fines up to \$10,000 or three-year jail sentences.

Proposing broad powers for Agricultural Department, measure aims at outlawing false advertising by any medium. Stipulates that dissemination of any false advertisement by the United States mails or in interstate commerce by radio-broadcast or otherwise for the purpose of inducing, directly or indirectly, the purchase of food, drugs, or cosmetics would be a violation. False advertisements are defined as "false or misleading in any particular relevant to the purposes of this act regarding such food, drug or cosmetic while additional provision stipulates that any representation about the safety of drugs must be considered false if not sustained by demonstrable scientific facts or substantial and reliable medical opinion."

Penal provisions are tough. Under one section, any guilty of disseminating false advertising would be liable for the one-year sentence or a fine of \$1,000 for first offense, with the latter term being doubled and the fine tripled for repetition of the violation. In the case of any "willful violation" the slug would be \$10,000 and three years.

As a concession, bill specifies that no publisher, broadcaster, advertising agency or other medium shall be considered in violation of the act against false advertisements "when such dissemination is caused by the manufacturer, packer, distributor, or seller."

Gestly Silence

Broadcasters, agencies and other media would be compelled to furnish, on reasonable request, the name and address of individuals causing dissemination.

WBZ CHARY, SENDING GRANT TO YANKEE

Boston, April 2.

Fearing trouble for the station might result from the one-year sentence on broadcasts of Richard D. Grant from the Chambers of the governor of Massachusetts, WBZ of Boston has notified Governor James M. Curley that they could not permit Grant to continue as a proxy speaker for him on the weekly 15-minute broadcasts.

John Shepard, 3rd, head of WBZ and the Yankee Network, immediately offered the use of his station to Governor Curley, with permission that Grant, now the governor's secretary, be allowed to continue his weekly talks. State house talk shifts from Tuesday nights at 8.30 over WBZ to Thursday 6.45 through WNAC, starting April 3.

This brings Grant back into association with Shepard, his former boss. During last fall's gubernatorial campaign Dick Grant, then editor-in-chief of the Yankee Network News Service, resigned his position after he had been admonished by Shepard to tone down his nightly editorials, "As I See It."

Erwin Wasey's Radio Emphasis in London

Erwin, Wasey & Co. has installed a radio department in its London office, with John H. Winter, formerly in the N. Y. office, in charge. Gager Wasey, also of New York, will go to the London office.

Company plans to get accounts for broadcasts on French stations and from Radio-Luxembourg.

WFAS in Booking Biz

WFAS, White Plains has opened an artists' service bureau to handle entertainment for Westchester parties. Figures, that this suburban district is a hotbed for social gatherings, women's clubs, etc. which can use such a service.

F. A. Seitz is in weekly charge.

Clip NBC Frisco Staff

SAN FRANCISCO, April 2. Commercial programs are down to a minimum, chiefly due to switches to Hollywood, with NBC materially cutting down its local personnel. Orchestra, which a short time ago was up to 90 members, is now down to 40.

WOR PROTESTS WLW ANTENNA

"WOR, Newark, has filed with the Federal Radio Commission a protest against the design of the antenna for WLW, Cincinnati, now being set up by WOR, Cincinnati. Move is strictly an anticipatory one, with WOR figuring that if the two signals did interfere, it would have a better chance of being heard by the commission later by having taken the precaution to call the FCC's attention to the situation before the expiration date, April 3, of WLW's directional antenna construction permit."

Both stations are members of the Mutual Broadcasting System. WOR recently jumped its power to 50,000 watts.

Leopold Spitalny's Job

Leopold Spitalny joined NBC Monday (1) as general musical contractor.

New York musicians' union had previously turned down the network's selection of Thomas Balvisio for the post. Balvisio, who is the NBC musical librarian, has been with the organization practically since its inception.

200-Foot Tower in Public Park

But Citizen's Injunction Halts Rent Free Lease to WCBM

Baltimore, April 2.

After shaping up the plan with such great secrecy that some of the stockholders and all of the staff of station didn't know of the idea, WCBM last week snagged permission of the Park Board and city solicitor to erect a 200-foot tower and transmit a signal in middle of Druid Hill Park, burg's biggest public pasture which is located in heart of town, the "Central Park of Balto."

WCBM got the permission and lease on the site for 10 years without payment of any rental money. Immediately an injunction was sought by a citizen. Suit was

heard in Circuit Court. Charge was that the broadcasting station was going to use public property for a private commercial venture.

At the hearing the judge overruled the demurrers filed by WCBM and the city, immediately after decision the station filed appeal which will come up in this month's Appeal Court term.

Station proposes to give the city property for right to build on station, time to be designated by station. According to terms on contract the free time will be consumed by programs of civic, educational and non-political nature.

Although effort was made to eliminate scores of criticisms, committee did not entirely satisfy broadcasters. Particularly condemned by radio spokesmen was the idea of including as "drugs" all devices intended to affect the structure or any function of the body and the broad language used in describing cosmetic and hair substances and preparations except ordinary toilet and hair dressing intended for cleansing or altering the appearance of or promoting the attractiveness of the person. Testifying as representative of the National Association of Broadcasters, J. H. Bellows questioned the need for such sweeping language.

Attack also has been made by broadcasters on the "alarmingly vague but broad powers" given the enforcement authorities, while Bellows complained against the idea of adding another regulatory body to the troubles of broadcasters. Committee partially improved the measure from radio viewpoint, however, by modifying language which would have discriminated against broadcasting without putting other media on the same footing.

DENY UTOPIAS TIME; ASK OWN STATION

Los Angeles, April 2.

"Epics and Utopias, who fostered the gubernatorial campaign of Upton Sinclair, are reported making an effort to get a license for a local radio station."

Application for a license follows the refusal of the first line stations here to give them time for their millennium-seeking propaganda.

However, application to the Communications Commission has not been filed by the associations as such, but is being asked for in the name of a private individual who has previously been prominently identified with both movements.

Swiger Must Die

Zanesville, O., April 2. Upholding the decision in common pleas court, the fifth district court of appeals this week denied a new trial to Russell C. Swiger, 21-year-old orchestra leader and radio star. Swiger, convicted slayer of Harold Fleming, 19, died of a falling airplane holdup here September 24, 1934. A. A. George, attorney for the condemned youth, who is scheduled to die in the electric chair April 5 for the crime, announced he would carry Swiger's case to the supreme court.

WHN POSSIBLE KEY STATION FOR WEB

WHN, New York, which three weeks ago passed under the management of Louis K. Sidney, Loew theatre nabob, may become the New York key station for some of the surviving members of the now completely disintegrated ABS chain.

Conversations with that object in mind have taken place during the last week but with nothing settled.

Spokesman for stations in Waterbury, Providence and Boston sought a hook-up with WHN, feeling that the new showmanship policies plus WHN's advantages of alliance with Loew theatre, MGM pictures and the William Morris agency, the program, source is potentially very strong.

A period of negotiation and preparation would probably intervene before a deal went through, as Sidney isn't rushing into anything.

Advertising Agency Scowls at WCAU Over Fight for Bread Show

Philadelphia, April 2.

WCAU is reported in a scrap with the Richard Foley agency in Philly, after the advertising firm questioned the station's actions recently in an attempt to move the Froehner bread account away from WFIL.

Agency is producing a minstrel show on the WFIL station, after several seasons of dickerings with WCAU on program building. Not satisfied with the latter station's audition suggestions, agency built its own 30-minute stanza and went on WFIL. With a renewal coming up, the claim is that WCAU attempted to snare the minstrel talent as a forcing issue for the studio switch. In answer, WCAU claims that the client advised them of a desire for change by direct contact. The agency emphatically denies.

Renewal went to WFIL.

Durante's Radio Script Trial Up

Los Angeles, April 2.

Suit claiming that Timmy Durante owes Bert Levine \$3,000 on a contract for writing radio gags will go to trial April 23.

Durante's answer to scribe's accusations are that he terminated a pact when material did not prove what he wanted. Levine says the contract was not severed, and that he was to be paid at rate of \$200 per week.

Alan Scott at WCAU

Philadelphia, April 2.

Alan Scott, former WCAU announcer who turned free-lance newsman, split last fall, returns to WCAU as running mate for Gen. Smedley Butler for the Pop Boys 11 p. m. broadcasts.

Wordlinger has one of the best followings of any new broadcaster in the Philly area, and believed to have a yen for a change. Expected he will move to WFIL on the expiration of the now 13-week contract, sustaining figure there being approximately what he reaps from the current show.

NBC'S NICKELS

Assesses 'Loan' Fee for Music Given Free to Web

NBC now imposes a 5c fee for music borrowed from its library. Charge even applies to dance arrangements and vocal copies which are supplied the network free by the publishers. Because of the latter circumstance, artists dealing with commercial programs say they can't see the justification of the tax, even if it's only a nickel. It was the WC's explanation for the fee is that it is needed to cover the handling of the music and the making out of rental cards, and also to discourage the borrowing idea.

TOUGHEST JOB IN RADIO

Showmanship and the Networks

Showmanship seems to be making the grade socially. Some of the most conservative lads in radio are now jabbering familiarly about showmanship. The term bobs up in the promotional advertising of agencies and stations (but not the networks) and it's become a commonplace to call anybody in radio a showman. It used to alarm, and not longer ago than a year or two.

Variety has continuously harped on showmanship as a need and as imperative to radio broadcasting. But there's still a long way to travel before showmanship will dominate or guide radio as a whole.

Perhaps the networks will never achieve showmanship. In surrendering control of their program schedules to commercials (save for superficial censorship and some slight efforts to discourage laxatives) the webs may have doomed themselves to the routine of selling and engineering. Such a subordinate participation in radio is not now apparent, but time may see the networks developing the same inferiority complex about showmanship they now have on circulation.

Showmanship is unaccountably related by the networks. In respect to the magnitude and dominant position of the webs anything they now do along these lines is comparatively meagre. Slurring remarks passed by execs against others with a showmanly background may be symptomatic of a willingness not to understand. Or maybe somebody's scared.

Nothing particularly mysterious about showmanship, nor is it the property of gents in fancy vests. Showmanship can be acquired and showmen can be hired. But the webs' ideas seem mainly to run to bendy printing smudges on maps to prove that people listen to radio. A hunch that is not being challenged.

World Broadcasting's Regulatory Ideas on Chevrolet Discs Upset

Detroit, April 2.

Fur flew in Detroit last week over the new Chevrolet spot color was being handed out to some 250 stations throughout the country in one of the big disc spreads for the auto company. And out of the merry wrangle came the decision on the part of the auto firm and the Campbell-Ewald agency that despite the fact that the discs were rebuffed by World and were taken off the World library that these shows could be placed on stations other than those named by World or those which have contracted for the World sustaining service.

Outside station representatives such as the Petry organization proved to the satisfaction of the auto chiefs and the agency that World contract gave their sustaining stations the exclusive right to the World sustaining records but not to the music. And that since the Chevrolet discs were rebuffed with music from the World library that World has no right to dictate as to which stations should be given the Chevrolet business.

Added Starters
As it formerly stood before the Petry men, John Spades of Detroit and Ed Voynon of Chicago, stepped (Continued on page 37)

JACK ADAMS JOINS LENNEN & MITCHELL

Jack T. Adams, whose last New York connection was as president of the Federal Broadcasting Corp., lessee of WJMA, has joined Lennen & Mitchell as head of the agency's radio department.

After the Federal branch settled for the balance of his contract, Adams moved to the west coast. Adams' previous alliances in the broadcasting business were as gen. mgr. of the Judson Radio Program Corp. and head of his own transcription company.

Heidt Goes Alone

San Francisco, April 2.—Hugh Barrett Dobbs who has produced and managed the Dobbs Ship of Joy, CBS program, is out, with Horace Heidt, orchestra leader, taking the helm, with title changed to Heidt's Brigade.

Show is commercialized for Stewart-Warner. Outing follows a swap between the baton wielder and Dobbs.

STATION MANAGER FOR NEWSPAPER

Experience of New Brunswick Broadcaster Thought to Be Fairly Typical—Working Against Heart-Breaking Conditions

UNSYMPATHETIC BOSSES

St. John, N.B., April 2.
Toughest job in broadcasting is being manager of a station owned by a newspaper. This is the opinion of Doc Dakin who resigned last week as manager of CHSJ. Dakin came in from Toronto when the station formerly independent passed to the local press-utility monopoly a year ago.

Headache number one for Dakin was when the newspaper seemingly more anxious to discourage than encourage radio, had boosted time rates nearly 100%. That succeeded beautifully in driving away many of the local sponsors and leaving Dakin struggling with the chronic spectre of deficit.

During the months that followed Dakin found the newspaper generally regarded the station pretty much as a step-child. While liberal enough with the local authorities affecting the newspaper a policy of stringent economy cramped efforts to operate CHSJ as an aggressive station.

Work of reorganizing the station (formerly CFBO) on a slim budget meant that Dakin had to do much of the announcing as well as being chief salesman in competition for advertising with the newspaper which gave him orders. Climax came when last week he was asked to slash his salary \$20 a week.

Dakin quit, the newspaper has decided to abolish the job altogether and will move the station out of the local hotel into offices of the newspaper. Dakin has returned to Toronto.

Experience of the New Brunswick station manager is regarded in the trade as fairly characteristic of a condition duplicated throughout radio where stations are the craven creatures of newspaper and held down to rock bottom expenditures. While preserving the station as a publicity adjunct and an ace in the hole for the future may publish, remain permanently unsympathetic to the efforts of their own radio executives to give the station independent importance apart from the daily.

In consequence of this unique condition the station manager with a managing editor for boss is apt to be a much-repressed and much-bewildered person.

Derby Sponsored

Louisville, April 2.—Paul White of CBS set Brown-Williamson Tobacco Company of Louisville, Ky., to sponsor the entire broadcast of the first Kentucky Derby, over the CBS network on Saturday, May 4. Will be the first time the Derby has ever been sponsored commercially.

Both NBC and CBS have carried the race sustaining for several years, WGN also having Qued Ryan to handle the event for that station.

Visiting New York

Lee Armer, Southwest network. Hoyt Wooten, WRIC, Memphis. J. T. Ward, WLAC, Nashville. H. K. Carpenter, WHK, Cleveland. B. J. Palmer, WOC, Davenport. J. O. Maland, WOC, Davenport. James W. Clark, WGST, Atlanta.

Chain Income from Time Sales

	1935	1934	1933	1932
January	\$2,894,767	\$2,387,127	\$1,669,885	\$2,635,447
February	2,592,655	2,197,297	1,742,784	2,071,609
March	(Unreported)	2,473,400	1,997,463	2,864,763
Totals		\$7,058,824	\$5,410,132	\$8,071,839

	1935	1934	1933	1932
January	\$1,768,949	\$1,405,948	\$941,465	\$1,348,842
February	1,638,421	1,387,823	884,977	1,319,414
March	1,515,583	1,524,904	1,050,162	1,453,060
Totals	\$4,922,953	\$4,318,775	\$2,842,544	\$4,101,306

Columbia Grossed \$1,819,553 In March Time Sales; 19% Over 1934

RCA's Calif. Short Waver

Los Angeles, April 2.
Radio Corp. of America has purchased a site at Huntington Beach, Cal., for a short-wave station costing \$500,000.

CLIENTS PAY COST OF NBC ORGAN

NBC is now charging clients for the use of its new studio organ. No fee was asked for the old organ, which was junked following the installation of the new contraption. Use of the studio organ was always regarded by commercials as a network service and they see no reason why NBC should convert this service into an added charge with the view of getting the clients to help pay off for the instrument.

Scale asked of advertisers for the use of the organ is \$25 for a 15-minute program, \$50 for a half-hour's program and \$75 for an hour's show. Rehearsal periods are included in these charges.

WESTERN RAILROADS' \$486,000 BUDGET

Chicago, April 2.
Western railways association which includes all railster systems west of the Mississippi has appropriated \$486,000 for radio plugging of their facilities this Spring and Summer.

Will buy spot time in towns west of Pittsburgh. Understood that \$80,000 has been appropriated for Chicago radio.

Kaltenborn Felons' Fav

H. V. Kaltenborn, CBS news commentator, is slated to play a return engagement at Sing Sing, early this month, the inmates having voted him their favorite prisoner. Last year he conducted a forum update which went over big. Now they want him back.

Warden Lawes handled the negotiations.

Tom Neeley Quits CBS

Thomas K. Neeley has quit the CBS Artists Bureau where he had charge of commercial talent sales to become head of J. Stirling Getchell's radio department.

Neeley's initial assignment for the agency will be to produce the Don Marquis-Mark Warnow combination which he sold to Plymouth for release over Columbia.

Columbia came through March with another record monthly tally, which exceeded the take for March, 1934, by 19.4%. Gross income last month from time sales amounted to \$1,819,553, while the year before CBS totaled \$1,524,904. In March, 1932, the network's billings amounted to \$1,432,000.

In other case, the toll was the highest that the webs will be able to show for the remainder of the current commercial season. Accounts start piling on the network bandwagon this week, with eight due to quit Columbia by Saturday night, while the loss from the NBC books by that time will total five.

EDDIE CANTOR SUEE BY DAVE FREEDMAN

Eddie Cantor was served yesterday (Tuesday) with a summons in the breach of contract suit that Dave Freedman, writer, has brought against the comic in the New York Supreme court. Cantor is asking damages of \$250,000.

Freedman's complaint states that in October, 1931, Cantor engaged him to write and supervise his radio script and promised him as compensation 10% of his gross earnings as long as he gave performances over the air. On Oct. 20, 1934, Cantor informed Freedman that his services were no longer required, and has since refused to pay the 10% commission or give an accounting of his radio income. In his complaint Freedman declares that his services as a writer were largely responsible for raising Cantor's air salary from \$2,500 a week to its present status of \$10,000 a broadcast.

In commenting on the suit, Cantor declared that he never had a verbal or any other sort of contract with Freedman and that he had at no time advised Freedman that his services were no longer required. Freedman, said Cantor, never wrote for him, but rather with him, serving as one of anywhere from four to a dozen collaborators.

Murray Ciggie M. C.

Los Angeles, April 2.
Lucky Strike's "Hit Parade" which has been over the NBC web station since 20, will have Murray as emcee.

Murray was long identified with the High Jinks programs at KFWB and KHJ on the Coast.

Hillbilly Sales Mgr.

Lynchburg, Va., April 2.
Glenn E. Jackson, long m.c. for hillbilly programs on WLVA, has been named station's general sales manager.

Will double as announcer on hillbilly hours under the nom de plume of 'Old Man With Grey Whiskers'.

WIRELESS RADIO STEPS OUT

FCC's Washington Hearings

Erection of three new stations, power changes for two, and combined frequency shifts and increases for another pair were ordered by Federal Communications Commission last week, while 14 requests for various grants were slated for hearing.

A shift from 1230 to 1240 and a power jump from 2 1/2 kw days to 5 kw was granted KTRH, Dallas, Tex., while KTSZ, San Antonio, Tex., received okay for shift from 1230 to 550 and boost from 1 to 5 kw days.

Honocacy Broadcasting Co., Frederick, Md., received approval for new station on 900 with 500 watts daytime; Ohio Valley Broadcasting Corp., Parkersburg, W. Va., for new station on 1420 with 100; and Abraham Silver, Astoria, Ore., for new station on 1370 with 100 daytime.

Power boost from 250 night and 500 day to 500 night and 1 kw day was granted WAWZ, Zarepath, N. J., while KMFJ, Fresno, Calif., was authorized to jump days from 500 to 1 kw.

Hearings were ordered on the following: WAZL, Hazleton, Penn., increase days to 250; Cache Valley Broadcasting Service, Logan, Utah, new station on 1370 with 100; C. M. Electric Service Co., Stevensville, Mont., new station on 1600 with 100; D. A. Work and H. H. Hedstrom, Twin Falls, Ida., new station on 1500 with 100; Cumberland Broadcasting Co., Portland, Me., new station on 1210 with 100; Wyoming Radio Educational Association, Cheyenne, Wyo., new station on 780 with 600 night and 1 kw day (facilities of KGHJ, Billings, Mont.); Harry Freeman, Los Angeles, Calif., new station on 1120 with 1 kw; Pittsburgh Publishing Co., Pittsburgh, Kan., new station on 1500 with 100; Clark Standiford, Chico, Calif., new station on 1210 with 100; KGXC, Wolf Point, Mont., frequency shift from 1310 to 610 with power boost from 100 night and 250 day to 1 kw; WOKB, Albany, N. Y., frequency shift from 1300 to 490; WALA, Mobile, Ala., increase from 500 night and 1 kw day to 1 kw night and day; KFRO, Longview, Tex., frequency shift from 1370 to 1210 and power boost from 100 day and day (facilities of KWEEA, Shreveport, La.); and KFWS, Hollywood, Calif., increase from 1 kw night and 2 1/2 kw day to 5 kw night and day.

Week's list of new applications included seven pleas for new stations and four for increases with one for combined frequency shift and increase. List comprises:

Brown Radio Service & Laboratory, Rochester, N. Y., new station on 610 with 250 day; Chapman News-Castle, Chicago, Ill., new station on 1370 with 100; WIL, St. Louis, Mo., frequency shift from 1200 to 1250 and increase from 100 night and 250 day to 250 night and 500 day; WBBQ, Harrisburg, Ill., facilities of KFSV, Cape Girardeau, Mo.; KPNF, Shenandoah, Ia., part of facilities of KUSD, Vermillion, S. D.; KTFJ, Twin Falls, Ida., increase from 600 night and 1 1/2 kw day to 1 kw night and 500 day; David Palmer, Columbus,桂., new station on 1300 with 100; KOIL, Council Bluffs, Ia., increase from 1 kw night and 2 1/2 kw day to 1 kw night and 5 kw day; WAAW, Omaha, Neb., increase from 500 to 5 kw; Edwin A. Kraft, Fairbanks, Alaska, new station on 950 with 250; Dudley J. Connolly & Co., Chattanooga, Tenn., new station on 1200 with 100; KOGD, Ogden, Utah, increase from 100 night and 250 day to 1 kw night and 500 day; WYGO, new station on 1210 with 100 night and 250 day; Miles J. Hansen, Fresno, Calif., new station on 1210 with 100.

Chevrolet-WBS

(Continued from page 35)

Into the picture only two Petry stations were on the list to receive the Chevrolet business. Those were KVOO and KOMA both of which have subscriberships of 25,000 each. Following conferences on the World contract the Campbell-Ewald agency revised its schedule of placements to spread the Chevrolet business to 21 cities represented by Petry.

On the original list there were 14 stations represented by Free & Sleinniger which company has signed an individual deal with World for broadcast of Chevrolet radio calls for a split on the time commissions. Petry contracts with stations prohibits such splitting of commission.

Understood that some 12 or 14 stations on the "Blair" (Blair & Spight) list will be included in the Chevrolet deal. Many of this dozen stations are in the southwest where World has a number of sustaining clients. It's a question here that the stations will pay two commissions in order to keep everybody happy.

Bankroll that Chevrolet has arranged to make available for spot broadcasting this spring and summer is regarded by the advertising trade as the biggest break that the spot field has received in years. Some agency men predict that the flyer taken by Chevrolet will be followed by a general trek of auto manufacturers back to spot broadcasting.

If and when this trend materializes, it will be, they point out, merely a case of history repeating itself. Hottest boost that spot broadcasting received in its pioneering days was the one bestowed by Chevrolet five years ago when the account underwrote the Chevrolet Chronicles on over 200 stations. It was spot broadcasting's first place of prestige business and proved the big turning point for the spot field. In quick time other makers were pouring their money into the same phase of broadcasting.

Chevrolet eventually went network and all but Dodge followed suit.

Cream Account

Chevrolet is figuring to use between 275 and 300 stations, with each out furnished with 48 hours musical recordings to be released at the rate of three a week. Cost of the time and the platters plus incidental expenses will mean around \$750,000. Standard job being done by the World Broadcasting System, and even though the entertainment is being dubbed from World's library service the bill for model royalties will alone come to approximately \$20,000.

Curious twist to the Chevrolet spot campaign is that in the final analysis the underwriting won't take an additional dollop out of the pockets of the manufacturer. The cost of the air buyback is being deducted from the margin allowed the distributor. Included in this margin as a rule is the expense the distrib is expected to incur for advertising. In the case of the latest model Chevrolet is undertaking to show how this advertising item should be handled instead of leaving it to the discretion of the local dealer.

KGMB, Honolulu, Sets Up San Francisco Office

San Francisco, April 2. KGMB, Honolulu, has opened a sales office in San Francisco. L. D. West is in charge.

Hawalee station hopes ultimately to establish a remote studio in San Francisco to short wave California programs for long-wave radio broadcasting in Honolulu.

Listens to WBEN Anyhow

Buffalo, April 2. WBEN offered \$15 prize money for anyone who could think up a pocketable name for Frank Crommie's early morning disc-and-chat broadcast. Prize winner was Ethel Kreppel with "Melody Minute Man." Turned out she is employed by Ike Lounsbury, WBEN's competitor.

CLEVELAND GETS 200 TEST SETS

Regarded as First Serious Step to Compete with Kilocyte Broadcasting—Library Built Up Would Provide 17 Hours of Music and Choice of Type

ALSO NEWS-CASTING

Cleveland, April 2. North American Co. is installing receiving sets in the homes of 200 of its employees in the Cleveland area to experiment with wired radio preliminary to marketing this service to the public. Utility combine has the past several months accumulated a massive library of recordings by name dance and symphonic combinations and it is the North American Co.'s plan to use these discs during the experimental period.

Under the sale policy which the company has mapped out for itself the receiving sets will have two different rental fees, one of \$2.50 and another of \$4, with 17 hours of recorded music daily guaranteed the lessee. Each set will have five dials, with four of them capable of bringing four different types of musical entertainment, while the fifth dial will tune in the latest news events. Consideration is being given to the addition of a sixth dial which would make available local department store advertising.

North American Co.'s main interest in the wired radio venture is the profits its electric power subsid would enjoy from the increased use of juice to run these sets. Combine is servicing 20,000,000 throughout the country and it estimates that it will be able to sell 15% of these households on the wired radio idea.

Utility holding outfit has to date spent around \$75,000 for recordings, with some of the names getting as high as \$2,000 a disc.

New York Musicians' Union, the first local to recognize the advent of "wired radio," has established a special rate for the originators of this type of entertainment. The local requires that musicians employed at the source of such entertainment as either instrumentalists or turntable operators be paid \$25 a week on the basis of five-hour day. Recent efforts made to obtain a reduction in this rate by local firms interested in the wired radio idea have met with no success.

Thomas Freebairn-Smith back announcing at KNX, Hollywood, after 10 days in bed, the result of a field hockey injury.

Atlanta May Be Coming Out of Long Doze; Clark, Cisler Active

Atlanta, April 2. Atlanta which has been a lethargic radio town dominated for years by one station may see some action now that WJTL and WGST have new station managers. Both of the newcomers are aggressive and showmanship-minded and will give WGST a romp for the attention of Atlanta listeners. It will be a purely local tussle as WGST's super-power (50,000 watts) precludes wider competition. Jimmy Clark, who entered radio via MGM's Atlanta exchange some years ago, is back in town to manage WGST succeeding David

WGAL Runs 20c Sat. Matinees; 15 Hillbilly Acts Divvy \$25; Leery of Theatre Men's Ire

College Spirit

St. Paul, April 2. From a prisoner in Iowa State Penitentiary, Fort Madison, Iowa, comes the following as to preferences in radio programs among inmates in that institution: "I've read quite a bit about Fred Allen's program, but unfortunately we don't get it. It comes on the air at the same hour as the Sloan's Liniment program, I believe. And, strange as it seems, the population here can't seem to make living in a prison satisfy their avid appetite for the environment of crime. I guess they'd excommunicate the radio operator if he missed Warden Lawes' Sing Sing program."

Chart Special Events Listening Thru Data From Electric Cos.

Columbia is trying to find out what effect special events broadcasts have had during the past year in increasing electric power consumption in various areas. First of the answered queries received last week came from the Staten Island Edison Co. and named Father Coughlin's answer to General Hugh Johnson as being responsible for pulling a record amount of extra wattage. Priest's March 15 broadcast increased the company's load by 2,500 kilowatts.

Huey Long's reply, said the letter, did little to build up the power load. To this finding the power company appended the observation that it might have been due to the fact that the Kingfish's broadcast came at 11 o'clock (11 o'clock) when most of Staten Island's burghers had retired for the night. Father Coughlin went on the air at 10:15 p. m.

Letter from the S. I. Edison Co. also contained the info that the World Series broadcasts of last fall accounted for a substantial increase of power consumption among set owners in the borough.

Grier Ork for Benny

Hollywood, April 2. Jimmie Grier and his orchestra have been signed to two the Jello program over NBC to which features Jack Benny, during latter's stay on the Coast on a picture assignment beginning about April 10. Don Bestor has the present assignment east.

Lancaster, Pa., April 2. Playing to 350 people in a 1,000-seat house, WGAL launched its own air theatre here Saturday (30) with an all afternoon Hilbilly frolic. Station, in interest of peace, drew from towns as distant as Reading, Lebanon, York and Harrisburg.

Audience at first show was mostly from out-of-town. Advance mailing, asking for reservations showed a draw from towns as distant as Reading, Lebanon, York and Harrisburg. Program, MCed by Cliff Grey, station's hill billy chief, runs two hours and a half and uses between 12 and 15 acts. Acts work free-in competition for three cash prizes totalling \$25.

Admission is 20 cents, out of which station pays rent, prizes and additional help required to handle the show and crowd.

Shreveport, La., April 2.

Wilkinson Oil sponsored radio show over KATB from the Municipal Auditorium Wednesday nights will combine 20 minutes of amateurs with 40 minutes of professionals. Jack Gross of KATB is in charge. Crawford Priest will provide music, and talent from Dallas will be imported. Old-fashioned hook, not the song, will be employed for the amateurs. Admission fee of 20 cents will entitle customers to receive a gallon of gasoline free at any Wilkinson filling station.

AUDIENCE RAZZES COMMERCIAL COPY

Lancaster, Pa., April 2. Audience reaction to commercial announcements was measured at the first Radio-Stage Tryout Night presented by WGAL Wednesday (27) at the Capitol theatre. Audiences stood nicely for everything but the opening and closing commercials. They sat patiently through the first page of the opener and then began to give Bernard Garland, the announcer, the well-known "heck" works.

In the closing announcement the audience listened to two paragraphs and then burst into applause. Bernard paused and the audience paused. Then Bernard began and the audience began. He finally had to skip the middle and retreated into the tormentors saying, "From now on I'll do the commercials in the studio."

Show is set for ten weekly airings from the Capitol, with Bob Posey doing the m.c'ing. Station, Warner Bros. Theatre and local fund-raising show tied in on the idea. Three cash prizes awarded each week with the weekly winners getting a bid to participate in the final program for a single heavy piece of cash.

Amateurs Hit Cleveland

Cleveland, April 2. Alred amateur shows are being given their first commercial push here by I. J. Fox Company, national fund-raising show, which is sponsoring the 10:30 Friday night series, beginning April 10, over WHK. I. J. Fox is making a contest tie-up with Loew's State, where shows will be staged. Winners picked by audience to get free trip to New York and chance on a network. Station now auditioning amateurs for stage bows. Joe Baldi, ork leader, San Veto Nally picked for musical accompaniment but renamed Topsy Joe and George Peach for publicity's sake.

Per Inquiry Biz Goes On

Chicago, April 2. While technically the per-inquiry business has been shoved off the cliff by the radio code authority, in reality the per inquiry business of operation is reported going stronger than ever, though handled strictly within the law and the code. Stations are being faced with the job of delivering results on a per inquiry basis by advertising agencies which are placing mail-pulling programs on one-time shots. Clients are taking a gamble on a station on a one-time shot which they buy at regular card rate. If the show fails to produce immediately on the single broadcast the client drops off the transmitter and searches elsewhere. If the show clicks the sponsor tries another shot. If the mail pulling strength continues up to and including the 15 times the sponsor then gets the 15-time discount which stations allow retroactively. In this manner of hedging the sponsors are finding the safest means of guaranteeing inquiries at the least risk of coin.

Many clients which were content to pay 20c. and more per inquiry on the old-time basis are now finding that they are getting replies for as low as 2c or even 1c in particular instances. On the general average, however, 10c seems to be the usual cost per inquiry on the majority of stations. Which still represents considerable saving for the advertisers when placing their mail-searching shows in a manner which allows hedging.

Pair of 13's for Cantor

Eddie Cantor has been put under contract for next season by Lehn & Fink for Peacock toothpaste. Deal calls for his doing 13 weeks in the Fall and another 13 weeks in the Spring of 1936.

Cantor withdraws from his present Peacock series on CBS April 28.

4 Commercials Hooked Up by WMCA and WIP

Inter-city program exchange between WMCA, New York, and WIP, Philly, started last Friday (29) with four sponsored programs exchanged. Three G's Clothing company, twice weekly, quarter hour, E. J. Olsen Investment Service, daily five-minute shot and Dr. George Wood Clapp, presenting The Dentist Says, twice weekly, quarter hour, are the New York accounts sent through to Philadelphia. Dr. Palmer's morning devotions, WIP's church commercial account, is broadcast from Philadelphia at 7 a. m. over both stations.

John Hayes, WIP production director, was in town Thursday (28) ironing out details preliminary to the opening of service. This co-operative line means the re-establishment of a traffic department again at WMCA, installation of telephone service, and resumption of service similar to when it was a member station.

WMCA now opens at 7 a. m., one hour earlier than formerly, with the Palmer hour. At noon, luncheon music is sent over and later, a dance band's music from 11:15 to 1:30 a. m., all from Philly.

WMCA sustainers used by WIP include: Five Star Final, sponsored here by Barney Clothes, but broadcast from Philadelphia; Philly, Jamboree hour nightly, Chess club, and Motion Picture club pickups and special events. E. J. Olsen, Jr., handling the New York sales and Albert A. Cormier, Philly's end.

Philly music now piped through includes: Johnny Brown band from Bakers club; Doc Hilder, from the Plantation; Vincent Rizzo from Marguerite; Eddie Bonnell from the Hotel Adelphi; Eddie Pryor from the Cathay Tea Gardens; Val Erny from the Hotel Barclay; Oliver Nay from the Hotel Walton; and Paul Mason from the Sylvania. Additional bands will be added within the next two weeks.

Yankee Web Seeds Disguised Blurbs Into News Service—Public No Like

YELLS LOUD ANYHOW

Base Singer Converted Into Carter's Bodyguard

Philadelphia, April 2. Boake Carter, who begins this week to augment the nightly CBS news broadcasts with out of town reads, has taken on a bodyguard and general man Friday.

One-man staff was occasioned by recent attempts of mayhem and kidnapping. Searching for a logical prospect, studio hit of Bob Mack, six-foot, 190 pound basso profundo at WCAU, Duo leaves Friday for a date at the Hipp in Baltimore.

They figure that if Mack can't handle his duties, he can at least yell louder than anyone else around.

8 Different Sponsors On Inning-by-Inning Basis Is WJJD Notion

Chicago, April 2. Ralph Athas and Herb Sherman are now offering the home games of both the American and National league baseball clubs in participation program over WIND, Gary.

Original intention of selling the entire season to one sponsor at a price quoted at \$17,000 is chilled. Instead, WIND will corral eight different clients, each one to get full inning under their own sponsorship. Understood that the price for the announcements will be \$100 per week, with the sponsors signaturing for a full season's gallop. Participation deal held to eight sponsors because the station contract with baseball clubs calls for a maximum of eight announcements per game.

NBC is out trying to sell baseball on WCFB, the Federation of Labor states that NBC has a sales agreement. NBC has withdrawn its baseball announcer, Hal Totten, from the open market and is now offering him only to sponsor with signature for WCFB baseball. NBC itself will carry no baseball this season either on WMAQ or WENR. Last year broadcast the ball games on a sustaining basis on WMAQ. WENR will have Wheaties for its baseball sponsorship, while WGN has Walgreen drugstores.

Arthur Snyder, in charge of Coast CBS programs, in a Los Angeles hospital with face lacerations sustained in an automobile accident.

Boston, April 2. Dial-turners who have become habitual listeners to the Yankee network (four times daily) are registering squawks via mail and phone to WNAC, Boston, because they have to take their news with commercial plugs interspersed now. Sandwiched in between the news items are three 100-word plugs in a fifteen-minute period.

On the 11 P. M. period (15 minutes) Friday night (29) a phoney dial line preceded the "statement" from a wired bearded guy who likes Gillette Blades. After a few more legitimate news bits another plug was tied in with an anniversary of a flagpole clip in the Greater Boston district. "Onlookers watched that famous climb, smoking J. A. cigars, and today the J. A. is still the most popular," is the substance of the plug. Then, just before closing, the announcer suddenly introduces a message from Dodge Motors. This is a one-minute commercial skit, transcribed with no possible tie-in with Dodge. Perhaps polished off with a legit news flash.

Must Pay Way

WNAC announced recently to its listeners that the news periods would have to be commercialized to make them pay; now the listeners are telling the station that they like their radio news straight, as a sustainer.

On the late news period over WAAAB (also Yankee News Service) on same night no commercials were heard. On the early morning period, thrice weekly, a commercial is included.

John Shepard, 3rd, president of the Yankee Network, admitted that the station is on the "statement line" technique, but estimates the ratio of complaint as one out of every 100,000 listeners.

Leland Blackford, editor-in-chief of the Yankee News Service estimates the plugs take up 8% of the news periods, and if his service is to be regarded as an other newspaper, he maintains printed newspapers are only about 50% news matter.

Short List Brokerage Concept Prompts Free & Sleinger Move

Chicago, April 2. Embarking on an entirely new angle in station representation on May 1 the Free & Sleinger offices will branch out with a second station representation outfit to be known as Free-Johns and Field. Jim Free and Cliff Sleinger are now working out the details whereby the growing list of stations will be divided into different companies for more complete and direct action to the individual stations.

Appears that the short list is growing in favor in the radio industry. F. & S. now have 20 stations and with more in the offing the representatives feel that it would be better to split up their list. Will operate with two complete sets of personnel but all under the same roof.

Basis of the division of the stations generally will be to concentrate those stations with similar sales problems, placing all stations with similar market ratings for more concentrated sales punch. With the two organizations it will also be possible to separate stations into two groups where two stations happen to be in overlapping territories.

Rubinfoff for Judge

Detroit, April 2. Brotherly act is what Dave Rubinfoff, radio violinist is doing with his brother Charles, this week in Detroit. Charles is running for judge and Rubinfoff is here to assist his brother in the campaign.

Rubinfoff visiting many of the campaign meetings, even getting up and talking for his brother. Appearances from local theatre stages, radio stations and night clubs, were included on Dave's itinerary.

AUSTRALIAN RADIO EXEC DUE APRIL 20

A. E. Bennett, president of Australian Federation of Broadcasters, arrives in the U. S. on April 20 for an extended business trip over the country. He will first visit Los Angeles, and is expected to reach New York in May.

Bennett is managing director of Station 2GB, Sydney.

Nebraska Solons Have Change of Mind on KFAB

Lincoln, April 2. KFAB, Lincoln, is back reporting the news from the floors of the state legislature. Reversing their previous stance, the two legislative bodies last week voted to let the station set up its mikes on the sidelines. Favorable count in either house was 18 to 20. Des Dicks, KFAB's mgr., congratulated the legislature's latest action as upholding his contention that radio should be extended the same rights as the press.

Legislative situation resulted from a stonewall incident in which Foster May, newscaster, was barred from the floor the previous week, with May retaliating by telling the listeners on his next broadcast that the legislature wanted to keep their proceedings secret from their constituents. When May appeared in the press box the following day Representative Randall strode over and nailed out the broadcaster by the seat of his pants and collar. May was somewhat mauled before the sergeant-at-arms intervened.

Beechnut Not Changing

Beechnut will not replace 'Red Davis' with another type of program for the last four weeks of the commercial's stay on the NBC blue (W2XZ). The station now is to keep the serial on to the expiration date of the food maker's time contract, May 26.

'Davis' will be brought back this fall for its third season under the Beechnut banner.

Burgess Meredith, who plays the title role, has been written out of next week's script, so that he can open with Katharine Cornell's play "Flowers of the Forest" in Baltimore.

Huelling Robinson of Young and Rubicam leaving today. (Wednesday) to go on his honeymoon in the Caribbean.

Powel Crosley's Facsimile Expansion

Television Boosters See Move Part of Transition from Radio—Commercial Motive

Powel Crosley, Cincinnati broadcaster and set designer, is actively engaged in facsimile broadcasting during the next few months. While not recognized by the public as strictly television, because this form of broadcast does not permit figures to move or speak, the fact that it is directly related and bound up in the progress of television makes this new entry important.

Crosley's idea will be to develop on a commercial scale the broad casting of stories, comic cartoons and other stationary matter. This form of stationary television is sent out on sheets of paper in much the same way that photographs and printed matter now is successfully transmitted by wire over the Associated Press and A. T. & T. wire networks. The essential difference is that the material is transmitted by radio instead of wire.

It is the idea of Crosley to perfect a suitable radio receiving set that will be capable of receiving this matter. When perfected, it will be possible to read a syndicated serial, a short story and look at comic strips over the radio. While at present considerably of a speculation, the successful completion of such a project would eventually mean more revenue for the Crosley Radio Company.

At the same time that this development is getting under way, RCA is setting up a transmitter to carry on field tests of television from Camden, N. J.

Plans include the placement of several television receiver sets, as well as facsimile transmitters, in company officials within a radius of 20 to 25 miles of Camden.

Initial programs in these New Jersey tests are expected to derive principal entertainment value from the sight of witnessing a singer initiate a while listening to the warbling. As far as pleasing a critical audience, the Camden tests are expected to prove little.

'Simple'

Problems confronting the director, producer and player in staging television skits can best be comprehended when it is realized that the television audience will know what's good in vaudeville, on the legitimate stage, in motion pictures and on the radio. The technique will have to be nearly as speedy as radio and fully as letter perfect, and yet combine the acting and action found in pictures today. Consequently, those experimenting admit that they do not know exactly how to frame a television program suitable for public consumption.

Await Results of BBC Investigation Of S. African Radio

Capetown, March 6. Members of the S. A. Parliament are asking when the report of Sir John Reith, B. B. C. director, recently over here, to investigate radio affairs for the government, will be available.

Minister of Posts says report is being translated (English and Dutch) and printed. Will be ready soon.

Questions were asked regarding inspection by post office officials of transactions and accounts of African Broadcasting Company (Schlesinger) to ascertain if that concern was carrying out its obligations. Minister of Posts replied that inspection was carried out to ensure that the company's accounts and licenses were "appropriated in a legitimate manner. Further questions were whether the minister agreed to revamping the plant, equipment, etc., of the S. A. for \$50,000 above what it hitherto stood, and in view of the charge of \$19,000 for depreciation of plant, furniture, etc., in the same year (1933). He will explain why such methods of finance were sanctioned.

Minister of Posts replied he could not quote offhand what the present position is, but information could be obtained from the company's share register.

WBT's New Sustainers

Charlotte, N. C., April 2. WPT launched three new sustainers shows last week. "Musical Comedy Memories" has a half-hour on Monday nights, using Margaret Clough, soprano; Jack Egan, tenor, and George Frazer's orchestra.

"The Village Tumbler," Ted Doolittle, returns to Charlotte from New York state. He was with WBT a year ago. Another semi-funny show is "The Village Tumbler," the country boy and traveling entertainer.

NBC Loses College Inn

Chicago, April 2. NBC loses the Hotel Sherman's College Inn wire to WBBM and the Columbia web.

For the Inn it is a return to WBBM after a couple of seasons with NBC.

French Casino closed.

So shot is the local pick-up schedule for NBC—that it is forced to take away from WCFB many of the New York dance bands which the network formerly fed to the Labor station. Situation is particularly annoying for NBC since all webs are trying to shift most of their dance band originations points to Chicago due to the additional musicians' tax on network pick-ups out of New York.

WBIG Loses Point

Washington, April 2. Refusal of request of WBIG, Greensboro, N. C., for power boost from 500 watts days to 1 kw was recommended to Federal Communications Commission last week by Examiner R. H. Hyde.

Said that while evidence indicated better service would result, quota situation makes it difficult to grant request.

RADIO SHOWMANSHIP

(Stunts, Tie-Ups, Program Novelties)

Outstanding Stunts

GOLF CLUB MGRS. TIE-UP WGAR, CLEVELAND

Golf Club Mgrs. Tie-Up. Cleveland. Opening of golf season is being capitalized in one of WGAR's newest sport novelties. To promote more interest in the game John Fatt surrounded the Orange Golf Association of the value of backing a series of talks by guest golf celebrities for the entire summer season.

Mary K. Browne, former women's champion player, who retired in Cleveland, will be one of first talkers for the fifteen-minute Friday programs. Walter Hagan and other stars coming for tournaments time being penciled in for future spots on how to swing a maulie or nubbick properly. Between guest speakers, announcer will give humorous interest yarns on history of golf clubs, balls and tips on form. Broadcasts are scheduled for each of the 17 golf club managers in association an opportunity to ballyhoo himself while making up the programs.

Station Scrap Book

Omaha. Because the ears have it in radio use of pictures apparently amounts to little as explosive value to a station. For example, Commercial Manager Beryl Lottridge of the Omaha studios of KOTL-KFAB has been asked to picture a station fight in with the remotest and special pick-ups. It means nothing directly to the listener, but it comes in handy for the station.

Policy is to snap the notable interviewed on the stations April 15th members of the staff in action, unusual broadcasts, etc. This gives a survey of the station in action, so to speak, and is put into a scrap book makes interesting material that carries home to the prospective advertiser and also give companies and organizations with which the book-tips are made chance to let the world know about it in visual form, and it comes directly back to the studio.

Hot Strip Tease

Los Angeles. A burlesque theater sports an on a radio station to plug its shows is something new for the Coast. Burlesque time-honored the Frolics, downtown house, which is currently using spot announcements on KMYR.

Hailing the Heroes

Akron, O. Bill Griffith, WABC sports announcer, scored when within a few minutes after members of the North High school basketball team won the school basketball championship, he had team in the studio and before the game.

Griffith interviewed each individual member of the team in addition to Coach Lu Hoesfield. Entire town was agog over the victory of the school athlete. In Monday's issue of the Akron Times Press a full-column picture of the team, coach and Griffith before the milk.

Austrian Showmanship

Vienna. Ravag, local radio station is planning a new type of program to be called "Chronicle of the Month." Idea is to use actual speeches and other documents for the meat of the program. Somewhat along "March of Time" lines.

NBC's Summer Sustainers

New York City. Original music will be featured by NBC's production department for two forthcoming serials which are being readied to carry through the warm months. Frank Wilson on the familiar musical background, according to William S. Ramey, program chief.

Paul Bunyan, tall timber hero, is the theme of one and Tom Bennett is doing research work in connecting the correct details of the legend in scripting this virile tale. Edna Ferber played up this legendary figure in a bit of "The Sign of the Cross" and "Get It," which has stirred up considerable interest.

"Moonlight House," an all-colored serial will have its premiere in April. Carleton Moss, who wrote "Careless Love" for the network, doesn't like the assignment here. Southern Arizona and other colorful personalities to be used. However, unused spirituals will be heard on the air for the first time.

"Goodbye Mr. Chips," which was presented by the Radio Guild two weeks ago, is to be repeated on April 15. This time it will run a full hour.

instead of 30 minutes as before. Production department also recently acquired exclusive rights to four British plays which are first presented by BBC. "Old Banermain," by John Philipps, "Square of the Circle," by Valentine Kates; "Pas Seul," by Laurie and Tom Devine, and "The Delays Drop," by Allen Byrne all on the board for presentation soon. Original music is an important feature of all these new plays.

Dramatized Accidents

Cleveland. Dramatizations of auto accidents and traffic rules have been built by WJAX into such an important program that traffic court judges are installing radio mikes on their benches to boot series. Its audience power was doubly verified when Rosenblum Clothes Company decided to sponsor the half-hour program, agreeing to be satisfied with one brief plug in it. Only commercial that is in the program line. This program is made possible through the courtesy of the Rosenblum Company.

"Safety Broadcasts," and a short accident item is read after a fire siren goes and is directed to the police. Prominent judges and police officials wind it up with talks on safety education.

For Traffic School, programs, the mike is carried into courtroom and placed on Judge Lewis Drucker's bench. Action and traffic are the chief catch words, and fact that judges' decisions and reprimands to speeders are going over the air is one thing that has cut down number of accidents.

Walter Damrosch's 50th Year

New York City. NBC artists are celebrating the 50th birthday of Walter Damrosch in promoting the golden jubilee performance of Walter Damrosch as conductor of opera and concert in New York, which will be presented at the Met, on April 12. Most of the artists scheduled to sing, are under Damrosch's contract.

Paul Cravath heads the committee in general charge. Acts from "Fidelio" and "Meisterlenger" will be heard with Tibbels, Jenson and Crooks prominent in the various roles. Anniversary program is under the management of the Met. Opera Association.

Home Owners' Program

Shreveport, La. First Federal Savings and Loan association of Shreveport is presenting a new series of programs over KWKH on Monday nights from 8:30 to 9. A feature of the program is an informal discussion between one of the association's officers and the announcer.

Advantages of owning your own home and other information in which prospective purchasers are interested are included in the dialogue. A contest offering cash prizes for the best letter of advice, outlining the reasons and reasons for owning your own home is held in conjunction with the program.

The ensemble is supplemented with piano, organ and clarinet. Program is adapted to the use of the week-end. Musical comedy, vaudeville, and Dwight Northrup, baritone.

Fitch Changes Prizes

Schenectady, N. Y. Fitch Company has made an other change in character of prizes offered for four-line jingles to tune of "It Ain't Gonna Rain No More," theme of Wendell Hall, on the radio. Prizes are now cash. Replacing the five cash awards totaling \$5,000. Motorola auto radio having the announced value of \$450.00 per machine. Usual Fitch's Shampoo carton required to enter contest. Cash equivalent reward free sample of sponsor's hair tonic. Hall is mentioning p.a. dates during the week-end. Motorola car new shaving cream is also being spoiled.

Originally, company gave wrist watches to prize winners.

Is Baltimore Dirty?

Baltimore. Controversy has its uses. WBAI started off a new series of Forum programs by putting up for discussion the question, "Is Baltimore a Dirty City?"

KSL's Parent-Child Programs

Salt Lake City. KSL has started two programs especially for parents and youngsters. First is the production of "The Little Rascals," which at 9:30, which dramatizes problems which daily arise in the Parent-Child Club. Second, a series of problems and child problems are dramatically presented. Board of Education and the Deseret News, are cooperating with KSL in this

Seattle's \$4 Tax

Seattle, April 2. New ruling that bartenders must be paid \$4 per hour per man if going on the air from night clubs, ballrooms, etc., affects Trianon ballroom, Club Victor, Woodman Studio, Elks Club and Olympia Bowl in this burg. All these spots now off the air.

endeavor. Feature has brought plenty of fan mail. KSL, the Deseret News, and the Boy Scouts of America are combining efforts in the production of dramatized Boy Scout program each Saturday afternoon from 4:15 to 4:30. The lives of exemplary men and of scout leaders are being humanized, with local scouts participating both in production and in character portrayals.

WCBM's Employment Slight

Baltimore. WCBM has an agreement with the National Re-employment service through which the station gives three spots daily to the job-procuring organization. Two spots call attention to existence of the service, final one details type jobs available and of scout leaders are being humanized, with local scouts participating both in production and in character portrayals.

Station gets in its own ticks, since when a person registers for a job the interviewers and application-takers at the service tell him to listen in on WCBM every day at 5:45 so he can keep tabs on the progress of the job-getting work and know what kinds of openings are available.

WGN's Political Notes

Chicago. Some additional coin drifting into the coffers of Chicago stations due to the local election campaign for Mayor. As usual, all stations are selling political time with the exception of WGN, the Chicago Tribune station.

WGN is carrying the campaign speeches of the major candidates, giving figures on the results of the station's public service. Station is giving each of the three candidates for Mayor 30 minutes on its transmitter while the three men running for treasurer get 15 minutes each.

May Shoppers Programs

New York City. WOR, New York City, which maintains an artists service bureau at Macy's department store for parties, socials, etc., is presenting a group of first hand broadcasts direct from the fifth floor of the Edgemoor Hotel Green Room with a WOR wire. Vincent Lopez (4). This is planned to show the buying public just how a broadcast is really conducted.

Outgoing Larry Taylor, WOR bartone the talent is mostly NBC artists. Richard Himber to play tomorrow and Ed Nease slated for the Friday afternoon program.

Time for airing is 5:15 to 5:30 p.m. EST.

WFBL Bowling on CBS

For the first time in Bowling Tournament history, the ABC will be broadcasting the Columbia wire work audience April 6, 10:45 to 11 p.m., from WFBL Syracuse, where the tournament is being held this year. The sports announcer for the station, will do the program direct from the alleys.

Bowling news has been a twice-daily feature over WFBL since the beginning of the tournament. The D and E Liquor Company has now purchased the evening broadcasts, nightly, 11:15 to 11:30. Broadcasts are part of the Parade of Sports program, which includes all current sports and has been on the station for five months.

Paley-Waley

New Orleans. Boys in radio circles are chuckling the way WDSU beat its rivals in interviewing Cy Fennman, National League star pitcher (39). Fennman beat WDSU in both the behind-the-plate arbiters but that night Fennman walked into the studios and asked the sports announcer. One of the WDSU staff recognized the stranger. He was told he was in the wrong station. Fennman said he was wanted before a microphone and interviewed.

He was then given directions how to reach the station he set out to find, managing to get there on time.

Radio Compass Balloons

New York. Radio compass direction finder, which Amelia Earhart used in her flight from Mexico City to New York, will be featured in a two-way interview broadcast over WOR Tuesday (2). Conversation was between Amelia Earhart and George Palmer was in the process of flying the device to Miss Earhart on the west coast, and Clyde Pangborn, round the world flyer; George Palmer

New York Radio Parade

By Nellie Revell

Rumor has WOR contacting many of the toponoth interludes and hotel spots with orks preparatory to starting, in about one month, a WOR dance parade. Spot is to pay the broadcasting expenses with WOR paying the \$3 musicians' tax. At the present time there is no local station with a steady diet of dance music for the late listeners and party throwers.

Equity Reminder Spikes Idea

Kate Smith matinee on CBS of last Wednesday had been plenty publicized as going to air a scene of "Three Men on a Horse," legit show at Playhouse theatre, direct from stage of Playhouse and during regular matinee performance of show. Actors' Equity memo about Equity ruling of some years back that members of troupe used in airing performance of play rate stipend equal to one-eighth of weekly salary cancelled the plan at last minute. Instead a backstage interview during intermission was aired.

Radio Material Can't Repeat

Fred Waring now has a routine 'act' he uses for the benefit of CBS Playhouse audiences after each broadcast. The entire organization, ork and singers wear regulation uniforms or evening dress. Waring though is garbed in regular business suit. He explains to spectators about his working so hard he hadn't even time to shave, dress or eat. This way John Q. Audience is rooting for Waring. Then, he asks if someone in the audience has any food and one or two usually volunteer candy or fruit, which is good for laughs. But repeat customers to Ford show are wising up to this act and try to grab it by holtering, "That's what you said last week!"

WNEW Profit Influenced 802?

One of the many reasons, though not well known, for the dusting off of the \$3 rule by Local 802 was the money making potentialities of the WNEW dance parade which utilized the music of many of the spotsters in town in 15-minute stretches with the station selling spot announcements at each 15-minute break.

Another little realized angle on the \$3 rule is that with all the beeping about the musicians working the broadcasts and long hours with everyone but the musician making dough, the musician still doesn't get a dime of the \$3 tax. All money collected on that rule is paid direct to union and goes to unemployed fund for the time being. So the boys still work free.

Bill and Ginger Just Make It

A wreck on the Pennsy delayed Bill and Ginger en route from Philly to NY for seven hours and nearly upset the well-routined schedule of broadcasting from the Little House. Vincent Lopez, who was in the script, was readying the cast to ad lib when Bill and Ginger arrived just at close of these songs.

Scrambled Notes

Lawrence Holcomb for Fletcher & Ellis to Detroit for Ward Bred... Xavier Cugat began this week his third year on air and ditto at Waldorf-Astoria... Michael Tree has signed Beth Wilson to sing with his ork at the Edison Hotel Green Room with a WOR wire. Vincent Lopez in town for 10 days and then two weeks of vaude in Washington, D. C. and six weeks of night clubbing in Texas... Ernie Mathews, who sings and plays trumpet in the Bernie Cummins ork at the Roosevelt, is only 19... Mariel Wilson renewed by Showboat for another 13 weeks. She is singing Max Lou... Larry Road... Lou Cabin show folds on April 10... Verne Burke joins the "Elms and Hits" show at NBC... Following week Charlie Leand, Coast comic, joins the show as headliner. Johnny Fraser, WMCA announcer, has a brother, Donald, who is secretary to Gov.-General Murphy of the Philippine Islands.

Stand By

Peggy Flynn's 20-month battle is recuperating from pneumonia... Besides turning producer with Harold Sherman's script "Oh Professor," Borrah Minevitch will direct and play a bit... Tim and Irene added five minutes to their Goodrich show stint... Pick and Pat alias Molasses and January are doing a two-week vacash. Both sponsors, Maxwell Coffee and Dill's Tobacco are giving boys the layoff with pay... Joe Reichman ork stays at the Statler in Boston until end of May... Harry Breen, who has been singing at the Statler, will be singing at the Statler... Chaggy Flynn and Hal Kemp ork are final set-up for a new show on Wednesday... Bradley quit the Stork Club to concentrate on her radio work at CBS... Gracie Barrie is really Grace May Rogers... Harry Grossman, operations engineer chief at CBS and Leonard Hofstadter will wed on April 17 and honeymoon at the Edgemoor Hotel in Bermuda... Frank Nunn will vacation in Bermuda next month with guest stars set to take his spot on Lavender and Old Lace... First Jolson show will make furor over ninth anniversary of "Sweet Sue," which ditty was written by Vic Young who directs the ork on that show... Benton and Bowles auditioned a 15-minute kid script "Mother Goose Yarns" by Chas. Green and Joe Green ork... Dana Hackman has joined Century Play Co. as head of their radio sales dept.

Post Script

Tom Powers and Helen Mencken auditioned eight months back in a script about the Famous Letters of History. Now three sponsors are asking about the show... Joan Edwards, niece of Gus, now on WMCA Sundays for M. J. Furs gets an additional spot for the same sponsor, new dates being Thursdays... An original opera by Robert Neuman with tunes by Jarret Hill and Ed Horan, based on the George Barr-McCubcheon Graustark stories has been auditioned by NBC... "Old Cynic by George Bricker of the Warners pix script staff, is ready to air at NBC. Script ribes women to a fare thee well... The Westerners, an instrumental and vocal quintet with five commercials including Barn Dance on WLS, will come east for a stint on Maxwell Showboat on April 16... On the radio, the "Famous Letters of History" arrangement... WNEW Ed Fisher set the idea of airing the "NY Times" Los and Pound column. Thus WNEW is in Times daily. Now WINS and NY American have same tie-up... Jerry Cooper making screen tests at Fox and Warners with Mary Quigley, beauty contest winner, as partner... General Dodge Wheeler... Warner's sponsor the baseball broadcasts in St. Louis. Both the Browns and Cards games will be aired over KWK excepting the Sunday and holiday games.

Baiting Film Fans

Lancaster, Pa. Putnam, the svastika's husband, and a couple Department of Commerce officials, all of whom were located on the roof of the WOR studios. On the radio, the "Famous Letters of History" arrangement... WNEW Ed Fisher set the idea of airing the "NY Times" Los and Pound column. Thus WNEW is in Times daily. Now WINS and NY American have same tie-up... Jerry Cooper making screen tests at Fox and Warners with Mary Quigley, beauty contest winner, as partner... General Dodge Wheeler... Warner's sponsor the baseball broadcasts in St. Louis. Both the Browns and Cards games will be aired over KWK excepting the Sunday and holiday games.

(Continued on page 62)

Inside Stuff—Radio

Government monopoly of broadcasting in Canada should be removed and the air waves returned to private control, was the gist of collective comment elicited from the public on a quiz by the Winnipeg Free Press, in an effort to determine public reaction to three years of experiment with the Canadian Radio Commission.

Criticism was directed chiefly at the poor direction of programs, the lack of Canadian talent and the insistence of the commission in announcing programs in French as well as English.

Need of air entertainment in Canada, criticism indicated, is more variety and less disposition to copy American programs. Archibald, critics freely admitted this stagnant condition was due principally to the fact that the commission had too limited funds to sponsor good programs, while the talent which produces these programs has little or no training. Suggestions were made that training schools should be created.

Disposition of most criticisms was that the Canadian air entertainment should be distinctly Canadian in flavor and those who prefer the American brand should feel free to tune in American stations.

Joey Nash, former vocal soloist with Richard Himber's orchestra, and now suing the latter to break his contract, is being countered by Himber for breach of contract. Himber wants to hold the singer in the band for future personal and recordings. Nash is currently touring the vaudeville as a soloist.

When Roche, Williams & Cunningham, Chi ad agency handling the Studebaker account, objected to crooners on the air show, it meant Nash had to go. Instead Gary (nee Larry) Taylor, Jerry Cooper, Loretta Lee, Bob Ryan, King's Men, the Humming Birds and other soloists were added as guest stars on this Studebaker show with the Himber orchestra. Nash averred that because his name was Nash, the name of an auto, and this was a competitive Studebaker show, that the name was a factor, citing some kidding complaints from Studey dealers concerning the Nash handle. This, however, was more in jest.

St. John, New Brunswick, policeman can thank the wife of a local radio master of ceremonies and orchestra violinist, for getting him out of a serious jam, which threatened his pavement pounding future. It seems that the cop was called into the emcee's domicile; to protect the emcee from a punching bag for her festively inclined hubby, who had come home broadcasting, after absorbing plenty of animation juice. The cop stepped into the picture, whereupon the alcoholic emcee turned on the limb of the law. The latter branched out with a two-fisted attack to save himself from the slaughter, and the emcee caught two shiners and a kicking.

Next day he complained to the police chief and the cop was on the carpet for going to the mat with the emcee. Mrs. Emcee explained the cop had to protect himself.

Talking a bow on the improvement in Mrs. Franklin D. Roosevelt's make handling the Baby Show broadcast over CBS Friday nights. Hawes has prevailed upon Mrs. Roosevelt to confine herself to topics upon which she is well informed, has censored her scripts, coached her in mink manner and become the first production man to induce her to go through lengthy rehearsals. Last week's (28) program found Mrs. Roosevelt at the studio an hour early to scan the script with him. Hawes marks all scripts for guidance in emphasis.

Midnight-to-dawn radio announcer, handling a platter program for a Pacific station, carried his personal peeve against a local tire dealer to his listeners. Spotted between the regular commercial announcements after each recording, he told listeners that there was a tire shop in town doing business—then giving the firm a good loud raspberry for a topper.

Announcer finally left the listeners into the reason by declaring he had been overcharged by the firm for a tire repair.

Coast radio stations are massing their strength to fight a proposed bill in the California legislature which would hold a station responsible for any statement made by an advertiser. Chief peeve of the broadcasters is that the bill specifies radio only and does not include newspapers. Radio men have a feeling that California newspaper publishers are back of the proposed legislation.

Jell-O is sending its whole NBC Sunday night troupe out to Hollywood to accompany Jack Benny, who goes west for a radio picture. Broadcast from the Coast starts April 14 and will last until mid-July, when the show returns to New York.

Prior to leaving for Hollywood, Benny is playing a \$10,000 stage date in Boston this week.

Babs Ryan and her Brothers made their first radio appearance Saturday night (30) as guest stars with the Studebaker Champions (Dick Himber) since leaving Waring's Pennsylvania.

Miss Ryan's brothers are Charlie Ryan, her ex-husband, and his brother, Little Ryan. When marital differences occurred they left Waring but have since reunited professionally.

John B. Kennedy, NBC commentator, is serving as national publicity director of the drive for Mobilization for Catholic Action which the Knights of Columbus is carrying on this week. Kennedy directed publicity for that organization in its overseas work during the World War. He was the principal speaker at a Communion breakfast in Troy Sunday morning.

A Philly radio scribe passing KTW one night last week, stopped in to catch an NBC web show. Getting off the lift at the fourth floor, just below the WCAU menage, he found the station quarters in a state of general lock-up. The only sign of life around, through the dark, was a lone engineer loitering peacefully in the control room down the hall.

Jay Flippin, now 'colored' over WHN, has had a good telephone count on the Manhattan amateur program. Last program of Major Bowes registered 8,347 calls. Next week with Norman Brokenshire the calls counted 8,655. Flippin's first two presidings brought out 4,651 and 7,287 calls respectively.

Al Johnson made special terms with the J. Walter Thompson agency for his 'Shell Chateau' (Shell Oil) show starting this Saturday (6) on WEAP-NBC. First eight programs will be etherized from New York but the rest of the 26 programs will emanate from Los Angeles, the commercial to defray the line charges. Victor Young's orchestra assists.

Los Angeles chain outlets which recently cut down on spot announcements at night have gone back to the practice of the one-lungers.

Recently a checkup showed that one of the first line stations gave plugs to three advertisers within a five-minute period.

Dutch government has given up the idea of establishing a state monopoly for wired wireless. Biggest opposition came from the towns, as municipal wired wireless at present is a good source of revenue.

Reported inside on the resignation of a Coast musical director was that the baton wielding and station boss indulged in some nettles.

Egypt Heard From

Cairo, March 19.

Egyptian government is reporting to radio for tourist baiting purposes and is having a series of spots waxed. These will be sent around and put on wherever Egypt can make a deal with radio stations in Europe, South American and elsewhere.

Government doesn't like the idea of paying for the outlets, so is offering the plates around on a reciprocal basis. Offers to devote time on Egyptian radio to talk about the beauties of Poland or what have you in return for time abroad.

WHO'S PLAY-BY-PLAY STYMIED BY KYSER

Des Moines, April 2.

Station WHO stands to lose its baseball play-by-play privileges on the Chicago White Sox and Cubs games. A ruling of organized baseball is that no station may broadcast a game regardless of where played if the club located in the town where the station is files an objection. Such an objection has been made after two years of acquiescence by Les Kyser, manager of the Des Moines team (Western League).

Station is trying to stir up public protest to make Kyser reverse himself. Argument is that since all but 10 or 12 games of the Des Moines team are played at night there is no conflict. Kyser evidently feels the free afternoon play-by-play surfeit baseball fans and reduces the inclination to pony up for night time games.

Dutch Reagan who handles sports program for WHO is organizing the move.

WMA Sponsored Show at Jack Dempsey Estate

Informality at Jack Dempsey's, now WMA program has been sold to Jacklin Clothing Company for a period of 52 weeks. Broadcast is a Friday night program from 11:30 to midnight. Glorious Garden party to midnight. Glorious Garden party to midnight. Glorious Garden party to midnight.

Dempsey himself always puts in a word or two. Angelo Palange in charge.

WCAU Won't Release Talent

Sustainers Can't Get Away to Work for WFIL and Cash

Philadelphia, April 2.

Newest mix-up in the radio situation here concerns talent. Contending parties are WCAU, WFIL and WIP.

Inception of the WFIL policy of paying all sustaining talent has gradually reached into the program departments of other studios.

In several instances, WCAU artists' bureau has released talent that would have been available at WFIL. Last two weeks, WCAU has turned down all requests for releases and the talent is fuming. They claim the no lure is available at WCAU on a regulation sustaining basis and that any attempt to hold them to management contracts is depriving them of a chance for a living. Actors consider WCAU contract inequitable.

No Commish

To make matters more crucial, WFIL is now signing most of its talent to studio contracts for exclusive services, wherein the artist pays no commish and receives a weekly guaranteed stipend. This, in comparison to the WCAU legal documents which takes commish and gives no guarantee for a longer period of time, has the boys and girls crying louder than ever.

The joker of the whole thing is that WFIL will not air any WCAU signed talent, explaining that studio has no objection to a warbler-paying WCAU commission on fee received at WFIL, but refuses to give away time for a build-up they can't

How to Keep People from Dialing In Foreign News; Europe's Problem

Here and There

Bob Shaffer and Charles Kaley, staff singers at KFRC, Los Angeles, have been dropped with the discontinuance of the station's weekly Hi-Jinks program. Former heading for New York.

Tom Hutchinson, producer, and Harold Perry, announcer and character man on the Wheatnville show at KFRC, San Francisco, are out with the discontinuance of the program and heading for New York.

Al and Pete, besides having five commercials per week over WGAR, Cleveland, no have two 15-minute weekly programs at WTAM sponsored by SIB Company (polishing fluids).

Martin Campbell, of WFAA, Dallas, a Chicago visitor.

Sam Ross of NBC artists' service bureau is leaving the end of this on a business trip. Will visit Pittsburgh, Cleveland, Schenectady and Boston.

Jane West of 'The O'Neills' is negotiating with Pillsbury flour for the authoring of a serial script.

Tony Caboché guesting on the Phil Baker (Swift) show this Friday night (5).

Jack Benny, as a gesture of co-operation toward the Metropolitan theatre, Boston, where he was doing a personal appearance, insisted that the admission to his Jell-O broadcast last Sunday (31) be limited to 300 persons. Those concerned with the program yielded to the request.

Ferde Grofe Hies West

Ferde Grofe leaves for Hollywood today (Wednesday) to take over the orchestra assignment on the Burns and Allen (General Gilar) show emanating from there. He replaces Bobby Dolan, present leader, starting with the April 17 program.

Grofe was engaged direct by J. Walter Thompson. His deal is for 13 weeks on the Coast, after which Burns and Allen return to New York.

Berlin, March 24.

European rulers have their radio troubles, too, in addition to everything else. Witness the plight of Czechoslovakia, whose radio hearers can flip their dials and bring in the latest news bulletins from practically any country in Europe.

With the spread of radio throughout Europe, the matter of censorship became more and more troublesome. In the end it defied itself because nationals of one country could easily get the other side of the stories appearing in the domestic newspapers by tuning in on some foreign news report.

Generally these reports are read out of the air, in continental Europe, in several languages.

In early days of the Nazi government, strict watch was kept on owners of better than average receiving sets. A few persons charged with listening to anti-Nazi propaganda aired from Moscow, were sent to concentration camps, but of late this procedure has been dropped, along with similar measures.

30 WXYZ SHOWS TO MUTUAL WEB WEEKLY

Detroit, April 2.

Station WXYZ, Detroit, the 1,000 watt member of the Mutual Broadcasting System, is outdoing its three 50,000 watt sisters (WOR, WGN, WYF) in the matter of supplying programs to the new network. At the present time the Detroit unit of the Mutual is feeding a total of 30 programs a week to the network and a further range from half-hour variety and operatic shows to specialty acts of trios, etc.

Among the orchestras being piped from WXYZ to the Mutual are the Loma Rancher's Station Orchestra, Carl Rupp's Captivators, Don Marions Orchestra, Carlton Moore's Orchestra, Earl Harger's Sophisticates and the Earl Harger Orchestra, the latter coming through WXYZ as an international exchange from the Toronto studios of the Canadian Radio Commission.

WGN and WOR under commercial sponsorship three times a week and WOR is taking the Tuesday night show of the Thrills on the Air. Drama production heard Tuesday, Thursday and Saturday evenings at 8 p.m. over WXYZ and the Michigan Radio Network, of which WXYZ is the key station.

General Mills Sponsors Newark Baseball Games

General Mills is again taking all Newark baseball games for the season over WINS, New York. Company had a similar contract last year, plugging its Wheaties product. Three exhibition games will be broadcast beforehand, but these are sustaining programs.

Series gets underway on April 17. This coming Sunday (7), WINS will air the opening game between the Boston Braves and Newark Bears at Ruppert's Stadium, Newark. Prior to the game, Earl Harger, sports commentator, will have an air chat with Babe Ruth, now a member of the Braves.

WFIL Turns Boy Scout

Philadelphia, April 2.

WFIL was credited last Saturday (30) by RCA as being the only station in the country owning a spare armature.

Honor, of a sort, came to light when WFLS, Chicago, blew this part of its high voltage generator, and wired an S.O.S. to Camden's RCA plant, since they would remain off the air until the armature was replaced.

Philly station shipped the spare by plane and now sits back smug in its distinction.

Rufus and Mandy's New Turn

Detroit, April 2.

Rufus and Mandy, formerly heard in a daily blackface serial skit over WJL, have, switched to a minstrel show titled 'Twice-a-week'. Program called 'Rufus and Mandy's Alabama Troubadours' and uses phonograph records for musically interpolated numbers. Mandy is interested in radio and uses change of voice for the two end men.

Huey Long in Charlotte, a Bit Moody, But His Pajama Talk Makes News

Charlotte, N. C., April 2. Huey Long, the Kingfish, wanted to be coaxed when he arrived in Charlotte, Friday (22), and he led the radio boys a merry race before WBT cornered him.

Arriving at the station, Huey was met by representatives of WBT and WSOO. Latter had strung a line and had a mike ready for him to say hello to the folks. He refused to use the WSOO arrangements and told Grady Cole that he would not speak over WBT.

But at the Hotel Charlotte, where Long stopped and where WBT keeps a permanent line for picking up the hotel orchestra, the station took over the room adjoining Huey's suite, hung a line up the side of the building, and installed a mike on a long extension cord.

Nifty Haberdashery. Kingfish, now in his red pajamas, continued to decline the radio offer, between interviews with politicians and the press. Finally he said he was tired and wanted to go to bed. He did so in front of everybody. As a last shot the WBT boys offered to put the mike there beside his bed if he would talk. He said OK to that. Manager Bill Schadt waved his hand and they walked in with the mike, trailing the extension wire.

Huey thought that was good, got

Ripley Sues Ripley

Syracuse, April 2. Seeking to enjoin Fred R. Ripley, program director and commentator of WSYR (NBC) from the use of the program title, 'You Can Believe Ripley' and to recover \$100,000 damages, Robert F. Ripley, cartoonist, has entered suit here.

Cartoonist Ripley and his company, Believe It Or No, Inc., claim that the commentator uses material in his radio broadcasts, a commercial program similar to that used for Ripley cartoon subjects.

WJR Feeds NBC Music

Detroit, April 2. WJR is feeding three late dance programs to NBC-WJZ network.

Pick-ups include the WJR musical director, Benny Kyle, a fifteen piece orchestra and a mixed chorus.

out of bed, and paraded around in his bare feet, with pajamas open, scratching himself, drinking ice water out of the pitcher, and telling it to the world over WBT for 45 minutes. What he said made the front pages the next morning. Local press, anti-radio, used the story but didn't say where or how the address was made, indicating it might have been an interview.

Grow Up and Sing

Shreveport, La., April 2. Jimmy Wiley, aged 15, is a regular sponsored entertainer over KTEB. Lad's voice has changed 100% as he sings tenor for the Railway Minstrel program without even slipping back into the boy soprano class.

KRMD matches KTEB with a 15-year-old girl torch singer, Carolyn Baldoak.

WPG OFF CBS; STEADY LOSER

CBS drops out of the operation of WPG, Atlantic City, June 30, after taking a loss of between \$25,000 and \$30,000 a year on the station. Columbia has had the outlet under lease from the municipality of Atlantic City since May 1, 1930, with the management proving

a losing proposition for the network from the takeover.

By divesting itself of WPG Columbia ceases to be any longer a party to the wavelenght fight between WLWL, the Paulist Fathers' monopoly in New York, and the Atlantic City outlet. Scheduled for hearing before the Federal Communications Commission next Wednesday (10) is WLWL's petition for full time on the channel (1100 k.c.) it is now sharing with WPG.

Atlantic City, April 2. Mayor Dacarach declared yesterday (Monday) that even though Columbia has made no move to renew its lease on WPG he has already received several bids for the station's operation. The mayor said he would not consider any of these applications until after the outcome of the April 10 hearing before the Federal Communications Commission.

City Solicitor Sircusa, added the mayor, will be assigned by the City Commission to defend WPG's case in Washington.

Harry Wilder of WSYR, Syracuse, in New York city last week for the business rounds.

RCA DISAVOWS ANY MONOPOLY

Wilmington, Del., April 2. An answer to the government's charges that the Radio Corporation of America and RCA Communications, Inc., have and are maintaining a monopoly on the International Communications Systems was filed in federal district court here today by RCA.

Radio Corporation of America countercharged that it is confronted with keen competition with companies that carry 80 percent of the telegraphic communications throughout the world and with 99 9/10 percent of the domestic traffic.

In its answer, the company also denies that its purpose is to prevent any competitor from engaging in the business of transmitting messages for the public via radio. It also makes denial that any of its international contracts were made to restrain commerce between the United States and foreign countries.

Alden Edkins, baritone, is introducing a trio of compositions by Vance Campbell over the former's frame on NBC this Sunday (6).

Improbable Broadcasts

No. 13—The Trail-Blazing Program

By Bob Landry

Letter
Joe Doakes,
Radio Dept.,
Daily Dirge.

Dear Sir—
Next Thursday we will present an entirely new show for Gingivitis Toothpaste. We have worked on this show for many months and are anxious to get your criticism and advice. Please wire us your frank opinion of the program.

We are anxious to make our characters really live. All of the actors will be unknown and we will not give them any publicity as we do not want to destroy the illusion by having our hero play vaudeville dates for Loew's or make shorts for Warners. We are assembling a cast of unknown stars. The illusion of the story must be maintained at all costs.

In this program we feel we are three to four years ahead of radio. Yet we do not say there is anything new or original about it. We just feel that the way we do things is pretty keen. You will recall that our agency is the one that put over the Filmmat Follies.

(Signed)
Rhubarb & Raskob Agency.

The Program

Fantare.
Oxford graduate—Something New in Radio—the Gingivitis Toothpaste program—Introducing the Gingivitis Gamboliers.

Orchestra—NBC house band.
Oxford graduate—After months of preparation the Gingivitis program—snappy music—romantic tenor—ruffled announcer—soprano in love with the tenor—each number incorporated legitimately into the script with an authentic emotional background. Nothing like it since Zeigfeld. First our lovely leading lady—Miss Givitis.

Miss Givitis—It's so nice to be on this program and working again. I think Rhubarb and Raskob are just the cleverest showmen in radio and Mr. Rhubarb has the loveliest modernistic apartment.

Oxford graduate—And now that matinee idol—our tenor Mr. Gin—Mr. Gin—it is especially gratifying to me to appear on the Gingivitis program for I have been a constant user of this dentifrice ever since rehearsals started last week.

Oxford graduate—And now—the plot—Mr. Gin is a famous Broadway star who is spending some time in the attractive town of Pratt Falls, Nebraska—where, however, his identity is not known—Miss Givitis is the first soprano in the M. E. Church, but dreams of one day singing with a Fanchon and Marco unit. She does not pay much attention in the beginning to Mr. Gin whom she thinks is connected with the Public Works Administration and hasn't got a steady job. And now we ask you to imagine that you are in the M. E. Church at Pratt Falls, Nebraska—it is early of a balmy January evening—the curtain is going up.
Girl announcer—While the curtain is going up our little ro-

manche and so as not to destroy the illusion let me tell you about Gingivitis toothpaste—(for three minutes).....and now the curtain is up.

Miss Givitis—Oh, I don't know—he is kinda classy, but his job ain't civil service and you know Nebraska may not always be Democratic.

Girl announcer (doubling as feeder)—Civil service or not when he turns them long eyelashes on me I could just melt—gee he doesn't give me a tumble—the men never seem to notice me.

Miss Givitis—Do you mind my saying this, darling? I think the reason you don't do better with the boys is your teeth.

G.—What do you mean?

Miss Givitis—Darling—your teeth—they're so dingy.

G. A.—Yes, I've noticed that.

Miss Givitis—Stop in the drug store right after this program and get a tube of Gingivitis.

G. A.—I'll do that and tell you on next week's program how it works.

Miss Givitis—There he is now—just coming in.

G. A.—I don't think you're as indifferent as you pretend.

Mr. Gin—Good evening, ladies. I see you are about to have choir practice. What is your piece?

Miss Givitis—Victor Herbert's "Zing Zong."

Mr. Gin—A fine piece. I'm sure you'll wow 'em at Sunday services.

Orchestra—Miss Gin sings.

Second chorus—Mr. Gin joins in.

Miss Givitis—Why, Mr. Gin, you have quite a nice voice—you should really have it cultivated.

Oxford graduate—There you are—the plot isn't it cute—so different—she doesn't know that Mr. Gin is a famous Broadway star. And he on his part allows her to continue in the misapprehension thinking it will be a fine story to tell later at the Lambs Club. But what starts as an amusing incident in the life of a bored Broadway star turns in time into a throbbing pulsating romance.

But then you mustn't anticipate our plot. What's so wonderful about this is that there's a reason for everything. It's all full of emotional background, an even balance between script and music—three or four years ahead of radio, and of course produced by the master showmen of the Grand Central zone.

Telegram

Joe Doakes,
Radio Dept.,
Daily Dirge.

Solicit your comment tonight's broadcast Gingivitis Toothpaste Review—Rhubarb and Raskob.

Telegram

Rhubarb & Raskob,
New York City.

Haven't heard anything like Gingivitis Toothpaste Review since 1923.—Joe Doakes.

Telegram

Gingivitis Toothpaste account moves Monday from the Rhubarb & Raskob agency to McSweeney & Associates, Trenton.



AL SHAYNE

Radio's Ambassador of Song
HEADLINING
LOEW'S DELUXE THEATRES

"A Radio Sensation. Without the slightest doubt, the greatest singer of popular songs on the air today. 'Wotta voice!'"

DAILY MIRROR

Broadcasting Every Sunday
8:30-9 P.M., WOR, N.Y.
FOR SALLY'S STUDIO
America's Theatrical
Furrier
7 West 44th St., New York City

COLUMBIA
BROADCASTING
SYSTEM
Presents

LITTLE JACK 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.
11 P.M.

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST

WABC—Tuesday, 8:30 to 9 P.M., EST
(Phillips Dental)
WEAF—Friday, 8:30 to 9 P.M., EST
(Phillips Milk)

IT'S REPEAT AFTER REPEAT

10TH RETURN ENGAGEMENT

MAXWELL HOUSE SHOWBOAT HOUR

THURSDAY, APRIL 4, 9 P. M., EST,
NBC COAST-TO-COAST

THE INSTRUMENTAL STYLIST

EDDIE

PEABODY

NOW HEADLINING

PALACE

NEW YORK

AND WILL BE
HELD OVER

WEEK OF APRIL 5

COAST-TO-COAST HOLDOVERS

AND

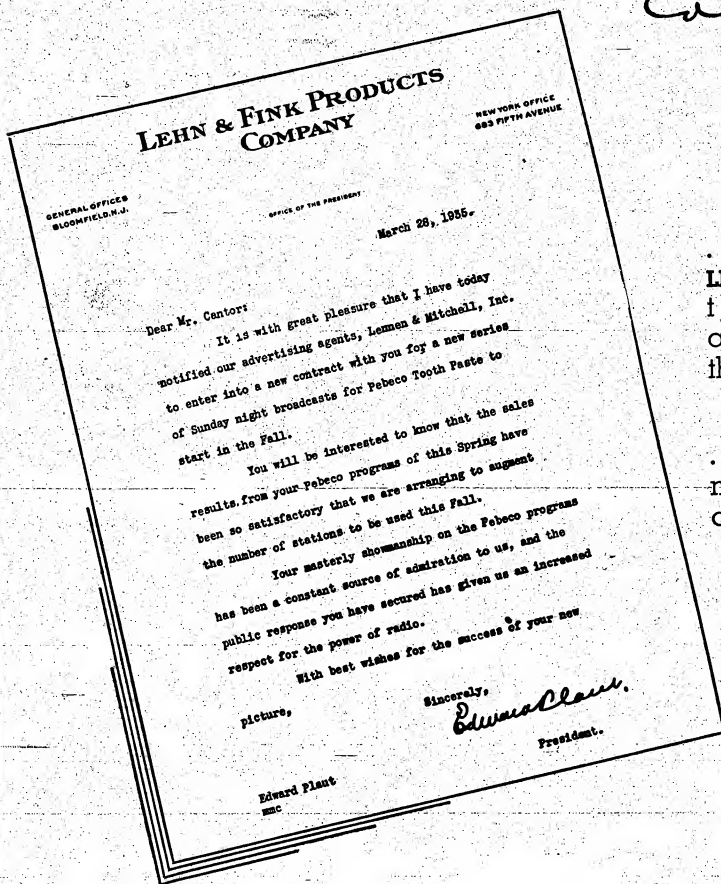
RETURNS!

DIRECTION
SIMON AGENCY
RKO BLDG., RADIO CITY

Week of April 12, Earle, Washington

Thank You, Pebeco!

Ernie Cantor



... Also a salute to **LENNEN & MITCHELL, Inc.** the advertising agency conducting the Pebeco campaign.

... And to **PHILIP RAPP**, my only collaborator, deep appreciation.

Thanks to

**HARRY
EINSTEIN**

who created and has always played "Parkyakakas" on my radio programs.

**RUBINOFF
and
HIS VIOLIN**

the most distinctive music on the air.

**T E D
H U S I N G**

for the sincere and understanding co-operation he has always given.

.... the Columbia Broadcasting System and its most efficient staff

New Business

BOSTON

Tasty Coast, Inc., 14, 100-word announcements, daily except Sunday, began March 22. Through Clements, Philadelphia. WNAAC.

2 in 1 Shoe Polish, 14 participations in Yankee Network News Service broadcasts, daily, beginning May 1. WNAAC.

Bay State Nurseries, 14 time signals, one daily, began March 22. Through Broadcast Advertising, WNAAC.

Sears Roebuck & Co., 364 15-word announcements, daily, beginning April 1. Through Chambers & Wiswell, Boston. WNAAC.

Alles & Fisher, Inc. (J. A. Cligars), 864 participations in Yankee Network News Service broadcasts, daily, began March 27. Through Lester & S. Hawes, Boston. WNAAC.

Watt & Bond, Inc. (Blackstone Cligars), 864 participations in Yankee Network News Service broadcasts, daily, beginning May 18. Through B. D. O. New York. WNAAC.

Plymouth Motor Cars, 13 one-minute transactions, daily, beginning March 21. Through E. Sterling Gatchell, N. Y. WNAAC.

Detroit White Lead, transcriptions of "Singin' Sam", starting April 5, Fridays, 10:15-10:30 a.m. Erwin Wasey Agency, WBZ, Boston.

Bay State Nurseries, Inc., "Famous Sayings" on WBZ Service Period.

12:15-12:30 week days; 11:45 a.m. Sundays. WBZ.

My-T-Fine Dessert, 17 announcements, daily, except Thursdays, Fridays, Saturdays, on staggered schedule. Batten Barton, Dursline & Osborne. WBZ.

DENVER

Bernard, Perfumer, St. Louis, Hitter Svenson Agency, 13 one-minute announcements, daily, through March 22. **Pittsburgh Plate Glass Co.**, 32 quarter hour programs, four a week. KOL.

Associated Tailors, half hour weekly, one year. KOA.

Walker Remedy Co., Watrlow, Ia. 26 one-minute announcements. KOA.

C. E. Wells Music Co., 15 minute weekly, 26 weeks. KOA.

Neusteter, 500 announcements. KFEL-KVOD.

A. M. Blumstock Tailoring Co., 600 announcements. KFEL-KVOD.

B. K. Sweeney, three announcements weekly, one month. KFEL-KVOD.

Corrective Foot Filters, three 15-minute a week, three weekly, three months. KFEL-KVOD.

Kotofom Distributing Co., one announcement daily, one month. KFEL-KVOD.

Utopian Society of America, three 15-minute programs weekly, three months. KFEL-KVOD.

Lorber Shoe Co., 500 announcements. KFEL-KVOD.

Speas Applejack Brandy, 100 announcements. KXLB.

Agency, Kansas City, KFEL-KVOD.

Orator Gold Mining Co., 156 quarter hours, six a week. KFEL-KVOD.

Grayson Apparel Co., two preferred spots weekly, six months. KXLB.

Carter Medicine Co., 100 announcements. KXLB.

Colorado Seed Men's Association, 14 announcements. KXLB.

Leeman Auto Co., 300 announcements. KXLB.

Broadway Radio Service, 26 announcements. KXLB.

Herold Dealers, two one-hour and one five-minute broadcasts daily from the AAU basketball tournament at city auditorium, one week. KXLB.

Tussy Cosmetics, 16, five-minute programs. KXLB.

Geno-Doma, four quarter hour Tarzan transcriptions weekly, three months. KXLB.

Belle Sherman Rose, 26 announcements. KXLB.

Pencil Drug, 300 50-word announcements. KXLB.

Jander Clothes, 100 announcements. KXLB.

DUBUQUE, IA.

Roshok Bros. Co., department store, news flashes, 15 minutes, daily, inde. WKBB.

Great Dubuque Register, musical period, tenor and piano, 15 minutes, once weekly, three months. WKBB.

LOS ANGELES

Broadway Department Store, "Spirit of '76", half hour dramatic program, 15 minutes, placed direct. KFAC.

Chapman Ice Cream Co., Courage Corner, one 15-minute program a week. Placed direct. KFAC.

Ramon Perfume Co., "The Dramatic", one 15-minute program a week. Placed direct. KMTR.

Gilmore Oil Co., "Strange as It Seems", three 15-minute programs a week, dramatization of John H. Cartoons. Placed by Raymond R. Morgan Co. Don Lee Columbia network.

Constitution Society, 13 15-minute programs, political. Placed by R. S. Rugg Agency, KXII.

Lyons Van and Storage Co., one 15-minute program each week, "Moving Pictures of Life". Placed by Charles Mayne Co. KHJ, KGB, KDB.

Peders Outfitting Co., one 15-minute program each week, musical. Placed by Al Jarvis. KHJ.

OMAHA, NEBRASKA

Builders and Merchants Mart, 15-minute record program "Three Times per week for one year from March 6. KOIL.

Bone Brothers four announcements per week for five weeks from April 1, renewal. Through Fred A. Robbins, Chicago. KOIL.

Carter, 11 to 15-minute programs, one announcement daily except Sunday through March. KOIL.

Continental Body Corp., one announcement daily except Sunday from March 20 for one month. KOIL.

Granger Elevator Co., three announcements per week from March 1 for one year. KOIL.

Jordan Clothing Co., Council Bluffs, 10 announcements per week for one year beginning in March. Through Frank B. Sawdon, New York. KOIL.

Korovetz Margaret, two 15-minute transcriptions in April. Through Eysie & Snelinger, KOIL national agents.

L & T Lumber Co., announcements three times per week for three months from March 1. KOIL.

Mangels, Inc., three announce-

ments per week till forbid from April 1. KOIL.

Harry Mason, tailor, three announcements per week for one year from March 1. KOIL.

Nur-Nam-Nebaska Co., three announcements per week for one year from March 24. KOIL.

Omaha Window Shade Co., three announcements per week for one year from March 1. KOIL.

Pittsburgh Plate Glass Co., 15-minute transcribed musical program, one announcement daily from March 21. Through N. W. Ayer & Son. KOIL.

C. C. Spang System, groceries, two announcements daily for one year March 1; five-minute daily skit, produced from March 10. KOIL.

Judge Rutherford (religious broadcasts), two 30-minute and one 15-minute transcriptions to be given Sunday mornings, chosen in April and May. KOIL.

A. C. Spang Plug Co., 55 announcements between April 1 and Nov. 15. Through D. P. Brother, Inc. Detroit. WGT.

Central Market, announcement daily except Saturday and Sunday, 15 minutes, through March 25. Penny's shoppers' program. WOV.

Chrysler Corporation, Plymouth and DeSoto, two contracts, each 13 transcriptions, announced to begin March 25. Through J. Sterling Gatchell, Inc. New York. WOV.

Chrysler Corp. Dept. of Sales, Fred Pea & Co., Brooklyn, agencies beginning April 15 on Prudence through Menken Advertising, Inc. New York City. WOV.

Harold, 15-minute announcement till forbid from March 25. Through Beaumont-Holman Agency. WOV.

C. W. Hansen Laboratory, Inc., product, Junkitt, baby food, 72 announcements beginning April 29. Through Mitchell-Paust Advertising Co. WOV.

Master Drugs, transcription continuity, "Song of the Doctor", twice daily except Sunday beginning April 1. WOV.

Shelly, 15-minute, renewal of the Jimmy Allen series daily except Saturday and Sunday from April 8. WOV.

NEW YORK CITY

Oron's, Inc., series of daily announcements for 13 weeks. WNEV.

Fappin's Jewelry Stores, Inc., series of 59 and 10 announcements weekly, for an indefinite period. Placed through Bass & Schullin, Inc. WNEV.

Maryland Pharmaceutical Co., Baltimore, weather reports daily, for period of 13 weeks. Placed through Katz Advertising Agency. WMCA.

Carter's Liver Pills, series of one-minute announcements, 13 weeks, placed through Street & Finney, Inc. WMCA.

Harry S. Goodman, series of Sunday programs, "Safeguarding Your Future", for an indefinite period. Placed direct. WMCA.

Stetson Manufacturing Co., St. Louis, three weekly, one-minute transcriptions, for an indefinite period. Placed through Mortimer W. Mears, Inc. St. Louis. WMCA.

Mannington Mills, Inc., twice weekly, for an indefinite period. Placed direct. WMCA.

A. C. Spang Plug, twice weekly, series of one-minute transcriptions, for 52 weeks. Placed through D. P. Brother & Co. WMCA.

Moe Goldstein, Inc., daily sports results, 15 minutes, for 52 weeks. Placed direct. WMCA.

Jacklin Clothing Co., Inc., series of 15-minute spot programs, "Informality at Jack Dempsey's", for 52 weeks. Placed through Roger B. Belkin Agency, WMCA.

Educator Biscuit Co., Cambridge, Mass., Mondays to Saturdays, for an indefinite period; presenting Transradio News Flash with Vincent Connolly. Placed through John W. Queen Advertising Agency. WOR.

Eis Proof, Inc., three weekly starting April 8 for 52 weeks, presenting Love Doctor serial, electrical transcriptions. Placed through Blackett-Sample-Hummert, Inc. WOR.

Jaffary Beauty Shop, Sunday morning weekly, 26 weeks, presenting Dick Newton, "The Song Reporter". Placed through Moss Agency. WMCA.

Chambers-Chapin Co., four 15-minute programs, and 10 five-minute programs, starting April 15, for an indefinite period. Placed through Advertising Broadcasting Co. WMCA.

Fred Peas & Co., six 100-word announcements per week for 52 weeks. Placed through Menken Advertising Agency. WMCA.

Arctur's Store, Tuesdays and Fridays, presenting Musical Footnotes, for 52 weeks. Placed through Roger Belkin Agency. WMCA.

CHARLOTTE

A. C. Spang Plug Co., Flint, Mich., 52 one-minute evening transcriptions, Wednesday and Friday, April 15, 1935, and November 15, 1935. Placed by D. P. Brother & Co., Inc. Detroit, Mich. WBT.

Bromo Seltzer Co., N. Y. C., 42 evening time signals daily, March 11 through March 31, 1935. Placed by J. M. Mathes, Inc., New York City. WBT.

Bilora Watch Co., N. Y. C., con-

tinuation contract, 40 weeks' time signal service daily, four each evening, April through December 31, 1935. Placed by the Blow Co., New York City. WBT.

Chatham Manufacturing Co., Wilmington, 15-minute musical and news programs daily, except Sunday, March 4 through June 22, 1935. Placed direct. WBT.

Chrysler Corp. (DeSoto), Detroit, Mich., 26 one-minute transcription announcements, two each evening, except Sunday, March 4 through March 21, 1935. Placed through Radio Sales, Inc., Chicago. WBT.

Chrysler Corp. (Dodge), Detroit, Mich., 26 one-minute transcription announcements, one each evening, March 21, 1935, through March 18 through March 23, 1935. Placed by Radio Sales, Inc., Detroit. WBT.

Gardner Nurseries, Seattle, Washington, 12 five-minute transcriptions, one each evening, except Sunday. Placed by Northwest Radio Advertising Co., 1201 American Bank Bldg., Seattle. WBT.

Herb Products Co., Jackson, Tenn., 39 4-hour live talent programs, Monday, Wednesday and Friday evening, March 11 through June 12, 1935. Placed direct. WBT.

Chas. E. Lane Co., Salisbury, N. C., 26 100-word announcements, Monday through Friday morning, March 27 through May 24, 1935. Placed by J. Carson Brantley Agency, Salisbury, N. C. WBT.

Monroe Hardware Co., Monroe, N. C., 39 4-hour live programs, Monday, Tuesday and Friday morning, March 11 through June 12, 1935. Placed direct. WBT.

Chrysler Corp. (Plymouth), Detroit, 26 one-minute transcription announcements, one to three each evening, March 21 through March 31, 1935. Placed by Radio Sales, Inc., Detroit. WBT.

Pyrogen Clinic, Kansas City, Mo., 13 100-word-announcements, Friday mornings, March 8th through May 31, 1935. Placed by J. C. Smith Adv. Agency, Kansas City. WBT.

Slingerland Banjo Co., Iowa, quarter-hour transcriptions, Tuesday, Wednesday, March 6th, on indefinitely. Placed through Radio Sales, Inc., Chicago. WBT.

Glaspow-Stewart Co., Charlotte, N. C., two 25-word daytime time signals, daily except Sunday, March 18th through April 10, 1935. Placed; and 52 100-word live announcements each evening except Sunday, March 18 through May 15, 1935. Placed direct. WBT.

Stenback Medicine Co., Salisbury, N. C., continuation contract for 83 100-word live announcements each evening except Sunday, March 9, 1935, through March 7, 1936. Placed through J. Carson Brantley Advertising Agency, Salisbury, N. C. WBT.

Blistone Products Co., New York City, 16 100-word hour live programs, Tuesdays, Thursdays and Friday evenings, March 25, 1935, through March 25, 1936. Placed by Rose-Martin, Inc., New York City. WBT.

Wilker Kennedy Co., Waterloo, Iowa, 26 one-minute transcriptions, Monday through Saturday mornings, March 11th through April 10, 1935. Placed by Western Market, Inc., Waterloo, Iowa. WBT.

Watson-Williams Mfg. Co., Worcester, 100-word live announcements, evenings, April 6th through April 10, 1935. Placed by One of the Williams, Inc., Worcester, Mass. WBT.

CLEVELAND

H. J. Heinz Company (canned food), 13 children's plays, five times weekly, 6:15-7:30. Placed through Candy Company, three transcriptions of "Candy Party" each week, with each program, placed through M. W. Ayer Agency. WHK.

Blue Flash Gas, 21 weeks of baseball resumés beginning April 25, by Mel Harder of Cleveland Indians on local dates; "out-of-town" day-by-play flashes by Ellis Van Der Pyle and Graves Taylor. WGAR.

United Teacery Company, 15 minutes of transcriptions, three times weekly for one year beginning April 1. Placed direct. WHK.

Poconahots Oil Corporation, two weekly programs by "Smiling Ed" Smith, 10:00-10:15 a.m. and half-hour shows Sundays. WHK.

ATLANTA

Pittsburgh Paint Products Company, five 15-minute talent shows a week for eight weeks, interior decoration counselor and male quartet are talent. N. W. Ayer Agency. WJAZ.

Dodge, 20 one-minute transcriptions. Ruthrauff and Ryan Agency. WJAZ.

Chattanooga Medicine Company, nine 100-words. Nelson-Chesman Agency. WSB.

PORTLAND, OREGON

Graham Paige Motors, series of 26 spot announcements, one per night; starting March 4. Placed by United States Radio, Inc. KGW.

Sawney Stores, five minute program service; starting March 13. Placed by Mac Wilkins and Cole Advertising Service. KGW.

Portland General Electric Company, spot announcements service, one per night, split schedule, one month; starting March 16. Placed

by Gerber and Crossley Advertising Service. KGW.

Lambert Gardens, Inc., spot announcement service; starting March 17. KGW.

Limestone Products Company, 18 quarter hour programs, Tuesday, Thursday and Saturday, one month; starting March 16. Placed by Gerber and Crossley Advertising Service. KEX.

Associated Oil Company, series of three championship basketball games at Oregon State, Corvallis, Ore., March 8, 9 and 11. Evening service. KEX.

Crow Roofing Company, 13 50-word evening announcements in one month, Mondays, Thursdays and Saturdays, split schedule; three months. KEX.

Master Cleaners, announcement service, split schedule, Mondays, Tuesdays and Wednesdays, one month; starting March 18. KEX.

DETROIT

Dodge Bros. Motors, 20 one-minute transcriptions, started March 28, runs two weeks. Agented by Ruthrauff and Ryan. WJAZ.

Procter & Gamble Soap Co., 15 minute weekly musical programs, featuring Franklyn Greenwood, to be known as Jack Brantley, starts April 5, runs for 13 weeks. Kator Agency. WJAZ.

Whitely Star Moving Co., five minute nightly baseball talk, featuring Ty Tyson. Placed direct for indefinite period. WJAZ.

Graham-Paige Motor Co., 26 night-

(Continued on page 63)

RADIO'S NEWEST, LOVELIEST VOICE

BERNICE CLAIRE

"Lover and Old Lady" (DAVEY ASPRIN) "Who's Your Baby?" (PHILIP MILK OF MAGNOLIA) "Wagon Wheel" (WATSON) "Gee-Whizz" (G. B. P. M.) "Gee-Whizz" (G. B. P. M.) "Gee-Whizz" (G. B. P. M.)

Director, LESTER LEE, RKO BLDG., N. Y.

ROY FOX

AND HIS BAND ON TOUR B.B.C. NETWORK

fred allen's

"TOWN HALL...TODAY!" an HOUR OF SMILES with LIONEL STANDER JOHN BROWN MARY BROWN EILEEN DOUGLAS Materials by Fred Allen and Harry Tugend Wednesdays 9:10 P.M. E.S.T. WEAF Management, Walter Batchelor

CARL FREED

FOR MOHNER HARMONICA "HARMONICA HARLEQUINS" NATIONAL BROADCAST SYSTEM SUNDAY NIGHT 10:15 P.M. E.S.T. 1000-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121

Radio Chatter

New York

Rod Arkell has joined William H. Rankin Co. as radio director.

Louie K. Sidney working 16-hour shift since taking over management of WHN, New York City.

George Cukor, Hollywood director, will do a stint for WHN.

Broadway Clothing outlet signed with WMCA, New York, for a musical broadcast six times weekly, using Jerry Baker with Carl Fenton's orchestra.

Charles Carlisle replaces Jack Arthur on the Three G Clothing hour over WMCA.

Ethel Merman insisted on Al Goodman for her radio maestro on the Lyova show (CBS) and so Johnny Green's orchestra lost out. Two new American compositions will have their world premiers on General Motors' music festival programs. First is George Antheil's rumba, to be played by the symphony on April 7 for the first time. On April 14 Arlen's song in Six Minutes will have its initial presentation. The two are modern to the 10th degree. George Gershwin and Dana Suesse are both slated for solos spots on the programs.

Sid Schwartz, Nick Kenny's aide on the N. Y. Daily Mirror radio editorship, is now ditto for Mack (WNEV) Miller. Charles Kenny now is first assistant to his brother.

Despite the \$3 tax this Freddy Berrens plans keeping on the air with his 18-piece combo from the Flying Trapeze over CBS and W. Don Costello now heard nightly at Versaille.

William H. Haskell, radio columnist of the Albany Evening News, in

the hospital, and Mary O'Neill, Sunday air writer, are hospitalized.

Olga Albani flying east from Chi on April 12 to guest on Coca Cola hour.

Art Hoot and Leon Navara's hosting Vincent Lopez on his return from the south.

Round Trip artist will be Harry Horlick's first guest on his A. & P. hour on April 5.

Paul and Shilke resigned for 13 more weeks on the Shadow program.

Molasses 'N' January now on a vacation in St. Petersburg, Fla.

Mrs. James Roosevelt will speak over WOR April 8 at the formal opening of Colleen Moore's doll house at Macy's.

WHN's Itty Bitty Kiddie hour building.

Kathleen G. Bowers, of WOKO, Albany, will march to the altar with Joseph F. Felly on April 27.

Life is just one audition after another for Johnny Lee, manager of WABY, Albany, since this new station has added its doors wide to local talent.

Everett Marshall celebrates his 15th anniversary in model program-toting (Wednesday).

Richard Humber orchestra back for a third repeat on the RCA-Victor afternoon show.

Ontario

Luigi Romanelli has closed that CBS deal for his band.

Dick McDougal, extolling the merits of macaroni on CFRB, Toronto.

The mysterious 'Wong Fu' on the CFRB series in Maurice Boudington.

Claiming the tune has been wiked to death, CKCL, Toronto, has banned 'Let's Get It On'.

CRCT, Toronto, to carry the Oxford-Cambridge boat race.

Doris Belmont to replace Mickie Henderson as blues-singer on the Crystallines series.

Jane Gray has been ordered to take a six-months' complete rest from her CKCL, Toronto, labors but refuses.

CRCT will originate the Rudy Vallee programs during that two-week management stint at the Canadian National Expo.

Roy Locksley, CFRB murr, plotting an amateur ether program which 'won't break the hearts of ether aspirants.'

Dorsey Bros. band and Bink Crosby's brother, Boyd, will play one-night stand in Toronto with CFRB to broadcast.

Claretta Maxwell, CKO's regional director, was wounded three times overseas and came back a major but never talks about it.

Billie Bell, Jack Dale and Helen Morton—will go off the Commission's Gaiety & Romance series and be replaced by new voices.

Iowa

Joe Maland of WHO in New York regarding NBC contract.

Wayne Welch named secretary to Craig Lawrence of KSO, Des Moines.

Loez Wallace, cousin of Secretary of Agriculture Wallace, and formerly of Wallace's Farmer, added to the commercial department.

WHO, Des Moines.

WHO got over 5,000 letters for their contest offering.

The person, naming their 6-7 a.m. program, the winning name being 'Sunrise Roundup' of the Chores.

Lon Saxon and the Piano Falls, Earl Ferguson and John Behn, doing a commercial on WFO for Parker's Polish.

Fred Jeske of WHO goes to WTL, Atlanta, Ga., March 31, to become assistant manager.

WHO artists' bureau and many others departments of WHO being moved around to make more room.

KSO studios also suffering from painters and carpenters.

Addition of the new station KNT.

Iowa-Norge dealers are sponsoring two programs weekly over CKMT, Cedar Rapids, and Waterloo studios. One a local and features Les Heitmann and his German band. The other is an all Iowa feature and dubbed 'The Voice of Iowa.' First during noon and other during supper hour.

Lina Esquette has a habit of departing a bit from copy when on the air and being interviewed, but Regina, Cedar Rapids, director of KSO, held his own last week. Reg had his lesson while in charge of WKDB, East Dubuque, Ill. He interviewed her there and was taken over the hurdles. So it was turn the tables on the second trip.

Manitoba

Al Smith, Canadian Radio Commission planology artist in Regina, is using a cane and nursing a painful black and blue hip as a result of falling 15 feet when he leaped against a paper wall in an ice rink during rehearsal.

Monitor operators were refused entrance to the operating booth at

Regina during the program of the Freshmen quartet because all members of the crew were suffering from the flu.

Bert Hooper, engineer for CJRM, Moose Jaw, driving alone to the transmitter at Regina, suffered an impacted fracture of the shoulder and leg lacerations when his car rolled over the highway.

Gladdie Joy Hranter, Winnipeg radio artist, is visiting her veterans in Western Canada. For the last three years she has written and directed 'Bridget and Pat,' as well as played the part of Bridget.

Amateur hockey playdowns, both senior and junior, have provided profitable programs for a number of Western Canadian stations.

R. E. 'Duck' Guy, known to thousands of radio fans as 'Gentle Jim,' has deserted the Canadian Radio Commission for law studies in Winnipeg. He will be on the air again in the fall.

Wisconsin

WTMJ, Milwaukee, is turning down all medical copy and is concentrating on complete reverse remedies. WISN has long followed this system.

Elaine Davis, dramatic critic of the Milwaukee Journal, has taken to WTJM with a three-weekly program, 'Don't Exaggerate a Commentator.' It writes, 'Not Exactly a Column for the Journal.'

Nancy Grey, WTJM woman commentator, is sending a week to Europe to gather material for a novel.

Morrison, formerly of XER, Mexico, and WCRD, Waukegan, has joined the WTJM announcing staff.

Gene Feldner is conducting the new 'Your Girl' series over WISN three times a week.

Down a literary daily quarter-hour on WISN, has been extended to a half-hour program.

Paul Skinner, formerly of WIBA, Madison, has joined the WISN announcing staff.

Gladya Becker (Peggy Patton) WISN's first commentator was forced off the air last week by an attack of laryngitis.

Art Egan has been signed as pianist for WISN. Julianne Pelletier, former staff pianist, now working the BLATZ Beer Garden.

Kentucky

Gene Autry now filling two spots daily for WHAS, Louisville, after picture work in Hollywood for three years at WLBS. Autry has an eight-piece cowboy band, and is playing theatre dates in the Louisville territory.

See Davidson Orchestra now heard regularly over WAVE, Louisville, in one hour participating program.

Skeets Morris and his Hillbillies recently headlined 'Old Fiddlers' contest and radio roundup at Drury Lane theatre, Louisville. Capacity business at all shows.

Walter Merrell WAVE baritone, appeared as soloist with Audubon Park Women's Chorus.

Herbert Cook, organist, and Peter Riccardi, tenor, have begun new series of programs over WHAS, Louisville.

WAVE now running Musical Clock program for two hours, every morning, from 7 to 9.

Louisiana

Harry Waldo and his Melon Pickers, who broadcast for six consecutive years over WDSU, New Orleans, from the Club Plantation, have been replaced by George Wagner's orchestra. They've moved over to the Old Abeline House.

Pete Haman and Bill Neville are alternating the Sunday afternoon shift on the WSMB, New Orleans, control board.

A. A. Foster of the WWL commercial department is on a tour of the advertising agencies of the North and East. Station recently added to the brook.

Jack Halliday, sports announcer of WSMB, has inaugurated a series of half-hour baseball chats.

Jack Halliday, sports announcer of WSMB, has inaugurated a series of half-hour baseball chats.

Clayde Lucas and his California Donuts, who have been with their usual arrangements.

Chetta Secona, beauty expert, has started series of beauty chats over WSMB under sponsorship of Elmo of Philadelphia.

Linda Lee, songstress with Clyde Lucas orchestra over WWL, is New Orleans girl. Getting thrill out of showing home owners she can sing.

Pat Williams, baritone, Albert Krut, violinist, and Ray McNamara, pianist, have been assigned evening spot on WSMB for dinner concert.

Whole town talking (New Orleans) about the proposed switch of

CBS from WDSU to WWL in November.

WSMB's towers atop the Malson Blanche building in New Orleans are being dismantled. They have been a landmark for nearly ten years.

Mississippi river to the Naval station, the towers have not been used since World War I.

WSMB general manager, and Bill Brengel, program director, are conferring to make the station's tenth birthday party in April one of the greatest ever staged by the station.

Len Childre, singing guitarist, will leave WWL in April for other connections. Plans to do some singing in these parts first.

Bob Cain, of the team of Frank and Bob, WWL comedy, is now one of the nuts at the Nut Club, French Quarter night spot.

Jack Keaster replaces John Steadman as announcer on KTBS, Shreveport, La. Keaster two years ago was recipient of bullet in leg fired from pistol in hands of strong Huey Long partisan who objected to Keaster's report of the senator's death.

John McCormick, manager, and Jack Keaster, commercial manager, spent two days in Dallas searching for new faces and voices.

Bernice G. Roberts, program manager, heads up affairs in the KTBS, Shreveport, offices during their sojourn.

Jack Geizer, tennis pro and KWIS, New Orleans, doubled in brass Tuesday night during the Ellis-vander Vines-Bill Tilden match.

After refereeing a bullet in leg fired from pistol in hands of strong Huey Long partisan who objected to Keaster's report of the senator's death.

WDSU has started a series of 'Night Patrol' broadcasts from Canal street, interviewing New Orleans on important questions of the day.

Michigan

Niles Trammel, of NBC visited Detroit last week for a conference with Leo Fitzpatrick, manager of WJLB.

Mel Wiseman, who recently left WJLB and joined the continuity staff of WABC, is ready to make a new type of script program.

Epidemic of sore throats hit the staff of WJLB. Three announcers, one girl singer and several of the office workers were afflicted. Station is located on the 28th floor in the tower of the new building, which makes it a target for Detroit's icest bias.

Billie Pipp, for 11 years first bassman for the New York Yankees, later with Cincinnati Reds, heard over WJLB and the Michigan Radio Network in a 15-minute sports talk each Monday, Wednesday and Friday at 7 p.m.

Don Petro, ex-WJLB and Detroit News player, returned from his coast screen tests, wearing a Gumbo-belt.

Franklin Greenwood, formerly on WJLB's announcing staff, has left and will start on a long commutator for the Detroit Gambia April 5.

Del Debridge and his crew are considering a China trip; might go in August.

Al Kavelin and his orchestra, who have been broadcasting over WJR from Detroit, have returned to New York.

Earl Harger, WXYZ orchestra leader, late of WOOD-WASH, Grand Rapids, has brought his family to Detroit.

Marguerite Werner, WXYZ organist, has returned from a six weeks' vacation in Michigan.

John Hart, of the WXYZ Escorts, is the only married member.

Bromley House, WXYZ announcer, and Hester Resnik, Detroit News player, will be married in June and will honeymoon in China.

Pennsylvania

Glenn Parker new WIP night supervisor.

WIP excess hopping to New York for a while with WMCA.

Jimmy Bosley in a tie-up for KYW to carry the Eastern Penitentiary program.

Joe Bolton, WOR pianist, visiting old WCAU haunts while grabbing off a honeymoon.

Don WDFB's transmitter expected to go into action sometime next week, a definite forward step for the station's new sound outfit.

Don Withcomb and Jack Stewart, WFIL heads, sales promoting in St. Louis, Chicago, Detroit and New York.

Vincent Travers, Harold Anderson's choir and Betty Ray commiserated with the loss of WPH, this week.

New WCAU piano duo find it Mann and Irwin team signatured with the station, Bureau and airing three weekly.

Local vets are labeling WCAU's new electric organ, a five grand.

WCAU's 'The Music of the Night' Gadget debuts via CBS next Saturday eve at 6:15 with Pete Woolery warbling.

Two WDFL excess and the WCAU prexies, Don and Ike Levy, are har-

boring in the same apartment house these days.

N. Y. music men in town to cover network band pickups are getting a dose of Philly's gag, the 'Roostie,' latest addition to the 'Mickey.' Norm Foley of Remick was last contributor.

WCAU team of Jack Carlton and Jean Shaw, airing via CBS, have landed a brace of web shots in the boy-and-girl program manner...

Ohio

Jimmy Murford originating a gossip-commentator routine for WJAX, three times per week for 10-minute dinner pods, under heading of 'They're Telling Me.'

John Patt, manager WQAR, started off trip to Cuba, but revolutionary reports scared him back to Florida.

'Smiling' Ed McConnell, switching CBS commercials from Cincinnati, brought back to WKX by Burt Squire, with possibilities of a daily broadcast over a Cleveland commercial.

Walter Logan dropping straight jazz band and organizing combination concert-rhythm staff orchestra for WTAM, Cleveland.

Howard Rouns, former representative for Colman's mustard, joining WHK's sales department.

Maryland

Crew of Salvation Army street muskies makes daily stand during lunch hour in front of WBRE.

WFER had a rep on hand in N. Y. last week to o. o. the crop of aspirants at the regional monthly N.Y. audition of announcers.

After all the Balto stations ran ragged during past year try-

(Continued on page 52)

SAM
(HELLO STRANGER)
HEARN
MR. SCHLEPPERMAN
Friars' Club, 1557 Broadway
Circle 1-4105

BOB HOPE
BROMO-SELTZER
Every Friday—8:30 P.M.
WJZ-NBC
LOUIS SHUBER
AL MELNICK

RADIO'S OWN
VAUGHN DE LEATH
DIOXOGEN CREAM
STARTING APRIL 3RD
WJZ, Wed., 10:45 A.M.—Thurs., 4:15 P.M.
Sustaining Blue Network
Mon. and Fri., 2:45 P.M.

ARTHUR TRACY
"THE STREET SINGER"
DR. SCHOLL'S PRODUCTS
Evenings, 1:30-7:45 E.S.T.
Tues-Thurs-Sat.
WOR-WLN-WGN-WXYZ

Direction
Rocke Productions
RKO Bldg., New York City

100 CONSECUTIVE WEEKS
Written by the Author
Hour for Phil Baker
KEN ENGLUND
Park Central Hotel, New York

UNCLE EZRA
(Pat Barrett)
Featured Comedian
Sponsored by
ALKA SELTZER
BLANKETING THE KEY CITIES
OF AMERICA, NOW DOUBLING
ON 2 NETWORKS; OVER NBC.
HOTEL ST. REGIS ROOF
JOHNNY GREEN
AND HIS ORCHESTRA
With MARJOBY LOGAN
and JIMMY FARRELL
WABC—Coast-to-Coast
Tues. and Sat., 11:30 P.M. E.S.T.
Columbia Broadcasting System
COLUMBIA RECORDS

GRACIE BARRIE
PLAYING
DE LUXE THEATRES
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

EASY ACES
NBC
7:30
Monday-Tuesday-Wednesday
"I've Regusted"

Famous Players Leading Fight on Big Increases in Can. Music Fees

Toronto, April 2.

With the Canadian Performing Rights Society, collection agency for ASCAP and Performing Rights Society of England, levying increases as high as 100% in fees where popular music is played in Canada, Famous Players, the Canadian Radio Commission and the Canadian National Exhibition are assembling legal forces to fight the new tariff scale.

Hardest hit in the new fee schedule are the theatres, with CPRS asking 25c per seat per annum per theatre for the operating more than three days a week and 10c for those operating less than three days. This "operation clause" is deemed superfluous by theatre interests in that no house operates on such a schedule as the latter.

With broadcasting stations, hotels, restaurants and dance spots affected, numerous protests have been lodged. Suggestion of Hon. C. H. Tupper, secretary of state, with whom the new schedule was filed, is that the protesters bring about some concerted action, which will warrant a Royal Commission enquiry, a procedure in Canada similar to a senate investigation in America.

For this reason, the legal department of Famous Players Canadian, has a string of approximately 200 theatres across Canada, is in the vanguard of the fight which will be lodged, with the Canadian Radio Commission and the Canadian National Commission as allies, against the proposed tariff.

Schedule of Charges

The CPRS, which enjoys a monopoly in Canada of the performing rights to all copyright music, proposes to exact fees from practically all entertainment agencies and artists. A schedule of charges for the single performances of an individual number is also published.

When the copyright act was amended recently, the statement filed with the Canadian government pointed out that "The society's repertoire includes approximately 2,000,000 works and all these would have to be grouped into a very large number of different classes. No fixed price could properly be set without regard to the size of the audience, which might number tens or thousands, or, in the case of a broadcast performance, tens of thousands."

Present filed schedule prescribes the fees for one-artist-a-performance or for the use of a single number on a musical instrument. Fees range from \$1 to \$5 for the instrument, and from \$2 to \$50 for band performance, depending upon whether the audience is "a personal one of 500 or less to a radio one of 800,000 or more."

The new schedule doubles the rate for restaurants and raises from \$10 to \$25 the minimum fee payable for an annual license to give occasional entertainments. Minimum charges to hotels for musical rights are doubled. A sliding scale for radios in hotel rooms sets a minimum of \$15 a year for a 350-room hotel. A special tariff is also devised to cover p.a. concerts in parks.

In restaurants and other dance spots from hotels, the rate is 4c an hour with an advance minimum payment of \$30.

TIVOLI DANCE HALL

Oak Bluffs, Massachusetts

This dance hall is available for summer rental, and the only dance hall on the island. If interested, write R. B. Wells, Building Commissioner, Falmouth, Mass.

Music You Remember

Hear It Again

DICK FIDLER

and his Orchestra, broadcasting via WWSR on St. Nick chain from the Hotel Syracuse.

He features such hits as:

"WHEN I GROW TOO OLD TO FIGHT"

"I WAS LUCKY"

"EVERYTHING I'VE BEEN DONE"

"RHYTHM OF THE RAIN"

"BLUE MOON"

ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK

Full Dinner Pal

Los Angeles, April 2.

One dollar here buys you all the Italian food you can eat, with an hour and a quarter of opera and a 30-piece symphony orchestra thrown in.

Restaurant makes a Sunday afternoon special of opera, a number of warblers with local rep. Shows are not in costume, and resemble a tabloid version.

Rockefellers' No. 2 R. C.

Nitery Adjoining Rainbow

Patlo, next to the Rainbow Room on the fifth floor in Rockefeller Center, is to be remodeled shortly and turned into a dine and dance place with an informal policy. This is being done primarily to catch summer tourist trade, and also to offset the stiff formality of the swank Rainbow Room.

Stratopphere, is again being put up as a name for the new room, it being suggested for the Rainbow Room. Robbins will be made to take care of his night, and also swoop down on diners. This windy time is one of the draw-backs of the present layout.

Rainbow Room will continue per usual, though the entertainment is to be cut a bit.

Inside Stuff—Music

Where Robbins previously benefited from Metro's finalization of 'Merry Widow,' thus acquiring the Franz Lehár score for song publishing, similarly Witmark now has an edge on another Metro operta, 'Naughty one, even though it's a Metro film and M-G owns the controlling interest of Robbins, its music pub sub.

Since Witmarks owns the world copyrights to the Victor Herbert score, the competitive Metro company's finalization is an unexpected sort of event. Witmarks otherwise is a Warner Bros. affiliate. This also sort of even the score as regards 'Merry Widow,' which belongs to Chappell-Harms (England) as to copyright, but because it's in the public domain in the U. S. it fell to the lot of Robbins for publication of the official film score, since some new additional G. Kahn lyrics gave Robbins-Metro that exclusivity. Kahn likewise was enlisted to modernize some of the Rida Johnson Young lyrics to the Victor Herbert 'Maretta' score, but Witmarks, none the less, retains all publishing rights.

As a sidelight on both these musicals, Franz Lehár is unable to benefit from the Metro-screen operta of 'Merry Widow,' even though he is living in Vienna; whereas the estate of Victor Herbert does receive additional compensation from the same company's screen treatment of 'Naughty Marietta.' A deficiency in copyright protection is the reason, because the American copyright on the Lehár production has expired, although still protected overseas in England, and in Europe. Because of this, Lehár is presumably compensated from the foreign exhibitions, but nothing from the U. S. market.

With Robbins claiming exclusivity to 'Anchors Aweigh,' the Navy's famed song, and further complicated by Metro (which owns Robbins this) having filed formal intentions to use the title on a film, soon expires. The song is being published by other copyright in folio form, on an assignment of rights from Wurlitzer which somewhat previously had jurisdiction to the number. Robbins-Metro now wants to protect itself 100% as Warner Bros. too, has manifested some intention of using 'Anchors Aweigh,' or similar title, for film purposes.

Some 45 writers who signed the ASCAP renewals are now reported demanding their signatures back because of the manner in which some of the major music publishers are holding back on their own renewals to the Society covenants for another 10 years. Songsmiths aver that they were induced to sign upon representations that the pubs were doing likewise, and unanimously, but that since then a schism has arisen within pub ranks.

Paul Whiteman has turned over to his lawyer, J. T. Abeles, the problem of one, Jack Whiteman, billed as 'The Giant of Jazz, and his New York Orchestra,' who is being advertised as Paul Whiteman's double. Both look alike.

J. H. Walton, orchestra manager of Harrisburg, Pa., also lists a number of other orchestras on the ad matter, including 'Chet Lincoln and his Pennies,' and the 'Original Castle Nova Orchestra.'

Sealed bids for the folios and other portions of the former Bibb-Lang catalog had to be made up until yesterday (Tuesday), with one-third cash accompanying each bid. Charlie Lang has since allow with Mrs. A. J. Stansy in a music pub venture, the B-L catalog thus being disposed of via public sale.

Al Silverman who authors the verses for the Radio City Music Hall productions has furnished Max Dreyfus with an American lyric for 'Parle mi D'amour, Marie.' Tune will be published by T. B. Harms as 'Tell Me That You Love Me Tonight.' Some 10 different sets of lyrics by as many wordsmiths had been previously submitted.

Irving Berlin, Inc., publishers of Huey Long's 'Every Man a King,' are running into too unforeseen headaches. Music dealers returning the little demanded song sheets further squawk at the senator's political prattle and Berlin, Inc., is becoming a bit concerned.

Another pain is what Huey may think when he lamps the royalty statement of his poorly selling brainchild.

Lakeside Changes Hands

Guttenberg, La., April 2.
Lakeside, Mississippi river recreation, night life, dine and dance spot, has passed into the hands of Delbert Morley and Eugene Eberhard, the W. H. Kann estate having sold all interests.

Spot is to be revamped and enlarged so that names can be played.

ASCAP CALLED A 'RACKET' IN CONGRESS

Washington, April 2.

Congressional probe of the American Society of Composers, Authors & Publishers is urged in a resolution presented to the Senate by the Maryland state legislature. Resolution accuses ASCAP of being a 'racket.'

With the Department of Justice promising early action to bring copyright owners to trial on anti-trust charges, the Maryland delegation demands a speedy investigation to 'curb certain abuses upon hundreds of corporations and persons in Maryland.'

The resolution mentions 'grave consequences' through loss of employment, due to ASCAP's allegedly unreasonable demands. It contends ASCAP wields dictatorial powers never intended by Congress.

Several Publishers Ask What's What With ASCAP's British Music Money

R.R.'ing for Plugs

Since the imposition of the 12 broadcast tax by the U. S. Tax Court, New York musicians union it has cost some of the major publishing houses three times as much to get their plugs. With few dance bands being picked up by the networks from New York spots, the publishers' professionals are kept on tour contacting the hinterland bands enjoying work outside.

Towns now frequently visited by the tune placement contingent in the east include Syracuse, Pittsburgh, Philadelphia, Albany, Cleveland. Other sections of the country are covered by men routed out of the publishers' branches in Chicago, Cincinnati and Boston.

Negro Nitery Songstress Dies Backstage in Boston

Boston, April 2.

Lella Smith, Negroes night club singer and dancer, known as Jessie Brown, was found dead March 27 in a backstage room of the Columbia.

Formerly a familiar figure in floor shows of Hub night clubs, Miss Smith had become penniless and homeless when she failed to get bookings this winter. She had asked permission from the night watchman of the theatre to sleep backstage because she had no other means of shelter. The watchman had granted her the use of his quarters and it was here she was found dead early the next morning by the cleaning crew. Death came from natural causes.

MUSIC NOTES

Robbins Music has established an Italian branch at Milan and will continue to expand as fast as other countries recognize ASCAP regulations.

Harry Ruby and Bert Kalmar turning out the tunes for the next Rudy Vallee picture at Warners.

Jimmy Grier's ork to make 'A Night at the Biltmore Bowl' for Radio release.

Ernesto Peidra writing the tunes for 'Against the Current,' first Ramon Navarro independent production.

Victor Schertzinger has composed two numbers for the Grace Moore picture, 'Love Me Forever,' the title number, and 'Whoa.' He also directs.

Jules Lande's band entombed in the Egyptian room of the St. Regis, N. Y.

Will Osborne starts a four weeks' engagement at the Lowry hotel, St. Paul, April 5.

Sam Fox Publishing Co. moving to Radio City May 1.

Barney Rapp's 15th year as a band leader celebrated with party to end him by the trade at the Hotel Gibson, Cincinnati, last week.

Jimmy Rule now contacting for Remick.

Louis Bernstein going over in June for a tour of the Continent.

**** by
The World's Dancing Authority
'THE AMERICAN DANCER'

MAURINE AND NORVA

Now at THE CONTINENTAL GRILL,
HOTEL ST. MORITZ, on the Park

Revenue from performing rights of British-American songs is the subject of considerable to-do within the American Society of Composers, Authors & Publishers. A number of publishers want to know about the distribution of funds which ASCAP received from the British Performing Rights Society. These funds are from a point system distribution of pop songs owned by English music firms but loaned to American publishers for the U. S. and Canadian sales.

Originally it started with the British pubs, which owned the world copyrights to certain pop songs, complaining that the U. S. performing rights always took 100% to the benefit of the American licensee. The British Performing Rights Society averred that this was inequitable and felt that the nominal \$1500 per annum which ASCAP turned over to British P. S. Soc. was insufficient. After much parleying in 1931 it was agreed that a radio point system be adopted and a check-up thus kept on British copyrights.

Technically
Thus, instead of \$15,000 a year, some \$60,000 a year was due the British Society, which was to be remitted in lump to London, and in their turn would send back half of that to ASCAP, rather than ASCAP first deducting its own 50%. This was merely a technical detail upon which British Soc. insisted and it was granted.

Now that these funds have been so transmitted from ASCAP to British Soc., and the latter in turn has refunded half of it, the American publishers who had many of the British copyrights on assignment for the U. S. and Canada, want to know about the distribution of these monies.

ASCAP officials state that it was pro rata distributed along with the other revenue from the quarterly royalty melons.

To this the American pubs object. In other words, a big British hit like 'The Tale of Capri,' which T. B. Harms right away in America, should fall chiefly to the benefit of Harms and not be pro rata distributed among all publishers. Instead that's what ASCAP has done—pooled all such foreign revenue with domestic income and distributed it.

St. Paul Opposish

St. Paul, April 2.

Casino, St. Paul Hotel's night dine-and-dance spot, is in hammer-and-tongs' competition with the Lowry's Terrace cafe. Both places booking name bands.

Lowry is currently playing Earl Burnett, with Will Osborn coming up. Casino has Paul Pendavis, Jimmy Lombardo and Ted Weems both booked for futures.

Casino puts on a dance contest every Monday night. A \$10 prize goes to the winning couple, and a loving cup to any couple which rings the bell three times. Competition is limited to dinner guests.

Addy Britt has joined the prof staff of M. Witmark & Sons, coming from Leo Feist, Inc.

JAY SEILER

THE SKI'S THE LIMIT

This Week, March 25, Lobby Croquet
Hotel Week April 5, Harbor, Chicago
Direction, HARRY DESTINY

Gov't Tries to Rush Early Trial; New Radio Deal Pends

Present contract between radio and the American Society of Composers, Authors and Publishers, which expires Aug. 31, may stay in force until after the government monopoly suit has been tried in the New York Federal Court. ASCAP's willingness to postpone making a new deal with broadcasting or other users whose agreements might meanwhile run out, was suggested by society counsel during argument for an early trial date before Federal Judge John C. Knox, last week.

After Judge Knox had handed down a memorandum in which he struck out substantial part of ASCAP's answer to the government complaint as irrelevant to the issue, a Department of Justice lawyer sought to get him to assign the case for early trial. Judge Knox declared that an overcrowded calendar and the fact that the judges on the local bench are being overworked as it is, would make it possible for this action to be heard before the fall. The government lawyer then argued that a judge from another district be assigned, but Judge Knox refused the proposition, averring that there are other matters on the calendar which were, in his opinion, equally as important as the ASCAP suit that would be given precedence over an outside judge resorted to.

Mexican Standoff

Rejoinder of the D. of J. lawyer to this was that Judge Knox left him no alternative but to ask for certificate of necessity. Under such order the case would have to be tried immediately in statutory court, which requires the attendance of both bench and jury. In reply to this move, replied Judge Knox, would only serve to add to the hardship of the local bench, and the argument closed with the judge holding to his original view that trial of the case would have to wait until fall.

Judge Knox struck out of ASCAP's answer various parts that he termed were repetitious and also denied the society the right to take depositions for introduction at the trial. Major part of the blueprinting had to do with ASCAP's history and its many fights with users and what happened as a result of these court battles. The court deemed this a mere human interest narrative and historical sidelights which ASCAP had incorporated in the answer were immaterial to the issue.

Lyman Not Coming Into Own Hollywood Nitory Until Fall

While Abe Lyman and his partner, Lou Brecker (owner of Roseland ballroom on Broadway) bought the battle between 'em into the Hollywood restaurant, N. Y. express idea of giving the Lyman orchestra a permanent Broadway home in-between radio commercials, Lyman doesn't open there until next fall. He does, however, inaugurate the Pavillon Royal (L. I.) season for the summer and then comes into the Hollywood. The Pavillon goes with the Hollywood on the Brecker-Lyman deal.

Meantime Sophie Tucker, Smith Baiter orchestra, Jack Waldron, five Maxellos, Baron and Blair, Vira Niva, Marion Martin, Ann Graham, and Cackles O'Connell are the Hollywood tomorrow (Thursday).

Some Loews-United Artists executive money is reported also with Brecker and Lyman because of personal association with Dave Loew and Joe Moskowitz of both film companies. Loew is Brecker's financial backer in other ventures, including the recent expansion of his ballroom circuit.

Joe Moss, the other 50% owner of the Hollywood, remains managing director of the entire establishment per usual.

HOLLYHOCK REOPENING

Warren O., April 2. Hollyhock Gardens, eastern Ohio's ace niterie, will be open for the season, the helm, dark for several weeks when the state revoked its liquor permit, will resume shortly. Billy Burke, who has been at the helm in Cleveland, will be in the show.

Cut Out Cut-Ins

Sacramento, April 2. Bill introduced in legislation would prohibit school musicians and other non-professionals from cutting in on theatre and other commercial orchestra work.

Bill has the backing of the state's numerous musicians' locals. Such a law is in effect in New York and several other states.

YIDDISH MUSIC HOUSE CALLS 'CAPRI' A STEAL

J. & J. Kammen, music publisher New York, which specializes chiefly in Yiddish and other dialect folk songs, has made a formal legal claim on T. B. Harms Co., publisher of 'Isle of Capri'. Kammen contends charges that the melody, infingings on a Yiddish folk song known as 'Yussel, Yussel', authored and copyrighted in 1923 by Samuel Steenberg and Nellie Castman. Later, it is a Yiddish musical comedienne.

'Capri' is an international song hit, composed by Dr. Wilhelm Kienzl, an exiled German, who brought the tune in to Peter Murray, London music pub. Jimmy Kennedy set the British lyric which, unlike most English and Continental songs, did not have to be re-written for the American market.

Julian T. Abeles, representing the Kammen publishing firm, sets forth his preliminary claims that some 15 bars of 'Capri' allegedly infinge upon 'Yussel'.

30 LEADERS MEET ON WARING CHARITY

Some 30 orchestra leaders, union officials and music publishers attended the second meeting of Waring called at the N. Y. Athletic Club, Friday (29), to formulate a charity show-dance for unemployed musicians. Waring was elected chairman.

The presence of musicians' union representatives evidences a new tack by Waring to work with the unions, the best and the worst, also through the union on the distribution of funds. Previous idea was to raise the money and distribute it independently.

The committee, Larry Spier and Rocco Vocco of the music pub representatives, will co-operate with the bandman. Among leaders attending were Andre Kostelanetz, Frank Toura, Leon Batista, Ozio Nelson, Richard Himber, Hal Kemp, A. Goodman, Freddie Rich, Leon Navara and Johnny Green.

Yale Vs. Harvard

Spartanburg, S. C., April 2. Yale and Harvard are mixing it up musically down south, their gladiators being in tour in tonight's stand-off drawing. Princeton's singers dated for Spartanburg tomorrow (3) coming here from Washington by way of Augusta, Gawga, and the Yale boys warring in Asheville, N. C., Monday (1).

Several northern orchestras are on the road here, some with extra artists, and also pulling strong in the city.

Cotton and peach money is plentiful down south, hence the pay-off is unusually good just now.

Baltimore Union Elects

Baltimore, April 2. Annual election of officers of the musicians' union, Local No. 1, last week returned Oscar Appel to presidency for another term. Others voted into office are Emile Odendahl, v.-p.; Elmer Merz, recording secretary; Joseph Benick, financial secretary, and Paul Grossi, treasurer.

Appel, Odendahl and Joe Imbrovino were chosen delegates to the national convention which will be held in Asbury Park, N. J., in June.

Karl Hajos signed by Universal to write musical score for 'Werewolf'.

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 approximate number of combined plays on WEAF, WJZ and WABC.

Soon

- My Heart Is Open Book
- Little White Gardenia
- Haunting Me
- Wand the Reason
- I Was Lucky
- Lookes, Here Comes Cookie
- Clouds
- Old Southern Custom
- Won't Dance
- Misunderstood
- Lullaby of Broadway
- I Grow Too Old to Dream
- Solitude
- Every Day
- According to Moonlight

BRITISH DISKS GIVEN EDGE

Trade comment on the consistently better quality of some of the English recordings, as against the American phonograph records, is ascribed by some to the inroads of Hollywood and the film musical vogue which took the star recorders out of the phonograph laboratories into the motion picture studios.

It is too true to say in some instances, but from the commercial aspect it is also emphasized that the revenue from the limited sales of phonograph records in both England and America hasn't warranted any overly diligent application to their production.

This in turn is refuted by the manner in which some of the independent trade factors are currently flogging and trying to turn out superlatively disks. Admittedly, some of the better British records have eclipsed the general run of American product, possibly due to London not having the same film production competitiveness as in America.

Connolly Sailing

Reg Connolly is sailing back to London the end of this week after having 'consummated his month's business' in New York.

His London music publishing partner, Jimmy Campbell, is still in Hollywood, both partners not having met in the U. S. as planned, although in constant communication.

KAY MASCO MUSICIER

Hollywood, April 2. Arthur Kay is at Maycoet as musical director of 'Harmony Lane', picture to be based on the life of Stephen Foster.

Kay was slated to be tune director on 'The Great Ziegfeld', but when this yarn was transferred to Metro, Kay did not figure in the negotiations.

Remick Appealing ASCAP Demotion, Claiming Classification Is Unfair

Edwin H. Morris is arranging to enter an appeal from the reduction in rating recently handed Remick Music Corp., one of the Warner Bros. publishing group, by the publishers' classification committee of the American Society of Composers, Authors & Publishers.

Remick, one of the first of major import to come before the newly created board of appeals, which consists of six publishers who are in no way affiliated with the board of directors of the ASCAP board of directors.

By its action the classification committee deprived Remick of enough points to take that firm practically out of ranking and what was formerly considered the class A members. Morris, who was not present at the last meeting of the committee, declares that there was no justification for the drop in light of the substantial number of

Studio-Affiliated Publishers and Writers on the Pan at ASCAP N. Y. Meeting; Open Vote Move Defeated

Dorothy Fields East

Hollywood, April 2. Dorothy Fields, accompanied by her sister, hoped an eastbound plane for New York over the week end. She will write the music for a new show in the east, returning here in June.

From the ASCAP directorate received 352 votes in the negative and eight in the affirmative.

MENTION SEVERAL FOR 5TH MUSIC CODE POST

Pop section of the music code authority held its first organizational meeting yesterday (Tuesday). Quinist which was elected the week before consists of John G. Paine, E. F. Bitner, Walter Douglas, Edwin Morris and E. B. Marks.

Standard division of the industry has yet to elect its fifth member, who, according to the law, must be some one not affiliated with the standard faction's trade association of the Music Publishers Association of America. Those chosen for the code authority by the MPA are Gus Schirmer, John Sengstack, B. W. Banks, and W. D. Preston.

P. A. Murkland, NACA deputy administrator for the publishing industries, while in New York last week, swore in the elected codists and urged them to be sure that their meetings were conducted according to the requirements of the NRA. Murkland warned them that the government would insist, upon termination of the code.

In adopting the code, he said, the industry had organized itself into a self-governing body and agreed to accord its code authority jurisdiction over industrial matters except those pertaining to public policy or anti-trust laws, in which instances the NRA heads reserve the right to overrule the regulations of the code authorities. Otherwise, he averred, the recovery act requires that the complete administration of the code be in the hands of the code authority and the Department of Justice.

Victor Gets Eddy for Discs; Tullio to Col.

Victor has signed Nelson Eddy to record exclusively, starting off with four principal Victor Herbert songs from the Metro filmization of 'Naughty Marietta'.

Victor also has Jeanette MacDonald exclusively. Eddy is doing the new Victor solo with a choir and Nat Shilkret accompanying.

Columbia has garnered Tullio Carmichael to wax his vocal duo from 'Let's Live Tonight', both composed by Victor Schertzinger, the film director, with Jack Scholl. Schertzinger also bats the orchestra accompanying Carmichael.

Move to amend the by-laws of the American Society of Composers, Authors & Publishers so that the officers and board of directors may be elected by popular vote was overwhelmingly defeated at the annual meeting of the organization last week. Resolution which sought to take elective authority away from the ASCAP directorate received 352 votes in the negative and eight in the affirmative.

Argument against the resolution resolved itself into a bitter attack upon the Warner Bros. publishing group and other publishers with film studio affiliations. What added fuel to the arraignment of the latter faction was the reading at the meeting of a telegram from Hollywood which bore the names of some 60 writers and urged passage of the open election amendment.

Billy Rose, who, with Irving Caesar led the attack on the resolution, declared he was curious to know just what influence had been brought to bear to cause the studio writers and whether the telegram's signatories realized that election from the ranks would serve to bring the Society under the control of the picture industry companies. Because of the salaries these writers were earning at the studios, said Rose, ASCAP royalties to them had become so much less cream. But to the writers on Broadway, added Rose, this Society quarterly cut still means bread and butter.

'Wrong Psychology'

Rose stated he understood that the Warner Bros. group was determined not to resign with the Society, but instead set up its own performing rights bureau. Caesar scored the telegram's signatories as having developed a wrong ASCAP psychology. He said that the contacts on the Coast and that it was obvious that the feeling among them was that if the picture people wanted anything there was no reason why it shouldn't be given to them.

Resolution which favored a change in the Society's methods of election stipulated that no publisher should be permitted to vote unless he is in the music business 10 years and has been a member for five years, and that the franchise be restricted to those who have been members for an equal number of years. Firms sponsoring the by-laws amendment were Harms, Inc., T. B. Harms, Inc., M. Witmark & Sons, Benck Music Corp., Chappell-Harms, Inc., Leo Feist, Inc., Carl Fischer, Inc., Edward B. Marks Music Co., Mills Music, Inc., Irving Berlin Co., and Theodore Presser Co.

It was reported to the meeting that a revised contract covering the extension of publisher members in the Society was being mailed out. The new contract merely declares the agreement now in effect is renewed for a period of five years and carries a single amendment, which agrees that the Society may from time to time change its method of classification. In connection with this revamped membership contract it has been suggested by Sigmund Romberg that, after all publishers have sent into the Society their approved documents, the Society should undertake to make the writers' agreements conform in text.

Contracts that the writers have already signed and the compromise agreement now being submitted to the publishers have both been declared legal by ASCAP's general counsel, Nathan Burkan. Outstanding difference in the writer's contract is that the signatory commits himself to the principle that the composer holds a 50% ownership in the copyright of his work.

ASCAP's meeting was informed that it has made available in 1934, as compared to \$2,000,000 the year before.

Leo Reisman relieves Eddie Duchin at the Central Park Casino, New York, May 20. Reisman sails for Europe (Wednesday) for a vacation in Bermuda.

Vode War Threatens in Mpls.; 4 Spots Trying to Get Edge With Stage Shows

Minneapolis, April 2. What may turn into a vaudeville war starts here Friday (5) when the renovated Shubert opens with stage shows as the Alvin and Paramount puts vaude into the State, both on full-week basis. With the advent of these two spots, this town will have four vaude houses and more stage shows than it has seen since the boom days of 1929.

Other spots playing stage shows are the Orpheum and Palace, also full-weekers.

The Alvin, as the Shubert, was long a dramatic stock house. It opens with the combo policy after extensive alterations at a 30c top. W. A. Steffen, new owner, will operate, and, like this town's other vaudeuses, it will be booked out of Chicago. Billy Diamond doing the job for this house.

In opening the State to vaude, Paramount is admittedly out to buck RKO's Orpheum. So far, however, only two weeks of stage shows have been booked by Par's Chicago office with assistance from New York.

Belle Baker Due

London, April 2.

Belle Baker was to have sailed to New York tomorrow (Wednesday) after six months in English varieties, but is staying on another week to finish up a film chore. American comedienne came over here early last fall for a pre-booked fortnight and has remained a half year.

KEIGHLEY'S NEW SPOT

Seattle, April 2.

Alf Keighley, formerly with Keighley & Roscoe, bookers and Fanchon & Marco reps in N. W., is now with George Barclay, operating the Barclay Booking Service, in Eagles building, where the Barclays conduct a dancing school.

Reverse

Jack Osterman says that the Loew office wanted him at the State on Broadway next week, 'but I haven't got a columnist.'

15 YEARS AGO

(From VARIETY and Clipper)

Federal Trade Commission turned over to Dept. of Justice its report on the vaudeville investigation. Unanimous in its belief that the Sherman act had not been violated. Justice Dept. pigeonholed.

Hotel accommodations scarce in Chicago. Travelers tipped off to see the theatre ticket specs. Latter doing a rushing business at a 25% advance. Tough on troupers.

Fullman rates up 20% and managers had just agreed with Chorus Equity to provide sleepers for choristers.

Figured that a third of the B'way ventures had flopped during the current season, though some had been road hits. Had been 156 trials to date.

A. L. Erlanger saw the Ed Wynn show on the road and ordered sprucing up. Cost Wynn about \$15,000.

Mayflower Films, which had cleaned up with the 'Miracle Man' through Famous Players, flopped over to First Nat.

E. F. Albee dropped the idea of building a couple of more theatres in Cleveland. Building terms were impossibly high.

Bert Levy, cartoonist at the Hipp, turned down a proposition to draw

a picture of Gov. Edwards of N. J. with the caption 'Our Next President.' Offered more than his salary. Edwards was a wet.

Shuberts just missed out on an Equity strike. Had sold on \$4,000 due on 'Sinbad' claims and Equity issued an ultimatum threatening to tie up all Shubert plays. They paid up.

N.Y.A. celebrated the first anniversary of the clubhouse.

Estate of the late Fred W. Thompson who, with Skip Dundy, had built Luna Park and later the Hippodrome, was only \$700. This represented seven patents on stage devices.

Managers getting seriously worried about the road slump. Holding meetings, but the road slumped just the same. Stage hands chiefly blamed.

Metro opening its N. Y. studio. At B'way and 61st street.

G. M. Anderson (Broncho Billy) before Equity on five complaints arising out of his 'Frivolities' of 1920. Lost them all.

50 YEARS AGO

(From Clipper)

Mapleson's opera, which had been in tough straits in New Orleans, back into the black in Frisco, where the gallery was being sold out at the usual orchestra prices.

Willett and Thorne, later vaude fays, wired a Pittsburgh house that their company had deserted them, but they picked up a scratch troupe and did fairly well.

Oliver Doud Byron had to cancel a four-day stand in Des Moines. Lithos destroyed in a railroad wreck and no use trying without paper.

Clipper referred to Lester Wallack's 'uptown' house. It was at 30th street.

Hengler's circus, permanent London show, was featuring a stag

hunt. Ballet first, then the pack chased the stag over hurdles, the riders following. It was a knock-out.

May Howard, who died a few weeks ago, was with the Ida Sidi-dons burlesque. Just one of them, and some distance from her own co.

Dick Bell, the clown of the Orrin circus in Mexico, was taking his benefit. Ran two days instead of one, but tickets sold out at \$5 per. He was a tremendous favorite.

Daniel Bandmann, German tragedian, had written a book with the subtitle '70,000 Miles With Shakespeare.' Covered five years and practically the entire world.

Minstrel shows were doing badly where only a couple of years before all were sellouts. Charles Frohman, who was largely interested, was getting pinched.

Cleveland theatre was planned without steps, ramps leading to the various floors. Kansas City later had a house of the same type.

Metropolitan opera troupe, billed as the Damrosch Opera Co., was cleaning up in the middle west, following the N. Y. season. Not as big stars as Mapleson's, but German opera was more of a novelty.

Small town in Indiana had its skating rink closed by a church. The congregation was drowned out by the noise of the nearby skaters and rink was enjoined.

William Wood leased the Madison Sq. Garden for five years at \$50,000 a year. Planned to convert the east end into stores, but never did.

State, Minne., Opens

Chicago, April 2.

State, Minneapolis, is opening with a vaude policy. Will make it four full-week stands in Twin Cities.

House is booked by Dick Bergen out of the local William Morris agency.

1 VODE SHOW, BUT 3 AMATEUR NITES IN SYR.

Syracuse, April 2.

Amateur nights, launched virtually simultaneously by Loew's and Keith's with opposing radio station co-operation, are clicking so successfully that the Empire, triple-feature subsequent run house, has added its own amateur night, but sans radio hookup.

Keith's amateur show is four-way tie-in with WSYR (NBC), Sears, Roebuck Co. and the Herald. Loew's is restricted to Hearst's Journal-American and WFBL (CBS).

Keith's also plays the only vaude in town.

Rooney's Beach Repeat

Pat Rooney opens at the Beau Rivage in Sheephead Bay, L. I., June 1. It will be his second summer as floor show topper there.

In the meanwhile Rooney plays the Rooney-Timberg unit for Loew, commencing Friday (5) at the Capitol, New York.

Talk Comes High

Baltimore, April 2.

Boake Carter, radio commentator, goes vaude for first time at the indie Hippodrome, opening Friday (5).

Reported salary, \$1,500.

ACTRESS' \$250 JUDGMENT

Ervel Powers, entertainer, was granted judgment for \$250 in N.Y. municipal court last week against Lillian Bradley, agent and club booker.

Suit was based on the delinquency of Miss Bradley paying the performer for an engagement in South Norwalk, Conn., in 1933.

'SPICES' FOR LOEW

Count Bernal Vici's 'Spices of 1935' unit, which has been barnstorming through the midwest, has been set for three Loew weeks, agent by the name of Dobson.

Unit opens in Washington April 12, following into Baltimore and Pittsburgh.



MITZI GREEN GROWN-UP!

A Bigger Box-Office Attraction Than Ever Before
—Read What the Critics Say About Her:

LEO RABBETTE in the BOSTON POST: "Mitzi has skipped the 'awakening age' and has leaped overnight, you might say, into a debutante, whose appearance and whose poise and cleverness will undoubtedly make all the Junior Leaguers jealous, except that they will all instantly fall in love with her."

GEORGE HOLLAND in the BOSTON EVENING AMERICAN: "Miss Green is a star and from this point on it should be a rush among the Hollywood magnates to see who will get her services... Miss Green's inherent talent, her art in mimicry, her grown-up force with an audience, is something that should be considered. I thought Miss Green was perfect. (Note: The Metropolitan enjoyed its biggest attendance since Mary Pickford yesterday. If you miss the show, 8,000 first-day customers and your reviewer are cuh-razy!)"

HAROLD W. COHEN, PITTSBURGH POST-GAZETTE: "The growing Mitzi Green, no longer a child prodigy but a striking ingenue, heads the Alvin stage activities, heads them effectively and entertainingly. A little girl who one of these days will be looked upon as a worthy logical successor to Nora Bayes and Elsie Janis, she is a mimic who reproduces people instead of caricaturing them. Her George Arliss, Zazu Pitts, George M. Cohan and Ed Wynn are unbelievably accurate and she catches them vocally as well as facially. A genuine artist, Miss Green is one former baby movie star for whom comparative maturity has been a blessing in disguise."

HELEN EAGER in the BOSTON TRAVELER: "Miss Green was an instant favorite with the audience and richly deserved the ovation she received."

EXCLUSIVE MANAGEMENT

ROCKWELL-O'KEEFE INC.

R. K. O. BUILDING CIRCLE 7-7650

ROCKEFELLER CENTRE, NEW YORK CITY

THEATRE BOOKINGS ARRANGED BY PHIL BLOOM (Rockwell-O'Keefe, Inc.)

NVA PLATE-PASSING OUT

Union Rule Bans Clowning Musicians And Novelty Overtures in Vode Spots

House bands are barred from doing any clowning either in the pit or on the stage as the result of a resolution passed at a meeting of the New York musicians union in Carnegie Hall. Resolution also prohibits the house men from acting, or singing, or standing in, or leaving the pit while playing. Action is directed particularly toward the vaude houses which have been making a practice of using the pit musicians to do bits during a comedy or novelty overture.

Resolution as passed reads: "No member is to be allowed to act or clown in any way in any theatre unless the musicians are a legitimate act appearing in the same act each week at a different theatre. Violation of the rule calls for a fine of from \$10 to \$200."

Also passed at this meeting was a resolution urging the New York Board of Aldermen to bring within the scope of its taxation for relief funds all theatres which, while in operation, do not employ musicians, actors or stagehands. Resolution suggests that only theatres which carry on their payrolls workers in any or all these classes be exempt from the tax, with the required minimum number of employed determined by the seating capacity and scale of admission.

Loew's Band Policy Out in J. C., but Staying Elsewhere

Loew is dropping its production and permanent m.c. policy in Jersey City, N. J., Friday (5) with a standard vaude show going in to replace Ted Claire and the specialties. Johnny Perkins lasting for seven and Claire two.

Loew is going ahead with a similar plan at the Paradise, Bronx. Ed Lowry opens at the uptown deluxer Friday (6) on a contract calling for four weeks with options. Same idea, though on a smaller scale, will be tried at Loew's Globe, Bridgeport, Conn., also starting Friday, where Charlie Melson will head a stage band show that's set for at least two weeks. Globe, one of the Poli houses, has been in straight pictures.

MARV SCHENCK'S LOEW MOVE NOW OFFICIAL

Though unofficially there for several months, Marvin Schenck formally moves over to Loew's theatre operating department this week as assistant to Charles C. Moskowitz, with headquarters in the State theatre building instead of the Loew annex.

Schenck will continue to operate in a supervisory capacity in the booking office, but Sidney Piermont will shoulder most of his previous booking activities. J. L. Lubin remains Loew's general booking manager.

Schenck has been in the vaude booking end of the business ever since joining Loew's, but decided in the last few years, with vaude passing out and film the future in the theatre and film ends.

CAITES BROS. IN FLASH

Pat Rooney and Hefman Timberg, who are playing in a unit of their own, will produce a Louis and seven people flash around Lox and Joe Cates, standard house team.

Sam Timberg will do the staging and special-material writing.

Costly Silence

As an exploitation stunt when (and if) working, Doyle and Donnelly are inserting want ads in the local papers. Copy reads: "WANTED—more laughs for Doyle and Donnelly at the..... theatre." So far no answers.

BOWES IN RKO HOUSES IRKS LOEW

Breach between Major Edward Bowes and the Loew-Metro organization actuated by his leaving WHN to go on NBC with a commercial is widened still further this week through Bowes' acceptance of vaudeville engagements in RKO theatres. His Loew associates frowned upon the major quitting WHN for Chase & Sanborn.

Bowes is playing four days at the Albee Brooklyn to be followed by three at the Palace on Broadway, doing one show nightly as an added attraction. Both RKO houses are opposition to nearby Loew theatres.

For his stage dates Bowes is carrying the winner of his Sunday (31) NBC amateur program and three others from the last simon pure troupe. Bowes is doing m. c.

Bowes is continuing his Sunday morning Capitol family program, "Mr. WHN for the time being, and he remains nominal managing director of the Capitol theatre, but has been divested of all executive authority with the Loew theatre and Metro-Goldwyn-Mayer picture companies.

AFA GETS \$2,500 ON FIRST ANNUAL BALL

First annual ball of the American Federation of Actors, held Saturday night (30) at Mecca Temple, New York, was attended by 1,600. The organization grossed about \$2,500 on the affair and program.

Entertainment was topped by a ballroom dancing contest, of which Sophie Tucker, Pat Rooney, Sally Rand, Ben Bernie, Rudy Vallee, Jesse Kaye and Gae Foster were the judges.

F. & M. Sets Second Unit for Mex. Keys

Hollywood, April 2. Fanchon & Marco are preparing to open their second unit produced especially for Mexico in Laredo, April 20. Spots to follow include Monterey, Tampico and Mexico City, with other bookings to be set.

John Sapp is in Mexico City as personal rep for F&M.

Stepanoff Dies

Theodore Stepanoff, dancer who headed one of the best known troupes in vaudeville, "Yarmark," died Thursday (28) at the State Hospital, Central Islip, L. I. He was 60. Further details will be found in the obit department.

CROSS-DUNN TO LONDON

Cross and Dunn sail for London April 27 to open at the Cafe de Paris, London, May 6. Engagement is for four weeks. Set by Dick Henry (Curtis & Allen).

10% OF ONE DAY GROSS INSTEAD

Plan Calls for Participation of 1,000 Circuit Theatres—May 6 as 'NVA DAY'—Added Entertainment and Extra Shows with No Contributions Asked

EDDIE CANTOR'S PLAN

Board of directors of the NVA Theatre, Inc. has under consideration a fund raising plan in which theatres operated by the major circuits would participate, but which would eliminate plate passing entirely. The plan suggested by Eddie Cantor, requires the theatres to contribute 10% of one day's box-office receipts. Also included is a proposed gigantic benefit show to be staged in New York.

It is estimated, in statistics presented to the NVA Fund's managers by Cantor and William Morris, Jr., that the proposed new fund raising method would easily bring the NVA the \$200,000 required for a year's operation of all the organization's functions, and at the same time eliminate all the objectionable features of the audience collections of the past.

Proposal calls for naming the first Monday (6) in May as 'NVA Day' in around 1,000 theatres throughout the country. Theatres will include practically all de luxers in the major keys and lesser houses operated by the circuits. One or more extra shows will be given on the chosen day to boost the grosses, while, wherever possible, stage attractions will be booked in for the day in straight picture houses as well as vaudeiums.

Decision This Week

NVA Fund will decide on either this or another method some time this week. The drive must be set in a hurry in order to be staged before the warm weather sets in. Usual NVA drive time is April. But, in any event, the circuits declare they are determined to discard the collection game.

Possible settlement of the Henry Chesterfield suit against the NVA Fund, which threatened to postpone an NVA drive indefinitely, was temporarily stalled last week due to new demands by the former NVA club house boss. NVA Fund members were on the verge of agreeing to the maintenance of an inexpensive clubroom in New York in return for Chesterfield's withdrawing his suit, but the latter stepped in with a demand that he be placed in charge of the disbursement of funds, as formerly. It was stated late in the week, however, that some agreement will be reached.

Chesterfield has declared himself several times lately as willing to contribute his services in a club-house free, if the NVA Fund will pay the maintenance of one.

It is understood he will be asked to do so. Under the proposed settlement, if made, the temporary clubrooms operated in Chesterfield at 4th street and Eighth avenue and the NVA Fund business office at 1619 Broadway will be combined under one roof, with no added cost to the Fund.

It is the intention of Harold Rodner, who is serving as supervisor of the NVA Fund functions without remuneration, to see that no expense is added to the NVA overhead that would detract from the NVA San at Saranac Lake. That goes for a luxurious New York social clubhouse with high salaries employees.

Figures quoted on Miffel Green last week were insufficient. Instead of \$18,000, the Michigan, Detroit, grossed \$23,000, while the Alvin, Pittsburgh, achieved \$13,000 instead of \$10,500.

When's a Booker Not a Booker? Right Now Just Stoozing for Mgrs.

Pro Rata Blush

Lincoln, April 2. A new angle in booking came up here when an agent for a fan dancer offered the femme to a night spot for \$12.50. The night spotter asked if the price was for one or two nights. "That's the one night price," said the agent. You got to figure my fee transportation, and, then, there's her embarrassment."

Whether is a vaudeville booker everything but a booker? In '35.

Conditions now are such in the majority of the talent-buying departments of the major circuits that the finger is pointing toward what may eventually be a complete pass-out of bookers. As it is in many instances, the district and theatre managers are doing the actual booking, with the bookers acting more or less as go-betweens for agents and acts.

This circumstance is especially in order of the RKO booking floor, where the bookers have their own say-so on talent in but a small percentage of the RKO theatres using stage shows. In regard to certain houses, same condition is in order at Paramount and Warner Bros. Loew's bookers are about the only group still unaffected by the branch-out of operators as talent judges and buyers.

At RKO, before the bookers (Arthur Will, Bill Howard, Danny Freulich) can buy talent for Al-Funny and Jerry, N. Y., H. R. Emde, district manager, must be consulted; talent for the Palace, Albee, and Coliseum, New York, must be submitted to Charles McDonald, also a d. m.; Dave Itzell must be consulted before anything is set in Detroit, while Matty Fox, manager, is the last word on talent for the Academy, N. Y., Skouras-owned, but RKO-booked in a pooling deal with the Jefferson.

Warner bookers (Steve Trilling, Harry Meyers) usually consult most of the managers on talent, but especially Guy Wonders, manager of the Earle, Washington, and Clem Murphy, manager of the Rialto, New York. Harry Kalcheim, Paramount's booker, has to get okay on talent for Buffalo from Joe McFall, and, for the Metropolitan, Boston, from Hilly Gourlain, who's the house stager.

First bookers to be forced to consult the ops on talent were the Indies, but then only on high-salaried names or something special. However, came as RKO, Paramount and WB, the Indies now also run to the theatre men with most everything from acrobats to prima donnas.

Loew Dusting Off Pix House Stages For Occasionals

Loew is starting to open houses to stage shows that have been in straight pictures for months. If not years, but only when an attraction comes along. Experiment, which was first tried in the New England Poli houses, is being extended further.

Latest spot asked to dust off its stage is the Loew house in Memphis, Tenn., which takes on a stage policy for one week beginning April 23 with Ted Lewis. Another house using the occasional attractions is Loew's, Rochester.

Honoring Rooneys

The Flairs' Saturday Nite Boys switch to a Sunday (April 7) in order to go to the femme by way of honoring both the Pat Rooney and Marion. Occasion is the Rooneys' 32d wedding anniversary. It will be the first function of the Saturday Nites to be attended by ladies.

ETHEL DAVIS ILL

Ethel Davis (Mrs. Macklin McGly), former vaude singer, is in St. Luke's Hospital, New York, seriously ill.

Her illness has caused cancellation of her twice-weekly sustaining programs with Fran Frey, over WJMA, New York.

MYRT 'N' MARGE GET \$2,500 BOOST

Myrt 'n' Marge (Myrtle Vall and Donna Amerale), entering their fourth year on the Wrigley (CBS) program, are going vaude for the second time, but for Loew instead of RKO. Their last date was at the Palace, Chicago, at \$950. Now they're getting \$3,500.

Femme radio pair will use a skit based on their air serial, entailing six people in all. Open the week of May 10 at Penn, Pittsburgh, going from there to Rochester. Latter spot, in straight pix, is going vaude for the one week.

William Morris office agented.

ALLEN AMATEURS MINUS ALLEN AS VAUDE UNIT

Amateur end of Fred Allen's air program is the latest going vaude, but without the name to head it. Show will be billed "Fred Allen's Town Hall Tonight Amateur Winners" and will include a cast of 10 topped by "Uncle Jim" Harkins. Comic will be Red Skelton.

Harkins, former vaudevillean, has his own sustainer on WJMA besides scouting for amateurs for the Allen program. Unit is going out under the direction of Hickey and Anger with Allen's permission. According to present setup, show will play one-nighters as well as vaude houses on a straight percentage.

Vaude Suffers When Lancaster Mgrs. Agree

Lancaster, Pa., April 2.

By mutual agreement between Jack Frere, manager of the Colonial, and Ray O'Connell, of the Capitol, Lancaster's vaude season is practically at an end. Units, which crashed for plenty of business in these parts several months ago, have been taking dives and houses have been taking it on the chin.

O'Connell had planned to run stage shows until May 1, at least, and Frere had an idea about year-around shows, but present slumped chances things and both spots are running Saturday shows only.

Fay's Layoff

John Hickey and Harry Anger suspend activities as producers of special shows for Fay's, Philadelphia, for three weeks commencing Friday (5). Unit producers have been on the job for two weeks, suspension coming because of previous unit bookings.

Shows going into spot during the staggers' layoff are "Platinum Blondes", a Bert Smith tab, and "World's Fair Scandals", in order.

UNIT REVIEWS

MARY BRIAN REVUE
(PARAMOUNT, OMAHA)

Omaha, March 27.

Mary Brian gets top billing over the revue title, and she was the reason for the heavy business here. Revue itself doesn't entirely rely on her, but gets along nicely on its own and offers Miss Brian as the piece de resistance.

Picture player comes on in the closing spot for some 12 minutes after the unit has already shown for 55. She relies practically entirely on her dancing. Comes on alone, a few lines of introduction, builds up her two dancing partners and goes to work with them for three routines, best of the lot being a rhythm routine saved for the last.

As partners Miss Brian has Arena and Hines, competent company. Miss Brian seems concerned somewhat with watching the doggies, but otherwise does the routine in good order. While she attempts to do no more than the dancing, the Brian looks and manner are working for her steadily.

Featured in the unit are Forsythe, Seamon and Farrell, two heavies and a dancer. Girl hefty sings in the Tucker manner and does an eccentric dance along with her clowning. Male heavy is in for continuity purposes. Dancer works alone and rates particular notice in a unit long on dancing. She stays on for the gaze.

Music comes from the 12 Hollywood Revelers, who hold the backstage. They're not featured, but provide the accompaniment. Only other music comes from the eight California U. Coeds, singing ensemble. Songs and arrangements are okay and they provide background for other acts with their flashy black and white gowns. A unique use of girls.

Others include Burt and Hickey, Ward, Pinkie and Terry, and a flock of dancers. Plenty variety in the hood as a customer sees even before Miss Brian comes on, acrobatic-comic, tap, toe, eccentric and waltz and dance. Show also includes an imitator and two teams of comics.

STARR, ROLLO and
DITSON

in "THEY'RE OFF"
"This comedy young fellows in a
society comedy next to dancing act."

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Pauline Cooke and O. L. O.

FRENCH REVUE
(ORIENTAL, CHICAGO)

Chicago, March 30.

Following in the wake of a cycle of units with Frenchy angles and tag-lines, this affair is well to the forefront of the medium-priced endeavors. A good box-office unit at a price within reach of most houses. There are a string of good points about the show with only a couple of flaws. The good points are in the production itself. The large company of 44 is routinely well, costumed and mounted with a good amount of flash. The line of girls delivers a number of splendid routines while several of the members of the chorus contribute good filler specialty material.

Outstanding in the show are the Gaudin Bros. with their standard vaudeville act with those two remarkable French poodles. Not only do these performers reveal a real show of entertainment on their own but they fit particularly well with the French title and general European flavor which this unit tries to cultivate. Because of this Continental try, there are two acts which do not belong. They are "Boy, as m.c. and Long and Short."

Unit doesn't need an m.c., and what makes it worse is that Sedley goes as m.c. and Long and Short. More the point is Kendall Kappa, who clicks easily with hoofing and clapping playing, rating with the Gaudins as the entertainment basis of this show.

Featured as a number is an "Apple Dance" which has been done in town. "Polles Bergeres," which had a 16-week stay at the French Casino and four weeks at the Palace. However, here they've covered the girl quite modestly, which naturally takes a certain amount of sock away from the number.

Specialties are contributed by Bernice Allen, who acrobatics with enough finesse; Marguerite Claudet, who acrobatics with Frenchy style; and Robert Robinson and Corinne of the Apple Dance double in an acrobatic number, "Faust," which is pretty good flash.

On the whole this show can play anywhere on general production and exploitation possibilities. Gold.

RAMBLES IN RHYTHM
(ORPHEUM, LINCOLN)

Lincoln, March 30.

Idea of this unit is a night show across country in some of the better known night clubs, giving the opportunity of producing a flock of good acts of all kinds. Tarp is roped off with a couple of appearances of Smoke and Honey Gal, blackface comedy-combo, and the opener by Allaire, Jagger, so that it doesn't lean over too far to dance. Show is owned by Gene Cobb, with Glen Dale as m.c. Allaire, doing some expert clubbing after the opening band number, gets the show going well in his four minutes, and is followed by the girl line for a flash. After this short act, Chan Knott, Dorothy La Rue and Alice Mishaw, valet, trio, class up the show. Number is okay. Flo DeVere and Liddi Reichard next with a string of high kicks, all right.

Mona Henderson, song and dance, is short on ability on the first, but it's a welcome break in the next spot. Dance n.a.h., either. Smoke (Jack Gray) and Honey Gal (Gene Cobb), charcoal buffoons of the old school, amble on with the first comedy in the show at the end of the first act. Neighbors thought it was swell, so that's all that matters. Even do the upside down picture gag.

Lowe and Reichard, tap team, go fast through their paces, and Frank Moerer, pianist in the band, cops a hand on his solo after them. Dale, trotting himself as a former cast member of "Rose Marie," valet, goes with Indian Love Call. One of the best acro dancers in a long time here is Dorothy La Rue, and the acts collided plenty in the production. Jack Lowe, military tapper, rattles off a staccato step, and is moved off by the second appearance of the blackface.

Knott and his Hollywood adagio quartet, offering three different kinds of force piching, are the windup. Knott takes a little man-

what-now attitude, and handles both the solo for one of the nocks. Turn into the finale.

Show is commendably accomplished in 45 minutes, proving wisely by the example of other units with about the same or less talent which try to stretch the offering over the hour mark to tedium. Continuing is okay and the lighting good. Drop kids create nice spot effect. It's a Cushman organization, and the best in here in two months. Barney.

CAMBRIA UNIT COLD
INTO CAPITOL, N. Y.

Frank Cambria's unit, "Cavalade of Music," has been booked right out of the rehearsal hall, where it is now, by Lowe's to open at the Capitol, New York, April 19 to 28. Minnie revue contains a mixed crop of boys and girls, and a talented Miller harmonica into a mite, with an operatic melody and "Rhapsody in Blue," which come through the loudspeakers fairly well. Then he dances. This should be dropped, not only because it's not very good, but because it detracts from the previous work. Two girls in a union dance, lookers, but nothing new in the way of figures. Next the m.c. does a stuttering song with no salvia control on the finish. All through the act members sit at tables and help with the appreciation.

Fair tap dance follows by a boy, with Tony Angelo on his heels with a singing number. Kid's voice is very white, but he gets the applause all child singers win.

Op. No. 10, a eccentric dance. Nimble legs, but her mugging betrays her inexperience. "M.c." joins her for a drunk routine, not so hot, and all on the finish. All through the act members sit at tables and help with the appreciation.

Fair hash, but not for the larger houses. Chic.

Film Code

(Continued from page 7)

promote or maintain fair competition, in order to maintain co-operative relations between labor and bosses; prevent unfair and destructive competitive acts; promote the most effective use of productive and distributive capacities of affected industries; reduce or relieve unemployment or stabilize employment; improve conditions of work; further rehabilitation of industry; conserve natural resources; protect little fellows from oppression; contain safeguards against monopolies; boost purchasing power; lift burdens from interstate commerce.

Slight Concession

Slight concession was made to the Borah-Nye group demanding stringent enforcement of anti-trust laws to put Code A authorities and trade associations at their original places. Measure would require a finding that codes do not encourage monopolies but at the same time would by a single act, legalize anything that would be done under authority of approved codes, protecting codists against prosecution. Substantial revision of these provisions, with an eye to appealing anti-monopoly orators, is certain.

New measure would distinguish between voluntary and arbitrary codes, while the President would have explicit right to impose such conditions for protection of consumers, competitors, workers, or others as he thinks necessary. Application for withdrawal of codes would be permissible within 20 days after public announcement of code approval for an amendment or imposition of objectionable conditions.

While NRA continues at a standstill pending congressional action, word was given last week to campaign for decisions in lower tribunals unfavorable to Blue Eagle, apparently the recent Colorado decision on lotteries will have no effect outside of the jurisdiction of that court. Divisional Administrator Sol Rosenblatt was unperturbed by the ruling that exhibits are not engaged in interstate commerce, indicating confidence that pix will be held within the scope of the law when, it, and as a final determination is made.

The government attitude from the start—in sharp contrast to the position taken by Abram F. Myers and his killed leaders—is that without interstate commerce there could be no exhibition. This view is particularly upheld in the new NRA legislation, which stipulates that any trade, industry, or subdivision in interstate commerce if it uses goods shipped in interstate and foreign commerce.

NEW ACTS

'GAMBOLS OF 1933' (9)

Revue 25 Mins.; Full (Special)

Orpheum, N. Y.

Miniature revue, not smoothly routine and too much dancing. Only three of the turns are dancing, but a couple of others turn to hoofing to stretch out.

Opens with a girl in a roller skate dance, apparently Shirley Gordon, according to the m.c., who doesn't narrate the names clearly. Kid is "A" and brief Boy follows with some good acro work, ending with the silt handstand. Clean-cut youngster who knows his silt. Paul Miller harmonica into a mite, with an operatic melody and "Rhapsody in Blue," which come through the loudspeakers fairly well. Then he dances. This should be dropped, not only because it's not very good, but because it detracts from the previous work. Two girls in a union dance, lookers, but nothing new in the way of figures. Next the m.c. does a stuttering song with no salvia control on the finish. All through the act members sit at tables and help with the appreciation.

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Fair hash, but not for the larger houses. Chic.

RADCLIFF AND ROGERS

Comedian 20 Mins.; One

Orpheum, N. Y.

Two Negroes, one a husky, who does the piano work and straight for his shorter and more dapper partner. "Latter" doesn't seem to have been able to decide whether he wants to be a comic or a singer. He has a natural tenor "which he carries up to contra-tenor and down to bass-baritone. Would be all right if he used only one range to a song. When he throws in all three audiences are a bit uncertain whether he's singing or doing comedy. So they laugh. Entire routine needs tightening after a good entrance with the husky doing all the work of moving the piano on.

Material here for a satisfactory act when it's licked into shape, but too long. Chic.

NATIONAL AMATEUR

NIGHT (27)

Songs, Novelties, Band, Talk

22 Mins.; Full (Special)

Academy, New York

Contained in this collection is the cream of the crop drawn by Feen-a-Mint for its Sunday night amateur show over CBS. With Ray Perkins, the program's m.c., and Arthur Johnson, batonist, accompanying them, the Feen-a-Mint award winners last week made a tour of one-nighters, playing houses in the metropolitan area, which had conducted preliminary auditions for the program. Troupe's Academy started (28) was limited to a single performance and served as an epilogue to the regular stage show.

Though sluggishly run off the amateur combination proved a consistently entertaining half hour. Perkins overtailed, but the troupe revealed at least two acts with a future in radio or vaudeville. One is the Happy Sisters, a trio of vocalists, with a good sense of vocal harmony, and the other is Rita Roman, a suave retailer of melody, who accompanies herself on the guitar.

Also included among the amateurs were a "knuckletap dancer" and a lad who rapped out a crack assortment of rhythm with a couple of playful spoons. Ode.

CARMELA PONSELLE (2)

Songs 30 Mins.; One

Hippodrome, Baltimore

Returning to the medium from which she sprang to opera, Miss Ponselle decisively demonstrates that in her five-year absence from vaudeville she has not forgotten how to sell a song. That factor is stand-out. She has not the haughty demeanor other operatic warblers have displayed in their excursions into vaudeville. Rather she's ingratiatingly informal and hands her songs and brief speeches with a quiet, charming dignity.

Miss Ponselle ran decidedly overtime in the performance caught. However, genuine demand for encores. Opened with long aria from "Carmen," which she partially acted, and proved her best bit. Followed with a tepid and little known ballad and then smashed with "O Sole Mio." At this juncture she ended by giving a glowing intro to a tenor (unbilled) and having him sing from "Carmen," which she partially acted, and proved her best bit. Followed with a tepid and little known ballad and then smashed with "O Sole Mio." At this juncture she ended by giving a glowing intro to a tenor (unbilled) and having him sing from "Carmen," which she partially acted, and proved her best bit.

She should go it alone and needs no aid. Male pianist, accompanist. Chic.

Marcus Loew
BOOKING AGENCY

General Executive Offices

LOEW BUILDING

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THEATRES

1270 SIXTH AVENUE

RADIO CITY NEW YORK

MARY BRIAN

WEEK MARCH 30

CHICAGO, CHICAGO

This Week (March 30)

State-Lake, Chicago

LISE BEAVERS

Week April 21

Regal, Chicago

HEADLINING STATE-LAKE, CHICAGO

EXCLUSIVE MANAGEMENT: MAQUARRIE AGENCY

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April 2.

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from Germany. The Communists with the persecution of Communists by Nazi officers. Die! may be based on fact, but it is less forceful than 'Lefty'. There are two suicides and one murder in a series of episodes which show that once a Communist falls into the hands of the Nazis he is subject to brutalities until death.

Play opens in the quarters of a one-time first violinist, Ernest Cassels, and his sweetheart, Tillie. They and others are grinding out Red propaganda with the aid of a mimeograph machine. Manner of distribution is indicated in milk

(Continued on page 54)

N. Y. SENATE OK'S SUNDAYS

Court Reserves Decision on Another Erlanger Puzzler, Who Owns Stock?

True ownership of gift stock of two major corporations formed by the late A. L. Erlanger was argued before the Appellate Division of the Supreme Court, N. Y., last week. Final decision on the proceedings may supply an idea of just what the Erlanger estate is worth.

Showman formed both the Erlanger Amusement Co. and the Erlanger Realty Corp. He gave stock of the two concerns to his brother, former Judge Mitchell L. Erlanger, and two sisters. Although the gifts were made during his lifetime, dated in 1925 (he died in 1930), there was some question whether the brother and sisters ever actually had possession of the stock until after his demise. It was claimed the certificates reposed in Erlanger's safe until then.

Philip J. Dunne, acting as referee in the contest, handed in a report to the effect that the stock was not a part of the estate. Referee, however, was overruled by surrogate Deane Hantz, whose opinion was that the stock properly belonged to the estate, as contended by Saul J. Baron, estate's administrator. Judge Erlanger appealed the decision of the surrogate. Attorney J. L. Calabour, arguing for him, with Bernard Hershkoff acting for Administrator Baron. Decision reserved.

Importance of the case is that Baron has two judgments amounting to nearly \$1,000,000 against the two corporations. Should stock be ruled to be estate property the total amount of the judgments would have to be paid the administrator for the benefit of the creditors before there could be any division of the estate's assets. That, too, would affect the claim of Charlotte Lesley "Pinky" Erlanger's common law wife, whom the courts ruled legally entitled to a widow's share.

Erlanger estate appears to be principally made up of realty, some of which is in the hands of the mortgage owners temporarily. If liquidation of the assets were forced at this time it is problematic what the residue would be. Over a long bill, however, the estate is expected to net a sizable amount, although not approaching the figures estimated at the time of Erlanger's death.

London 'Goes' Starts April 22; Still No Femme Lead Sighted

April 22 is the date set for the start of rehearsals for the London presentation of "Anything Goes." Production by C. B. Cochran in association with Vinton Freedley, but as yet the cast has not been completed, particularly for the part of Ethel Merman. Freedley has been seeking an actress in New York to fill the bill and Cochran has been no more successful in London.

Cochran had decided to have an all-English cast when leaving New York after the Elisabeth Bergner opening. He had Gertrude Lawrence in mind for the Merman assignment. Upon arrival in London he found that Miss Lawrence refused to play anything but a straight non-musical.

Australian company of "Goes" will have several players from this side. Those named thus far are Janice Joyce, Carolyn Marsh and Rodney McClennon. Others will be chosen there.

Duffy's Coast 'Accent'

Hollywood, April 2. Henry Duffy's next production for the El Capitano (currently dark) will be "Accent on Youth," tentatively scheduled to open April 14. Otto Kruger gets the top spot, his first legit part since appearing for Duffy in "Counselor-at-Law."

Atmosphere

Most of the cast on "Three Men On a Horse," race-horse comedy at the Playhouse, N. Y., are betting on the ponies. Their back stage selector is Dave Horowitz, show's property man.

Cecil Holm, actor-author of "Three Men," made a practice of picking winners to act from South Norwalk when coming to Broadway looking for a job. He didn't find it but it gave him the idea for the play.

'REVENGE' ASKS ANOTHER O. O.

With Billy Kent stepping into the Charles Winkler role in "Revenge with Music" at the New Amsterdam, N. Y., on April 8, the attraction will endeavor to get the first string critics to cover the show again. After having run several months, the musical deems such attention worthy, especially since "Gold Eagle Fly," which opened the same night as "Revenge," took all the first stringers away. That show has since departed, whereas "Revenge" is still current.

\$15,700 Advance For Kit Cornell 3 Days in Balto.

Baltimore, April 2. Katherine Cornell in "Flowers of the Forest" opens a three-day four-performance engagement at the Lyceum on Thursday (4) to the biggest advance in the history of the house. By yesterday (Mon) afternoon stubs' shelf had been swept clean at \$130 top, and disposed of were tickets for 60 chairs that the house planted in the orchestra pit. Take to date, with house gone clean, is \$15,700; more will be realized when standing room goes on public sale just before opening night.

According to Leonard McLaughlin, g.m. of the Maryland, approximately 35% of the tickets came from Washington residents, who will commute to catch show. Crix from the Capital dailies have been solicited and will attend the opening nite and pen reviews in their bags; sheets have been spreading plenty of publicity on the engagement over there, and ads have been placed by the Maryland as well, which probably accounts for the interest shown by Washingtonians.

Miss Cornell and company arrived in Balto on Monday night and had a dress rehearsal; all will hold one night and tomorrow (Wed.) Much ballroom was given the fact that rehearsals are being held with lights, sets, dress, etc. When tickets got scarce last Friday the Robert E. Lee Memorial Fund here sought to buy the house for the Wednesday dress rehearsal. McLaughlin queried Miss Cornell on the matter and she nixed it. Only a turn-down of \$3,800, but such a turn-down is unprecedented in these parts.

Only New York drama critic sketched to o.o. the show at break-in is Bob Garding of the N.Y. World-Telegram. He mail-ordered for a pair of tickets and forwarded the coin for 'em. Will sit in on the last local performance Saturday night.

Cook Play Off

Plans for the production of "Listen, My Children" have been abandoned. Play, a straight comedy and was to have starred Joe Cook. Would have been presented by Morris Green.

BERG'S 2 LEGIT BILLS GO THRU

Action Now Up to Assembly —Defeated First But Surprise Berg Maneuvering Proves Successful

DEFEAT FOR EQUITY

Albany, April 2. State Senate last night (1) passed the Berg bills permitting Sunday legit performances. Action came only after prolonged and elaborate maneuvering. It marked a smashing defeat for the Actor's Equity leaders.

There are two bills, sponsored by Senator Julius S. Berg, "Bronx Democrat." One permits the Sunday stage shows to be legalized by local option and the other requires one day of rest in seven for actors and other theatre employees.

Day of rest bill first was defeated by a vote of 25 for and 29 against. Then Senator Berg had the measure tabled. But as last night's session was dragging to a close he brought it up again. Three senators, who a short time previously had voted against the bill, switched their votes and it was passed, 28 to 15.

Then the local option bill was moved for passage. On a show roll call votes were switched and it was beaten by a vote of 25 to 18. Once more Senator Berg made a surprise move and obtained reconsideration of his proposal; two votes were switched from negative to affirmative, and it passed, 26 to 17.

During the debate that preceded the original vote, Senator Pliny W. Williamson, Westchester County Republican, led the opposition. He declared the bills were an attempt to secularize the Sabbath. "It savors of the Russian system of destroying Sunday observance," Williamson asserted. "It is the privilege of those who do not like the American system to advocate change, but it is our privilege to defend our institutions."

Sensor Berg defended his bills, saying they were intended to assist in bringing the legitimate theatres out of the red and to give work to actors and other theatre employees. During the late roll call the senate chamber was quiet as compared with the earlier opposition expressed by Senator Williamson.

To Assembly

The Berg bills now go to the Assembly for action. Vigorously assailed by Equity at a public hearing a few weeks ago, they are the only legislation affecting theatres on which action has been taken during the 1935 session of the Legislature. The bills provide for film censorship and new forms of taxation for picture theatres lie dormant in committee, not having been reported out.

Chairing on the Berg bills, Frank Gilmore, president of Equity, and William A. Brady, representing the theatre managers, were the spotlighted opponents. Gilmore was sarcastically skeptical of the bill providing for one day of rest in seven, hinting that the managers could not be trusted to observe this regulation. He indicated Equity's membership as a whole was opposed to the Sunday performances, but the admission was brought from Gilmore that only Equity's council had taken this stand.

Brady insisted that theatres would benefit from the Sunday legit shows and declared he was confident that pop price plays could compete successfully with film houses on Broadway.

Starkness also urged passage of the bills, saying they would help reduce unemployment among their union members. Indications were that the Berg

Still Expect to Be Able to Test Legit Code's Ticket Clause Soon

Auld Lang Syne

Spartanburg, S. C., April 2. A couple of show world 'youngsters' got together last week for a chat about the good old days.

Daniel Frohman, 84, was touring the South when, at Asheville, N. C., he decided to call on an old friend, Mrs. Thomas Whiffen, 90, who for 15 years played stock with the Loxum company, of which he was president.

No Equity Fine For Actors Who Broke TA Rules

Although fully supporting the Theatre Authority in clearing up the benefit performance situation, Equity has decided against disciplining members who may have appeared in a Sunday show at the TA. It is believed that when players are fully aware that the TA is designed to protect them from phoney benefits, the number of requests to make gratie appearances will fade. That all benefits not given for professional purposes shall pay a percentage to the Actors Fund, is one of the requirements promoters must comply with.

Complaints against 11 artists; by the TA have been disposed of. Equity informing each by letter that the TA has jurisdiction over benefits and warning them against appearing in unauthorized benefits hereafter. Players involved appeared recently in a Sunday show at the Imperial, N. Y., while legitimate as to purpose, did not have TA sanction.

Among those named was Jack Dempsey. Latter joined Equity when he appeared in "The Big Fight" in 1928. It was found that he was suspended during the flop strike staged by Equity on the Coast several seasons ago. Among the others are several who have been appearing in night clubs. It was conceded that since they appeared as such Equity was not in a position to discipline them, if it wanted to.

Last week the TA turned up misleading statements concerning a forthcoming dinner to be held in Mineola, L. I., by the Building Trades Council. "A carload of actors sent by Actors' Equity was being promised there. Sponsors stated that ticket sellers were over-enthusiastic and promised to discount that sort of baloney."

Always Dangerous

Washington, April 2. Walter Dore Wahl, doing a comedy acrobatic turn with "Life Begins at 8:40," took one too many bows during Tuesday (28) performance of the revue in Capital. As he backed into the wings the curtain came down on his back, sending him to the hospital.

Although he advised him to go easy, Wahl was in the show the next night, with only a few bruises and a flock of page-one publicity for his enthusiasm.

Wahl would lie among the other forgotten proposals affecting theatres because of the fact the legislature was striving for adjournment. Berg's surprise moves last night, however, brought them squarely up for a decision. And this came after the Senate had completed its regular calendar. There was no objection when Berg called for consideration of them.

Although the season is approaching the summer period, the ticket control plan devised in the legit code may be tested soon. Those who have worked to clear up alleged ticket evils declare that if violations are detected and the Code Authority is not backed up by Washington in the event punishment is voted by the CA, then the ticket provisions will be dropped.

Other showmen, however, have a different slant and are not hesitant in stating that complete ticket control is hopeless or not feasible. From the same quarters comes the opinion that the capital will proceed with reserve if asked to act on violations until Congress decides on the extension of the NRA.

It is expected that there will be codes for major industries and a standard code for the thousands of others—the legit theatre belonging with the minor industries. Accordingly, if such a program is decided on, all codes would be virtually reduced and confined to the principles of collective bargaining and restriction against child labor, which has little to do with the theatre.

Budget for the legit code has been decided on and submitted to Washington for approval. Each show and theatre, when operating, are to pay 65 cents to the code. The balance would be available for all expenses of the committee, including ticket control, for which very little coin is actually needed. The 35 weekly payments are in addition to \$10 each from shows and theatres in New York to the League of New York Theatres.

Managers will have the entire handling of the TA, with the labor groups not called on to share, as first intended. Reason given for this is the fact that the legit code is the only one where employers and employees have equal representation.

Amount of money to be raised by the weekly payments of theatres and shows would be inconsiderable compared to budgets of other codes.

Before the legit body will go ahead on the tickets and other matters its budget and the manner of raising it must first be okayed by NRA headquarters. Whether such a stamp will await the action to extend NRA is not clearly indicated at this time.

Bebe Daniels Sick, Mrs. Skeets Jumps Into 'H'wood Part

Bebe Daniels, starring with Ben Lyon and Skeets Gallagher in "Hollywood Holiday," which is touring the East, was forced out of the show Wednesday in Philadelphia, where the show played two weeks. Miss Daniels ran a high fever and was ordered to bed. She accompanied the company to Buffalo, where "Holiday" opened a three day date Monday (1).

Pauline Mason, wife of Gallagher, jumped into the Daniels part after interrupted rehearsals and played the last five performances in Philly. She also appeared in Buffalo. Miss Daniels is expected to reappear in the show when it plays the last hit in Cleveland.

Business in Philly, which started well with a \$9,000 first week, dropped off when Miss Daniels went out of the cast. There was considerable refunding at the box office, but she broke even, with takings around \$5,000 the second week.

SHEILA BARRETT STICKS

Sheila Barrett is sticking with "Thumbs Up," having changed her mind about not accepting the 25% cut which the rest of the cast accepted. And this came after the last show. Eddie Dowling figures he can keep his revue at the St. James until June 1 under the new reduced hookups.

LONDON LEGS BULLISH

Chevalier-Mistinguett May Co-Star In Mangan Revue at Moulin Rouge

Paris, March 24.
Possibility of Maurice Chevalier and Mistinguett teaming up again in a revue is looming here. Chevalier played through in Paris music halls for more than ten years before Chevalier went to Hollywood, and the partnership was what made him famous.

Mistinguett says they talked about it six months ago when he was here last. Idea would be for the pair to get hold of a theatre of their own, and co-star.

Moulin Rouge, one of Mistinguett's old spots, seems likely for the project, if it goes through. Actress has been in negotiation with Francis A. Mangan, with idea of taking over that theatre with him, although he would prefer the Empire. Mangan is now in Paris staging shows at the Rex for a month, and is looking about for a theatre in which to continue when his contract expires. Mistinguett-Chevalier-Mangan combo would make a big splash in local show biz. Pathe-Natan, which controls the Moulin, has dropped its vaudeville policy there and returned temporarily to dual features. Proposal for tabloid operettas, hot a month ago, hasn't been heard of since, but it is said not to be entirely dead. One of the solutions being considered by the Mangan-Mistinguett combo is to run their shows in tab form, combined with a picture.

Before anything like this happens, however, Mistinguett is going to London to play in Mangan show there, which she will later take on the road. That's for this season. The Chevalier combo would be for next year.

Brown's 'Delusion' Just That—Lasts 3 Nites in London

London, April 2.
Martin Brown's play, 'Delusion', produced at the Comedy theatre Thursday (28) folded on Saturday (30).

Play, based on the life of Diaghileff, Nijinsky's impresario, had a hectic background in the U. S. In 1928 it was tested by the Shuberts under the title of 'The Idol' with William Farnum in the lead role. In 1931 Warners made a film of it entitled 'The Mad Genius'. John Barrymore, starring. Then it became 'Delirium' and was put into rehearsal for England with Richard Bennett as the star. Bennett fell from a horse so play's title was changed to 'Delusion' and Ernest Milton called in for the lead.

War on Specs

Mexico City, March 30.
Extermination drive against specs at theatres, bull fight, boxing and wrestling arenas and other paid public amusement centers has been launched by the new government.

Cops say law forbidding duet peddlers is to be strictly enforced and no foolin' from now on.

'Nymph' in Czech

Prague, March 22.
'Constant Nymph' by Basil Dean, based on the play by Margaret Kennedy, is now running at the Czech National theatre.

Play presented in Czech under the name of 'Verna Milenka' ('Faithful Sweetheart').

'LOVE STAYS ON

London, March 24.
London Play Company, agents for Ronald Gow, author of 'Love on the Dole', denies a report the show is doing its London engagement.

Lawrence Fitch, a director of the agency, says show will stick some time yet.

MEXICO'S JINX AGAIN

Mexico's Hard Luck Circus Has Another Mishap, Wild Elephant

Mexico City, March 30.
Streak of hard luck which began a couple of seasons ago and gained the Fernandez Circus designation as Mexico's 'jinxed circus', is continuing.

Latest mishap is rampage of an elephant, just before the start of a show here. Herosim of the trainer prevented bull from crashing a crowded tent.

Trainer was hurled against lions' cages and seriously injured. His action gave other attaches time to control the elephant, but not until he had wrecked some valuable props.

Legit Stock and Rotating Stars on New French Liner

Paris, March 24.
Looks as if the legit show policy adopted for entertainment of passengers on the new French liner Normandie will last for at least three voyages and give transatlantic work to a flock of big French name stars.

Robert Trebor, manager of Madeleine and Michel theatres, who has the concession, announces that he has signed Sasha Guitry and Jacqueline Delubac, who will play during the maiden trip, he has hired Victor Boucher, matinee idol of the Michodiere company, for the second voyage, and is negotiating with Gaby Morlay for the third.

Meanwhile the French Line is also working on a film program for the ship, and is considering showing first-run French pictures, as well as good American films, on board. Jean Coupan is arranging the programs.

Josy Baker Concert

Paris, March 24.
Jazz concerts in halls usually devoted to classics are getting to be more and more the snooty thing here. Smart Parisiennes accompanied by slick-haired young fellows, and oldsters with monocles and beards flocked to the Salle Gaveau to hear Josephine Baker, backed by Arthur Briggs, Bobby Martin and Willie Lewis' Negro band, get hot.

Miss Baker's jazz vocalization shared honors with Briggs' trumpet, and pace was changed via a trio singing Negro spirituals.

New Tempest Play

London, March 24.
Walter Ellis has completed a new play titled, 'Shooting Stars' for Marie Tempest. It is a compact little comedy with eight characters and one setting only.

Title has a treble meaning and story concerns in particular the ambitions of a movie-mad mother and daughter. Play also contains a strong part for Graham Brown, Miss Tempest's husband.

Hoof Trio Split

London, March 24.
Mann, Robinson and Martin, American standard hoofing team, were booked for the Savoy hotel. At the last minute, the management split the team, with Mann doing a solo at the Savoy, while Robinson and Martin are at the Berkeley hotel.

Both spots under the same management.

MANY CAN'T FIND EMPTY THEATRES

33 Current Attractions
Keeping a Crop of New
Entries Wandering About
in the Provinces Waiting
for a Place to Light

BUT ONLY 6 SMASHES

London, April 2.
A new flock of shows is ready for the West End but no theatres are currently available to house them. It's an unprecedented situation for London and is especially surprising in view of the fact that there are currently 33 shows running and only about six of them in real money class.

Shows ready to come in, but wandering around looking for a home include three Cochran legit, 'Anything Goes', 'Liebel' and 'Meemer'. Andre Charlot has a new revue starring June and Robert Hale that he doesn't know where to spot and a continental musical starring Gitta Alpar, Hungarian-German girl, who's making her London debut.

Jack Waller, too, has two musicals up his sleeve, one starring Cecily Courtneidge and Jack Hulbert and another starring Ralph Lynn.

Shepherd & Henson are preparing (Continued on page 57)

NO PROTECTION FOR STAGERS, SEZ VIENNA

Vienna, March 22.
Austrian senate cancelled the decision of local high courts and states that there is no copyright protection for the work of stagers.

Decision is an outcome of a special legal action taken by Jack Heinz Martin, director, who was paid fees for each performance of 'Ball at Savoy', which he put on. After the piece was shifted to another Backstage it continued for another 20 performances. New management refused to make a separate payment to Martin despite showing and advertising his misadventure.

Martin obtained a favorable verdict in court, but the senate, to whom management appealed, told stagers at large and Martin in particular that no protection or claim is possible under the circumstances.

Comedie to Italy

Paris, March 24.
Comedie Francaise, after long wrangling, has at last settled on a tour of Italy from April 9 to 17. Program will be 'Bourgeois Gentilhomme' and 'Il faut qu'une Porte Soit Ouverte ou Ferme' ('It's Necessary for a Door to Be Closed or Open'), French classics.

Group includes number one actors and actresses of the Comedie, and will take along an orchestra, plus all the pupils of the singing classes of the Conservatory, to add to entertainment.

'GLORY' FOLDS

London, March 24.
'Glory Be', evangelist play which opened at the Phoenix March 7, closed March 15, after a nine days run. Backers reported to have dropped \$10,000 on the venture.

He took it for a try-out to Glasgow, where it received fulsome notice, but did no business. London engagement was a repetition.

France Tightens Up Alien Talent Rules Calling for 40% Localities; Circuses, Vaude Houses Hard Hit

SIR BEN'S DREAM

See Possibility of Anzac Subsidy For Grand Opera

Melbourne, March 13.
Sir Ben Fuller may see his dream of a permanent grand opera troupe operating in Australia come true. Government is considering the knight's proposal for a subsidy to allow year-round opera to be played.

Labor members are now said to be interested and ready to assist with the coin in connection with the present government.

London Coliseum Abandoning Vode, Musical Comes In

London, April 2.

The Coliseum Theatre (Stoll) is abandoning its vaudeville policy in the near future, with options on a number of acts, including some Americans, not being exercised.

Understood that a continental musical, 'Dancing City', will go into the theatre. It will star Evelyn Laye and is being figured for the end of April. Andre Charlot, who has the British rights to the show, will produce it in conjunction with Sir Oswald Stoll.

COSMO, OLDEST LOND. NITERY, DUE TO FOLD

London, March 24.

The Cosmo Club, originally opened by Jack May in 1912, and the oldest nitery in the West-End, will cease to function shortly.

Jack May was the creator of that type of nit life in London, and opened the Cosmo as the Cosmopolitan, supposedly on the lines of Broadway's old Cosmopolitan. It became the rendezvous of every American and Englishman about town.

May was financed in his original venture by Hedges Brothers and Jacobson, one of the biggest American names in their day. Later, while still prospering, the Cosmo was sold to Harry Deburgh-Fratt, who ran it successfully for several years. He, in turn, disposed of it to an independent company, which has not been very successful. Past few years it has ceased to mean anything, and now it is to be operated as a 'Bottle Party' spot.

Versatile

Paris, March 24.

Paris copper named Vors used to augment his gendarme's pay by signing tenor on local vaude programs.

Now he has gone in for play-writing, and his 'Anatole, Guardian of the Prefecture of Police', a vocational comedy, was performed last week at Les Deux-Mas, nabie theatre of the Saint Dominique quarter.

ROMOLKA TO COCHRAN

London, March 24.
C. B. Cochran has signed Oscar Romolka for the title role in 'Mozart', which he has opened April 8, and cast includes Stephen Haggard as Mozart and Peggy Ashcroft as the blind musician, 'Therese Paradies', covered by Mesmer. Miss Ashcroft's husband, Komisarjevsky, will direct.

Paris, March 24.
French department of labor, worried about unemployment, has cracked down on music halls and circuses here and for the past month has been making it harder and harder for them to book the foreign talent they need, including American acts.

Decree requiring 40% of acts to be French has been in existence for a year, but until a month ago no attempt was made to enforce it. Then officials started getting zealous, and notified vaude houses and circuses they'd have to live up to it.

It's admittedly impossible to compose a decent bill here with as much as 40% local talent. Maximum figure is generally set at 10%. House managers, stung, figured that they would book whatever acts they liked for the present, without regard to origin, and then at the tail-end of the season, when business starts to drop off because of summer vacation, they would book a lot of French acts to bring up the proportion.

It was a good idea, but it didn't work. Officials said that the average of 40% has to be kept up in bill after bill, and began to get tough about it.

System
Decree was put into application in the most annoying way possible. System was for an inspector to go (Continued on page 57)

Rudolph Nelson, Nazi Refugee, in London to Produce Big Musical

London, March 24.

Another German refugee fleeing from the Hitler regime is Rudolph Nelson who, besides being a producer, also owned the 'Kabarett Komiker', one of the most famous of Berlin's night rendezvous, and which has at one time or another played the biggest vaudeville names in America.

Nelson is here to produce 'Pleasure Bound', a musical show, for Jan Raiford Productions, Ltd., a company formed by the English band leader, with backing coming from Arthur Fox, a Manchester business man.

German has just produced a big revue at Tuschinski's theatre, Amsterdam, called 'Van der Waas', managing director of Tuschinski, will have an interest in the London venture.

Show opens out of town, coming to London in the fall. Sidney Burns promoted the deal.

JANE COWL PLAY WITH GERTRUDE LAWRENCE

London, March 24.

One of the biggest spring productions here will be 'Harvey House' written by Jane Cowl. Opens shortly at the Opera House, Manchester, and comes to the West End about May 1.

Gertrude Lawrence, Fay Compton and Nicholas Hannan are the stellar names so far, and the show will be on a lavish scale.

Civic, Sydney, Vode

Sydney, March 13.

Civic is going pop vaude with the house taken over by J. Ballina, formerly in charge of the Pathe Newcastle here. Joe Lipman was first said to be interested in the venture.

House had been a big headache to G. T. and the vaude deal comes as a blessing, with G. T. only too glad to wipe it off its books.

Plays Out of Town

CEILING ZERO

Washington, April 2. Drama, in three acts, by Frank Wead, presented by United Producers at the National Theatre, Washington, D. C., directed by Antonio Perry, sets by John Lord.

John Bonifant..... Joseph Downing
Leslie Neilson..... John Bonifant
Leslie Neilson..... John Bonifant
Tommy Thomas..... Margaret Perry
Clark..... Albert Smith
Tessie..... Allan Hale
Doris..... Walter N. Greaves
Eddie..... Ben Starkie
Daisy Davis..... John B. Little
John..... John B. Little
Mike Owen..... John P. Hamilton
Mary..... John P. Hamilton
Dick Peterson..... John P. Hamilton
Fred Adams..... John P. Hamilton
Samuel Johnson..... James Todd
Bob Wilkins..... Walter Hill
B. P. Jenkins..... Walter Hill

First dabble of Frank Wead in legit playwriting is a more perfect nucleus for a film script than a sure-fire flashlight effort. Even so "Ceiling Zero" is not quite the plus a hefty theme that hasn't been overworked. And it has a cast that gives all it has and plenty to give.

Drama is based on the notion that boys who worked aviation up from the experimental stage, doing a lot of tie in France and blazing cross-country routes, are now cramped for space. They are now under regulations and big business control of air traffic. Atmosphere brings out contrasts between frolicking skyward and yesterday's matter-of-fact mail piloting of today. The old boys just can't stay it.

Principal characters are Jake Lee, Texas Clark and Dizzy Davis, and all three are played by the same actor, superintending of the eastern division of Federal Air Lines. Texas is a crack pilot. Both have the same agent and the same face and are sticklers for rules and regulations.

Dizzy is recalled from out west to work the eastern route under Jake. Arrives with an upside down breakfast and bounces into the office the same barrel-rolling, play-by-the-heavens as ever. Jake bawls him out and so do the Department of Commerce agent and one of the officials. Dizzy roars a big laugh and suggests getting drunk.

Dizzy gets into a fix in act two. Dizzy goes after Tommy Thomas, air-minded hostess and breathes out a young colleague. Dizzy gets a change of heart, seeks him in the kitchen and takes the plane up himself. He radios in the results of his experiment and crashes to his death. Jake wipes a tear, gets back in harness and the curtain drops.

Act three finds Dizzy all at pieces. Everybody goes on him as responsible for Texas' death. Although Jake appreciates his wish that it had been he instead of Texas, Government takes Dizzy's license away and grounds him. Dizzy pleads with Tommy to 'help him forget' and she slips off to his apartment to wait. Meantime the young college prep prepares to go aloft to test a 'de-lose' in the snowstorm.

Dizzy gets a change of heart, seeks him in the kitchen and takes the plane up himself. He radios in the results of his experiment and crashes to his death. Jake wipes a tear, gets back in harness and the curtain drops.

Play is done in a single set in the operation office of the air line at Newark. Radio stunt, including a mike loudspeaker and men of dress occupies one wing of the stage. Dances, entrances and toilet make up the remainder.

Play gets some nice melodrama by having the pilots' voices come in over the radio as they are flying. Landings and take-offs are worked in with offstage noises.

Stage is alive with airport atmosphere. Hostesses, mechanics, cold-blooded vice-president, heroic wives, pilots, a crash-crazy janitor and meteorologists are worked in nicely. Only objection is that much

of the dialog is Greek to the average theatergoer. First act particularly has the customers go by the numbers, the element finally gets the upper hand.

Some swell lines and plenty of rags army-navy patter provide the humor, which changes to tragedy as the show moves ahead. Osprey Perkins as Jake, John B. Little as Dizzy, Margaret Perry as Tommy work their heads off and come heavily. Rest of cast, for the most part, does itself proud, also.

Crisp.

A JOURNEY BY NIGHT

Boston, Mass., April 2.

Arthur Goodrich did his best in trying to revamp 'A Trip to Pressburg' into a sufficiently modern drama for the Shuberts to use as a starring vehicle for Grete Marcell. The new translation and adaptation still creaks of the old European stage school and it seems improbable that the new York version for this after falling to be cordial toward 'Point Valaine.'

Interest, nature, centers around the new Viennese art rather than the vehicle chosen for her premiere, and last night's opening at the Shubert was unfortunate for Miss Marcell in that she was booked against the first night of the Metropolitan opera's local season, only previous performance in America, since she came here under the stars, took place last summer at Locust Valley.

Her English has been polished so surprisingly so that Hollywood need have no apprehensions on this score in case 'A Journey by Night' falls to click and Equity stage has been chosen for its attractive, with deep red hair, and with a voice of fair timbre. Her role requires no heavy dramatic climaxes and is played with such repression that it is still a question as to what she could do with a tense and earnest lobby chatter of the second sturging audience seemed to indicate a belief that she has quite a little on the ball and that she will probably go better in pictures than on the stage.

Production itself has been adequately staged. The supporting cast, including Albert Van Deker, Edward G. Robinson, Claude Rains, Kate Mayhew, Richard Tauber, Nicholas Joy, Frank Wilcox, Jane Buchanan, Beatrice Swanson, Mary Murray and Fuller Mitchell.

Quality of the supporting cast is fortunate, as the main plot could easily be mistaken for one of the old school melodramas. Story is based on two brothers, younger one robbing a bank to get funds to run away with a prostitute who turns out to be the older brother's wife. He then murders her and commits suicide. Twist makes it tolerable is the prolog and epilog, first showing a young American girl in the scene, and then her father, who is interested in a young man staring from a window across the courtyard. Next three acts with seven scenes and of Jack-knit stage unfold the story that resulted in the young man reaching that window and the epilog, of course, reveals that he is dead, having shot himself and fallen against the window.

Play is done in a single set in the operation office of the air line at Newark. Radio stunt, including a mike loudspeaker and men of dress occupies one wing of the stage. Dances, entrances and toilet make up the remainder.

ALPINE SUN

Philadelphia, March 29.

Plays and Players, probably the best-known of the little theatre outfits within Philly's city limits, do mostly very fine plays, but they have one of their rare acquisitions into original-scripting when they put on 'Alpine Sun.'

Play is by E. B. Thomas, although no author's name on the program. However advance publicity in the dailies had mentioned Thomas's name and so had the underground sent to club members. Understood that the author at the last minute, requested his name be omitted. Script is reported as coming from the Shubert office with request the group try it out. Special invitation performance was followed by the two regular club performances. Public is allowed at these

BILL WRIGHT STOCK SET AT FORD'S, BALTO

Baltimore, April 2. Spring stock try will start at the Briarcliff-owned 'BO house,' Ford's Easter week. Comedy comes in under the Bill Wright, yet mid-west stock impresario. First play to be presented on weekly change will be 'The Second Man,' S. N. Behrman opus which was originally produced at Broadway half decade ago by the Theatre Guild with Lunt and Fontanne in the chief parts.

Definite setting of a stock company for the spring season at Ford's will probably call the projected one the indie Maryland was lining up. General Manager Leonard McLaughlin has been negotiating through the mails with Raymond Moore who operates the straw hat mob at Cape Cod during summers, and who currently has one going at St. Petersburg, Fla. Understood, according to McLaughlin, that a rep of Moore's is en route to Balto from Florida to talk turkey on the matter.

Dayton's 5 Wks.

Dayton, O., April 2.

Spring dramatic festival of five weeks, beginning May 13, with a different recent Broadway play each week, sponsored a local group of influential citizens headed by Judge Frederick Howell and with the Junior league cooperating, will be staged here, probably at the State Theatre.

Harry Gresham will be in charge. He is in New York selecting plays and players. Guest leads will be used.

performances although no effort is made to go outside club membership \$2.25 is charged.

'Alpine Sun' is an adaptation from the German of Hans Adair and impressed as worthy of attention. Certainly it's a lot better than many of the try-outs that have found their way to Philly professional stages this season. Some very bad casting hurts it and makes it hard to appraise, but the good consensus is that Thomas has concocted an affable little comedy which has at least one corking scene.

Story is of Felix Noria, an aimless, vague kind of a chap who, when the curtain goes up, has just obtained a divorce from his wife, Ria, a skating champion. Locale is European but characters are pre-arranged. Certainly it's a lot better than many of the try-outs that have found their way to Philly professional stages this season.

Ria is a robust and dominant young woman who is distinctly outdoors and athletic type and who couldn't stand the prim fussiness of Felix. However, her own friend arrives on the scene and quite brazenly and boldly announces that she is going to grab Felix for herself, that's something else again and Ria gets up in arms.

She is a girl who can always be persuaded to do anything at all, come to St. Moritz with her to escape the toils of Lily, the girl-friend. On this she is miserable as usual, while Ria spends her time winning new skating medals. Lily follows and the two women come close to a knock-down battle on the subject of the futile and innocuous Felix. Lily, by bribing a servant, procures a key to a nearby chalet which has once been occupied by Felix. Then she persuades Felix to go for a hike and arranges it so that when a snowstorm comes up, she will have to take shelter for the night.

Last act takes place the next morning. It's obvious that nothing has happened and they see that Lily is a little sore that Felix had not made even an attempt to break into her room. Rescue party, led by the furious Ria, arrives and more recriminations follow. Felix, however, has been so delighted by his night's experience and so touched by all the little attentions that Lily has lavished on him and the breakfast she has cooked him, that he at last makes up his mind. He's going to stick to her.

There are two other interesting characters: Ria's mother, who is inclined close with her son-in-law, Felix, and Colonel Knitworth, whom she marries. Last-named is a quaint character and there's a badly acted scene at the end between him and Felix as they drink themselves into a nice, mellow bun while discussing their problems.

It's the character of Felix, however, that dominates. Portrayed by somebody like Ronald Colman, this agreeable but indecisive individual would be good for plenty of quiet comedy. Battle of the two girls over him also has plenty of possibilities.

Scene in the chalet avoids most of the obvious and conventional sex-

Inside Stuff—Legit

Believed to be not the least contributing factor in the growing number of amateur and church plays being produced around this year is the fact that many of the shows are getting make-up gratis. Purchases of the boxes of grease paint formerly constituted quite a hurdle for club producers.

Rivalry between various firms of cosmetics less than a year ago prompted the companies to spot crack make-up artists in department stores where they dolled dames' physyos free as ballyhoo for their products. And with the cosmetics lately spreading activities to include amateur plays.

Not only do the firms supply the paint and powder free, but they send trained representatives out to halls and auditoriums to apply the grease and grit to the simon-pures' pans.

A new Pacific note in legit advertising is being claimed by Sam Grisman and Jack Kirkland for their production of 'Tobacco Road' at the Belasco, Los Angeles. Sold on the idea of keeping the exploitation quiet and dignified, by Norman Markwell, former New York ad man, the producers have agreed to sit back and see how it works for a week. Ballyhoo and garish posterizing is entirely lacking and in its place is substituted light type in the dailies and a total absence of loud exhortation through other media. Everything being kept down to an audible whisper.

'Road' has just passed its third week and looks headed for eight, the depreh period house record held by 'Dinner At Eight.' Show is in at a \$2.75 top.

At least two stars currently on Broadway have pieces of the shows in which they are appearing. Leslie Howard is in 'Perfidy' at the Broadhurst, and Dennis King has 30% of 'Petitcot Fever' at the Ritz. Both actors have previously been similarly interested in attractions in which they have played, and in most instances profitably on top of salary.

Exception on King's part was 'Richard of Bordeaux' on which he was his own manager. However, his playing in 'Vaughan King' which he made his American debut, and 'Three Musketeers,' returned him solidly.

'Forest' has a three way proprietorship—Gilbert Miller, Arthur Hopkins and Howard.

'Turner Bullock, who authored 'Lady of Letters,' Mansfield, N. Y., made his first contact with show business at a summer stock theatre in Stock N. Y., two seasons ago, entering the boxoffice as treasurer. He is from Texas, which explains why the Associated Press received requests from Texan papers for a review of the play. Script's background is that of a small college not far from Dallas.

Duke Pearson, who presents the show, is a Russian heretofore known as a director. He also staged 'Lady Edgar Chapman, an attorney, handled the business end of the booking. Identity of the show's backer not being revealed.

'Board of the League of New York Theatres will huddle to consider a proposal of the N. Y. Herald-Tribune concerning the directory form of advertising for legit houses and attractions. The daily claims that in boxing the directory there is a lineage loss which it aims to have the managers pay for. Trib wants to charge for one line more than actually used by each show. Managers object on the grounds that other dailies would also then tack on the additional charge.

League is now dealing into the matter of their space in hotel guides and throwaways.

Arthur Hinchman, connected with Leo Newman's ticket agency on Broadway, was operated on at Liberty, N. Y., last week for infection of the thigh bone.

Source of infection is claimed from a blow by a policeman about five years ago. At the time Hinchman was attempting to sell tickets in front of the Apollo theatre.

William Fields, press representative for Laurence Rivers, producer of 'Dodsworth,' currently in Pittsburgh, and in which the elder Huston is starring, is reading the play with idea of possibly doing it as a follow-up when the current road tour ends.

John Huston, son of Walter, has written a legit play, Company of 'Dodsworth,' currently in Pittsburgh, and in which the elder Huston is starring, is reading the play with idea of possibly doing it as a follow-up when the current road tour ends.

farce material and has a subdued and pleasant charm.

'Alpine Sun' is a play that has run too long now, but some dialog should be pruned and business substituted, especially in last act. Against the play is that it has three acts, a burden for a light little comedy of this kind. Incidentally, Plays and Players go at it a corking production, especially the last act. Incidentally, too, Maurice R. Massey, Jr., playing Felix, gave a first-rate high comedy performance, far and away above amateur average. Play was directed by Mrs. Upson Favorite, and she did a good job. It rates a chance. Waters.

Connie's B'way Show

The new 'Connie's Hot Chocolates' which induces the Palais Royal on Broadway into black-and-tan under Connie Immerman's direction, will be staged by Teddy Blackmon with special songs by Andy Razaf and Paul Denniker. LeRoy Slatkoff will furnish the empanation as he did for many seasons at Connie's Inn in Harlem.

New revue opens in about three weeks and will include 18 girls and nine boys in the line.

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Dutch Copyright Fight
Courts at Rotterdam are dealing with an important case of literary piracy. This is a case of appeal against judgments delivered by a lower court, which sentenced the infringing Dutch publisher to pay up for infringed copyright.

Case was won by an American writer, A. Ward (pen-name Robt. Ward), for a novel translated into Dutch, which had appeared in the 'National Weekly.' Publisher's argument was, that the United States had not signed the Berne Convention, therefore a piracy of American novels was permissible. Ward's lawyer, contended, that the novel in question was simultaneously published in the States and in Canada, and as Canada is party to the Berne Convention, it was infringement of copyright. Attorney of the Dutch publisher pleaded that though the novel was published in Canada, by the American News Company, the periodical in which it was distributed in Canada, the National Weekly, is published and printed in Ohio and bears on its cover the words 'National Recovery Act,' which implies that it is not a Canadian publication.

Lawyers are still chewing over judicial distinction between publishing and printing and decision is not likely before May.

Press Combine Chops Staffs
A public utility and press-radio monopoly, which has full control of the newspaper and radio in New York, N. B., has been cutting operation costs by moving some oddtimers off the payroll of the morning and afternoon dailies. Men on the staffs as long as 40 years have been eased out on small pensions.

In effort to prevent establishment of a rival group in St. John, the combine has contracted for the International News Service, United Press and British United Press, as well as the Canadian Press, a parallel to the Associated Press, and working with the A. P. The acquisition of the I. N. S. looks on as gesture to the Hearst interests, who have been mentioned frequently as planning a morning and an afternoon daily in St. John.

Experimental Theatre Mag
Group of young enthusiasts with the uplift of the theatre their concern have bonded together to get out a so-called experimental magazine on the Boards. It's a mimeographed affair.

On the Boards, which refers to itself as 'America's Only Adolescent Theatrical Magazine,' has a heap of workers in its behalf, including an editorial board, contributing board, board of assistants, supervisory board and advisory board. On the advisory board are 60 show people from George M. Cohan to Bert Lahr.

Editor is A. Bertrand Chanin, with Arnold Coperman assisting. Mag sells for a nickel a copy.

Review Reorg Set
Reorganization of The North American Review complete, with the new editors both descendants of the mag's original founders, John H. and his late wife, Mrs. Dana Skinner. are descended from Edward T. Channing and Richard Henry Dana, Sr., who helped found the publication in 1815.

Coincident with its reorganization, marking its 120th year of continuous publication, the mag becomes a quarterly.

Ruth Feiner's Trio
'Supposed to Be' and 'Fire in May' are two new books by Ruth Feiner under contract with Harcourt, London. Her latest venture, 'Cut Across the Path' is a second edition. U. S. rights are held by Lippincott's.

She is a daughter of Herman Feiner, librettist of Richard Tauber's 'Singing Dream.'

N. Y. Post's New Serial
The N. Y. Evening Post has acquired second rights to 'Woman of Destiny,' Story has already appeared in the Philadelphia Record, sister sheet of the N. Y. publication.

Understood Charles Harris is planning to produce the story as a play shortly after its newsprint bow.

Criticizing Music
New-critical music review, Music Vanguard, is underway for publication every other month. Being administered by a board of editors comprising: John G. Beger, Max Margulis and Amnon Balger, with Elsie Stegmeyer, Henry Cowell and Lan Adamson as contributing editors.

Best Sellers

Best Sellers for the week ending March 30, as reported by the American News Co., Inc.

Fiction
'Green Light' (\$2.50)By Lloyd C. Douglas
'Of Time and River' (\$3.00)By Thomas Wolfe
'Come Let It' (\$2.50)By Edna Ferber
'Pylon' (\$2.50)By William Faulkner
'Beauty for Ashes' (\$2.00)By Grace Livingston Hill
'A House Divided' (\$2.50)By Pearl S. Buck

Non-Fiction
'While Rome Burns' (\$2.75)By Alexander Woolcott
'Personal History' (\$3.00)By Vincent Sheehan
'Francis the First' (\$3.00)By Francis Hackett
'The Dooly' (\$2.00)By C. Phillips
'Rats, Lice and History' (\$2.75)By Hans Zisner
'Why Not Try God' (\$1.00)By Mary Pickford

Show People Get Awards

Lola Ridge, playwright; Cleon Throckmorton and Mordecai Gorelik, stage designers; and Agnes Entners, dancer, are among the winners of Guggenheim fellowships awarded Monday (1) in New York for the coming year. All will get about \$5,000 each for purposes of special study abroad.

List of awards includes fellowships to Newton Arvin, English prof at Smith College; Dr. Tremaine McDowell, English prof at U. of Minnesota; Dr. Stanley Williams, English prof at Yale; Dr. Abram L. Harris, economics' prof at Howard U.; and Dr. Otto Klineberg, instructor in psychology at Sarah Lawrence College, for literary research.

Dr. George Herzog, assistant prof of anthropology at Yale, gets a fellowship to prepare a book on music, and four musicians, Walter Piston, William Grant Still, Paul Nordoff and Dante Florenti, get fellowships for composing music.

Writers getting the coin are Kenneth Burke, Edmund Wilson, Suzanne McCadoo, Les and Helen Hughes, Jack Conroy and Alvin C. Besie.

Cleon Throckmorton's assignment is to study European theatre, with George M. Cohan as an agenture to the Hearst interests, who have been mentioned frequently as planning a morning and an afternoon daily in St. John.

Copyright Bill

State Department's copyright bill, introduced in Congress by Senator Duffy, of Wisconsin, is substantially the same form disclosed last week. Measure has been referred to the patents committee which has been urged to rush action, with hope enactment before session folds, but Chairman McCadoo has made no provisions yet for hearings.

Measure not submitted to the house where Chairman Strohich, of copyright committee, is openly hostile to features and threatens prolonged consideration.

Two New Business Mags

Couple of more new business mags in the making with publication to begin within the next month or two.

Lester Swartz readying a periodical to be known as the National Industrial World. Ralph O. Morgan is associated with him in the undertaking. Other forthcoming publication is the American Business and Economic Review, sponsored by Sarah Bennett.

Ribbing the Ribber

N. Y. Daily Mirror kidded the Improbable when Morris Markey and his wife, Edna, were in the city of New York, on occasion of Raoul Fleischman's 11th anniversary party at the Waldorf-Astoria to his N. Y. staff. The news account of the stiff was bylined O. F. Gawkes. Guy Fawkes is the New Yorker's regular 'Wayward Press' non-deme plume for comment on behind-the-scenes stuff.

N. Y. Gets Writers Congress

Mecca Temple, New-York, will be the scene of the American Writers' Congress when it opens April 26. Opening event will be a public meeting.

Auditorium of the New School for Social Research has been engaged for the following two nights, with the sessions open only to delegates to the American Writers' Congress.

New Femme Pub.

New mag for young women is a monthly called Mademoiselle. It's a class affair, and like most of the mags for femmes, is edited by a man, Desmond Hall.

Concern getting out the periodical is headed by Charles A. Brodek.

Fund's New Board

Annual meeting of the Authors' League Fund is scheduled for April 10, when the nominations for the new board of directors will be elected.

New board will contain Katherine Brush, Harold Bell Wright, George Middleton, Fannie Hurst, Ruth Alez, Du Bose Heyward, Sinclair Lewis, Elizabeth A. McFadden, Mary Roberts Rinehart, Sigmond Romberg and Booth Tarkington.

Scoop Goes Wrong

Release of the Jack Dempsey baby pictures put Julia Shawell on staff of Woman Today, on spot. Miss Shawell assured she would have an exclusive on the pictures, but general release to the dailies in New York jammed her up and had her on the carpet.

Mere Hoke

Another humor mag to make its appearance shortly, to be known as The American Humorist. Aimed at the serious reader, the new humor fanzine. Sponsor of the mag is the Gem Publishing Co.

CHATTER

Bennet Cerf back from Nassau. Harold Kase here from England. Middleton Duncan here to visit McKinlay Kantor.

Hutchinson has taken London rights to 'Jornada.'

Talbot Mundy will win a movie novel published within a month.

Newest Modern Library title in John Reed's 'Ten Days That Shook the World.'

E. Phillips Oppenheim likes the West Indies so much he may pitch his tent there.

Frederick Beane going to Argentina to gather local color for a novel about a gaucho.

Louella D. Everett and Carolyn Wells gathering an anthology of cat poems of all things.

Frank H. Simonds will give a series of six lectures at Johns Hopkins starting today (3).

Longfellow employing Robert Frost's manuscripts in celebration of the poet's 60th birthday.

The Maude Adams autograph will definitely be titled 'The One I Knew.'

Horstene Lion lunched by friends upon the publication of her novel, 'The Grass Grows Green.'

Louise Paine Benjamin has joined the staff of the Saturday Home Journal as an associate editor.

Appleton-Century's 'Tired Business Man's Library' will be increased by five new novels shortly.

Applications for these Literary Fellowships offered by Houghton, Mifflin must be in by May 1.

Three film offers thus far for 'What Manner of Love,' but Rita Weisman says not enough coin yet.

Edith Anderson doing a blog of Louisa May Alcott, who wrote 'Little Women' and 'Little Men.'

Emile Gauvreau, the newspaper editor, has written a book about Russia, and Macaulay will publish.

Charles Angoff, who quit as editor of the Amerikerm when it was sold by Knopf, has joined Nation, the mag, in an editorial capacity.

After four years of short stories Sally Benson has written her first novel and has sold it to Covell, Friede.

Price of \$4,000 for a best text book on the contest conducted by the Atlantic Monthly and Little, Brown has gone to Elizabeth Crowe Hanum, of Chicago.

Real name of Nell Bell, author of 'The Son of Richard Carden,' is Stephen Southwell. And Stanley Vernal, author of 'The Wine Room Murder,' is really Walter Stanley Campbell.

Edith Hagard, of the William Morris office, has placed 'Strange Passage,' a novel by Theodore Irwin, with Smith & Haas; also another T. S. Striding story, 'Miss Jackburg,' with the Saturday Evening Post.

Newark Strike Ends

Strike of 15 editorial men of the Newark Ledger, N. J., ended Thursday (28), when the Newark Newspaper Guild and the trustees of the paper reached an agreement. The 15 reported no work in the following day, displacing those editorial workers who had been hired after the walkout of November 17, last.

Agreement between the Guild and the paper's trustees was taken as a complete victory for the strikers, who originally walked out when Lucius T. Russell, publisher of the Ledger, dismissed eight employees. Application for removal of Russell publisher of the Ledger has been made by the trustees and attorney for stockholders.

Contract between the Guild and trustees permits the paper to retain seven former members of the Guild who refused to join in the strike. Also the city editor, who came out after the strike, in effect, was not attended by constant bickering, with Heywood Brown actually championing the striking editorialists.

Ted Husing's Blog

Much of the personality stuff in Ted Husing's current autobiog in Cosmopolitan, starting in the April issue, was scissored by the Hearst House that will be included in the Farrar & Rinehart book edition this summer. Book can't be released until after the final (July) chapter in Cosmo. Therein Husing throws in the newspaper pals responsible and other personalities responsible for his progress in radio. Most of this edited out of the mag serial.

Talent Ban

(Continued from page 55)

around to a house, look over the past bills and tell 'e management he wasn't satisfied with the proportion of French acts being used. Then the inspector would walk off. Next the notice applied for a labor permit to import an act from Berlin, London, Italy or elsewhere it would be automatically refused. If a would have to go out and the pull started to proceed at the last minute in getting its permit.

This results in a continual chaffing and name change, which, if it continues any longer, toward killing the variety business here, just as it is getting off to a nice revival.

One of the 'cheuses a couple of weeks ago couldn't get a labor permit for its headliner, a Russian act which was in Berlin at the time. Circus got a deputy, friend of one of the executives, busy, and the permit was not ready the day before opening. Man was sent by airplane to Berlin with documents, but when he got there the French consulate was closed and it took a week to get the necessary performer's passports. So act had to wait until next day, and show opened without the headliner.

Politics
Law is made by politicians and applied by bureaucrats who naturally don't know much about show business and think that 40% French is a low proportion, since acts may be so common here that they are allowed to employ only a very small percentage of foreigners.

In a letter to the Minister of Labor, the Cirque Medrano, one of the leading houses, points out that it is impossible to please its audience with only 60% foreign acts. Contends that since it can't use singers or orchestras in the ring it is in a worse spot to find French acts than to find American ones, and that 90% of the available circus attractions are American, English or German.

Shows out also, that it is obliged to require a series of labor permits for every fortnight's show, and since it has to take advantage every time of whatever acts happen to be free and within shooting distance of the show, it is forced to advance what it is going to need. For some reason, circus contends that it can't keep a certain proportion of French acts week in and week out, because the best to take advantage of are those in Paris of whatever acts happen to be available.

Rule allowing a maximum of 10% of foreigners among ring employees is also cited as a hindrance, because almost all the competent circus help available are Czechoslovaks. Show says that if these regulations are enforced it will have to close up.

Small time in the show business by Francis A. Mangum in getting permits for the English girls he has at the Tex show this week. Finally got them through, but only after a lot of fighting.

Book Reviews

New Christie

A new Agatha Christie opus is always one of the high spots of the season. The current issue is 'Death in the Air' (Dodd-Mead; \$2), and a peach. Good old Hercule Poirot does quite a lot of traveling back and forth between London and Paris before he figures it out, but in the end he gets the answer, which as in all Miss Christie's books, is not at all like anything the reader could possibly have figured out on his own. The Poirot stories have been filmed successfully only once, in England. They should be made here.

Explaining Gags

Jack Goodman writes the advertising copy for Simon & Schuster and Albert Ellis, who writes the real name, does the promotion for the concern. And the S-S office and executives being what they are, it is only natural that the two boys became gag conciliators. As now they're trying to explain it all in a little book called 'I Wish I Had Said That' (Simon & Schuster; \$1.25).

Some day Goodman and Ellis ought to write a book. The time they gave the surface. It's a fascinating subject, how gags started, and where, and why. Only the boys took it a bit too seriously. They didn't allow any of the jokes to creep in.

Co-Leaders

Women in politics have not yet been overdone as a fiction theme. In spite of the fact that women have long had the vote. Margaret Culkin Banning deftly weaves a romantic plot into the muddy background in her 'The Great Woman' (Harpers; \$2.50). No knock-out, but it has interest and is nicely told. Hardly screen material.

London Legit

(Continued from page 55)

ing a straight legit starring Delvella, Howard & Wyndham have a play by Jane Cowl, 'Hercule Poirot,' which is to star Gertrude Lawrence and Fay Compton and which hopes to debut about the end of April.

Tyron Guthrie, producer, is now in the U. S. conferring with Miss Cowl on some script alterations.

Gilbert Miller is another manager ready to go but not sure where he'll start. He wants to produce a Russian act which was in Berlin at the time. Circus got a deputy, friend of one of the executives, busy, and the permit was not ready the day before opening. Man was sent by airplane to Berlin with documents, but when he got there the French consulate was closed and it took a week to get the necessary performer's passports. So act had to wait until next day, and show opened without the headliner.

Twenty to One, a new farce starring Lupino Lane and Barry Lupino is ready to start any time.

Maurice Schwartz, New York Yiddish actor, wanted to do 'Yoshe Yosse' but he couldn't find a theatre so he hopped a plane for Paris and will give the Frenchmen a look at it first.

A revival of the 'Co-optimists,' starring Nelson Kays, is also preparing. Some of this is due to the fact that everyone's waiting for the big Jubilee period to start, figuring it sure to boost grosses all around. Several managers in the West End are doing the same thing, but they are buying tickets themselves to boost grosses to the guaranty point in hopes of making up for it later.

Italian Opera

(Continued from page 1)

dispenser of patronage, as the French Lion acts to do here and over here. Special building for the consulate is being completed, being one of the units of Radio City. Those who rent stores on the street level of that building will operate under a subsidy arrangement, that no being among the activities credited to Italy's foreign office.

Stars and conductors for the new opera will be assigned to Broadway by government orders, it has been anticipated that the Met has, or will, tie up most of the important talent now on this side. Assembling of the orchestra is reported already underway.

Italian opera is to be spotted in one of the Shubert theatres. It is said. House will be rented outright.

Going Places

By Cecelia Ager

Coddling the Nuts

While absorbed in watching Claudette Colbert, now a psychiatrist in "Private Worlds," as she makes her daily rounds in a sanitarium for mental cases—one may be somewhat surprised to learn there's nothing so mysterious or baffling about the treatment of the insane after all. For Miss Colbert's (Dr. Eversett's) method—enormously successful according to her astute patients—merely consists in speaking to the patients as if they were little children, enunciating slowly, distinctly, pouring enveloping layers of sympathy and kindness into her voice while appealing to their better natures. By aggressively seeing only the good in them, it appears she can dominate them and so convince them that that's just what they are—good. Whereupon they start right in acting good.

Herself, she's got a terrifically sympathetic nature. At work and at leisure, Miss Colbert goes about understanding, pacifying, encouraging, inspiring, straightening complexes out until it would seem she'd be drained dry. But no—there's no end to Miss Colbert's resources for understanding and only those who watch her get tired.

Miss Colbert mixes the transition from gray girl to serious-minded benefactor of humanity by changing her coiffure and building up the décolletage of her evening gowns. Gone are her frivolous bangs—instead, a neat, clear-browed and becoming bob. Then, too, there's a change in her manner—it's quieter, simpler, and she does keep the unction in her voice down to its minimum.

Listening to a lot of psychiatric terminology and swept into searching for motivations along with the members of the cast, the audience may be apt to try a little psycho-analyzing on its own and decide that the trouble with Helen Vinson is that she doesn't know she's in love with her own brother. Certainly the best of her coquetry is directed at him, and all her coquetry is pretty darned good, and her supercilious and southern accent. In fact, she comes close to Esther Dale, the sanitarium's matron, in clear-cut, sustained characterization. Joan Bennett looks very young and exceedingly pretty, and is tenderly protected by the direction from having to act her big scene—it's all done with photography and sound effects, and it's unfortunately chilling.

Strictly the Film at Palace

The Palace isn't worrying much about its vaudeville this week, not with "Roberta" as its draw. Four acts, it's decided, will suffice, and let them be four acts of minimum. Tomorrow, however, when the Palace is so infinitely more entertaining than vaude anyway, it would be hopeless for live stage folk to try to compete. So the Palace has cast about and found, four acts to offer the least possible competition. Meanwhile, some of the customers who, stubbornly, like vaude in spite of pictures and come to the Palace to see it.

Three women actually work in the four acts—a fourth goes in a red dress, quietly muttering and exclaiming while the trained pons in O'Donnell and Blair's slapstick act collapse in the dutiful obedience that's been theirs for, lo, these many years. Bartell and Hurst claim parts of the working girls, in white satin one-piece pajamas with full chiffon sleeves caught at the wrists into wide elastic bands, walks on her hands in time to the music and performs other feats in slow acrobatic contortions; and a blonde who waltzes first in princessie white satin with white ostrich and then reappears as a polo player keen to be tossed about by her three partners, themselves gotten up to represent polo players but acting mighty like adagio dancers. The little lady's outfit lacks the broad belt and boots it needs for realism and good grooming.

Third working girl, femme fatal of Carroll and Howe, plays a nut comedienne who's nut about as good as good as either. A pleasant personality embodied in a figure that could do with more rigid underpinning, she wears a bright blue crepe dress with white collar and bow, and is not disturbed that her short bias-cut skirt hikes up in front.

Rasching for Park Ave.

The east side Raquel Meller, Molly Picon, is at the Fox, Brooklyn. Or is Raquel Meller, the Spanish Molly Picon. Picon's first in vitality, directness—the engrossing way she makes average material seem almost profound. But she hasn't freed herself of the east side, for all her British pronouncements of the words "song" (with soft "g") and "serious" (with a peevish "r") in her speech, preferring her stilted "Side Symphony." Her vigorous walks to the wings as she accepts her applause with arm upraised, flit clenched like a one-armed prizefighter winnab, betray her in her ambition to become an uptown girl.

A very young uptown girl she'd like to be in her starched white lace gown and black, with a few blue and white with high strung, struts at the back, crisp and dainty over its white tulle and—this is a frock for an Anglo-Saxon string bean, whereas Miss Picon, little and warmly curved, is something else, quite as fetching, but never a Nordic string bean.

Surrounding her, pleasantly willing away the time till her eagerly awaited entrance—the "Streamlined Revue," announced by femme m.c. Olive White in neighborly fashion, refreshingly free of gags and overly intense enthusiasm. Miss White achieves the remarkable feat of making an m.c. both likeable and necessary. She moves gracefully upon the stage in a long white "tulle" "pinafore" from floating wide at the hem, its top of the shoulder cinched with red tulle.

Bulwark of the stage show, 12 "Streamlined Girls," are costumed to reveal the truth of that classification, in various garments with a leaning toward the Oriental, heavily jeweled at strategic points. They engage, for the finale, in something called "Symphony in Metal," which gives them the chance to strut like the "Streamlined Girls" in their gowns and strange helmets jutting four columnar horns, whose significance has no doubt something to do with the Machine Age, and also permits the two adagio gals of the Five Voltaires the opportunity to display the most dramatic adagio body hurling costumes yet—severe black alken high-necked and long-sleeved tight-fitting, cut off high at the thighs, worn unadorned—save for the good figures they outline—with fitted black velvet helmets.

Upping Toothpaste Sales

Joan Blondell is a very interesting traveler in saleslady. Interesting, particularly for her knack of traveling the country over packing and unpacking a tremendous wardrobe and yet managing to sell toothpaste on the side. Interesting for her ability to avert passes, though she's made up to look as if she'd welcome them. Interesting for her awfully walk, her great clusters of blonde curls kept tidy through all the press of a commercial life, her fur coat, her severe and starchy and stubborn occupation with business offices when it's boudoirs she could do so handsomely. Interesting for her hats, which zoom off her head at all angles and yet stay on, for the zeal for salesmanship of toothpaste that gleams in her large blue eyes. (Somehow, though, she becomes the woman's greatest toothpaste seller, it seems a pity, all that energy, that seriousness, spending time and money on toothpaste. And it might make her thin.)

Glenda Farrell buys toothpaste in "Traveling Saleslady." Beyond that, she is risk and wears a tailored suit with a rippled back in the style raved famous by Paul Whiteman and Jack Durand. Ruth Donnelly plays Miss Blondell's mother who's more like a pal, but then credibility and "Traveling Saleslady" don't think so much of each other anyway.

Where Hips Count

Since she's the only woman on the bill whose name is printed in full on both announcements, that must make Jean Sargent femme headliner at Loew's Orpheum. At any rate, Miss Sargent stands in front of the mike and pours her heart in song into it, while wearing a white

Did You Know That—

When Gary Cooper goes to Frances Fox for his hair treatments the girls are soooooo thrilled...Sophie Tucker has finally left Broadway living quarters for Park Ave...Mrs. Rube Goldberg will visit the Coast in May...the cast of "Anything Goes" was furious at Irene Dunne the other night when she refused to even smile from the front row...that was Jack Cohn at the Opera Thursday night...also Molly Ryskind...George Price is in from Florida with one of those sepias...Lou Schreiber is showing the town to his lovely bride...Walter Huston's a hockey fan...Aline MacMahon, strutting through Central Park, seemed unconscious of those stars of recognition...Radio Harris addressed a Belasco theatre audience on "picture criticism" last night...Richard Menken was very thrilled with that letter Mrs. Franklin D. Roosevelt sent backstage after the performance...Miriam Hopkins is the only actress who says they say Louis Shuler has discovered another Lydia Roberti...Tommy Mitchell is directing the new Bankhead show...One Munson is in the records with his teacher, Herman Wassermann...Betty Lawford was squired by Jay Gould and another boy at the Perleian...a back in the Palace's future bride is selecting a gorgeous trousseau.

Dime Novel Stuff

(Continued from page 1)

ties are being challenged. Flock of refusals to renew licenses are in the offing.

Lacking right of censorship, Comish plans to cite for hearings a number of stations in all parts of the country, and in hope of impressing majority of broadcasters that public interest, convenience, and necessity provisions of the basic law are not empty phrases. Idea is that rather than jeopardize investments and face costly and drawn-out litigation, stations will ask Comish opinion on the t. for objectionable programs and try to remain in government's good graces by doing house-cleaning on their own hook.

Orders for sapello movement—believed to come direct from the White House and to have been strengthened by super-critical members of Congress. President has not openly taken hand in it. On Congress, the president's sidekick of former Chairman Eugene O. Sykes and boosting of Anne S. Pratt demonstrated the Chief Exec's deepening close watch on Comish doings.

And already has moved to carry them out. "Tipoff" came from Pratt in broadcast interview over NBC last Saturday (30) when Comish boss declared "We will not brook any trifling with our regulations. The radio people who disregard them—on a broadcast basis—have been harmful and manifestly fraudulent material—are going to be made conscious that there is a board in Washington to whom they must render an accounting. We will punish the malefactors even if it means their extinction from the wave-lengths."

Tactics will be same as were used to bring Comish's Bob "Shuler," "Hello World" Henderson, Norman Baker, and Doc Brinkley, but government campaign will not be limited as in the past to quick medicine men and demagogues.

Kid Programs Doomed?

Kid programs of blood-and-thunder type appear doomed under new

dress studded all over with rhinestones, rhinestone earrings, and her hair parted in the middle. Miss Sargent's gestures are concerned chiefly with indicating to the orchestra the tempo she'd like from it; and her manner, the drawing room kind.

Then there is Madeline Manning, stooping for Joe May and being "very Franch" about it, rolling her large eyes after Bordon, wriggling busily in her black satin molded-hipline frock, coiffing her black short curls like a Gollum. Regardless, and despite the large white chiffon handkerchief firmly appended to her wrist, Miss Manning is cut.

The Keene Twins do acrobatic dancing in unison and make such a steadily revolving pinwheel that they could be twins. They carry on in pleated blue satin shorts, boleros with organly arm ruffs, and wear ribbons in their hair.

Lila of the Rodrigo de Lila Revue, dances with grim determination a slow waltz and then a rumba, revealing some new holds for the customary whirling. Lila has a magenta crepe dress with sequined dolman sleeves, made with a long basque that is a little over-zealous about revealing Lila's hips. The flirty young woman in the revue, who sings and dances "La Cucaracha" is dressed as a cockroach.

Among the Women

By The Skirt

Poor, But Well-Dressed

The picture at the Roxy is a Columbia opus featuring Nancy Carroll, Miss Carroll is the leading "woman" of a repertoire company playing Shakespeare. She falls for a young college student in the person of George Murphy, who hasn't what it takes.

The clothes worn by Miss Carroll are in perfect taste, although rather elaborate for one supposed to be in straitened circumstances. A black evening frock has the earmarks of coming from a first-rate modiste. The full skirt is topped by a low bodice with a gardenia garland around the throat. There are a series of shots showing many sport costumes and, as a bride, Miss Carroll was indeed a Juliet even to the pearl head-dress. For traveling, a coat is combined with fur in the sleeves and long edging. Grapes adorned a frock worn for cooking. As a dine-along girl, a light colored crepe gown is flaring at the hem and worn with a short cape. In fact, many short capes are shown.

Deep collars and cuffs, lace edged, trimmed on black frock. A beach costume is of white with black and white showing down the front. There is a short jacket and a large black hat. Very neat was another black dinner frock, cut with a most modest neckline.

Jean Dixon, that superb wisecracker who isn't seen enough in pictures, assists Miss Carroll and is seen in a wardrobe consisting of fur trimmed coats and tailored suits. One evening frock is of a shimmery satin worn with a three-quarter coat of the same material.

The stage show at this theatre is announced by a Gae Foster girl in a black and white dress and black wig, having white cuffs. The girls, on a darkened stage, go through a routine with the aid of a lamp for each girl. When the lights life they are in short red costumes with huge white bows at the throat and hats and cuffs matching. In a second number, full skirted tulle-satin frocks are lined in blue and silver. Poke bonnets and of the tulle, with blue ribbons. They do an old fashioned can-can. The girl of Lorraine and Digby wears a print dress for her clowning.

Sullivan's Back

Ed Sullivan is back at the State once more. Ed and Marvin Schenck are very friendly, hence the booking. But this time Ed has a real act. And believe it or not, he sings. His young daughter was in the audience Friday afternoon and was she pleased.

Alice Dudley, one of those modernistic dancers, does her stunt in a flame colored skirt, yellow blouse and a wide black velvet belt. Her blonde bob is confined with a narrow black ribbon. Dolores Farris, a girl on her toes, wears white with rhinestones and fox trimming. For the finale she appears for a minute in a strange creation of the palest green shade, trimmed with rows of coque feathers.

The Saxon Sisters are well groomed in white tailored suits worn with blue dotted ascot ties with hats, shoes and gloves matching.

Their Money's Worth

When the customer plans down his 25c at the box office of the Academy of Music, he expects 25c worth of amusement, and he usually gets it. Frank and Mill Britton, with their rough and tumble band, give a performance of entertainment and a huge audience greeted them Friday afternoon.

The show is in the form of a unit and three girls acts are introduced. A girl called Connie does some stepping with a boy, her costume consisting of a very short yellow cloth jacket topped with a blue moire bodice. A rather indifferent stranger introduced as Mildred, sings in a blue crepe dress made long and covered with a three-quarter jacket of the same color.

Three stocky girls call themselves the Three Sophisticated Ladies. They submit to some rather harsh tumbling. Dressed in coat dresses of a deep shade of blue with black inserts, they strip to shorts. Connie comes back for a final fling in a crystal costume made very short and wears also a high hat of brilliants.

Secondary Vaudeville

All Brooklyn journeyed Albee theteward Saturday, the reason: "Roberta." What a glorious picture, although much of the charm of the stage production has been lost in its transition to the screen. The dancing of Fred Astaire and Ginger Rogers is as lovely as ever, but casting Irene Dunne as the Russian Princess was far-fetched.

The vaudeville show at the Albee doesn't matter. The entertainment starts off with the burlesque dancing act of Gene DeQuincy and Lewis, the girl comical in a pretty gown of white silk with a flowered pattern of red and blue. The long full skirt of the long full skirt of a hill billy act with two girls in gingham dresses fairly amuses. Dick Noy troupe has two girls dressed the same as the men, in purple trouser suits trimmed with blue ribbons.

drive. Deluged with blasts from educators and parents, Comish is agreed that if broadcasters do not move on their own to cook up more satisfactory entertainment for children the government must apply the whip. All members of the broadcast division are known to be sold on this point, which was reflected when Pratt said in his air about the radio is due to meet obligations and in some cases I am certain that it is having a deleterious effect because of some of the programs that are being presented.

Condemned programs are compared to dime novels.

Numerous medical programs, including offensive burles about laxatives, are due to be blue-penciled. Recent birth-control program

brought many kicks. Horse-racing and broadcasts used in numbers racket are frowned on.

Although no decisions have been reached, Comish personnel is playing around with the idea of putting a time limit on the amount of advertising which may accompany sponsored programs. Feeling is that both advertisers and broadcasters fail to appreciate public relations and the value of double-billed and exaggerated claims.

Trade Commission will continue its supervision to prevent misleading and deceptive advertising, but powers are limited so that it cannot act against programs which are merely offensive. Scope is restricted to actions which may be unfair competition in interstate commerce, so that communications crowd will handle the other problem through its public interest authority.

Congress may take a hand if the Comish fails to choke off nerve-grating or revolting commercial patter since many members of both the House and Senate are privately disgusted with steady streams of buy this and use that admonitions. Aware of this situation, Comish feels it has a duty to save broadcasting industry from its own sins and that if the industry is not smart enough to clean up without government prodding steps must be taken. Which is why a dozen or so stations now are confronted with unexpected problem of defending their franchises at hearings.

Hollywood

Flu foorer Bryan Foy.
Dashiell Hamilton planned in.
Raoul Roulett's digit in, aplints.
Vance King out as Academy p.
Flu bug nibbled on Randy Scott.
Ben Cohen to N. Y. on Tarsan.
biz.

Joan Blondell flat with a bad cold.
Bill Swigart freelancing in public.
Luce Velez Luxing on the air April 14.
Frisco's fashion plate, Cliff Work, in and out.
Claudette Colbert due back from N. Y. April 6.
W. P. Lipscomb doing a play on Samuel Pepys.
Terry La Franconet off to visit the girls in Italy.
Joe Craven backed to New York and the stage.
N. J. Blumberg in for an RKO theatre look-see.
Sarah Ashton back to New York—one week in six.
Louise Fazenda hostess at Pony Express musical.
Carol Lee, night club warbler, lost her appendix.
Romantic attack put William Le Baron in the hosp.
Herman Mankiewicz hopes to become a plane pilot.
Lulu Merckle to desert prowl cut short by Metro call.
Jack Holt and Ian Wolfe joined Screen Actors.
Joe Shea got fooled by a horse at Harry Carey's ranch.
Capt. Don Wilkie tech advising on the Federal Reserve.
Decca: Joe Perry threatens to stage a housewarming.
Joe Cooper to do "Prince Chap" for Lux radio theatre.
Harry Rapt back at Metro, recovered from his illness.
Frank Looney to direct a farewell shindy for Bill McGuire.
Daughter of Joe Green doing little after appendix.
Reeves Esmy joined the Goldwyn production staff Monday.
Joe Earl to Sacramento to fight adverse radio legislation.
Victor Baraville, MG tuner chief, east for Karenska musical.
E. B. Brown, pitching a week of nite baseball for "Alibi Lee".
Robert Riskin away from his office Col with the ed of Balto.
Dick Skinner, Mr. Kisco theatre boss, here for a look-around.
Joe Robbins back into the Rothacker home in Beverly Hills.
Frank Farley, European story scout for Paramount, in town.
June Brewster's poodles festooned with blue ribbons at Phoenix.
Max Shargin deserted the Beverly County strle for Hwood.
Mickey Rooney's guardians sued for \$343 military academy bill.
Bill Molloy back to New York, two-week vacation at Palm Springs.
J. P. McEvoy finished Burns and Allen yarn at Paramount and out.
Norman Clarke, pic ed of Balto, made news, gendering the studios.
Dean Daily now handling sound music troubles at Metro.
Al Green's boutonniere is a rare yellow carnation with a red stripe.
Freddie Toland and Charles Rochester have joined the Metro camera staff.
Mitch Gertz and his podners have taken over Bill Gilly's agency quarters.
Sidney Howard checked in at Paramount to work out his scrib pen.
Will Rogers flew east to welcome his frau and dotter back from Europe.
His pickles are serving cocktails in movie studios. Makes for more betting.
Glenckton Hoffe, English scribe, touring the Coast before hitting for home.
Fay Darnour back after Majestic releasing confabs in New York.
Joe Perry, mascot juicer, saved set from burning at cost of blistered digits.
Er. Robert Katcher here from Vienna to start turn term at Metro.
Hoot Gibson resuming his rodeo, after two years of inactivity, at his ranch.
Stock-production literature starting to fill Hollywood mail-boxes again.
Lionel Houser, late of the World-Telegram, writing original at Columbia.
Herman Ruby, Vitaphone production chief in the east, here with the musical.
Bill Powell ordered work stopped on his hillside preface. Tax alarm feature.
Gladys Inham, English writer, de-hooped after close call with blood poisoning.
King Charney back from New York and displaying a new fleet of shiny cars.
William Austin nearly lost a tunic in a fall on the Fox Red-heads' set.
Henry Henderson smitten by the flu bug and dicker for "Life of Farragut".
Paul Parry in for a look-around.

then back to N. Y. for George Sherman's "Men of Tomorrow".
Darryl Zanuck and Gilbert Rowland getting ready to hunt bear at Kodiak island.
Bob Beachley showed up at Metro in carpet slippers. Just forgot to change, he said.
Writing contract of Leonard Preaskins with Metro washed up by mutual agreement.
N. M. La Porte, Par's eastern acoustic expert, looking over the sound situation.
Phil Rosen, formerly with Judge and Balto, in town for a swipe at picture writing.
Joe Schenck, Al Lichtman and Phil Phillips soared in for the "Les Miserables" preview.
Sidney Howard arrived with completed script of "Light That Failed" for Paramount personal.
Edward Griffith was ten days up on the shooting sited after 10 days out with "No More Ladies".
Sarah Ashton back to New York for Shubert's "Reprise". Tried Hollywood, but favors the stage.
Dorothy Samson, chief of Song-writers' Protective Ass'n, to wed Sam Lerner, architect, in June.
Oswald Reining authority on archaeology, who will act as technical advisor on WE's "Captain Blood", is labelled as "production consultant" which is said to be a few degrees above a tacker.
Morris Mechanic, Baltimore exhibitor, here with Norman Cook, News drama-ed, and Louis Aszrael, columnist.
Foxites honored Sol Wurtzel, John Stone and Max Golden at testimonial stage, with Will Rogers as toastmaster.
Romary Ames, Fox contractee, returned here after a week in Chicago getting a new husband, Abner Stillwell.
Frank Spearman, screen writer, awarded Notre Dame's Lestere medal, top honorarium for a Catholic film.
Ronald Waggoner and James E. Wickizer, United Press leaders, clamored to bech their yarn, "Yesterday's Hero".
Cameraman Ray June battling a flu attack, with Metro borrowing from the Cotton Club, Culver City, to sub on "China Seas".
C. C. (Had) Roach, papa of Hal, celebrated his 60th birthday at his studio at his usual stint of keeping an eye on the exchequer.
E. Lloyd Sheldon returned to his office at Metro after a flu attack, but had to throw up the sponge for additional rest.
Phil Ponce, hanging the Waterbury Cotton Club, Culver City, esconed here at the Beverly Hills looking radio-film people.
Bill Smith, who looked into Hooley for Love at Radio.
Three Marx Bros., rehearsing at the Fanchon & Marco studio, near the Ritz.
Bill Riris, into Mike Marco's private office that he finally decided to move his quarters to stage 8, so that he could see the door opened well know it was some one else.

Riviera

By George Axelsson

Grace Fields at Monte Carlo.
Marie Bell planned here from London.
Maurice Chevalier expected at Cannes.
Reg Ingram from Egypt and out to Algiers.
World premiere in Nice of '33, newest French opera.
Ad copy on films always capitalizes "Banned in U.S." if any.
Dorothy Costello, in the film, for next week at the Casino Municipal.
Sacha Gultury in "The New Testament" fills the Mediterranean every time.
"Monte Cristo" (UA) and "Merry Widow" (M-G) going over big with Nice film fans.
L. B. Nichols' fashion show at the Hotel Ruhl is making a great hit with the ladies.
Le Perroux, flash nitery, producing a full-fledged revue, "Vienne-ese Sex Appeal".
For every duke or prince in Monte Carlo there are two Americans to buy him a drink.
Horse racing season at Nice just getting under way.
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Pittsburgh

By Hal Cohen

Walter Huston's son, John, here for a few days visit.
Bob Sent back on job at Penn after a week of convalescence.
John D. Jamieson around beating the drums for "Salor, Beware".
Alan Davis has been moved from the Regent to the Elbright by W.B.
Joe Feldman to New York over the week-end to drive the Mrs. Housatonic.
Alvin's local chorus goes back to work Friday (6) after four-week layoff.
Dick Rauh in Cleveland getting Playhouse ideas for local semi-pro group.
Hack (Hello Jake) Field; back at Variety in stock burly after long absence.
New Theatre Troupe rehearsing Clifford Odets' one-act, "Waiting for Lefty".
Bradcock Community Players have hired Al Golden to stage "Men Must Fight".
Jerry Mayhall busy turning out songs for Pitt Cap and Gown show.
Mannie Greenwald has become a car-owner and preparing for his driver's test.
Mort Blumenstock flew in from the east for a looksee at the local W. situation.
Phil Doyle, stagehand chief, says no soap to report Pitt would reopen on co-op basis.
Helen Warner, Pittsburgh Playhouse actress, also Ford mystery gal on WCAB.
Jackie has shaved 35 pounds in last six months and wants to dissolve 10 more.
Six Clustring Decoration Day opening with possibly Vincent Lopez band for run.
Milton Blackstone through here grabbing some publicity for Joe Penner one-nighters.
George Pennington, former Post-Gazette drama critic, to coast with Kings Features Syndicate.
Paul McGrath, former stock fav locally, signed for Robert Henderson's new musical festival.
Helen Morgan, Baby Rose Marie, Gracie Barrie and Norman Prescott, stars of Variety Club show.
Johnny Harris, his five-year agreement with WB soon up, swings back into active theatre management April 15.

Minneapolis

By Les Reese

Burton Holmes, here for lecture, says he's seeking adventure.
Eddie Burke of National Screen back on job after stage of measles.
Bill Riris, into Mike Marco's private office that he finally decided to move his quarters to stage 8, so that he could see the door opened well know it was some one else.
Arthur Morton, composer of music for Princess O'Hara, is at Art Goldberg, who went to Hollywood a year ago.
Alvin players an 4 playwrights to compete in contest to be conducted by state emergency relief administration May 23-26.
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Cleveland

By Glenn C. Pullen

Prospects of double-feature war scaring film row.
Larry Bell, cork leader, off to Arizona for rest cure.
Ken Means of RKO Palace has busted out of his office.
Mike Speciale and Gayle Gaylord honeymooning in New York.
New bill planning to pass in front yard go with new Kentucky colonel title.
Ed Huggle, Lown's theatre artist, now in Eddie Cantor's class. It's a girl, and his wife.
John R. Cox, Jr., who got his college education only a year ago here, signed by Paramount.
Emerson Giff due back at Lotus Gardens May 5 after opening Cleveland show here.
Bill McDermott, drama erick for Plain Dealer, planning another around-the-world trip.
Les Reiss and Art Dundy, NBC team, doubling between Mayfair and Harry Propper's new Continental Club.
Jill Stern, daughter of David Stern, publisher of Philly Ledger

Chicago

A. J. Balaban in town.
Ludwig Sumner absenting himself from film row.
Lou Pollock around the loop with three European musicals.
Sandwich bar men plucking Three Men on a Horse.
N. S. Barger opened the burlesque Risiko to holdout bid.
Judy Howard now handling publicity for the Hotel Croydon.
Al Sobler recuperating after a siege was sent to the gallows.
Freddy Rosenthal and Max Landau have opened a set of offices.
Dan Jones now on the publicity desk for the boulevard Playhouse.
Aaron Roches, Sr., celebrated their 34th wedding anniversary last week.
Pat Kelly subbing for Eleanor Keene as picture reviewer for the "Variety".
Shirley Brenner quitting Balaban & Katz after nine years and heading for New York.
Ivan Spear to San Diego to set up a new season of "tour bureau" ex-citation tie-up for the California Fair.
Circuses have already started billing and it's a merry battle between the Cole outfit and the Haggenback-Wallace-Sells-Paw outfit, which will play day and date.

Baltimore

By Albert Scharper, Jr.

Norman Fyle flashed through the Hunk of Morro Castle brought to Balto and scrapped.
Joe E. Brown, now paying burk first visit in eight years.
Guy Lombardo got linked into the video business in Balto.
Leonard MacLaughlin contemplating a trip to Ireland this summer.
Blackstone to judge in \$10,000 contest being conducted by furniture firm.
Frank Boucher will again publicize the spot in Blomont, Festival held in May in the Shenandoah Valley.
Henderson around town tub-thumping the opening at the Maryland of Katharine Cornell's new production, "Flowers".
ASCAP's local office moved from Maryland theatre bldg to Balto Trust edifice, Delaware added to the Maryland and C. territory covered out of here.
Harrison Brockbank, N.Y. legit stager, in town direct and rehearsing the Paint and Powder Clubs musical, which will play the Maryland Easter Week.

New Haven

By Harold M. Bone

The Gene Rodneys are boating to Hollywood.
The State is laying off the bowling these days.
Henry Bruce breaks out in a concert now and then.
Harvey Brown, m.c'ing at College amateur nites.
Erle Wright and family on 14-day cruise to Honduras.
Spring is here, but Harold Eskind still wears the spats.
George Selton, who engineered the Chris Joyce farewell party.
Annual drama tournament opens at Yale theatre.
Sam Goodman hob-nobbing with Yale School of Architecture.
George Simmonds will solo with Civic org local office concert.
Frank Benson's digestion lost a recent decision to an egg salad.
Carmichael no longer, Ted Smalley, fiddles with a fiddle for a hobby.
Arthur Eshalt goes to Ashbury Park as musicians' local delegate in June.
Harry Black almost went broke long distancing brother Maurice in Hollywood.

Buenos Aires

By Wally Downey

Sarasatin circus opened here Monday.
Russ Gouley org going City Hotel Grill April 1.
Joe Mullien, Warner Bros., back from Montevideo, 50 kw. transmitter inaugurated April 1.
Harry Whitelash sailing for the States in April on vacation.
Cassidy, who had been remodeled for "Folies Bergeres" show.
Harold Mickey org signed with Radio Station, who did broadcast.
Don Dean with his Harrison Cooper org working over Radio Belgrano.
Don Guillermo Neuman smiling host at swanky Plaza Grill luncheon for music men.
Guillermo, ace tango warbler, contracted for Rio de Janeiro appearance in June.
Don Williams, Paramount, opening season with "Bengal Lancers" at Gran Cine Sulphica.
El Mundo, morning tabloid, announced wedding of a 20 kw. station with air-conditioned studios.

Palm Springs

Lily Damita munches nuts all day.
George Brent stays in his flying top all day.
Virginia Bruce getting a tan on her blonde complexion.
Cocktail parties going out. Too much heat for hard suit.
Frank Condon back home and burning up his typewriter.
Everybody trying to crash the Amos 'n' Andy broadcasts.
John Bennett spreading all her time in the El Mirador pool.
Thelma Jolson and the Ric Cortez manage traveling as a unit.
L. A. Philharmonic orchestra coming down for one concert.
Desert wildflowers in bloom bring record crowds from the city.
Conrad and the Mrs. doing things to the Desert Inn pool.
Louisa Sobol and Doc Michel reported on their way down here.
Conrad and the Mrs. left town last week. Burg is much quieter.
Jerome Kern and Oscar Hammerstein hum tunes when they walk around town.
John C. Gardner doing her bit in advertising the village by spending her spare time on the main drag.
Al Wertheimer heading a committee to build a local recreation center for polo, baseball, annual circus and what-not.

Canton

By Rex McConnell

Lent hasn't affected night club trade.
Byron King, aerialist, in town visiting friends.
Bert Stock, former band leader, came several years musical director of WKBM, Youngstown, back in Canton to engage in another business.
Isahm Jones band due at Moonlight Ballroom, Meyers Lake Park, next week, after an absence of several years. Spot in playing names every other Sunday.
The Flying Concellos and the Randalls, two local bands, are working out daily in city auditorium here preparatory to joining the big show in New York.
Pinky Hunter's band, sked in for a month's stay at Westmont Country Club, ousted at end of second week when local musicians' union executive insisted that local band be employed.

Toronto

Al Leary to Miami.
John Barry in town.
Dorothy Mackall plans a flyer in British films.
Gale Drake's orch. warbling with Gale Drake's orch.
Frances Drake to Hollywood after a week's rest in the States.
Censors wearing out their blue pencils on the "Vantiles" script.
Fred Bevell, BPS' Canadian mgr., in hospital with septic throat.
Mickie Barrie, Miami blues-singer, is actually the local Marion Brown.
Fredette Manning and Jane Mallette, Freddie 2nd edition of "Town Tonic".
Louisa Montgomery, who's a author, "Anne of Green Gables", has bought a home here.
Harry Nicholson is off the Wadsworth drums for some time with a broken wrist he got in a hockey game.

Mexico City

By D. L. Grahame

Ken Maynard in town again; this time to learn Mexican style cowboy-bowling.
Rebel chieftain, captured in Vera Cruz, after a bloody battle, gave his name as Ricardo Cortez.
Government drafting a national tourist code which demands protection, courtesy and sight-seeing facilities for visitors throughout the country.
A novice matador named Miguel Gutierrez scored to death in a local bullfight.
First bull fighter to be killed during a performance here in crowd of more than 30 years.
Chief who lingered after the last night show, imprisoned until forenoon in the Teatro Politeama.
Candy and soft drinks for breakfast. Now eating government fodder in jail.

New Business

(Continued from page 44)

by announcements. Placed by U. S. Adv. Agency. Contract expires April 13. Placed direct. WFL.

General Baking Co., 65 15-minute transmissions. Placed by Batten, Barton, Durstine and Osborne Adv. Agency. Contract expires April 13. Placed direct. WFL.

Seaside's Clothes, three five-minute sports programs weekly. Placed direct for indefinite period. WFL.

Westinghouse Electric Co., 200 announcements to run two months. Placed by Fuller Smith and Ross Agency. WFL.

Functor Foods, Inc., 200 announcements. Placed by Goble Agency for indefinite period. WFL.

Stuck Motor Co., series of evening announcements. Placed by Campbell-Ewald Agency. WFL.

Washington State Apple Bureau, series of announcements. Through Izard Agency. WFL.

Mazur-Cresman Oljap Co., 52 announcements. Placed through Goble Agency. WFL.

Continental Baking Co., 200 100-word announcements for next two weeks. Placed by BBD&O Agency. WFL.

Waitt & Bond, Inc. (Blackstone Cigarettes), one 15-minute announcement for 52 weeks. Placed by BBD&O. WFL.

Plymouth Motor Co., 25 one minute transmissions for next two weeks. Placed by Stanley Getchell Agency. WFL.

De Soto Motor Co., 26 one minute transmissions. Through J. Sterling Getchell. WFL.

PHILADELPHIA

Chevrolet Motors, 15-minute electrical transmissions three weekly for 13 weeks, titled "Musical Moments". Placed by Campbell-Ewald Agency. WFL.

Houscholt Finance Corp., tie-in spot announcements for NBC program. Placed direct for indefinite period. WFL.

Internat'l Bidding Co., spot announcements daily for 13 weeks, starting April 22. Placed direct. WFL.

Brothers (coal), weekly reports once daily for four weeks, starting April 3. Placed direct. WFL.

National Gold Buying, 15-minute program Sundays at 6:45 featuring Tell Slaters trip. Contract expires April 1955. Placed by Broadsmith Agency. WFL.

Triple Shoes, 50-word spot announcements twice daily for 26 weeks. Placed by Broadcast Advertising. WFL.

Footwear, five minute program three times weekly for indefinite contract. Placed direct. WFL.

Shoe (ties), spot announcements three times weekly on Sunday, contract expiring June 1. Placed direct. WFL.

Ab L. G. (uniforms), announcements on Magazine of Air and Tatler programs, contract expiring indefinite. Placed direct. WFL.

No. American Industrial Loan, spot announcements three times weekly expiring May 1. Placed direct. WFL.

Crawford's (furlers), spot announcements three times weekly, expiration indefinite. Placed direct. WFL.

W. Elmon (seeds), spot announcements parties on the magazine of Air and Town Tatler programs. Contract runs for one year. Placed direct. WFL.

Electrical Association, participation on Home Makers program for vacuum cleaner campaign. Placed by Stewart-Jordan Agency. WFL.

Crown Products (bakers), spot announcements half-hour daily, except Sundays. Contract expiration indefinite. A. P. Lefton Agency. WFL.

United Gold Buying Co., spot announcements once weekly, contract expiring April 26. Placed direct. WFL.

John Lucas & Co. (paints) five-minute program, contract expiring April 26. Placed with option expiring April 23. Placed by Jerome B. Gray Agency. WFL.

George A. Palmer (religious), one hour program daily except Sunday, for one hour and half, contract expiring March 1935. Placed by radio. Placed by Crowley Agency. WFL.

Patricia Foster, one hour program on Sundays, contract expiring May 26, 1935. Placed direct. WFL.

SAN ANTONIO

Nueces Coffee Co., three daily announcements for one year. KSTA.

Rae Blomberg, cosmetics, 10-word announcements 13 times. KSTA.

John Lumber, 15-minute announcements, 13 times. KSTA.

Billy Lumber Co., 50-word announcements, 13 times. KSTA.

Pi-to-Dram Co., two 15-minute periods daily for one year. KSTA.

Interstate Medical Co., 90 spot announcements. KSTA.

Hoffman-Hayman Coffee Co., six 10-minute periods weekly for one year. KSTA.

Phiback Advertising Agency, KSTA.

Interstate Aid Association, one 15-minute program weekly for one year. KSTA.

Bell Taxi Co., 30 announcements. KSTA.

Hyral Distributing Co., three 15-

minute broadcasts weekly for one year. KSTA.

Watchtower Radio Service, 10 15-minute programs. KSTA.

Globe, three 10-minute announcements, indefinite. KSTA.

Carl's French Beauty Salon, 15 15-minute broadcasts. KSTA.

Woodlawn, Tuesday, 300 spot announcements. KSTA.

Blackstone Hotel, Port Worth, indefinite. KSTA.

Stowers Furniture Co., one weekly five-minute program for a year. KSTA.

Bretton Beauty Salon, one 15-minute weekly program for a year. KSTA.

Neiser-Meyerhoff Agency, KSTA.

Sterling Casualty Co., four 15-minute programs. Neiser-Meyerhoff Agency. KSTA.

Sam Norman, 10 announcements for Sinclair minstrels. KSTA.

Jorrie Furniture Co., 300 announcements. Shea Advertising Agency. KSTA.

Spring Shopping Festival jointly sponsored by Joseph Bros. Wolf & M. Soto Serv. Variety.

Dalley's Clothing Co., Sears-Roebuck, San Antonio Express and Evening News. 30-minute broadcasts. KSTA.

Exploitation

(Continued from page 21)

carried by leading Polish daily with another tie-up with the Polish Food Show. Stern's original wedding gown used in the picture was displayed in the M. Soto Serv. Variety and in the Polish section.

Another tie-up was with Greyhound Bus lines, which in return for the picture, gave Stern a front foot sign on a bus through the streets three days before opening with the show. "For a wedding trip or any other purpose—use Greyhound."

It's an Idea

Down in St. Louis Al Zimbalist has been attracted by the quaint notion that maybe there's gold in them thar nabs if one uses the publicity plockaxe. So he's been doing things the way Zimbalist is advertising director for St. Louis Amusement Co., which mixes the big with the little ones. Little ones are supposed to be too poor to go into the newspapers, which charge a city coverage price with the nabs more or less.

Zimbalist got local advertisers to come in on a co-op local on the small houses, with small cuts of all the advertising. Look the show, part of six columns. He promoted a special ad for Broadway Bill at the time of the show. WFL, the amusement place, mentioning the five current playing dates. It has been helping things along in a dull season.

DX Stuff

Maybe it's old stuff there it has been used, but it still is new in other places, and Harvey Cooke got into a three-column cut when he arranged to have Edward E. Gloss, of the Boston-Journal, take a chat with Dick Powell in Hollywood about "The Gold Diggers" and other things just before the picture came out. The Boston-Journal said that Ohio spot. Eddie Selzer looked after the studio end of the long distance chat, and saw that it went off all right.

Sign Stuff

Recently a theatre has been receiving compliments on its lobby signs. One look different from most of the displays, the chief letters being in various bright colors with a matte surface. Manager explains it's a special process which it is in a way. But it's very simple. Ordinary sawdust, if sifted through a medium fine sieve and then soaked in various bright-colored dyes. When it's dry it is again sifted, to remove lumps. Leaving it on paper or board with a light varnish. When the varnish becomes translucent, the letters are brushed over with sawdust of the proper color. When dry, the excess is brushed off. Quick-drying varnish is used, and is hard enough in six hours. Now and then a mixture of two or more colors is used, being washed together on a brush.

Used only for titles, the effect is unusually good, and it costs much less than small or flitter. Sometimes, to vary the idea, the letters are cut out of heavy card, to produce a raised effect.

Another house contrives a changing color effect on signs by painting tinfoil smoothly pasted and spot lighted by one color with a steady light. Another on a fixture. Straight lamp gives one color, and

the second changes this, as from red to a purple, by the use of a red steady and a blue flash. Probably the same effect could be achieved with a ground row of lights, all on one circuit but with a flash button in every other socket. These would take the secondary color. It opens up an interesting range, and should encourage experimentation.

A third gag is somewhat similar to the first, but with a different effect. The lights are set out in front and then a sheet of colored tissue spread evenly on the face. Contrasting lights in the back cause the letters to flash. A matter of a twenty than for steady use.

AL G. BARNES CIRCUS

Los Angeles, March 30.

Hard luck rode into Los Angeles on the Barnes train. At the opening performance Saturday, Philip Escalante fell off his slack while doing a high kick. The faller did a brody from the bailing rings at the start of his foot slide, and the principal rider, Ed Pearson, an English import, due to injury to two members of the act, was out of the lineup. In addition to this a tiger managed to get loose. Despite these accidents, show played at a fast rate. Doubling of several trapeze acts, the circus, the circus acts intact with three missing not noticed.

West coast can yell loud about the Barnes outfit, being managed by S. L. Cronin, show stands out as one of the best tented attractions in this country. Traveling on 50 cars, it looks like 60 on the lot. With a nut of around \$4,000 daily, it can play smaller towns than the Ringling and Barnum shows, in proportion to the nut, a greater profit than either of these circuses. Tent capacity is 5,000. Queen is the star. The circus, the circus confines its activities. A west coast product, it opens in California, plays the coast, and then heads for Canada to Nova Scotia where it doubles back crossing into the states at Portland. From there the show travels out to the west, thence west through Texas and home. Average yearly tour is around 30,000 miles.

Opening each season staged by George Cunningham, Metro damage director, is a great flash. The circus, the circus is eye filling. Following a Latin motive, some 60 girls fill the three rings, tripping off the rings with the circus, the circus the circus. Following the circus, the circus the circus, the circus the circus.

Circus proper starts with the usual clod swings and swinging ladders. Show is carrying about 24 acts. The circus, the circus the circus, the circus the circus. The circus, the circus the circus, the circus the circus. The circus, the circus the circus, the circus the circus.

Opening animal act in the arena is Capt. Terrell Jacobs working 20 male and female lions. Possessing a fine wit, minus all circus style, he sells his fighting group to the limit. Elephant and tiger combo is the circus, the circus the circus, the circus the circus. The circus, the circus the circus, the circus the circus.

Tight wires follow in each ring with the Escalante Family. Butters Troupe and Caneas Family for circus, the circus the circus, the circus the circus. The circus, the circus the circus, the circus the circus.

Twenty bull act next and it's the fastest elephant turn in the business. Bulls are out for only 15 minutes, but the circus, the circus the circus, the circus the circus. The circus, the circus the circus, the circus the circus.

Court Bars Defendants' Stripping in Birmingham Indecency' Burley Trial

Swinging in Canton

Canton, O., April 2.

The Flying Cencellos and the Randall's aerial acts with the Ringling-Barnum circus have started a two-week training session in this auditorium here. Back from Europe only two weeks ago, the aerialists will remain here until April 7, when they will leave for New York to join the big show for its Madison Square Garden opening April 11. The Cencellos trained here last spring.

Mickey King, widely known aerialist, visited the circus. Folks here this week enroute to Bloomington, Ill., where she will take part in the annual Y. M. C. A. circus in that city.

L. A.'S NEW EXPO BLDG. TO RISE

Hollywood, April 2.

After 20 years of holding automobile shows, horse and dog shows and others falling under canvas, the city is finally having a permanent position building built. George Eastman, former Chamber of Commerce prexy, leads the venture.

Building will have 120,000 square feet of space and first affair will be Better Housing expo. Possibilities are that indoor sports events will also be staged in the building. Construction will start next week at Fairfax and Beverly on the same tract as the Glendale Stadium. Construction contract calls for the building to be completed within six weeks.

Despite Los Angeles' boasted 2,000,000 trade area population, the city has never had an adequate building for housing large displays. It has always been necessary to stage them in tents. Five years ago, annual automobile show set in frames costing exhibitors some \$50,000. At that time, city prohibited further affairs under canvas but the law was never enforced due to lack of accommodations in a building.

Show Boats Tune In

East Liverpool, O., April 2.

Spring is here and Ohio river showboats are peering for another season. "The Bryant," owned by Captain Billy Bryant, leaves for Cincinnati April 1, and "The Majestic," property of Capt. Tom Reynolds, leaves for Cincinnati about the same time to visit up river towns. The "Water Queen," another veteran of the river owned by Capt. Ray Hyatt, also starts a trip up the river April 1.

Grind on Skates

Cleveland, April 2.

City's strict laws against marathons or walkathons was evaded by promoters of a roller-skating, who have billed it as a skating tournament and a charity affair sponsored by local American Legion.

Forty-five professional skaters started stunt, now in its second week, slated to skate continuously for ten weeks.

Class as fliers: Act needs a little smoothing out. Finish of the act has the seven people, dressed in new blue and white uniforms, help in dinner gals. Robert Thornton, equestrian director, has his own act. The circus, the circus the circus, the circus the circus.

Final, instead of the usual races, has the entire personnel in the rings dressed as Indians doing a hand routine. The circus, the circus the circus, the circus the circus. The circus, the circus the circus, the circus the circus.

Birmingham, April 2.

Police court was changed into a marathon last week when the girls and boys who burleyeued at the Cameo on Saturday nights went on trial charged with putting on indecent shows. The trial got underway at 1:40 a. m., Thursday. Ended at a short recess for dinner.

A couple of weeks ago officers raided the theatre at one of the midnight shows and when arraigned in police court, Ernest Matthews, attorney, promised to have the girls put on or take off their clothes during the court session to prove there was nothing wrong with the performance. Judge Martin postponed the case till last week and the time devoted to the trial is believed to have set a record for continuous hearing in police court.

Approximately 40 witnesses were cross-examined and triple-crossed by attorneys for the defense and city. Once or twice the attorneys themselves almost did a strip of their coats in order to get at one another.

Mrs. Harriet B. Adams, city amusement inspector, ordered the raid, it developed, without cause. After the court session, she had received complaints from persons residing in the nabe. About half of the 40 witnesses said the show was indecent, while the other half said none.

Matthews attempted several times to get the girls undressed in the courtroom to prove there was nothing indecent about the performance. The girls came in wearing their costumes under their street clothes. Judge Martin said nix, that there would be no public spectacle in this court.

However, two costumes, without girls, were introduced as evidence and some pretty long arguments were started about how the girls wore them and what they showed and didn't show. After the court session, testimony Judge Martin deferred a ruling till the next day. Several of the girls were given fines and suspended sentences. J. T. Sander, manager of the theatre, and Bill Wood, manager of the tab show, were fined with suspended sentences.

B. Gerard, Scientist

Hollywood, April 2.

Barney Gerard has called in Arthur Caesar to collaborate with him on a new treatment of "King of Burlesque," which Gerard authored. Yarn deals with Gerard's long association with burlesque as a producer.

Team hard at it in Laguna Beach, where Caesar holds sway as honorary mayor of the flowering artist's colony.

Sticks to Chimps

Rochester, April 2.

Fred J. Strasse, former circus animal trainer and now in charge of the chimps, monkeys and bears at the Rochester zoo, has declined offers to join Clyde Beatty and help train the big cats for the coming season. "Let the younger fellows do it," he says. "I have my share of scars from previous encounters."

Strasse has developed a great fondness for the three young chimpanzees, and puts on a show for children with them every afternoon. The four-year-old, it is the least in attraction at the zoo, and rarely fails to hang up the SRO sign.

Plan Syr. Burly

Syracuse, April 2.

New York interests, identity undisclosed, are figuring on reopening the Civic (Ritz) with a burlesque policy. Local counsel retained sounded out the city administration on the project and was advised that there would be no opposition.

Mayor Roland B. Marvin was told the reopening would mean jobs for 40.

Herk Better

I. H. Herk, stricken with pneumonia two weeks ago, is now on the road to recovery. He is recuperating at home in New York.



THE IDOL OF THE AIRLINES

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Program—Every Monday—7 to 7:30 P. M.

(C. S. C.) N. B. C. Coast-to-Coast

Returning July 2, 1935, Second Season

Weigley's Catalina Island, California

Returning September 8, 1935, Third Season

—Andrew Karzas' Trianon Ballroom—

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Among First Eight Radio's Greatest Dance

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RADIO 'GUESTS' SQUAWK

BRIT. DEMAND FOR AMERICAN SONGSMITHS

Hollywood, April 9. American songwriters and lyricists are much sought after by English producers for next year's musicals. Michael Balcon, Gaumont-British's production winding up a Hollywood o.o., states they are as much in demand as name players.

Many New York tin panners have been over there composing for English pictures, including Harry Woods, and the Al Goodhart-Maurice Sigler-Al Hoffman trio.

Balcon is here on deals with Midge Evans, Helen Vinson; Boris Karloff for 'Nikola'; Maureen O'Sullivan for Kingling's 'Soldiers Three'; and Peter Lorre for Maughan's 'Secret Agent'. He leaves April 12 for New York, sailing April 19 for London.

First loanout deal of a Metro player to go to England was concluded last week with Midge Evans borrowed by G-B for the lead opposite Conrad Veidt in 'The Tunnel'. Player leaves for London May 1, with picture slated to get under way at G-B studios June 10. Metro expects Miss Evans back on the lot about Aug. 1.

U. of M. Prexy Wants Actors on Campus to Show 'Em 'How to Live'

Minneapolis, April 9. President L. D. Coffman of the University of Minnesota has proposed to the state legislature that Otis Skinner and Maude Adams, among others, be brought to the legislature as professors without portfolio. It's in line, he says, with a desire to have the educational scope at his school extended to include 'how to live' as well as 'how to earn a living'.

Minnesota prexy would have Skinner and Miss Adams live on the campus, meet with groups of students, talk with them, and associate with them, so that, he says, the students might absorb some of their excellence of speech and culture.

Plan is provisional upon the grant of a sufficient appropriation by the legislature and, of course, acceptance of invitations by the personages in question.

Mae West Cartponics

Mae West will appear under the Hearst label shortly in a comic strip. Cartoons will feature wise cracks, with Miss West doing the cracking.

Strip will be syndicated by King Features; under a deal being arranged for Miss West by the William Morris office.

1c a Drink

Kansas City, April 9. A new night spot here advertises:

'We're Crazy—Because every day every drink in the house will be priced one penny. You take your favorite drink—pay the regular price for first one, then only one cent for the next one, and one cent for every other one thereafter.'

BOSTON PINCHES CUSSING ACTORS

Boston, April 9. Four of the nine cast members of 'Waiting for Lefty,' produced here Saturday night (6) by a local group, were arrested immediately after the performance charged with using profanity in public. Play is current in New York as half of a Group Theatre double bill.

Clifford Odets' one-act was put on at the Dudley Street Opera House by the New Theatre Players of Boston. It's entirely local but has a contact with the New York Group bunch and was established when the latter was here during the past summer doing a six-week repertory.

Arrested actors were Philip Goldberg, 40; John Lenther, 23; Richard Siegel, 22, all of Boston, and Robert F. Allen, 23, of Rockport, Mass. Producer, Frank Asher, a Boston fur worker, was not held. 'Waiting for Lefty' was on a double bill with 'The Newberry' and proceeds were intended for the Daily Worker.

City censor Herbert L. McNary, after reading the script, had warned the producers not to present the show as written. He was in the audience on the opening night, but allowed the play to go all the way through without interference, then making his pinch.

Theatre license has been revoked. All the actors were let out on bail.

POSTHUMOUS WORK OF VICTOR HERBERT

'Someone I Love,' said to be the last composition by the late Victor Herbert, has been released by his daughter, Ella Herbert Bartlett. Latter and John McLaughlin made the arrangements.

Number is due onto the air for the first time next week in the Cities Service program.

FILM STAR AT 70

Hollywood, April 9. Metro signed a new contract with May Robson, handing the player a ticket on her 70th birthday this week.

Marie Dressler was past 55 when she attained Metro stardom.

CUFFO AUDIENCES PUSHED AROUND

Red Tape, Inefficiency, Discourtesy Creates Tidal Wave of Protests Against Manner of Handling Public at Audience Broadcasts—Sponsors Peeved

MANHANDLE STARS

Complaints of ticket holders who have not been able to get into important New York City broadcasts have reached the ears of sponsors with the result that there has been general tightening up on issuance of free duets to prevent future overlappings.

Designed primarily as a goodwill proposition by the companies paying for the radio programs, who distribute the coupons to merchants, etc., the ticket distribution in recent weeks has acted as a boomerang. Recipients of the free admission cardboards, who were given them as a special means of expressing the commercial company's appreciation of their business, have been forced to wait outside broadcast studios or radio theatres, and in instances were refused admittance to the broadcast altogether because all the seats were occupied.

These merchants or their friends who were forced to return home, at times with no excuse offered by those in charge at the radio theatre, have expressed their squawks in no uncertain terms. Directly or indirectly these complaints have gone forward to the commercial sponsors. The feeling of the sponsor has been that either their friends in the trade who have handed tickets should have no difficulty in getting into their big broadcast programs, or they will do away with ticket distribution altogether.

Previous to these kicks, Columbia Broadcasting had been issuing about 2% above the normal seating capacity in their radio playhouses. But to eliminate any possible 'give away,' the present lineup calls for distribution of only the actual seating capacity.

After several weeks in which a considerable number of duet holders had been turned away from Eddie Cantor and other popular broadcasts, the company made a careful check. Part of the overflow was traced to the custom of passing in company friends without any tickets. This habit had developed on a large scale for bigger programs, but now the clamps are on.

Drive for Cantor tickets, too, has been partially appeased through the issuance of duets for rehearsal purposes every week. In fact, the rehearsal showings are gaining in favor over the regular broadcasts in this instance. Columbia's big programs are broadcast from what

(Continued on page 42)

Cohan Finds a 'New' Road in 6 Mos. 'Wilderness' Tour; Gross Tops 400G's

Down South

Birmingham, April 9. With hot weather just around the corner, not a single legit house in the south will be forced to close the winter season.

There hasn't been any. For the first time in years stock has been completely absent from the south.

George M. Cohan in one of the most auspicious tours in seasons rang down the curtain for the season in Albany March 30 after road-showing 'Ah Wilderness' for exactly a half year (26 weeks). During that period he appeared in 43 cities to a total gross of \$416,000. That isn't a coin record, but is outstanding.

Through the advance work of Charles Washburn, Cohan made 111 speeches and was discussed in a number of spots. In three towns he was greeted with bands, which paraded him to the theatre. In between he wrote and composed a song, 'When an Irishman Meets an Irishman,' for the Irish Fellowship Club of Chicago.

Combination of Cohan, Eugene O'Neill and the Theatre Guild, star, author and presenter, respectively, provided a draw that accounted for average grosses of \$16,000 weekly. Biggest single week's takings came on split bookings of one day each in Louisville, Dayton and Indianapolis and three days in Cincinnati—a total of \$26,800.

'Wilderness' tour included 33 one-nighters, which the star did not greatly relish, balance of the time being week stands or longer. Philadelphia's two weeks and Boston's four were played to a better average than the six weeks in Chicago, where the take was around \$14,000 weekly. As for the one-nighters, some managers tossed out pictures

(Continued on page 63)

CLOD-HOPPERS' TAP DANCE YEN

St. Paul, April 9.

Special House inquiry committee, currently snooping on SEERA recreation and leisure-time activities in Minnesota, charges that Minneapolis, St. Paul and Duluth seem to be getting all the 'gravy.' Officials of those three cities are allegedly holding the purse-strings despite the federal and state money that's being spent.

Nearly 7,500 farm and city women in Minnesota are enrolled in free dancing classes. The dancing angle seems like a waste of coin to the slouching salons. Fifty-two instructors are engaged in the Twin (Minneapolis-St. Paul) Cities teaching terephore: tap dancing, folk dancing, social hooping, and even the square dance are listed. Instructors get \$2.50 a day—some get cash, others, groceries. Students pay no fees. SEERA pays only instructors' salaries, classes being held in buildings furnished by the various municipalities.

Resides dancing, instruction in playwriting, puppet-making, wood-carving and kindred activities are getting the scorch from the inquiry group.

SEERA's leisure and recreation division (Continued on page 52)

BENCH-WARMERS

\$1,200 Matinee, \$300 Night Blamed on Amateurs

Rochester, N. Y., April 9.

All-Pen Amateur radio show on the RKO Palace stage proved a boomerang when practically the entire late afternoon audience stayed through until 9:30 to see the broadcast. Manager Jay Golden was forced to close the boxoffice early in the evening, turning away crowds storming the theatre to see Earl Carroll's 'Vanities' stage show.

B. O. receipts were something like \$1,200 for the afternoon and \$300 at night, a severe headache especially in view of the heavy budget for the week.

Magicians' Convention Sees Hardeen Nearly Drown as Trick Fails

Easton, Pa., April 9.

Theodore Hardeen, brother of Harry Houdini, nearly met death at the Lyric, Allentown, when his new 'double death defying' trick failed as he attempted it in public for the first time. Hardeen made the try at the afternoon show, but just about made it in the evening.

Hardeen submerged himself in a large milk can filled with water, in front of an audience of about 500. Can was then locked and put into a heavy wooden box also locked with padlocks. A curtain was drawn about the box and when Hardeen failed to appear in the time set for his escape, his assistant, James Collins, became alarmed and unlocked the box, pulling Hardeen out of the can. He was submerged three minutes and 10 seconds.

At the evening performance, Hardeen discarded the box and was locked only in the can, escaping in a little more than two minutes. Many magicians were at the Lyric when the trick failed, the show being a feature of the convention for magicians.

L. A. County Last Year Collected \$546,536 in Realty Taxes from 14 Studios; 7 Others Unlisted

Hollywood, April 9. Checkup in the office of the Los Angeles county auditor shows that for the fiscal year 1933-34 the sum of \$546,536.27 was levied and paid by 14 studios operating in L. A. county on their real estate and business. Seven other companies operating studios were not listed for that period.

Taxes paid were:
Columbia Pictures Corp., \$25,412.38;
Fox Film Corp., \$94,717.34; Fox Hills Realty Corp., \$21,639.39, making total of \$116,411.33 for Fox.
Paramount-Public Corp., \$46,235.38; Paramount Land Corp., \$22,413.86, making a total of \$68,651.41 for Paramount.

RKO-Pathé Studios, \$68,732.96.
United Artists Corp., \$20,293.44.
Universal Pictures Corp., \$28,489.78.

Warner Bros. Pictures, Inc., \$9,490.49; Warner Bros. Realty Corp., \$7,156.44; First National Production, \$40,791.27, making total for Warner-Fox First National holdings, \$67,438.50.

Metro-Goldwyn-Mayer Corp., \$12,779.66.
H. J. Roach Studios, Inc., \$10,152.90.

Harold Lloyd Corp., \$16,272.92.
Walt Disney Productions, \$2,191.71.

Technicolor Motion Picture Corp., \$3,312.50.

Bryan Boy Productions, \$779.79.
Buster Keaton Productions, \$611.66.

Above, combined, make grand total of \$546,536.27.

Companies not listed, paying county tax, are Majestic, Mascot, Monogram, Charles Chaplin Studios, Principal, Chesterfield and Liberty.

All of these, with the exception of Chaplin, work on rental studios. There are also a number of small independent studios operating on rented grounds which do not show on tax list, as owners paid this tax. Though estimate was made by Assemblyman James J. Boyle in Sacramento last week that the state of California only got \$14,000 in taxes during 1933 from the 10 largest screen companies, a good portion of the grand total listed above is also paid by L. A. County to the state as its portion of bearing up the commonwealth levy.

BEECROFT'S VA. PIC PROD. PLAN

Hollywood, April 9. Chester Beecroft, one-time general manager of Cosmopolitan Productions and for the past three years operating the Beecroft Studio in Tampa, Fla., has been here for a week trying to interest producers in his new studio property at Virginia Beach, outside of Norfolk, Va. Syndicate headed by H. B. Lister, wholesale furniture manufacturer, has purchased 800 acres for a studio, and has started work on a 240 x 247 sound stage. Spot is five hours from New York.

In addition to leasing space, syndicate will produce a series of indie features, with Beecroft as production head.

Schnozzy Schnozzing West

This and one more week at the Casino de Paro, New York nitty, and then Jimmy Durante returns to Hollywood and a possible extension of his Metro contract. Date for renewal is June 26, but he must be advised a month ahead.

If a free agent, Durante goes to Billy Rose's 'Jumbo', musical, first, and then abroad on some London effort. Schnozzie's engagement at the Paro nitty was limited to four weeks only.

ARRIVALS

Arturo Toscanini, Charles Laughlin, Nelson Doubleday, Sami Eckman, Jr., Henry Mollison, Frank Schlaifer.

50% Plea

Paris, April 1. Jacques Kaminaky, who is producing a French 6-day race picture called 'Viel d'Or', took his troupe and technical staff in a group to see Warner's 'Six Day Bike Rider' at the Apollo here.

Because out of the theatre in dead silence, which Kaminaky broke with the remark: "There's no use asking you to make as good a picture as that, but please try to make one about half as good."

1,356 EXTRAS GROSSED \$100,532 IN MARCH

Hollywood, April 9. Nine hundred and thirty-six extras, mostly from the dress groups, worked at the studios in March for an average wage of \$117 each. Four hundred and twenty extras worked five days or less for earnings of less than \$45 each.

Total studio outlay was \$100,532. Above does not include atmosphere or racial groups.

Air Names for 'Sing'

Hollywood, April 9. Phil Baker has been spotted in 20th Century's 'Sing, Governor, Sing.' Rubinoff also set.

Paul Whiteman goes in the same picture.

Ford's Colman Pic

Hollywood, April 9. John Ford has been signed by 20th Century to direct Ronald Colman in 'Man Who Broke the Bank at Monte Carlo,' going into production in July.

Ford makes 'Steamboat Around the Bend,' Will Rogers starrer, and likely another for Fox, before reporting to 20th.

Talbot's 'Glory' Lead

Hollywood, April 9. Lyle Talbot, replacing William Gargan, has the lead opposite Marion Davies in 'Page Miss Glory,' at Warners.

Gargan was delayed in 'Broadway Gondolier' at the same studio.

Flock in for 'China'

Hollywood, April 9. Percy Waram, Charles Trobridge, Randall Bates, Byron Russell and John Harrington are due at Metro tomorrow (Wednesday) from New York for 'China Seas.'

Melville Cooper, now in 'Laboring Grove' on Broadway and under contract to Metro, is due two weeks later for same picture.

Vallee's 2d for WB

Somebody Vallee goes out to Burbank today between July 12 and Sept. 15 to make his second for Warner Bros. this year. He is under a longer-term calling for a doubleton annually.

Studio is trying to figure out something different, away from the musical formula, for the crooner.

Par Directors Switch

Hollywood, April 9. Paramount has closed a deal with Richard Wallace to direct 'Amphibious Farewell.' Originally Wallace was wanted for 'Peter Ibbetson.' Henry Hathaway, who was assigned to the former picture, has been switched to 'Ibbetson.'

KANE'S 'B'WAY CO-ED'

Hollywood, April 9. Robert Kane is producing 'Broadway Co-Ed' at Fox, with Alice Faye top-billing.

Yarn is by Norman Houston and Robert Gron.



WILL MAHONEY

The Bulletin, in Glasgow. 'Will Mahoney, the American comedian, is the perfect cure for the blues.' Rarely have I seen and heard such enthusiasm in an audience. Will 'clowned and tap-danced about the stage, and then skipped on the keyboard of an extended xylophone and tapped out melodies with his feet.'

Direction

WM. MORRIS AGENCY
Mayfair Theatre Building
New York City

FILM MAN'S CAL. LOTTERY PLAN

Sacramento, April 9. Lottery plan to raise funds and keep down state taxes, introduced today in Legislature by Assemblyman-Meehan of Oakland, originated with Jack Mulcahy, Fox Film publicist.

Measure calls for organization of California, Inc., with 'offerings' instead of cash prizes to holders of winning tickets.

Winner would be president at \$100,000 salary and others among 2,000 winners proportionately paid.

Tickets would be sold for \$1 by unemployed who would get 10% commission. State would get 45% of organization, i.e., the winners. Drawings would be held monthly for intake of \$120,000.

Bennett Suit Showdown

Los Angeles, April 9. Final showdown is due in court this month on Joyce-Selznick's \$15,000 suit against Constance Bennett which has been hanging fire since 1931, after a picture negotiated a \$30,000 a week two-picture deal with Warner.

According to the complaint, the 15 g's is balance due on 10% of the \$300,000 deal, actress allegedly having persuaded Warners to pay half the amount, demanded by the picture, but failing to kick through with the balance.

Watts' Film Interest

Hollywood, April 9. Dick Watts, N. Y. Herald Tribune film critic, planned in Sunday (7) night to get a flash at a couple of pictures he was interested in that would not be released in New York until he had left on his Russia-China trip.

He returned by plane today (Tuesday).

Dietrich's 'Lovely Day'

Hollywood, April 9. Next for Marlene Dietrich at Paramount will be 'A Lovely Day in Aranjuez,' from a German novel. Script is being written by Hans Seckel.

No director yet for the picture with Ernst Lubitsch originally set for her next one.

Torres Sued for Wages

Mexico City, April 9. Suit for \$3,000, claimed as unpaid wages, has been filed in a local court against Miguel Contreras Torres, film producer who has worked in Hollywood, by Indalecio Contreras.

Says he was hired to direct the pic 'Tribu' ('Tribute') at wage of \$280 a month, that he worked for 10 months and got only \$140.

FAMOUS FIRST NIGHTS

The following descriptions of memorable theatrical premieres is a compilation of stage, screen, concert or nightclub 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 are given, as the first, the first of its 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.

Proctor's Pleasure Palace

(N. Y., Sept. 1, 1895)

Labor Day (2) was really the formal opening of this new structure, one of the most ambitious entertainment ventures ever offered by a vaudeville manager, but it started the day before. The auditorium proper seated about 2,800, but it was possible to raise a curtain at the rear of the stage and play to an additional audience, of about 500, which was seated in what was known as the Palm Garden, and which was intended to be used at times as a beer hall. The space was used two weeks for additional stage room for a battle spectacle and one week with the regular program. It might have been a success with circus acts, but other performers did not know which way to face. In addition, there was a billboard hall under the Palm Garden and a rathskeller under the theatre proper, with a roof garden over all.

Somewhat the idea did not click. The rathskeller band was fired after the second week and the billboard room closed. At the end of the first season the Palm Garden was bricked off and rented for balls and other entertainments. Later it became known as the 18th St. and about five years ago was razed to make room for the more modern house now bearing the same name, but with the RKO preface.

The bill was headed by Geo. Lockhart's elephants which Proctor had under a season's contract. His brother, Sam, exhibited at Koster & Bial's. Sam had the better animals, but George had the personality.

'The Pace That Kills'

(14th St., N. Y., April 2, 1895)

Nothing notable about this English racing drama, brought to America by Elster Sanford, but a memorable first night because of its handicaps. The curtain was held for an hour while Sanford and representatives of Sir Augustus Harris argued as to whether or not the play was to be lifted from the 'Drury Lane.' 'Run of Luck.' An American author also claimed the play title to be his. After the performance finally got off to a delayed start, one of the horses used in the race scene (not on a treadmill) knocked over a hurdle, falling on the jockey and making such confusion that the curtain had to be lowered while the tangle was straightened out. The post-midnight curtain saw few left in the audience.

The following day saw a resumption of the legal fights, and the theatre did not open. The run was stopped with a total of one performance.

LONG SHOTS

Metro's Short on Horse Breeding May Develop Into Feature

Hollywood, April 9. Metro sent a technical crew to San Jose last week to look over Norman Churchill's stock farm with a view to making a two-reeler on horse breeding. Results were so good that the studio dispatched Ed Rando to the ranch to see if author of material was there for a feature.

If Marlin's report is okay, studio will assign writers to whip up a script to be made direct. Kellogg Ranch at Pomona, breeding farm for Arabian horses, will also be investigated.

TAX BOGEY NO BAR TO BUSY INDIES

Hollywood, April 9. Major studios may be suffering from slowed production in the latter of conjectural movie from California under the taxomania move, but Talisman Studio is at its top production peak in years as a work-house for indie productions.

Currently in work are Ramon Novarro's Spanish picture, 'Against the Current'; 'Excelior Pictures' 'Hell Breaks Loose'; Cameo's 'Rich Relations' and a number of trailers being made by National Screen.

Preparing are William Berke's 'Our Young Friends,' a series of comedies featuring Robert Sharpe, and an untitled feature which Charles Hutchinson is slated to start before the end of the week.

Novarro will use the studio in connection with 'A Night In the Teatro Intimo,' a Technicolor short which is due by National Screen. Preparing are William Berke's 'Our Young Friends,' a series of comedies featuring Robert Sharpe, and an untitled feature which Charles Hutchinson is slated to start before the end of the week.

WELLMAN'S CHORE

Hollywood, April 9. William Wellman has been pressed into service by Metro to assist Tay Garnett in the direction of 'China Seas' as picture is far behind schedule.

Wellman's assignment on a one-picture deal is expected to be '40 Days of Musa Dagh,' current best seller.

GOLDWYN-KORDA INT'L FILM REVUE

Sam Goldwyn and Alexander Korda will co-produce the first 'Goldwyn Follies.' Goldwyn expects to make this an annual revue and wants to do it from an international standpoint. Part of the British and Continental footage will be made by Korda in London.

Details were worked out during Goldwyn's recent quick hop to London. Idea, as at present lined out, is for Korda to make a tour of the Continent in the near future picking up talent for the revue and using it in his London studios. This material will be shipped to the Coast. Some of it may be left out for American distribution and incorporated abroad with some of the American footage dropped for the foreign markets.

Paramount used a similar idea on 'Big Broadcast,' incorporating some foreign language specialties in foreign markets, but it was all produced in Hollywood.

SAILINGS

April 20 (New York to London) William Goetz, Helen Vinson, Rufus LeMaire (Paris).

April 19 (New York to London) Michael Balcan (Beverly Hills).

April 10 (New York to Paris) John W. Hicks, Jr., George Wetmore, T. H. Jones (Washington).

April 8 (New York to California) Russell Markert (Pennsylvania).

April 6 (New York to Paris) Charlotte Seifin, Yiddish Art company, Charles Farchy (Champaign).

April 5 (New York to London) Roland Young, Reg Connolly, Maggie Teyte (Europa).

April 5 (New York to London) Jack Buchanan (Olympic).

April 5 (Los Angeles to Honolulu) Mr. and Mrs. Edgar Rice Burroughs (Lurline).

April 4 (Los Angeles to Sydney) Kenneth Hall, Arthur Gregor (Mariposa).

April 3 (Bernuda tour) Percy Wood, Mrs. Stanley Rinehart, Ward Greene, Milton Mackaye, William Soskin (Statendam).

April 2 (Los Angeles to Yokohama) J. P. McEvoy (Asama Maru).

FILM HOLDOVERS ON B'WAY

Filmicals and the B. O.

It took the picture business several years to get back to the point where audiences again accepted musicals. Now the danger looms again. The following: the post-1929 musical avalanche, of overdoing and killing the market.

Musicals are a natural adjunct to film production and should be the big money films. They should be the pepper-uppers, the builder-uppers, the spice. And they can be.

But not if they're of the same mediocre quality, as in one key city last week where the three then current filmicals all laid an egg at the b.o. "Where a musical can't make the grade as A-1 entertainment, and already there is beginning to be felt a current 'Aw, it's just another musical,' it's time for Hollywood to heed and curb."

Good musicals are a blessing to exhibitors but can be good and fresh only if they're infused with novelty. That's possible only if there's a superabundance of them, or if the quantity, no matter how controlled, lacks in quality.

Colorfilm Talk Up Again

Studios' When and Ifs Depending on Pioneer's Reception

Hollywood, April 9.

Motion pictures are getting ready to burst forth in a revival of color. Every major company is awaiting the arrival on the screen of Pioneer's "Becky Sharp."

If the reception is good, Metro's first vari-hued opera will be "Marie Antoinette." Walter Wagner may switch "Vogue" from black and white to color. Sam Goldwyn has the same idea for "Barbarian Coast." Warner, if the decision is reached soon enough, may do "Captain Blood" in pastels.

Both Paramount and Radio are interested but have no particular picture in mind. However, Par favors blending its proposed opera with tints. Fox, after trying one sequence of "Little Colonel" in color, will, if "Becky Sharp" gets the proper reception, do a Temple picture completely in color.

Studios feel that color will be welcomed selling angle for the new season's product.

U-Asther Settle

Hollywood, April 9.

Universal-Niles Asther salary dispute has been settled without benefit of Academy conciliators. Actor gets picture deal at the salary and conditions contained in the disputed contract.

Dispute centered around notification of Asther for a picture. After several postponements Asther went to England and was unavailable when the studio call went out.

New pact has a 75-day limitation.

PAR TRIES OUT TRIPLE TINTER

Hollywood, April 9.

Paramount is making tests at the studio with the Keller-Dorian color process with the possibility that the company will utilize this three-color system on several features on the New Year's program.

William Cellentin, president of the American Keller-Dorian Co., and J. T. Capstaff are making the experiments with studio technicians. Studio endeavored to keep the color experimentation under cover, announcing officially that Cellentin and Capstaff were here on sound research.

Erie Canal Overflows, But It's in Hollywood

Hollywood, April 9.

The "Erie Canal" set on "Farmer Takes a Wife" overran its banks, following a three-inch rain over the weekend and for a time threatened to inundate part of the Westwood lot.

Quick action by the pumping squad and levee builders saved the set from further damage.

Mary Astor-Dr. Thorpe Split After 4 Years

Hollywood, April 9.

Mary Astor and Dr. Franklin Thorpe are separating after four years' marriage due to incompatibility. He filed suit for divorce against the actress yesterday (Monday).

Couple have a two-year-old daughter.

MUNI'S DILLINGER PIC

Hollywood, April 9.

Bette Davis gets the lead opposite Paul Muni in Warner's "Doctor Socrates," yarn based on the Dillinger face-lifting.

Production starts in three weeks. No director set yet.

BUT SIX PIX AMONG 5 DELUXERS IN YR.

Product from April 1, 1934-

April 1, 1935, Belies Any Danger for Film Shortage So Far as Broadway Acers Are Concerned—Of 260 Playing Weeks, 141 Were Taken Care of by Hold-over Releases.

HOW CO.'S RATE

During the past year, from April 1, 1934, to April 1, last, pictures have proved strong enough in Broadway first run weekly changes to provide for 141 1/2 weeks of hold-overs among the five ranking New York exhibition palaces—Radio City Music Hall, Paramount, Strand, RKO and Capitol. The comparatively small total of 61 pictures, approximately 20% of combined total of product turned out, took care of this much playing time. Rivolt is not included since it is a run operation rather than a weekly change, but if that were figured the average of pictures capable of going more than a week would be even higher.

Past 12 months has been an outstanding year for holdovers, with a total of nine pictures having the stamina to run three weeks, in the face of severe Broadway competition; three that were able to go four; and one, "Copperhead," which went five at the Capitol, first time in history house held a picture beyond four weeks.

In addition to these figures, Capitol had one picture which went 2 1/2 weeks, "Forsaking All Others," while the Par had one which went 1 1/2 days over three weeks, "Rugles." In other words, of the 61 pictures, 15 played engagements of more than two weeks, while 45 (Continued on page 25)

MG BORROWS LENSERS TO HANDLE PEAK SKED

Hollywood, April 9.

Metro is continuing its borrowing of cameramen from other studios to take care of peak production slated for the next two months on that lot. Latest cinematographer added is Arthur Edson, on loan from Warners, to handle lens on the Harriett Hooton dance ensembles for "The Great Ziegfeld," which goes into production this week with Seymour Felix directing.

Flu attack which hit Oliver Marsh last week necessitated assigning Gregg Toland to handle the photography on the Joan Crawford starer, "No More Ladies." It's the first time in three years that another cameraman has had his photograph the star on the Metro lot.

Burke Leaving Fox

Hollywood, April 9.

Upon completion of his current contract at Fox, Edmund Burke, writer-director, will not re-sign. He has been on the Fox lot for six years.

At present he is on loan to Metro rewriting "Broadway Melody of 1936." When he finishes he returns to his home lot to script and direct "Song and Dance Man," George M. Cohan play. James Dunn is the male topser.

Trix Set at Par

Hollywood, April 9.

Paramount has signed "Friske Friganza" for three pictures. Player goes on the company payroll immediately, although no immediate assignment.

Studios' Wholesale Talent-Signing Spree; Over 250 Contracts Issued; New Faces Given Wide Latitude

Framed

Paris, March 31.

United Artists' French press agent, looking over colored photographs of the firm's actors hung in the entrance lobby of its Paris office, noticed that Maurice Chevalier was hung in an inconspicuous place around a corner. Figured that since Chevalier was due in Paris in a day or two, he'd better be put out front. So he changed the Chevalier mug with that of George Arliss, which had been hanging dead center.

Next day George Arliss unexpected walked into the office and asked to see his picture.

Hollywood, April 9.

Stuffing their actor contract lists at an unprecedented rate, major studios are heading for most bloated lines of regular pay-check grabbers since those early days when actors sold by the gross and contracts didn't say anything about size of type in billing. Over 250 ticked actors, from promoted chorines to familiar industry faces have been signed lately during the spree with no indication of a letup.

Not only are unknowns and legit, radio and night club personalities being shoved before the camera with term contracts ready for inkling if their first preview draws a favorable nod, but the regular freelance list of the production colony is being raided heavily.

With the ink flowing all over the place, there also has been a marked pickup in loanouts, especially of less important pacted acting talent, while a parallel trend is to sign carefully selected extra writers and directors on straight two, three and five-year deals.

Insiders attribute the trend to several reasons, outstanding being the Academy's "new deal" contract for one picture, day and week deals, plus general rush for personalities in the hope of garnering fresh star material. Also, it's noticed that despite anti-talk, the stock company plan, heretofore most pronouncedly used by Warners, is coming to the fore on other lots.

Warners' stock player idea is likened to the old-time stock legsters' theory of interesting patrons in a list of favorites, who would be seen each week in different roles. Same (Continued on page 57)

GINGER ROGERS LAWS HER AGENT FOR \$5,100

Los Angeles, April 9.

Countering Nat C. Gould's commission suit for \$3,000, Ginger Rogers, through Attorney Harry E. Sokolov, has filed cross-complaint demanding return of \$5,100 commissions paid the agency.

Actress complaint claims Goldstone's contract with her is invalid because he has not paid the required agency license fee required for operating within the unincorporated county strip running between Beverly Hills and Hollywood. Tithes paid in to the agency are therefore recoverable, Miss Rogers contends, and Goldstone's allegations of breached contract against the actress are untenable.

No Brock-Fox Contract Settlement; Just Runs

Hollywood, April 9.

Lou Brock, producer, remains at Fox till his contract runs out in two months without studio offering to settle.

Brock winds up his deal without making a picture.

U's Mollison

London, April 9.

Universal's latest Hollywood capture from the British stage and screen, Henry Mollison, sails April 4 on a term contract.

Wynne Gibson Sailing

Hollywood, April 9.

Wynne Gibson left here for New York, en route to England. She goes to London for the femme lead in "Admiral Al," to be produced by Stafford Productions.

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JOLSON TO ACT IN 1, PROD. 3 A YR. FOR WB

Hollywood, April 9.

When Al Jolson returns here in about eight weeks, he will supervise productions as well as act.

New WB-Jolson, three-year pact provides that Jolson star in one picture a year and supervise production of three others.

Markert's Coast Vacash, Minelli Joins Shuberts

Russell Markert, dance stager at Radio City Music Hall, New York, left Saturday (6) by boat to the Coast. It's just a vacation. Markert's been ill for the past six weeks, having left the hospital the early part of the week.

Vicente Minelli, designer for the Hall, is out at the end of the current week, having resigned to join the Shuberts. Current show at the M.H. is his finale there.

Too Late Now, We're Moving, Says Mayer, Then Goes Into Tax Huddle

Hollywood, April 9. Louis B. Mayer made the prediction at the Breakfast Club here that the picture industry would surely move away from California no matter what the tax situation battle at Sacramento goes.

He said it might be within a year; it might be next year and at any rate it looked certain within three years, "I don't think the ground will be stopped now," he said. "I don't think Governor Merriam could stop it even if he wanted to."

Despite this assurance, Mayer was a member of a film delegation, comprising Will Hays, Joseph M. Schenck and Winfield R. Sheehan, who went to San Francisco the following day for a conference on the taxation question with the governor.

Returning, Schenck stated, "Everything is all right now—the legislation will be passed. But the day in Sacramento the governor stated he had no intention of changing his plans of taxation."

With all proposed legislation, such as a film footage tax, directly aimed at pictures, apparently dead, the film opposition is centering on the various proposals for a state income tax, with indications that the state is going to get such a tax, although probably at the rate of one-third of the Federal which is backed by the Sinclair Epic party.

Mayer, in his Breakfast Club speech, charged a state income tax as being the fly in the ointment that will drive the industry east.

This and Schenck's utterances on the legislative issues have brought about belligerent answers from the legislators and with the whole state currently bent on the tax issue, there's only one topic on the minds of the natives, "Will the picture business stay or move?"

Other industries and businesses, realizing what the exodus would mean to other lines of trade, are now on the bandwagon fighting the picture industry's battle, circulating petitions among western state customers and asking legislators not to make any move that will penalize the state.

Assemblyman Boyle, one of the income tax proponents, gave the lie to the industry that it was already overburdened with state taxation, pointing out that less than \$14,000 was paid in state taxes last year by all the companies.

Figures reveal that three companies paid \$11,557 in taxes in 1933, and the remaining companies, \$1,824. These taxes were paid under the new bank concern bill and the levy amounting to two per cent of net profits, with a minimum fee of \$28 a year. Some major studios paid only the minimum.

Answering Mayer's statement that the picture business would pay \$23,000,000 annually under the lowest tax proposed, Boyle pointed out that Hollywood wouldn't pay more than \$230,000 under the plan recommended by the Epic demerits.

Top Hat' Gets Going

Hollywood, April 9. "Top Hat" (Fred Astaire-Ginger Rogers) got under way on Radio Monday (8), with Mark Sandrich directing. Supporting cast includes Helen Broderick, E. E. Horton, Eric Blom and Eric Rhodes. With the exception of Helen Broderick, all were principals in the Sandrich-directed "Gay Divorcee."

Screen play is by Dwight Taylor and Allan Scott. Score is by Irving Berlin.

Presnell Moves to U

Hollywood, April 9. Robert Presnell resigned as associate producer at Warners and checked in yesterday (9) at Universal. He will do one picture at the latter studio under a producer-writer assignment.

Earl Baldwin has taken over Presnell's assignments.

GROSS' LESSER BERTH

Hollywood, April 9. Edward Gross, former Paramount studio "warrior" here, replaced Fred McElroy as business manager for Sol Lesser Productions.

Why

Couple ad lib comies on a midwestern station were dropped suddenly in their seventh week, despite the fact that their program was doing nicely for the product. The patter duo sought out the agency exec on the account for an explanation.

"Do you remember," said the a.e., "referring in several of your broadcasts to your pet cow, Bessie? I know that the bovine had no source other than your imagination, but it happens that the client has a daughter named Bessie, who has one of those spreading figures, and she's very sensitive about it. She got the idea that you were poking fun at her."

Profit-Sharing Plan Comes Up At KAO Meeting

Annual meeting of stockholders of Keth-Albee-Orpheum, chief RKO theatre subsidiary, is to be held tomorrow (Wed.) in the RKO building, N. Y. This meeting may determine the relative voting strength of RKO and Mike Meehan in KAO.

Company officers aver nothing is expected to disturb the present set up. Others expect the meeting to be postponed.

An election of directors will take place; also, shareholders will be asked to vote on a profit-sharing plan which will be proposed for their consideration.

20th C-Korda Exchange Deals; Goetz Abroad

Hollywood, April 9. Several picture exchange deals are expected to be closed next month in London when William Goetz, general manager of 20th Century, meets with Alexander Korda of London Films.

Goetz and his wife sail from New York April 20, returning June 1 on the maiden voyage of the Normandie.

Par Trading Technical

Whatever trading in Paramount securities there may have been on the part of any members of the various reorganization committees, such trading on the whole has been negligible and mostly for technical purposes and not for profit. This was indicated on Thursday (4) at the last hearing before Federal Judge A. C. Cose, when affidavits to that effect were filed with the court.

These affidavits are substantially the same or summaries of answers filed by the committees or members of same with the Securities Exchange Commission in Washington, as required by law.

Hall Takes 'Richelieu,'

Riv Holds 'Miserables'

'Richelieu,' fourth picture the house has bought from UA, goes into Radio City Music Hall Easter week (18) while not guaranteed two weeks is figured for holdover.

Hall also wanted 'Les Miserables,' but UA has set it for its own Rivoli on Broadway.

Wiley Plot Serial?

Hollywood, April 9. Louis Welles, independent producer, is dickering with Wiley Plot to appear with his plane, 'Winnie Mae,' in globe-circling serial. Production would start in fall, as aviator has experimental flights scheduled for the summer.

2 Femmes Scouting U's Eastern Talent, Scripts

Miriam Howell succeeds Max Hart as Universal's eastern talent scout. Elsie Neuberger is the company's western story chief.

Jerry Seckman, UA's story editor who has been pinch-hitting around New York, returned to the coast last week.

J. H. HARRIS TO REBUILD OWN CIRCUIT

Pittsburgh, April 9. The return of John H. Harris, former head of the Harris Amus. Co., to the theatrical field on April 19 marks the first active steps toward rebuilding of the Harris circuit in this territory. In the past 12 months preliminary steps looking to such a consummation have been taken under the direction of Sen. Frank J. Harris, who remains as circuit president.

When Johnny Harris becomes active head he will have John T. McGreevy and James Balmer, veterans with the company over a span of years, and George Tyson, his assistant and manager of the deluxe Harris Alvin house here, in his circuit reorg work.

Harris has been away from personal theatre operation for the last five years because of a contract with Warner Bros., when it bought most of the Harris houses in 1930. He was not to operate except in Warners' employ in Pittsburgh and Cleveland. He served as local zone manager for three years.

Currently, there are about 16 houses in the Harris circuit setup.

EDUCATIONAL CLOSES DOWN PROD. IN H'WOOD

Hollywood, April 9. Educational has closed its Hollywood production to concentrate its two reel filming hereafter in New York. The Educational Pictures Company's whole staff was dropped after the cleaning up of the Buster Keaton series.

Educational's studio headquarters have been at General Service.

L. A. PAR WASHUP

Reorg Plan for Theatre and Studio Properties by May 20

Los Angeles, April 9. Federal Judge Charles Briggs has authorized Paramount Properties, holding company for the L. A. Paramount Theatre Bldg. and Paramount Studios, to submit reorganization plan to bondholders and creditors by May 20 for affirmation or rejection by court.

Revamp would adjust company's capital structure without reducing par value or interest rate of \$2,750,000 outstanding first mortgage 6% bonds. Creditors were given by court until May 6 to file claims, and May 13 deadline for protests.

Kenneth Fitzpatrick continues as corporation's general manager pending reorganization.

Gensler, Par Producer

Hollywood, April 9. Paramount has given Lewis Gensler a contract as associate producer. First assignment is the next Carl Brisson musical.

Former Broadway producer is finishing collaboration on an original 'Old Man Rhythm' and writing tunes for a picture at Radio.

Skouras O. O. Tour

Los Angeles, April 9. Spyros Skouras, who planned here unexpectedly last week after leaving New York for Kansas City, is headed for the Pacific Northwest early this week for a tour of inspection of the houses operated by Evergreen Theatres, in which Fox-West Coast Theatres owns a 51% interest.

Accompanying Skouras north are Charles P. Skouras, operating head of P-W, and Mike Rosenberg, of Evergreen.

FOUR MORE OUT IN 34 MILLION SUIT

Los Angeles, April 9. Paramount Productions, Earl Miller, Lou Kolb and Ray Fitzgerald are the latest bow-outs from the \$33,950,000 conspiracy damage suit brought over a year ago by International Alliance of Theatrical Stage Employees against Louis B. Mayer, Patrick Casey, International Brotherhood of Electrical Workers, Local 40, all major studios and some 100 John Doe defendants.

Elimination by the demurred process before Superior Judge Robert W. Kenny marks the gradual stripping away of targets from the firing line in IATSE's colossal complaint that the plaintiff union was wrecked after the general studio strike two years ago by collusion between its former affiliate, IBEW, 40, and the majors, and that they violated the return to work order of the National Labor Board which undertook mediation.

Over a score of original defendants have gone off last via preliminary showing of non responsibility under the charges.

RKO-Swope Bonus Plan for Th. Men To Be Year-Round

The RKO bonus plan for theatre managers and divisional directors of RKO theatres is sponsored by Herbert Bayard Swope, chairman of the RKO board. Under Swope's supervision, currently comprising William England, Major L. E. Thompson and Nate Blumberg figured it out.

The managers get a straight percentage of the net improvement in their houses, with divisional directors getting limited over-all percentage calculated on the same basis but conditioned in amount according to the number of houses supervised.

The house manager gets 1% of the net improvement, retroactive, to the 1934-35 season. Divisional directors will receive 3% to 5% of 1% of the net improvement of the houses supervised by them.

Estimated that perhaps 14% of the possible net improvement in RKO theatre income, inclusive of the proposed profit-sharing plan for officers of KAO, may be ultimately apportioned among RKO's theatre basic line directors and their immediate operating supervisors.

There have been other bonus plans tried out in the industry among theatre employees of the major chains. From time to time the circuits variously will offer bonuses for a limited period to their managers, but mostly in the summer months when business is at lowest ebb.

The RKO-Swope plan is the first slated for all-year around.

Radio Reviving 'Peter'

Hollywood, April 9. 'The Return of Peter Grimm' will be revived by Radio. The David Belasco play, planned as one of the pictures for the 1935-36 schedule.

Film will be produced by Kenneth MacGowan, with George Nichols in the field and screen play will be written by Francis Farago.

Play was previously made silent in 1926 with Alice Francis and Janet Gaynor in the leads.

SPEEDING 'HORIZON'

Columbia is speeding preparation of 'Lost Horizon' to cash in on the Capra-Riskin Academy awards. Casting director Bill Perlberg is conferring with the pair, working at Palm Springs on the story.

Capra-Riskin pictures previously have been around six months in preparation but 'Horizon' in its eighth week.

ACTORS FOR SALE

Paramount is offering to loan out to other studios George Raft, Carl Brisson, Cary Grant and Charles Ruggles.

W. B.'S FIRST TO RELEASE FED. CRIME PIC

Hollywood, April 9. Warners is pacing the pack in the race to get the first Federal crime picture into theatres, although Radio copped a moral victory through shooting out Select's 'The People's Enemy' with an 'Uncle Sam cracks down' ad campaign.

WB edges into no less big as its bet on the first gangster cycle, but it should print past the release date tips nearly a month ahead of competitors. Lead is not alone due to company's having a fund asked script before the camera two weeks ahead of Reliance, Metro, Par and others. Studio's big break came in astutely hunching how to duck any offensive scenes, to be cut through production code restrictions.

With Joe Breen's restraining corps gimping all G-men stuff, not only must Department of Justice touchiness be heeded, but also scenes showing mugs wearing shoulder holsters, or spraying machine gun lead around are taboo. Film exposition of gangland trade secrets also is barred.

Thus, while Warners has its 'The G-Men,' trimmed for preview this week, other companies are reportedly still pasting and scissoring.

WB EXECS WEST TO HUDDLE ON '36 PROD.

Delayed again on home office matters, Metro-Albert Warner, Grad Sears and Andy Smith plan hopping off for the Coast the end of this week.

While on the Coast the distribution trio will set up the program for 1935-36, when WB will probably again make 60. Convention is set for Los Angeles around June 1.

Setting 'Big Broadcast'

Hollywood, April 9. Benjamin Glazer, Paramount producer, is due in from N. Y. tomorrow (Wednesday) after his talent prowling for 'Big Broadcast.' Signed Ray Noble's orchestra after Paramount brought him from England and let him languish for six months. Noble then asked and received a release from his contract.

Studio is also after Dixie Lee for 'Broadcast' lead.

Metro Needs Femme Lead for 'Melody '35'

Hollywood, April 9. Metro is being blamed with a femme lead for 'Broadway Melody of 1935,' with the start of the picture just a fortnight away. Rest of the cast is set.

Studio is testing a flock of singing-dancing femmes around New York.

Hicks Sails

John W. Hicks, Jr., head of Paramount's International department, sails for Europe today (Tuesday) on his annual look-see. This time he will take in Germany, Austria, Italy and France, and open Paramount's first international convention to be held in Paris in May.

George Weltner, Hicks' assistant, and T. X. Jones, home office special representative in Paris, will accompany Hicks on the tour.

Walter McEwen Ups at WB

Burbank, April 9. Hal Wallis, Warners' production executive, has named as his assistant, Walter McEwen, for past three years story editor.

McEwen's assistant, David Matthews, moves up.

Hansen Planes East

Los Angeles, April 9. Al Hansen, Fox-West Coast division manager, planned east to attend Code Authority meeting in N. Y. on Thursday.

'GET BEHIND PAR'—COURT

Four, Maybe Five Banking Groups, Par's Underwriting Syndicate

Kuhn-Loeb, Lehman Bros., Hallgarten, Atlas Trust, and maybe also Hazard Freres, will comprise the underwriting syndicate for Paramount's reorganization plan, according to all present purposes of the reorganization forces in Par.

It is felt by the underwriting people that an underwriting deal can be had with such a group on a basis that would harmonize all sides and at a very nominal cost to the company.

Conferences to this end were held last week among the various parties to the reorganization.

With Paramount's reorganization plan formally confirmed by the court last week, action to speed up matters between the various factions is seemingly being maneuvered.

Confabs so far are considered preliminary but probably definite. The new board is empowered under the plan to enter into a deal for such underwriting.

A meeting of the existing board of nine is expected to be held this week, to which meeting the seven new members will be invited also. It is likely that a committee representing the company will be named to negotiate an underwriting deal.

Kuhn-Loeb is reported reluctant to become associated with Par's underwriting at this time but the instigation of the reorganization forces who want K-L in the picture, because of K-L's familiarity and long association with Paramount, the Kuhn-Loeb firm may agree to come in. Also, Kuhn-Loeb is expected to head the syndicate, although it is likely that by agreement among the parties, the various firms will share equally in the apportionment of the underwriting and responsibility of same, if they should be comprised in the syndicate.

NEW LAUREL CONTRACT REUNITES L-H COMBO

Hollywood, April 9. After being out of Roach for two weeks, Stan Laurel signed a new deal with the studio, re-committing the team of Laurel and Hardy.

New contract assures Laurel at the studio for the remainder of this season's schedule and also covers an additional year of Laurel and Hardy comedies.

With Laurel back in the fold, the series which were to have replaced the L. & H.'s, 'The Hardys,' with Oliver Hardy, Patsy Kelly and Spanky MacFarland featured, has been discarded.

LIGHTON-MG FLIRTING FOR PRODUCT. BERTH

Hollywood, April 9. With three pictures still to produce for Paramount, Louis D. Lighton is dickering with Metro for a production berth at that studio.

Lighton's Par contract expired last month at which time the studio asked him to remain until he completed 'Peter Ibbotson,' 'Annapolis Farewell' and 'College Education.'

Hornblow's Sextet at Par on New Contract

Hollywood, April 9. Signing a contract to produce six pictures on the 1935-36 program, Arthur Hornblow starts his second year at Paramount. Deal calls for a straight salary.

The 'Light That Failed' is the first Hornblow. He jets, April 21, for England to discuss the screen treatment with the author, Rudyard Kipling.

Jack Warner Honored

Burbank, April 9. Jack L. Warner has been awarded the Palms Académiques by the French Academy for his contribution toward the creation of the talking picture.

Award makes him an officer in the society and entitles him to wear its purple ribbon badge.

NINE ON 20TH SKED FOR U.A.; 30-35 IN ALL

Hollywood, April 9. Nine pictures will be made by 20th Century for United Artists release when production is resumed on return from a hunting expedition in Alaska of Darryl Zanuck.

Stories in preparation include 'Yankee,' with an all-star cast: 'The Man Who Broke the Bank at Monte Carlo' (Ronald Colman); 'Sing, Governor, Sing,' with a cast of radio names and Paul Whiteman's orchestra; 'Diamond Horseshoe' (Lawrence Tibbett); 'Shark Island' (Fredric March); 'Professional Soldier' (Wallace Beery); 'Nile Patrol,' 'Gentlemen, the King,' and 'Earthbound.' Casts for latter three not yet selected.

Directors under contract to 20th Century are Gregory LaCava, Roy Del Ruth and Rowland V. Lee. Writers who are preparing the scripts include Nunnally Johnson, Moss Meredyth, Garrett Fort, George Marshall, Jr., Philip McDonald, Harold Long, Howard Smith and W. F. Lipscomb.

Twentieth made six pictures last season.

Reliance (Eddie Small) will increase to eight or more for the coming year, for United Artists release, to augment 20th Century's 9 during 35-36. Sam Goldwyn doubles his output to six, more pictures than he has ever delivered in the past. Alexander Korda (London Films) will make at least four, in addition to these, U.A. as a distributor has British & Dominion for release in the U.S.A. U.A. has a selective deal with B&D for this country.

A production from Charlie Chaplin for U.A. release is another possibility. Mary Pickford, still an owner-member of U.A. may also have one before the 1935-36 season is over, probably as a producer rather than star. This will give U.A. 30-35 pix for 1935-36 as against 22 sold this year.

PRODUCERS ELECTION; TAX MULL THIS WEEK

Hollywood, April 9. Annual meeting and election of officers of the Producers' Association will be held at the H. Y. office Thursday (11).

Routine matter is expected to be dispatched perfunctorily in order that the studio heads can mull over the estate taxation problems and solve the question whether the film industry deserts California.

NICK SCHENCK EAST

Hollywood, April 9. Nicholas M. Schenck planes east today (Tuesday).

Joseph M. Schenck and Al Lichtman are planning east later in the week.

JUDGE COXE OK'S PAR REORG PLAN

Mildly Chides Objectors—Court's Experience Has Been That a Board of Business Rather Than Professional Men Is to Be Preferred

PLAN'S PROVISOS

All parties interested in the Paramount reorganization picture were counseled collectively by Federal Judge A. C. Cox to get behind Paramount. Judge Cox offered this advice at the last hearing on the reorganization plan last Thursday (4) in answer to certain criticism at the hearing.

In formally confirming the Paramount-Public reorganization plan, Paramount, virtually, is lifted out of bankruptcy by the court's action. Some technical legal matters alone remain to be cleaned up before formal order from the court ending Par's bankruptcy is issued. Such action should be forthcoming before the end of the week.

Attorney Samuel Zirn, of the old bunch, remained alone consistent to the end, although his objections were perfunctory.

Attorney Archibald Palmer reversed himself by approving the plan, and speaking once only and briefly. Morris Ernst, member of the Vanderbilt debenture committee, limited his criticisms to the new board personnel.

To all of it, the Court made answer that it is not the function of the court to name the board's personnel, and that the board was placed as it should be by the beneficial owners in interest of the company and that it is for the owners of the company to select a board.

The Court also observed that in its experience a board of business, rather than professional men, was preferable for a company.

An average of 70% of each class of creditors voted for acceptance of the reorganization plan. This is a high average and Paramount thus becomes the first big industrial to have achieved reorganization under Section 7-B of the U. S. Corporate Bankruptcy Act.

There is another hearing set for April 25 before Judge Cox. It is likely that the remaining legal matters will be cleared at this time. In the meantime, the company is still under supervision of the court and its trustees, and may so continue for a couple of months. The court reserves the right to supervise all remaining phases of the situation related to the bankruptcy, and the clearing up of same.

Included among such items are the following: (a) Matters pertaining to the transfer and conveyance or retention of the property dealt with by the plan.

(b) Preservation, if any, of claims of Par, its stockholders and creditors.

(c) Amendment of the company's certificate of incorporation. Such amendment, if already planned and very likely will be up before the court at the hearing of April 25.

Directors

After such amendment shall have been made, a special stockholders' meeting will be called for the purpose of electing directors so far nominated but not yet duly elected. Any change in the personnel setup of the administrative end of Paramount cannot be effected until after such election of directors. The directors will have the responsibility of making such change, if any may be contemplated or considered at that time.

The authorization, creation and issuance of new securities described in the plan, and the delivery of these new securities to the creditors and stockholders of Paramount, must also be under court supervision.

M. P. Foundation Soliciting Funds To Engage in Feature Production; See New Church-School Competish

Zanuck's Quickie

Hollywood, April 9. Darryl Zanuck plans to New York Monday (15) for opening of 'Les Miserables' at the Rivoli.

After a five-day stay in East, Zanuck flies back to Coast to prepare for a bear hunt.

REPORT W.E. FOX IN DEAL FOR PATENTS

Downtown talk has it that William Fox offered his interest in American Tri-Ergon to Western Electric, with W.E. not enthusiastically about negotiating a deal. Fox owns 90% of the stock of A.T.E. and the American Tri-Ergon company itself is held to own rights, to several talker patents other than the fly-wheel and the double print patents. Only the latter two patents were the subject of the recent U. S. Supreme court ruling holding them invalid.

William Fox's asking price is not given.

Also, the offering of such securities in accordance with the plan, to stockholders and creditors. In this category, there must also be listed, the authorization, creation and issuance of new Par-Broadway bonds, as described by the plan.

Paramount's reorganization carries the necessary cancellation of intentions by Par or its trustees to pursue litigation against holders of the old bank claims. That's the settlement, as agreed upon by all parties. The court, therefore, will have the additional responsibility and duty to supervise the execution of this settlement.

Settlement of the bank case leaves only two important pieces of litigation, pending as instituted by the trustees and latter's counsel.

One of the remaining actions concerns allegation made by the trustees and their counsel over the company's one-time stock repurchase agreements with persons from whom Par purchased theatres. Another action is alleged on bonuses which were had by present and former officers of the company.

Total Paramount-Public claims allowed provisionally and finally settled close to \$1,000,000. Total old Broadway claims is \$8,750,000, of which sum \$6,500,000 is recorded as accepting the reorganization plan. Together the P-P and the old Broadway claims would total approximately \$6,000,000, of which sum around \$41,300,000 is recorded in favor of the reorganization plan. Taken separately, approximately \$35,000,000 of the \$51,000,000 P-P claims voted in favor of the acceptance of the plan. Included in this sum of acceptances is \$9,600,000 of old bank claims.

Approximately 2,065,000 shares of Paramount stock is recorded in favor of accepting the plan, out of an outstanding total number of 3,221,000 shares.

Judge Cox also denied Attorney Ralph Vaitner the right to intervene in the Paramount-Public reorganization situation on behalf of a bondholder who was objecting to the proposed Par settlement of the Expi claim.

New competition for the picture industry is threatened by an uplift organization which plans to produce pictures itself. The Motion Picture Foundation of the U. S. claims it has sufficient funds to produce 40 programs, a program to include a feature and three shorts.

How the Foundation may market its product is problematic, but if it does secure exhibition outlet of any importance, the new opposition probably will come through schools, churches and the like.

Foundation is headed by Dr. William B. Millar, for 20 years secretary of the Greater N. Y. Federation of Churches, and also includes L. Roy Curtis, who has been in the picture business for many years and is understood to be the guiding spirit of the organization.

Some important names are associated with the Foundation, including educators, ecclesiasts, editors and politicians, most of whom probably have invested in the Foundation for picture-making purposes. Additional investors are being sought, with big business and social personalities attached.

In addition to the intention of the Foundation to make and sell pictures, it is making a request for funds through an underwriting of various amounts which will be returned to the participants with interest, payable out of 'gifts' received from producers and distributors of pictures who are in sympathy with the purpose of the organization and through whose cooperation pictures are made under the formula of the Foundation.

The Foundation cites figures as to the scope of the industry as a means of conveying an idea of the possibilities for pictures and attempts to sell the argument that it is in a better position to serve the market. That it plans to compete with producer-distributors is also indicated.

PAR'S 25 PIX IN PROD. BY JUNE

Hollywood, April 9. Slump in production at Paramount brought about by the change in executive management of the studio ends this week with a schedule starting that will have 25 pictures going before cameras between now and the end of June.

March was the low water mark of the studio for years with only one picture being put into work in that period.

New boom period started when 'Federal Dick' went into production. 'Big Broadcast of 1935' gets underway with four starters on call for an April 15 start.

WB PUTTING 4 INTO WORK WITHIN MONTH

Burbank, April 9. Warners in the next month will put four pictures into work, first three starting April 22. They are 'Back to Broadway,' starring Joe E. Brown, with Busby Berkeley directing; 'Serves You Right,' starring Joan Blondell and Glenda Farrell, Ray Enright directing; and 'Woman on the Beach,' with 'Captain Blood,' set as a \$1,000,000 production, with cast headed by Robert Donat. Michael Curtiz is to direct.

Wall St.'s Optimism Boosts Amuse. Stocks on Week, Ether Issues Active

Marked strength in late trading sent many leading issues up 1 to 4 points yesterday (Tuesday), with the result that all groups closed higher. Dow-Jones industrial averages stood at 104.32 at close. Amusements quickly joined push upwards, Loew's common again acting as leader and reaching a new high for this year and 1934 at 33 1/2. Radio Preferred B also was strong at 40 1/2. Eastman Kodak common also hit a new peak for the year at 125 1/2. Columbia Pictures cfs. were up 1 1/2 at 42 1/2, while Warner Bros. preferred soared 2 points to 20, as the common reached 3 1/2. Technicolor made a new high at 21 1/2.

Bond market was featured by three new highs, registered by American Lens. Warner bonds also rose 1 1/2 to 53, and Keith 6s climbed 1 1/2 points to 72.

With a more optimistic attitude generally prevalent in Wall Street much of the week, nearly every group of stocks improved in the last seven days. In this return, the market was aided by a million share day late in the week and continued strength on Saturday (6). Dow-Jones closed 1 1/2 points higher at 105.55, an advance of 1.42 points, despite profit-taking Monday (8).

Helped by spectacular strength in Eastman Kodak common, which rose to a new high and netted a gain of 4 1/2 points, the Amusement Group finished the period with an advance of 0.750 of a point at 25 1/2. The fact that volume picked up reached during this six-day trading period. Low point was 25 1/2.

Charlize, the Amusement Group has closed higher now for three successive weeks and is nearing the peak levels of February and early March. The fact that volume picked up on the upside also bodes well. Aided by a splendid showing by the preferred, Warner Bros. common also closed higher than the previous day. It closed on top at 3, and indicated that it was being groomed for further appreciation. It was up by nearly half a point at the finish. The preferred went to 15 1/2, and the common gained 1 1/2 points. The number of transactions was nearly 1,000, largest in many months.

Loew's common again was in demand, climbing up to within three-

(Continued on page 23)

WB MULLS REOPENING H'WOOD, WARNER, N.Y.

Warner Bros. is again thinking of reopening the Warner, N.Y., which the circuit has kept in darkness for a long time.

Meantime, legit interests are dickering for the WB Hollywood, on Burbank, also Warner, and Max Reinhardt has indicated he'd like to stage a show there, too.

During the past year WB has sold a representative number of pictures to competitive operators in New York, meanwhile keeping the Hollywood and Warner of its own New York circuit.

MINN. INDIES MERGE WITH NW ALLIED GROUP

The newly formed Independent Theatre Owners' Association of Minnesota was merged here with Northwest Allied States at a convention of independent exhibitors. J. B. Clinton, Duluth, president of the independent body, was chosen head of the combined groups.

Al W. Steffes, long president of Northwest Allied States, announced in advance of the meeting that health would prevent him from serving in any official capacity.

Trio of Toppers in Par's 'New Divorce'

Gary Cooper, Carole Lombard and Tullio Carminati are the toppers in Paramount's 'New Divorce.' Herbert Fields is writing the screen play. Lewis produced. The picture has Cooper four pictures on next season's program.

Others are 'Peter Ibbetson,' 'The Light That Failed' and '13 Hours By Air.'

Yesterday's Prices

Sales	High	Low	Last	Change
1400 Col. Pict.	42	42	42	+ 1/2
1000 Con. Film.	50	50	50	+ 1/2
1000 Loew's	33 1/2	33 1/2	33 1/2	+ 1/2
2100 Fox A.	38	38	38	+ 1/2
1000 RKO	20	20	20	+ 1/2
2000 Gen. Ent.	100	100	100	+ 1/2
4000 Par. cfs.	42	42	42	+ 1/2
1000 De cfs.	12 1/2	12 1/2	12 1/2	+ 1/2
3800 RCA	48	48	48	+ 1/2
4000 W. B. C.	33	33	33	+ 1/2
4500 Tech.	21 1/2	21 1/2	21 1/2	+ 1/2
1000 Trans-L.	24	24	24	+ 1/2
BONDS				
34000 Gen. T.	104 1/2	104 1/2	104 1/2	+ 1/2
40000 Loew's	76 1/2	76 1/2	76 1/2	+ 1/2
40000 Par. P.	76 1/2	76 1/2	76 1/2	+ 1/2
40000 Par. Pub.	76 1/2	76 1/2	76 1/2	+ 1/2
10000 De cfs.	12 1/2	12 1/2	12 1/2	+ 1/2
20000 W. B. C.	33 1/2	33 1/2	33 1/2	+ 1/2

— New 1935 high.

Work Hours Are Still Undefined For Newsreels

Slow progress is being made toward a solution of the newsreel cameramen's working hours problem, but both officials of IATSE and the newsreel companies hope that W. P. Farnsworth, deputy administrator of the picture code, may soon force an agreement by specifically designating what constitutes working hours of the newsreel camera grinders. Code at present is a bit ambiguous in specifying 'work hours, according to prominent codists, and both sides are now striving for a definition.

Union representatives of the cameramen are seeking two objectives: (1) a clear-cut ruling on working hours and (2) more newsreel cameramen employed. IATSE charges that under the present code setup, there are actually fewer union grinders employed than before.

They believe that a definite ruling on hours of employment and observance of them will solve the second objective in the present situation.

Newsreel cameramen are in virtually the same class as newspapermen as to work hours, in the opinion of leading union officials. They contend that hours of working for a story to break for camera coverage should be regarded as employment for which full pay should be allotted.

Several companies thus far differ materially on this principal point, officials claiming that waiting time should not be regarded as payable employment.

A special committee named to officially designate what is working time made little or no progress in the last seven days. Lou Krouse and O. V. Johnson represent IATSE, and A. J. Richard, of Paramount News, and Jack Connelly, of Pathe News, are on the committee for the newsreel companies.

RADIO AMATEURS TILT B'KLYN FOX MONDAYS

Radio tieup is proving advantageous to the Fox Brooklyn, doubling its normal business on Monday through the amateur night contest staged over WMCA by a commercial. Competitors are studying the results with Warner Bros., giving the idea a trial at the Branford, Newark.

The Brooklyn Fox puts on an amateur broadcast every Monday night, the winner getting a week's stage engagement at the theatre.

Blary-Eyed Whodunit

'Hangover Murder' stars Adam Hobhouse dealing with a wild socialite party on Long Island and what happens to the guests on the homeward trek, has been added to Carl Laemmle, Jr.'s production schedule for early release. Doris Mallor and Harry Clark are adapting. Sally Eilers being considered for one of the leads.

N. Y. Anti-Duals Meet Off

Open meeting of Greater New York theatre chain heads and indie exhibitors, to discuss ending duals, scheduled for yesterday (Tuesday) at the Motion Picture Club, has been called off pending investigation of the NRA in Washington.

Harry Brandt, president of the Independent Theatre Owners Assn., N. Y., which sent out the invitations, said the meeting would probably be held in two weeks.

\$2,000 Weekly In Side Money For Pathe Reel

Pathe Newsreel picked up a new source of revenue this week with the inauguration of Pathe News of the Air over radio station WOR and the Mutual network. While the exact amount that will accrue to the newsreel company depends on the number of presentations weekly (now scheduled for two per week), it is reported that the Pathe company will receive around \$2,000 each week from Bromo-Seltzer for twice-a-week use of its clips.

Basils of radio program is employment of the Pathe Newsreel sound track. Four of five of the outstanding events of each newsreel issue are closely edited to fit into the 15-minute air program. Then this assortment of 'news' is recorded with the radio announcer building it into a line-up best suited for radio use.

Attempt had been made to put sponsored Pathe News on the Air on one of two major networks, but objection was raised to use of sound track.

ALLIED URGES M-G REPRISALS

Minneapolis, April 9. When National Allied States meets in Atlanta May 21 to 23, it will have before it a recommendation from 300 Northwest independent exhibitors to institute a nationwide boycott against Metro if the latter refuses to carry out alleged plans and 'builds or acquires a single theatre, prior to the Allied convention, for the purpose of coercing exhibitors to buy M-G pictures.'

Abraham P. Myers, Allied general counsel, influenced the adoption of a resolution containing the recommendation at the exhibitors' meeting here. It was prompted by the threatened Loew Chicago invasion.

L. A. T. O. N. Y.

Richard Watts, Jr.
Sam Jacobson.
Dorothy Burgess.
Mack Gray
Virginia Peine
George Raff
Mrs. Sam Katz
Myron Selznick
Jessie Ralph
Mary Boland
Marcel De Sano.
Michael Balcon.
Nick Laughton
Helen Vinson
Wynne Gibson.
Katharine Hepburn.
Orly-Kelly
John Swallow.
Sidney Howard.
Janet McCorrie.
Joseph M. Schenck.
Al Lichtman
John J. Wildberg.
Phillip Moeller.
Nicholas M. Schenck.

N. Y. TO L. A.

Jack Benny.
Mary Livingston.
Frank Fenton.
Harry W. Conn.
Lucien Mandelik.
Gilbert Mandelik.
Herman Shumlin.
John J. Wildberg.
Robert Garland.
Major Albert Warner.
A. W. Smith, Jr.
Gradwell Searf.

Inside Stuff—Pictures

RKO didn't adopt the human trailer idea conceived by Jack McInerney for the Paramount, N. Y., which it (RKO) included in a general bulletin to its own house managers. It develops that Par's distribution department brought the attention of RKO to the stunt as initiated on the 'Bugsie' picture and since RKO plays this release, suggested its 'Bugsie' trailer as well, policy being that if worthwhile showmanship ideas are developed at the N. Y. Paramount they will be brought to the attention of the entire country once tried and tested. RKO didn't go for the human trailer idea. Instead John J. Wildberg of RKO worked out a new type trailer on 'Bugsie' built around Kate Cameron, N. Y. Daily News critic, and the review she wrote with special footage taken at her office. This will be followed through on other pictures with critics' good notices.

SI Fabian's contemplated bid for Fox Met will be based partly on a prior understanding which the downtown noteholders' committee had with the Skouras and the Randorpe people, whereby the employment contracts of the latter two groups expired in two years, if the committee sold the Fox Met houses. Although William Greve and Louis J. Horowitz, with SI Fabian, are stated to be large holders of Fox Met bonds, sources close to Fabian deny that Greve or Horowitz are associated in the contemplated offer for Fox Met by Fabian. Horowitz is associated with the Thompson-Barnett building concern and the Hallgarten company, downtown investment house, among other interests, and is a member of the Fox Met noteholders' committee. Greve, also a member of the committee, is with Allied Owners.

In its campaign upholding block booking, the Hays' organization is getting out a comprehensive study of the situation, together with statistics, which will be printed and bound for circulation inside and outside of the trade. Purpose is to further acquaint friends as well as enemies, largely latter, with block buying as it exists.

C. C. Pettijohn, who has lived with the block booking issue for many years and successfully battled against its loss to major producer-distributors, notably defeat of the old Brookhart bill, is author of the volume to be printed. He labels the work 'Block Booking or The Wholesale Distribution of Motion Pictures,' with the addenda, 'What It Is, What It Is Not.'

For the sake of the record it is asserted by First Division officials that they have inquired personally about any possible production plant on the part of Pathe (Webb) and found the fact wanting. Pathe has no production plans and isn't contemplating production because it cannot, even if it wanted to do so, until its restricting agreement with RKO, held by the latter, expires next year. There are none who can bespeak what will happen, then.

At the moment the Pathe people are concerned with internal matters relating to reorganization of the company and phases on the financial reorganization which remain to be worked out.

Recurrence of 'Les Miserables' as a film offering reminds of the 'Misables' war of around 1905. Although both Vitagraph and Edison were in the Motion Pictures Patents Co. there was plenty of rivalry and more than a suspicion of a leakage from the Vitagraph studio to the Edison side. Smouldering suspicion then light on the heels of the Vita announcement came the statement that Edison was working on 'Les Miserables.' Both came out at the same time, with each offered as five one-reel releases, one a week, and each with a separate title. No exhibitor tried to play them tandem, so neither made much money.

Adolph Ramish, one-time exhibitor power on the Pacific coast, has reentered the exhibition field, after being out of it for some time. Ramish has become interested financially in J. J. Franklin's theatre circuit in Hawaii, as has also L. F. Rosen, Los Angeles insurance man. Ramish, in confirming his connection with Franklin, announced that the present nucleus of two popular-prize houses in Honolulu would be increased before fall by the erection of at least two more, with further expansion under consideration.

Now that 'The Drunkard' has been done into a picture, it might interest those who book it to get the laydown. Fox advertising purposes it is referred to as 'P. T. Barnum's hit.' It was played at the Barnum museum, but it originated in the Boston Museum and was played in that fashionable house as a revival back in 1884. But for each one who recalls the ancient glories of the Boston Museum stock there are hundreds more who know of Barnum, and his name is used to carry weight with the general public.

Before film salesmen start jacking up prices on John Fitzgerald, mayor and owner of the Strand, Hudson Falls, N. Y., the question of his pay as mayor should be settled. Just reelected mayor, his friends, who retained him in office, rejected a proposition that he be paid \$500 a year for his official duties. Smouldering suspicion then light on the heels of the \$4,900 and also thinks he should get the \$900. In fact, he is trying to make up his mind whether to hang onto the job or resign.

Metro is in a quandary whether to keep to the tradition of the films or follow along the lines of the stage version in its production of 'Tale of Two Cities.' Worry is whether to have the resembling parts of 'Charles Darnay' and 'Sydney Carton' played by one actor, as in the case of the silent film, or to have two players fill the parts as in the case of the stage production.

Mention of Harley Clarke in a Washington story that he was still trading in Fox Film securities, confused him with Harold Benjamin Clark. Latter Clark is a partner in White, Weld & Co., and also a director of Fox Film. Harley Clarke is not now and never has been connected with White, Weld.

Arthur C. Bromberg, operator of four independent exchanges in the south, is heading for Hollywood this week, taking along 11 exchange managers and salesmen for a pleasure trip. Party is the result of promise made by Bromberg last year that he would take all the boys who reached their quota on a junket to the Coast.

Under the Loew radio station, WHN's new showmanship direction of L. K. Sidney, all the Loew theatres and the Fox-New England houses get regular plugs on the current week's features.

Pathe News has the Dionne quints contracted exclusively for the next two years and contemplates issuing periodic photographic-sound records of the famous babies' progressions through their infantile period of life.

Despite persistent talk about N. L. Nathanson and Par, the Canadian showman has no executive ambitions with that firm in New York.

Many sudden changes in personnel line-up at Universal City has kept the home office staff of Universal on the jump. Just to make sure, eastern executives go over the roster every Monday for revisions in order to keep abreast of the Coast studio.

INDIES' CODE REBELLION

\$100,054 C. A. Excess for 1934 Will Be Life-Saver for 1935 Film Budget

Washington, April 9. Rescue of the proposed film code budget for 1935 appeared probable last week, as the National Recovery Administration granted codists the right to spend surplus funds for current operating expenses pending approval of this year's life scheme.

Authority to use \$100,054 of excess 1934 revenues to finance activities through April was given after the Code Authority appealed for early action to unman the tangle over the present year's finance plan. Amount represented four times the December output, plus small items for extra expenses for legal and accounting operations.

Conference about the 1935 budget and assessment system is due this week, John C. Flinn being scheduled to confer with Deputy Administrator Farnsworth and the research and planning division in an effort to speed final assessment. Flinn probably has been hustled since the emergency power to use surplus revenues will not cover all April expenses, as the month has five pay-days while December, on which the \$100,054 was based, had but four.

Possibility was seen that Recovery Board will waive its policy against maximum and minimum assessments. Appeal for an exemption is in the mill, based on contention that peculiar conditions in the film industry make it impossible to apply the system implied in the new policy.

Argument is being prepared that definite limitations are necessary to avoid double taxation on integrated companies with interests in both production-distribution and exhibition fields. Objective is to get okay for the bracket system doped out for exhibitors. The producer-distributor assessment plan probably can gain approval with the present provision for an alternative contribution basis centering around a 4 1/2% instead of fixed fees on arbitrary classification. Both producer-distrib methods probably will be embodied in the ultimate order of approval.

What effect use of the 1934 surplus will have on financing arrangements for the second half of 1935 was problematical. The \$100,000 balance represents the cash excess prior to Dec. 31, plus belated receipts from second-half exhibitors who do not get out until December. Under a previous understanding, the excess was to be carried as a separate item on the code Authority's books and rebated the last few months of this year, but if income for 1935 does not meet expectations the problem of replacing the amounts spent during the emergency then will confront codists and the government.

6 TO AID KUYKENDALL ON CODE REVISIONS

Executive committee of six to assist and advise Ed Kuykendall, president of the M.P.T.O.A., has been set up and is expected to shortly consider changes in the code as proposed by the convention in New Orleans recently.

Members of sub-committee elected are George A. Giles, Cambridge, Mass.; Oscar C. Lam, Rome, Ga.; Jack Miller, Chicago; Lewen Pizer, Philadelphia; Charles E. Williams, Omaha; and Morgan A. Walsh, San Francisco.

Small-Photos' Pact

Hollywood, April 9. Edward Small, president of Reliance Pictures, has signed a new five-year contract with the American Cinematograph covering basic wage scale and working conditions.

Agreement is the same as with other major and calls for extensive employment of ASC cameramen.

DANZ GOES UNION

NRA Influence Ends 13 Years' Strife with Labor.

Seattle, April 9. John Danz Theatres after 13 years' warfare with labor unions have unionized, announcement coming from Code offices where settlement was signed involving 8 Sterling chain houses. Present employees, complying with union regulations, have been retained.

Peace agreement was submitted by Danz, marking end of feud that attracted nation-wide attention, being one notable theatre-labor battle of recent years marked by tear, odor and explosive bombs in several theatres, although such acts were disclaimed by unions. Rex is the latest theatre to join the Danz chain.

ALGER READIES INJUNCTION VS. CHI B'D

Chicago, April 9. Chicago code board withdrew its initial stop service order against the E. B. Alger circuit's theatre in Peru, Ill., last week and issued a new order.

Strengthening of technical points at the exchanges. The certification move by Alger to go into court today (Tuesday) to secure an injunction against the code board because of its stop service order is done because of the threatened move by Alger to go into court today (Tuesday) to secure an injunction against the code board because of its stop service order.

WILL MODIFY THEATRE LEASE CLAUSE IN CODE

Washington, April 9. Modification of the bitterly-disputed interference-with-lease clause of the film code is in the offing as a result of Code authority protests that the provision is unenforceable.

Having dropped the original plan to either eliminate this section from the code or put across an amendment restricting its scope, Recovery Administration industry supervisors are working on a legal interpretation for codists' guidance which will stake out limits beyond which enforcers cannot go.

Intent is to establish the division of authority between codists and courts or trustees of properties involved in exhibitor tussles. Government men agree with codists that it is impossible and probably illegal for enforcement authorities to try and rule in cases which are under court supervision in receivership and bankruptcy proceedings. Likewise interpretation will strengthen the inalienable right of property-owner to seek a new tenant and boost his revenues.

Although originally designed to protect indies, the clause has been invoked principally for the benefit of chains so far, but independent exhibitors are leading the movement for retention and improvement of the clause. Ed Kuykendall, M.P.T.O.A. head, has registered strong claims against any move to strip the provision or delete the clause entirely, feeling that even if unworkable at present the language has strong psychological effect and acts as a club over meddlers.

DEMAND GREATER VOICE IN THE C. A.

Senate Probe of the NRA Gives Indie Insurgents Fulsome Opportunity for Airing Pet Exhibition Peeves—Myers Concedes That the Code Can More Effectively Curb Evils or Regulate Trade Practices

NO U. S. REBUTTAL

Washington, April 9. Blasting alleged "iniquities" and demanding "revision," independent theatre owners threatened Monday (8) to walk out on the film code unless afforded more representation on the Code Authority and subsidiary local boards and committees. A Senate probe of the NRA, Abram F. Myers, president of Allied States, and Melvin Albert, representing Harry Brandt of the N. Y. Independent Theatre Owners Association, charged that major producers dominate the C. A. and complained that pact does not provide adequate protection for indies. Called for law changes which would give little exhibs have a bigger voice in C. A. goings-on and which would force reorganization of the administrative agency.

Backed up by protests of Northwest operators and specific kicks by Nathan Yamins, sole indie member of the C. A., Myers and Albert aired threats to repudiate the code and surrender Blue Eagles unless concessions are forthcoming. Repeated all former battles including grudges against Divisional Administrator Sol A. Rosenblatt and innuendoes that Nathan Burkan was responsible for framing of the agreement.

Although accorded sympathetic hearing by Finance committee members, the code and went as far as to agree that code system, with adequate provisions for indies, probably would prove most effective manner of remedying evils and eliminating injustices in the industry.

Forced to take a definite stand for or against the code and the Recovery Act, Myers said he does not recommend that the Blue Eagle program be discontinued and went as far as to agree that code system, with adequate provisions for indies, probably would prove most effective manner of remedying evils and eliminating injustices in the industry.

As the leading code critic within the industry, Myers hurled his complaints in the presence of Rosenblatt, Deputy Administrator William P. Farnsworth, and other Government men, but latter group would move to interrupt proceedings or enter a default judgment. In dual role of compliance boss and amusement industry supervisor, will give his views later in the inquiry.

Armed with numerous documents and exhibits, independent exhibitors told the code under present conditions neither improves conditions it was designed to correct nor gives independent operators fair representation in any such code of its terms. Myers complained that Allied had received cold shoulder treatment from Rosenblatt from the start of negotiations, while Albert said New York indies have deliberately defied the pact because of its alleged unfairness.

Equal Representation

Principal suggestion about means of satisfying indies was Myers' recommendation that the new law contain clause requiring that all codes authorizing the Code Authority, or any other board or agency to hear and settle controversies, should provide for equal representation in every such code of the industry. Myers amendment would give the Government member the right to vote in order to break a tie and would stipulate that "any concern embodied in any such code which is engaged in the manufac-

Film Code Enforcement Continues Says Wash., Despite Adverse Denver, L. A. Decisions Challenging NRA

Cal. Indies' Squawk

Hollywood, April 9. Independent Theatre Owners of Southern California dispatched the following wire to John C. Flinn of the Code Authority: "Inlet that zoning and clearance schedule be put into effect immediately and all discrepancies be ironed out in Los Angeles through regular channels provided by code. Opinion of all exhibitors is you've stalled long enough."

C. A. TO SETTLE L.A.'S ZC SKED THIS WEEK

A sliding clearance rule for first-runs in the Los Angeles territory, calculated on the basis of admission scales with a 28-day clearance maximum allowed only to first-runs of the top admission scales, and others having the clearance reduced in accordance with the admission scales, with the subsequent protection rules being calculated on the basis of first-run admission scales.

Contention of the Fox-West Coast people is that the schedule as drafted, does not conform with conditions on clearance provided in the Government consent decrees against P-WVC in 1931-1932. Belief is that this decree conditions that clearance must be predicated on the basis of first-run admissions.

Hope still persists that after a year, during which the currently proposed L. A. schedule has been on the books, it will be clearly cleared up, in consequence of the contemplated hearing.

Bob Rubin, Metro's general counsel and v. p., is slated to preside at this important session. Harry Vinico, representative of the Independent Theatre Owners of Southern California, and Ben Bernstein, vet. So. Cal. exhib. leader, are headed from the coast for this meeting, as are other F-WVC spokesmen.

ture or production of any commodities or products or in making the initial sales or leases thereof and is also engaged directly or indirectly through the holding of companies, stock ownership, interlocking directorates or otherwise, in the buying or exhibiting of such commodities or products may be represented on any such board, committee or other body or agency only in its capacity as a manufacturer, producer, or original seller or lessor."

Airing old charge that "Big Eight" producers entirely dominated all code negotiations, Myers expressed doubt that Rosy was author of the pact because I do not think he had the grasp of the industry problems or the subtlety required to draft a code like this. Complained that majors used under-cover pull to have President Roosevelt's executive order of approval emasculated and twisted, that interpretation of (Continued on page 57)

Washington, April 9. Film code enforcement operations will continue undiminished by two adverse Federal court rulings challenging validity of exhibitor trade practice provisions.

Confronted with unfavorable decisions in Denver and Los Angeles in cases involving exhib compliance, Recovery Administration authorities were unperturbed last week and confident that the film pact will survive all legal attempts to exempt theatre owners and exhibitors. The adverse rulings undoubtedly will have sold water effect on enforcement in Southern California and Colorado, but otherwise the Government is unlikely to pay any attention to the District Court views until higher tribunals have clarified the issues.

Although puzzled by the Denver ruling in the Huffman case, N. R. A. execs showed little concern over the Los Angeles finding that enforcers had exceeded powers in threatening to withdraw films from offending houses. Comment of Deputy Administrator William P. Farnsworth and Divisional Administrator Sol A. Rosenblatt on the bad news from the Coast was succinctly sardonic.

The whole legal situation facing N. R. A. is a matter of wide speculation and disagreement, with considerable doubt that the fundamental question of constitutionality will be settled for another year or 18 months. With the proposed new law now kicking around Congress, Blue Eagles are disposed to hold up pending litigation and see just what the forthcoming statute provides.

Whether appeals will be taken in either the L. A. or Denver cases was uncertain today, Justice Department refusing to hazard any guesses in the absence of report from District Attorneys and of the exact text of the rulings. Law outfit is highly confused and rather jittery over the entire problem.

Poultry Code Test

After having won in a move to obtain U. S. Supreme Court's views on the N. R. A. by withdrawal of an appeal in a lumber code case, Justice Department surprised last week by rushing to the final bench with a new case involving the poultry code. Prospects for a ruling in this litigation before the court quits for its summer vacation (Continued on page 59)

READE BEFORE C.A. ON FREE-PASSES CHARGE

Walter Reade was up before the Code Authority yesterday morning (Tuesday), to answer a complaint that he was distributing free passes in violation of the code at the Astor, N. Y. Complaint was made by Howard S. Cullman, receiver for the Rosy, now in Florida.

Reade defended the charge, later claiming that Cullman was not justified in making the complaint.

Metro's 'Mutiny' Waits

Hollywood, April 9. With Clark Gable busy in "China Seas" and Charles Laughton in England and no expected back in another month, Metro's "Mutiny on the Bounty," technical crew of which returned from the South Seas on Saturday, will have to await the availability of these players before the picture gets into full swing.

Company has considerable pickup stuff which can be photographed, but will run out of material in 10 days.

Circus, Rain and Soldiers N.O.

L.A.; 'Mississippi' \$15,000, 2d Week; 'Life' Not Lively at \$7,500

Los Angeles, April 9. (Best Exploitation: RKO and Hollywood)

Circus stayerover, inclement weather and Army Day maneuvers kept up the trend of off business the current week for local houses. Paramount, with 'Mississippi' in hold-over week, was leader of group, outdistancing closest runner-up by about \$5,000 on the stanzas. Business at the State picked up with Will Rogers in 'Life Begins at 40', while same spots at Chinese was running behind previous stanza.

Hollywood and RKO, housing 'Ladde', had another bloomer week as combination will fall short of \$7,500 on aggregate take. None of local houses concentrated very heavy on exploitation stanzas with RKO and Hollywood being leaders in their endeavor to put over 'Ladde's' campaign, centered on Gene Stratton-Porter's book of same name in tieup with book stores, and distributing bookmarks. Also, a Board of Education book of same name on picture playing locally in all schools. Holdovers seem as though kids were more interested in circus than picture.

Estimates for This Week

Chinese (Grauman) (2,023; 20-40-55) — 'Life Begins at 40' (Fox). They like it, said again, but the Rogers opus in this neck of town, at \$7,500, not hit over \$7,500. Last week 'Folies Bergere' (UA) just moderate trade at \$7,000. 'The Little Colonel' (Fox). Good enough to collect \$7,000. 'The Great Hotel' (Fox). Four-day bill last week of 'Stormy Waters' (MG) and 'Thin Man' (MG). \$1,500.

Palace (Fox) (2,100; 50-110-100). 'The Little Colonel' (Fox). This is going to get everything in town and will be easily best at \$11,000. Last week 'Gold Diggers' (WB) did a nice \$10,000.

Capitol (Fox) (2,700; 50-100-100). 'The Little Colonel' (Fox). This is going to get everything in town and will be easily best at \$11,000. Last week 'Gold Diggers' (WB) did a nice \$10,000.

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end of first week. It should still be good for \$7,500, very good. Loew's has average pix with 'Good Fairy' and 'Notorious Gentleman' with little less than \$10,000, good.

Palace has tie-up with department stores on Shirley Temple wash foot with big window displays that are attracting the crowds.

Estimates for This Week

Unhatched Symphony (Empire). Should gross \$3,000. Four-day show last week of 'Stormy Waters' (MG) and 'Thin Man' (MG). \$1,500.

Palace (Fox) (2,100; 50-110-100). 'The Little Colonel' (Fox). This is going to get everything in town and will be easily best at \$11,000. Last week 'Gold Diggers' (WB) did a nice \$10,000.

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Capitol—'Vanessa' (MG).
Music Hall—'Star of Midnight' (Radio) (11).
Paramount—'Four Hours to Kill' (Par) (10).
Rivoli—'Brewster's Millions' (UA) (2d wk).
Roxby—'My Heart Is Calling' (WB) (10).
Strand—'Black Fury' (WB) (10).
Week of April 19
Capitol—'Reckless' (MG).
Music Hall—'Tichelou' (UA) (18).
Paramount—'Mississippi' (Par) (17).
Rivoli—'Princess O'Hara' (UA) (20).
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'Thunder in East' Okay in Philly.

\$8,500; 'Pvt. Worlds,' Big H.O., 11G

Philadelphia, April 9.

Nothing very exciting on the books this week.

Fox has a picture that all the critics raved about, 'It's a Small World' (UA), but it didn't get off to a good start. Word of mouth is figured to help it, but can't hold it higher than a moderate \$14,000.

'Mississippi', opening Saturday at the Stanley, got some attention, but not much. Last week's big surprise, 'Private Worlds', which built from almost nothing to a strong \$14,500 is expected to get at least \$11,000 second week.

'Thunder in the East' and all gave it good notices, but it is not expected to do much better than the ordinary. 'Naughty Marietta', which was pushed back a week at the Boyd because of 'Private Worlds', comes in Friday.

Estimates for This Week
Mainstreet (RKO) (3,200; 15-25-40)—'Gold Diggers of 1935' (WB). Opened April 3, with a nice line in front and better audience than in ever since. Will probably stay for the second week. Looks like \$8,500. 'Pvt. Worlds' (UA) (11G). Lost its last evening on account of advanced showing of 'Gold Diggers'. Not so hot yet \$4,000.

Midland (Loew) (4,000; 15-25-40)—'Naughty Marietta' (MG). Picture with great publicity and has been hitting nicely since the opening. Will take close to \$10,000. 'Pvt. Worlds' (UA) (11G). Lost its last evening on account of advanced showing of 'Gold Diggers'. Not so hot yet \$4,000.

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Holy Week's Practically Here
So Far as B'way Is Concerned;
'Brewster' 20G, 'Happened N.Y.' 21G

ers is just like money in the bank at this house, and it's a sure hold-over at \$8,100. Last week the second stanza of 'Gold Diggers' (WB) was mild at \$3,000.

Circle (Katz-Feld) (2,600; 25-40) - 'Whole - Town's Talking' (Col.) - Good comments received, but too much competition to do better than a fair \$3,400. Last week 'Roberta' (Radio) in its third week downtown did nice \$3,500.

Indiana (Katz-Feld) (3,190; 25-

(Par). (2d week)—Still finding customers in big enough bunches around \$12,000, for second week here. Stays three days beyond on a third week, 'Princess O'Hara' (U) moving in Friday (19). First week of 'Ruggles' (Par) here was \$16,500, rollicking.

Rivoli (2,092; 40-85-75-85-99) —

Adams (Balaban) (1770; 25-40-)
'Great Hotel Murder' (Fox) and
'Gloirette' (Radio), dual, opened
two days earlier. Will probably not
do better with the two extra
days than the average. **Week**
at \$3,500, weak. Last week **Two**
You Always' (Col) and 'Rendezvous
at Midnight' (U), five days to
pitiful \$2,200.

25-40-
'The Great Detoured' (3,000)
25-40- 'Shadow of Doubt' (M-C)
and 'Behind Green Lights' (Mas)
cot. Fox theatre overflow is
house's problem, but isn't a
house. Probably be next to
nothing. **Week** for Fox's 'Adden-
Plats' (Par) and 'Edwin Drood
(U), gave up a similarly weak sum

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Marietta's Fine \$16,500, but Cincy Dull; 'Scandals' Weakish at \$9,000

Cincinnati, April 9.—'Naughty Marietta' is the b.o. goody currently, with \$16,500 for its first six days at the Albee and a probability of continuing there through Holy week. 'Scandals' (Radio) is the next best draw, although its \$9,000 tempo is disappointing for the Palace.

Traveling Saleslady is lining up \$7,000 for Keith's on a nine-day week and 'Great Hotel Mystery' is attracting \$3,800 at the Lyric. Later theatre has shaved its afternoon prices to attract women, matinee trade being slow of late.

Saturday and Sunday biz was reduced by rain.

Estimated for This Week
Albee (RKO) (3,300; 35-42)—'Marietta' (MG). Extra advertising burrah effective for a nice opening. Local press puts up a fine reception. Builder-upper for a melodious \$16,500 tinkle on first eight days. Pic will likely hold over an extra rarity. Last week 'Laddie' (Radio), six days, \$8,000, sorry.

Shubert (RKO) (2,200; 25-42-55)—'People's Enemy' (Radio) and 'Mital Green'. Fourth estaters showed honors on Mital. Should hit \$10,000, tame. Last week 'Till Love You Always' (Col) and vaude, \$13,500.

Palace (RKO) (2,800; 35-42)—'Scandals' (RKO). Cris in illic musical's familiar backstage plot. At best \$8,000, disappointing. Last week 'Mississippi' (Par), \$12,500, fine, even though slowed down towards end of week.

Capitol (RKO) (2,000; 35-42)—'Mississippi' (Par), diverted from Palace for second week, \$4,500. Last week 'Life Begins' (Fox) on second-week transfer from Palace, \$5,000.

Keith's (Labson) (1,500; 35-42)—'Traveling Saleslady' (WB). Initial showing on nine days, \$7,000, good. Last week 'Gold Digger' (WB) (2d wk) \$3,000, following \$13,000 first nine days.

Hotel Mystery (Fox) fair, \$3,800. Matinee admish reduced to lure female trade. Last week 'Car 99' (Par), \$3,000, slow.

Grand (RKO) (1,200; 25-30-40)—'Life Begins' (Fox). Third down town week, \$3,000. Same figure last week on 'Roberta' (Radio) in its fourth week on the main line.

Family (RKO) (1,000; 25-30-40)—'Cimarron' (Radio), revival, and 'Shadow of Doubt' (MG), singly; \$1,200, all right.

Winning Ticket (MG), split, \$1,000. Last week 'Winning Ticket' (MG), split, \$1,000. Last week 'Winning Ticket' (MG), split, \$1,000.

'Great God Gold' (Mon) and 'Nut Farm' (Mon), double. Another try with double features. Mark 'Vivian Drown' (A), \$1,100.

'ROBERTA' HITS LINCOLN
And a Hotels \$4,500 Results; Otherwise Town Mild

Lincoln, April 9.—(Best Exploitation: Stuart) 'Roberta' (Radio) is the go-to, and everybody knows it. The Stuart is rolling in money. It's a welcome relief, too, after a string of Lenton downer pics which bucketed the house's finances with red ink. Pic opened one day early and will go eight. 'Good Fairy' (Lennon) on fourth day. Eight-day run should push up very close to \$4,800, very nice.

Suffering with 'Vanessa', the Lincoln also shortened it, six days, and put in 'West Point of the Air' for good. Pace is good, but forecasts nothing terrific.

Orpheum stepped out over the head with 'Chief Dace' Chicago Folies on stage in conjunction with 'Straight from the Heart' (U). Variety is still way down and no signs of \$4,000.

Stunting with 'Roberta', nearly every big store in town featured something in their ads about the pic, hairdress, clothing, etc., etc.

Estimates for This Week
Colonial (LTC) (750; 10-15)—'Stone of Silvan' (MG) and 'Shadow of Doubt' (Radio) and 'Wilderness Mall' (Indie), separately, and gross good at \$1,000. Last week, 'Gunfire' (MG) 'Babes in Arms' (WB) and 'Winning Ticket' (MG) on three changes, all right \$500.

Orpheum (LTC) (1,000; 10-25-25)—'West Point' (MG) doing nice enough to indicate \$2,800 on eight days. Last week 'Vanessa' (MG) not tall pace in timber and yanked at the end of the sixth day. A pecu- woe \$1,600.

Orpheum (LTC) (1,000; 10-15-25)—'Straight from the Heart' (U) and Chicago Folies' on the stage. Clip-

ping along hard at the b.o. and a very good \$1,900 on three days. 'Edwin Drown' (U) and 'Lottery Lover' (Fox), dual, following four days, should be worth an additional \$1,000. Last week 'Laddie' (Radio) and vaude hit around par \$4,500. Second week nicely \$2,800, First \$4,800.

Music Box (Hamrick) (1,000; 25-40)—'Unfinished Symphony' (GB). For third week and still fair at \$2,200. Second week nicely \$2,800, First \$4,800.

Stuart (LTC) (1,900; 10-25-40)—'Roberta' (Radio). In for big money here. Eight days will gather \$4,300 easily, an outstanding. Last week 'Good Fairy' (U) limped off on the sixth day to only \$2,400.

Variety (Westland) (1,100; 10-15-25)—'Fugitive Lady' (Col) and 'Symphony of Living' (Chester), dualled. Bad at \$800. Last week 'Best Man Wins' (Col) and 'Till Love You Always' (Col) very nice, \$1,000. \$750. House is having a tough time.

'NAUGHTY MARIETTA' \$9,500, PORTLAND

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4 Stage Shows Hit Minneapolis: Folies Bergere, Plus Revue, \$12,500

Minneapolis, April 9. (Best Exploitation: State)
Deluge of stage shows has the loopy dizzy. There are four of them simultaneously around. State's picture, "Folies Bergere," is giving it an edge over the Orpheum which, however, has a strong reputation. State's "Gold Diggers of 1935." The State has Andre LaSoy's "French Revue" and the Orpheum Charlie Agnew's band and Jackie Heller on stage. Together with "After Office Hours" at the Century and "The Scarlet Pimpernel" in the Lyric, the State's offerings are among the strongest box-office line-ups in some time.

Don Alexander of the State put over the week's best exploitation campaign in a fashion which "French Revue" performers with a leading role apparatus that netted a large newspaper display and other attention for the theatre.

Estimates for This Week
Century (Public) (1,600; 25-35-40)—"After Office Hours" (MG). Opening same week as Orpheum and State where big stage shows are now listed and undoubtedly will be topped by the State's exploitation and own lack of flesh-and-blood, this house by no means be entirely new to the management-seeking public. Clark Gable a box-office name to be reckoned with here and title an added bonus. \$10,000. Good. "Sequoia" (MG), \$6,500. Good.

Orpheum (Singer) (2,800; 25-35-40)—"Gold Diggers of 1935" (FN) and Charlie Agnew's band and Jackie Heller on stage. Strong program and plenty of good stuff. "Off to the good start and should breeze through to hefty \$12,500. Last week, netted \$12,000. (FN) and Lupe Velez and vaudeville on stage, \$12,800. Big.

State (Public) (2,400; 25-35-40)—"Folies Bergere" (MG). "French Revue" on stage. Lots of good show for little money and public buying freely. Looks like at least \$12,500. Good. Last week, "Mississippi" (Par), \$9,000. Good.

World (Steffes) (350; 25-35-40)—"Scarlet Pimpernel" (MG). Third week and still hitting profitable clip. Around \$2,500 indicated. Ok. Second week, \$2,500. Good.

Lyric (Johnson) (250; 15-20-25)—"Red Head" (Mono) and "Orchman Romance" (Masco). Split, with about \$900 in repeat business. Last week, "Mills of the Gods" (Col) and "Jealousy" (Col), split, \$1,200. Ok.

Alvin (Steffes) (1,500; 15-20-25-35-40)—"Happened One Night" (U) and five vaudeville acts. Enjoyed brisk premiere. Setting a pretty good \$4,000 pace.

Alvin (Bent) (1,500; 15-20-25)—"Take the Stand" (Liberty) and five vaudeville acts. Holding to pretty good clip and netting \$4,000. Last week, "Muttiny Ahead" (Majestic) and vaude, \$3,400. Pretty good.

Lyric (Public) (1,300; 20-25)—"Car 99" (Par). No cast names, but from and front of the stage, \$4,000. Fair. Last week, "Under Pressure" (Fox), \$2,500. Ok.

Alvin (Public) (1,300; 20-25)—"Sweet Music" (Par). Should finish with around \$2,500. Pretty good. Last week, "Gilded Lily" (Par), \$2,400. Big.

Grand (Public) (1,100; 15-25)—"County Chairman" (Fox) and "Wings in the Dark" (Par). Second runs and split, \$1,800. Good. Last week, "David Copperfield" (MG), \$2,000. Big.

Astor (Public) (900; 15-25)—"It Happened One Night" (Col) back track again after recent weeks at loop time. "Charlie Chan in Paris" (Fox), second run, and "Gentleman Are Born" (FN), first run, split, \$900.

TRAVELING LADY OK \$7,500 IN SEATTLE

Seattle, April 9. (Best Exploitation: Fifth Avenue)
Holdovers at both the Hamrick Fifth Avenue houses, with the Music House through with the Music House and dandy week with Al Pearce and gang on stage, and biggest noise in town for "West of the Moon" at the Fifth Avenue theatre, the town is

slowing down from the previous week.
Fifth avenue had 16 private planes the morning after the opening of its air in this rating best exploitation of the week. "Tied in with this" was a special military premiere 3 to 500 on eve of the big opening, with Intros of captains, generals, etc., from navy, army and marine corps, and a sound truck on "army day" in the local parade, finished the top rating for this week's exploitation.

Estimates for This Week
Blue Moon (Hamrick) (1,000; 25-40)—"Polys Bergere" (UA). Last week for indicated \$2,300. Last week, 2d same film, nice \$3,200.
Coliseum (Evergreen) (1,500; 15-25)—"White Parade" (Fox) and "Wings in the Dark" (Par) dual. Around \$3,200, passable. Last week "Sequoia" (MG) and "Muttiny Ahead" (Par) dual, \$4,700. Big.
Fifth Avenue (Evergreen) (2,400; 25-40)—"West Point of the Air" (MG). Big campaign helping land for expected \$3,700 on "eight day" week, and fine \$1,500 on "six day" week. "Ruggles of Red Gap" (Par), good enough \$3,500.

West (Public) (2,900; 10-15-25)—"White Lies" (Col) and "Happy Landings" (Mono) dual. May crash \$3,500 on "six day" week. "The Confession Trail" (U) and "Behind the Evidence" (Col) Buck Jones responsible for dandy \$4,500.

Orpheum (Hamrick) (2,700; 25-40)—"Roberta" (Radio). Strong into fifth week, for anticipated \$2,500. Last week, same film, \$2,500. Orpheum (Hamrick) (2,700; 25-40)—"Traveling Sales Lady" (WB) and "The Girl in the Red Velvet" (WB) dual. Last week "Grand Old Girl" (Radio) and vaude, with Beverly Sills, netting for \$7,800, best in months, okay.

Paramount (Evergreen) (3,100; 25-40)—"Vanessa" (MG) and Georgia Minestra (MG). Good. Last week "Car 99" (Par) and "The Iron Duke" (GB), \$6,500. Good.

White, Basquette Gals Help Paramount, Omaha; 'Bergere' Hits \$8,500

Omaha, April 9. (Best Exploitation: Brandeis)
National Flower and Garden Show still in the picture, though it opened in time to cut in on last week's "Sunday" and "Monday" current week. Show brought in mobs of out-of-towners, but it is the restaurant that gets the benefit and it's a question whether theatres draw much of this crowd. Omaha's generally report negative effect.

Weather for once has been favorable in the season's best. A few pangs, dust storms subside for the time being—knob on wood.

Alvin (Public) (1,500; 15-20-25-35-40)—"The Girl in the Red Velvet" (WB) and "The Girl in the Red Velvet" (WB) dual. Last week, "The Girl in the Red Velvet" (WB) and "The Girl in the Red Velvet" (WB) dual. Last week, "The Girl in the Red Velvet" (WB) and "The Girl in the Red Velvet" (WB) dual.

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money, and about in the regular Rogers class.
Singer (Singer-RKO) (1,200; 25-35-40)—"Laddie" (Radio) with "Murder on a Honeymoon" (Radio). Started only at 10:00 on Friday day came along to beat the Thursday opening—one of few times it has ever earned over \$1,000. Last week, \$1,400. Not bad. Last week was same as "Laddie" (Radio) (FN) and "While the Patient Slept" (FN) (winners). Poorest week in months for "Laddie" (Radio) to flower show and Lent, \$3,500. Low.

Blanchina (Blank-Tristates) (2,100; 25-40)—"Wedding Night" (UA). Attraction at this ace house will have to look up to see a couple of predecessors. Some extra exploitation among the Polish element helping, but just another picture at \$6,000. Last week, \$4,000. The tenuous reason for the second largest week since the renovating and change in policy here. Just under \$8,000, good money.

PTSBG. WEEPS, BRIAN-LADY OK \$12K

Pittsburgh, April 9.

Everything is conspiring to make things worse for the theatre. With Lent in full swing and boys and girls shopping for clothes instead of entertainment, winter had to return to make the situation tougher, snow and rain keeping things from getting any better. Bad break all the way, because there are a flock of attractions for the week, but they haven't picked up some loose coin.

Only the Alvin is pushing along to rate money, with Mary Brian in person getting the credit over "Transient Lady." Should gross \$12,000, best here in several weeks. "Transient Lady" (WB) and "The Girl in the Red Velvet" (WB) dual. Last week, "The Girl in the Red Velvet" (WB) and "The Girl in the Red Velvet" (WB) dual. Last week, "The Girl in the Red Velvet" (WB) and "The Girl in the Red Velvet" (WB) dual.

Alvin (Harris) (2,000; 25-40)—"Transient Lady" (WB) and "The Girl in the Red Velvet" (WB) dual. Last week, "The Girl in the Red Velvet" (WB) and "The Girl in the Red Velvet" (WB) dual. Last week, "The Girl in the Red Velvet" (WB) and "The Girl in the Red Velvet" (WB) dual.

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'Copperfield,' 'Clive' Weak in London, But 'Ruggles' Near \$20,000, 4th Wk., And 'Lancers' Fine \$17,500, 8th Wk.

act is the experiment, and may result in later deal at this spot.
Pol's is the only house registering any exploitation activity this week. Selling "Life Begins at 40" (Fox) through a series of newspaper contests. One gag runs a picture of Rogers minus a hat and gives prizes for "What kind of a hat should a country editor wear?" Another stunt runs a cartoon based on the film, containing a number of mistakes, with hosiery prizes to speller of greatest number of false entries. Half page of night club cop ads headed "We don't believe in sex but we believe in love. When you enter these entertainment spots, get some nice publicity. The capsule enclosed in this ad is labeled 'A fine spring tonic' was used, and a marquee picture showed ladies of Rogers' night club in a diaper held in a stock's bill.

Estimates for This Week
Paramount (Public) (2,348; 35-50)—"Mississippi" (Par) and "School for Scoundrels" (Par) dual. Last week, with fair results. Should add around a moderate \$4,500 to first week's \$12,000.

Pol's (Loew) (3,840; 35-50)—"Life Begins at 40" (Fox) and "Night of Love" (Col). Good opening, then a bad but good ending. Last week, \$7,800. Last week, \$7,800. Last week, \$7,800.

Roger Sherman (WB) (2,200; 35-50)—"Vanessa" (MG) and "The Girl in the Red Velvet" (WB) dual. Last week, \$7,800. Last week, \$7,800. Last week, \$7,800.

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West End picture theatre business as a whole is in the doldrums. Two outstanding exceptions are, "Bengal Lancers" and "Ruggles of Red Gap" both Paramount.

On the headliner side are "David Copperfield" and "Clive of India," both having a clean up, and both proving slow.

"Situation at the moment is greatly perturbing exhibitors, who are afraid to predict what will go over and what will not. But all seem to agree that comedy whether broad or relictious will make the grade over here almost always.

Estimates
(At \$5 to the £)
"Anne of Geables" (Radio) Capitol. Voted \$17,500 almost. Not strong enough for holdover. Grossed \$9,000, which is good for this house. Romance in Manhattan" (Radio) as follow-up.

"Bengal Lancers" (Par) (8th week) Carlton. Still the outstanding. Although not capacity for comedy, "Bengal Lancers" is a super and third shows. Original intention of 12 weeks stay now extended. Last week, \$17,500 with no danger ahead.

"Brewster's Millions" (B&D) (5th week) Leicester Square. Started big. Grossed \$17,500 almost. Not strong enough for holdover. Grossed \$9,000, which is good for this house. Romance in Manhattan" (Radio) as follow-up.

"Clive of India" (UA) (1st week) Tivoli. Attracting classic clientele, but not enough volume. Cheapness of "Clive of India" follows. Disappointing, as picture was given extensive pre-opening advertising.

"David Copperfield" (MG) (4th week) "Clive of India" (UA) (1st week) Tivoli. Attracting classic clientele, but not enough volume. Cheapness of "Clive of India" follows. Disappointing, as picture was given extensive pre-opening advertising.

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RAWLINSON AT PAR

Hollywood, April 9.
Herbert Rawlinson, back in Hollywood for a film comeback, initials at Paramount.

"HERE'S SOMETHING NEW in the line of comedy-mystery-melodrama, with a companion intriguing as the basic subject matter . . . A laugh in almost every line of dialog, bit of action and situation . . . Should esting appeal to all classes of patrons."—*Motion Picture Herald*

"SWELL ENTERTAINMENT . . . and should prove profitable . . . Romance and comedy clues bringing the police, gangland and socialites in for contrasting . . . Swell business for swell picture."—*Motion Picture Daily*

"SOCK ENTERTAINMENT WHERE . . . Not an angle has been to make it box-office."—*Variety (Daily)*

"TOP-SHELF BUSINESS . . . in any kind of a house."—*Hollywood Reporter*



William
POWELL

Ginger
ROGERS

★ TOGETHER ★★ FOR THE FIRST TIME ★

STAR OF MIDN

its romantic angle as popularly
have a punchy and inter-

closely linked with
dramatic interest

ANY-

nuffed



OPENING AT RADIO
CITY MUSIC HALL
THIS WEEK.....

RKO-RADIO PICTURE
Directed by Stephen Roberts

LIGHT

with
PAUL KELLY ★ GENE LOCKHART
RALPH MORGAN ★ LESLIE FENTON ★ J. FARRELL MacDONALD
From the novel by ARTHUR SOMERS ROCHE

Hear the hit tunes from RKO Radio's
next musical sensation . . .



Thanks to
**FRED
WARING**

and his
PENNSYLVANIANS
...America's millions will thrill
to a "preview" broadcast of
the teasing, tingling tunes of

HOORAY FOR LOVE

RKO RADIO PICTURE

with

ANN SOTHERN • GENE RAYMOND

Bill Robinson, Maria Gambarelli,
Thurston Hall, Pert Kelton

★

Music and Lyrics by Dorothy
Fields and James McHugh.
Directed by Walter Lang.

★
★
★
★

★ ★ ★ ★

FORD MOTOR COMPANY

Coast-to-Coast Program . . .

Columbia Network (99 Stations) . . .

THURSDAY, APRIL 11, 9.30 P. M. (E. S. T.)

★ ★ ★ ★

All America soon will be
singing and dancing to:
"YOU'RE AN ANGEL"—"HOORAY
FOR LOVE"—"I'M IN LOVE ALL
OVER AGAIN"—"PALSY WALSY"—
"I'M LIVING IN A GREAT BIG WAY"

HALT ANTI-U. S. FILM LAW

NATAN WINS ONE MORE TUSSLE

Paris, March 31.
Bernard Natán, head of Pathe Cinema, has weathered another storm.

Knowing that the annual stockholders' meeting was due Natán's adversaries started a new offensive, and filed a complaint, charging fraud, with the financial section of the public prosecutor's office. Complaint was assigned to Examining Magistrate Ledoux for investigation, and he named an expert to go over the Pathe accounts and see if prosecution of Natán would be justified.

This was the signal for a new anti-Natán attack in the newspaper *Le Jour*, and for renewal of rumors that Natán would be driven from his place at the stockholders' meeting.

However, it was evident before the meeting, that Natán would have a majority, so Robert Drier, the fighting stockholder, decided to stay away from the gathering. He protested that if the anti-American coalition was faked, but that did him no good, since it existed. Natán thus had the meeting all to himself, and came out of it with flags flying.

PATHE BOOKS 'LANCER'; FRENCH INDIES RILED

Paris, March 31.
Independent French exhibitors are wild because Paramount has sold 'Bengal Lancer' to Bernard Natán's Omnium booking combine, which controls more than 100 theatres.

Squealers say they can't understand why the American concern, when for once it gets a really big grosser, gives it to interests which have been consistently trying to put over big anti-American quotas and embargoes, instead of holding it for the independent theatre owners who have been America's strongest allies in the French market.

Strangest part of the item, is that Henri Klarfeld, Paramount French chief, is vice-president of the distributors' association which was formed directly as the result of a movement to fight the booking combines.

G-B'S G. T. HEADACHE STILL NOT OVER

London, March 31.
A committee of preference shareholders of General Theatres Corp. has sent out a report that they are convinced that if the scheme of the directors is universally opposed when it comes before the court for sanction, Gaumont-British will offer better terms.

Otherwise, it's suggested, more attractive negotiations may be opened with Associated British Picture Corp. (B.I.P.).

Kennebeck's Trip

John E. Kennebeck, Paramount's chief in Australia, sailed from Sydney, Wednesday (3), to attend the Paramount convention and o. o. the home office. Will arrive in Los Angeles on April 20. Mrs. Kennebeck and their two children are with him.

This is Kennebeck's first home visit in five years.

B.I.P.'s Yen for Homolka Postpones 'Tenth Man'

London, March 31.
B.I.P.'s plans for Somerset Maugham's 'Tenth Man,' set to start April 8, will be postponed for six weeks or so.

Reason for postponement is company's wish to use Oskar Homolka in the lead. Austrian actor, however, has a previous commitment for a legit rehearsal for C. B. Cochran starting April 8.

Homolka has not yet signed a film contract, but B.I.P. is postponing the picture on spec.

ENGLISH HOPE OF TAX RELIEF

London, March 31.
With the national budget due for its annual announcement in Parliament within a fortnight, exhibitors here are raising their annual prayer for a repeal of the entertainment tax, which is plenty heavy, being about 20c on the dollar per seat.

Tax was originally introduced as a wartime money raiser, with a promise it would be repealed. Never was cancelled, though, and has occasionally been stiffened.

Film and theatre boys here do more squawking about the tax than they do about bad pictures.

LAST MINUTE PARIS LOBBY

Politicians Try to Push Through Tax Bills Which Would Cripple American Films—Herriot and Flaudin Called On

TWO ATTEMPTS

Paris, March 31.
Twice during the past week the discriminatory tax bill, which would have favored film theatres that played French rather than foreign films, was about to be rushed through the Chamber of Deputies, and both times active lobbying by American interests and their French friends saved the day.

Personal French acquaintances of the Americans tipped them off the first time the anti-foreign group was going to try to slip the bill through the Chamber at a morning session with no one looking. Measure would reduce taxes only for those cinemas which present a minimum of French pictures, the number of domestic films required to be fixed later by decree.

Bill was intended to be a reply to the request of the industry for tax relief, and at first comported a small cut all around, but in the finance committee of the Chamber (Continued on page 61)

12 Alex King Houses in Elaborate U. A. Theatre Circuit in England

Another B.I.P.

London, March 31.
Rex theatre in Stratford (North London), formerly the old Borough theatre which housed melodramas, has now become a part of the Associated British Theatres (B.I.P.).

House was built by A. E. Abrahams some time ago, re-built and converted into a 2,000 seat picture house.

ALPAR TO B.I.P. AT \$4,000 A WK.

London, March 31.
Gitta Alpar, Hungarian film star, has been signed by British International for three pictures, with options.

B.I.P. took her contract a day after she arrived in London. She had previously turned down an offer from Universal.

Miss Alpar gets a \$4,000 weekly ticket from B.I.P.

ECKMAN IN N. Y.

Sam Eckman, Jr., Metro general distributor in London, arrived in New York yesterday (9) for his annual home office visit.

Will stay here about three weeks or a month.

London, April 9.
Twelve of the most important theatres of the Alex King circuit in Scotland are being negotiated for by John Maxwell for B.I.P. Rest of the chain would join the Donada and Denish circuits.

Later two circuits are being teamed up and will shortly make a public stock issue with Reginald Bromhead, former managing director of Gaumont-British, on the new board.

Stock issue will not be made, however, until the arrival here of Joseph M. Schick, who is understood to be interested in the new deal with the idea of making it the center of a big United Artists theatre circuit here.

EGYPT UPS PIC TAXES BY 500%

Cairo, March 25.
Egyptian Government has promulgated a new law increasing considerably the customs duty on cinematographic films, thus imposing a tax of \$1 per net kilogram of negatives and \$25 per net kilogram of positives. Weight includes, in addition to the film, the paper or pasteboard is used for preservation of material, as well as metallic covers and reels.

Theatre owners and managers, also foreign film distributors have protested against this high tax. New law has been based on the average weight of films, varying between 30 and 40 kilograms, on which the tax due will be from \$750 to \$1,000. Old tax was \$5 per kilogram.

Local American film men declare this will embarrass the presentation of new films, hampering the importation of French pictures, which do not enjoy popularity here, and threaten the future of American films.

Local company (local) feels this measure will have a salutary effect as it will foster local production, but acknowledges that it is premature, since the local industry can't keep pace with public demand.

SEE ANTI-U. S. PLOT AT BERLIN PIC MEET

Paris, March 31.
Local American film interests are anxious to have all the U. S. companies represented at the Berlin Film Congress scheduled for the end of April.

Reason is that an anti-American combine, possibly stimulated by the French Chambre Syndicale group, is believed to be on foot for the Congress, and the Yanks here feel they should be present to protect their world interests against a movement which might be formed against them.

Anzac Quota Delay Balks Player Deals

Hollywood, April 9.
Kenneth Hall, Chusson of Australia, has here for two months arranging to take players and directors back to Sydney on one picture production deal for his company, left here last Wednesday (3). A number of players and directors were contacted but deals are being held up until Australian Parliament makes a decision on a picture quota.

Returning on the same boat is Arthur Gregory, Fox sales manager in the Antipodes.

FILM SHORTAGE LOOMING IN FRANCE; PARAMOUNT NOW LEADING PRODUCER

Market for American Pictures Getting Tougher—Only the Best Dubbed Pix Get Any B. O.

Paris, March 31.
Looks like a real shortage of films on the French market for next season.

Tough to see now where the bulk of production is going to come from. Pathe-Nathan is out, for the moment. Production is shut down, and while officials state it is only temporary, there is no immediate sign of the studios starting up again.

The little independents who feed the French market are in a more demoralized condition than ever. They're still running around searching for combinations of capital, studio credits, stories and directors.

And it looks as if the larger part of French production for 1935-1936 release were going to have to come out of this kind of maneuvering.

As far as currently announced programs are concerned, that being made by independents under the auspices of the French Paramount branch is the largest. It calls for eight pictures.

Fassuelle Idea
The Charles Fassuelle group, which would like to take over the Gaumont business, can see a market, in the Gaumont theatres alone, for a production program of 20 films to be completed by next October. It would like to get busy having those pictures made right away, but first it has to make a deal with the government to take over the G.E.P.A. business. And that doesn't seem to be coming through right away.

Fassuelle production idea is along the lines followed by French Paramount: the use of independent producers, supported and subsidized by the distributors, who contracts for pictures before they are made.

Seeing the looming shortage as a big chance, foreign and French

concerns are scrambling for capital and local setups so as to spring into the market. One important non-French concern is dickering for the leasing of the producing company in France, half financed by local and half by foreign capital, the product to be distributed by the French branch of one of the American majors. At the same time small French companies which were organized for the making of one or two pictures, and which in many cases never even succeeded in completing these isolated efforts, are scrambling for capital to get going again.

Poor Dubs
One feature of the situation which is not to the advantage of American concerns, who otherwise would benefit heavily by this shortage, is that it is getting tougher and tougher to sell the average dubbed American film here. French can't take run-of-the-mill Hollywood stuff any more, and the American countries who have been trying to put such product over are finding it harder and harder to do business.

What American business needs here are more pictures like 'Merry Widow' (Metro) an original French version made in Hollywood, and 'Bengal Lancer' (Par), which was launched in France after an expensive and technically perfect job of dubbing had been done on it. This means that in order to take advantage of the opportunity for next season in the French market the American distributors here will have to concentrate on unusual pictures, that are particularly adapted to the making of good French versions, and whose subjects are suited to local taste.

If they try to get rid of the ordinary stuff here, the kind that does steadily grosses throughout the Middle West in the U. S., they are go-

ing to hit disastrous sales results and burn themselves out in overhead, which is just what has been happening to a lot of them in the past few years.

American Plans

Paramount's local branch seems to think it is going to have a lot of good pictures to dub for next year, and has announced a program of 25 from Hollywood, plus the local production. Warners and Metro, which have the two best European sales organizations, are plugging along on what Hollywood sends them, without local-made sweeteners, and having a harder time than ever. Fox is locally in a state of transition, pending the departure of J. Carlo Bavetta for South America, and it is wondering how it will recover from the hole left in the budget by the Pommer Fox-Europa production.

United Artists has for the moment only a few pictures, but is banking on 'Tolles Bergers' to get it off to a new start. RKO-Radio has a new distribution deal with Radio Cinema, film subsidiary of the French RCA, and results are yet to be seen. Same is true of Columbia's new deal with Adolphe Ossos organizations, Colodis and Films Ossos. Both of the latter two will mix French product in with the American, thus relieving the American branch of the responsibility of having French films made, but at the same time supplying the necessary sweetener.

All these companies can count on putting an occasional film in its original version into the Paris market, but they are looking for a clinch with it. That's the stuff that gets into the newspapers, and which may sound as if it constituted the French market for American pictures. Nothing could be further from the truth. Any real money that is here is to be made in pictures for general French distribution, and they, with very rare exceptions, must be dubbed. There is only an unusually suitable dubbed picture finds a big market now.

"Only one picture in a decade can match its spiritual qualities with its box-office power. 'Les Miserables' is that picture!"

—Louella Parsons in the great chain of Universal Service newspapers.

"Here, at last, is the perfect picture—the picture by which all talking screen achievements of the future will be compared!"

—Eileen Percy in the far flung chain of Block Publications.

"It is not often that we really go into raves over a picture, but 'Les Miserables' warrants unloosing every adjective."

—Dan Thomas, Motion Picture Editor, Newspaper Enterprise Association

"'Les Miserables' is a picture in a million!"

—Alice Tildesley, Philadelphia Public Ledger Syndicate

JOSEPH M. SCHENCK presents

VICTOR HUGO'S

LES MISERABLES

20TH
CENTURY
PICTURE

Released thru UNITED ARTISTS

MILLIONS ARE READING
IN COLUMNS SYNDICATED THROUGH THOUSANDS



ING THESE REVIEWS
OF NEWSPAPERS ALL OVER THE COUNTRY

"Your grandchild and your grandmother will be equally thrilled by
'Les Miserables'—destined to be the year's outstanding picture!"

—Wallace X Rawles, International News Service

"It is a sensational picture!"

—Mollie Merrick, North American Newspaper Alliance

"The book, 'Les Miserables' is the greatest epic and dramatic work of fiction ever created, and the talking picture of the same name may well go down in history as the greatest of its kind!"

—Feg Murray' "Seeing Stars," King Feature Syndicate



LES MISERABLES

A
DARRYL
ZANUCK
PRODUCTION

STARRING

FREDRIC MARCH
CHARLES LAUGHTON

CEDRIC HARDWICKE - Rochelle Hudson - Frances Drake - Joan Beal

Directed by RICHARD BOLESLAWSKI

EXCITATION

\$55 Premiere

Louise Korda has pulled a sure stunt to get his new film, "Santitas," to the screen. It is the first of a gala show at the Leicester Square theatre, where the film is booked to follow "Brewster's Millions." Galas are almost as common as touchdowns these days, but one is sure-fire, as the proceeds go for the Newspaper Press Fund and Korda has certainly been getting beaucoup front-page stories, all lauding the forthcoming epic.

Admission prices for the night range from \$1.50 to \$55, with the theatre already sold out. Joe Schenck has cabled for top-price seats for himself, Chaplin, Goldman and Zanuck; while Sam Goldwyn has six of himself, Anna Sten and Edw. G. Hunter.

Queen of Spain asked for five seats at \$25, providing they adjourned the best priced seats. Not being able to get any, she bought six at \$55. It is already assured the fund will benefit to the extent of \$30,000.

Clearing Out Junk

Using a novel way to clean out the Lost and Found department at the Lincoln and the long-uncalled-for articles, like Hoig hit on a brainstorm which had the town talking.

All the old, discarded and various gadgets which appeared to have some value, or looked like valuable, and dropped them all over town on April 1.

Inside was a card saying "This must look like an April Fool joke, but we're not fooling when we, the management, tell you that 'Vanessa' is the best picture in town. It's at the Lincoln theatre."

Busy in Columbus

Fred Oestreicher, pub director for Loew's Ohio, Columbus, pitched a stunt for "Gold Diggers of 1935" a sport photon from a local auto co. and loaded it with line girls from a night club, trucking them around the town and going into their dance at the McKinley monument in the State house yard. Then they went over to the city hall where they staged a show for the crowd, after telling everybody in the building about the picture feature. Used the Old Gold samplers for announcement. Later the girls were press photoed with the crowd in the town outside with the director of safety warning them not to dig for gold there. Made one tabloid.

Local jeweler with more than local fame for fatwork loaned a gem airplane for "West Point of the Air," a stunt wind-up, and the girls and rubies for body and prop. Drove plenty attention.

Sunday, paper used a strip of girls with redheads to decide on the naughtiest. Norm was a squint from Jeannette MacDonald for thirty minutes.

Girls drew pairs from Parents Safety Council, which is highly selective.

Battle of the Boulevards

Indianaapolis.

With two of the five downtown deluxers playing hooovers last week the Indiana theatre war stage shows, battled it out in the display sections of the newspapers. Girls finally wound up as follows: Indiana, with "Carmen"; "Revue," only one and original French revue, with a cast of 60; Lyric, with "La Vie Parisienne," the original French revue, with a cast of 100; Lyric, 80 beautiful girls; Lyric, 48 beautiful girls; Indiana, 28 beautiful girls; Lyric, 18 lavish scenes; Indiana, 25 beautiful costumes; Lyric, 300 breath-taking creations. With the Indiana beating the Lyric to type, Lyric's Marcus' undraped girls in layout, later theatre turned to "The White Horse Inn," and final tally found the Lyric ahead a few hundred dollars in gross business for the week.

Tacked to News

Reading the newspapers got Loew's Rochester better than a two-cent newspaper. The news of the Air. News dispatch recording the finding of the body of a pilot lost on the west coast. He had figured in the making of the picture and the theatre persuaded the paper to blow it up. Got plenty.

Filed in to the Junior Blindmen department which runs in the Hearst papers, and arranged for a fleet of 12 planes to fly over the business district. The blind men pilots were later guests of the house, as well as three units of the National Guard. The parade marched to the theatre and did a drill on the stage before sitting down to see the show.

The public's sympathy of the stunt, the newspapers felt for the delivery of the film came by air, and WHAM gave 100 announcements. Highlights of a campaign which included 16 stunts.

Jolson-WB Party

Warner Bros. is footing the bill for 200-300 guests to the Al Jolson party planned for the Grand Central Palace next Tuesday night (16). Stunt is tied up with Ruby Keeler, who is to appear in a new production at the N. Y. Strand, April 24, with WB calling it a celebration of Jolson's eighth anniversary as a Warner Bros. star. It was away for one picture during that time, made for United Artists.

Extra Effort

Exhibitor who read about the deer and puma outfit Metro is using on "Sequila" knows he can't hope for the display because of the size of his house and the lateness of the booking, but is all set. He owns a dog and cat which live in amity because they have lived together all their lives. Plans to put them in a store window with a sign suggesting that if the on-looker thinks this remarkable he really ought to see "Malibu and the puma in 'Sequila'." Figures he can capitalize interest in the unusualness of the picture more than any other part of the picture, and newspaper chatter. Probably not as spectacular, but he can get the cat and dog.

It's the same man who recently put a monkey in a cage in the same window with a magnifying glass over it, and the collector of "This glass magnifies the small print 20 times. If you could look at this monkey through this glass it would seem tiny in comparison with the giant ape in 'Baboonia,' coming to the Unique next week. Don't miss any picture of the monkey. He made business on a picture that seemed hard to sell. Too many people thought the monkey was a picture, and he knew it was hurting. So he sold the idea of bigness, and that appealed.

There is always some way of selling a picture to any audience, but the gag is to find out what that way is. One picture put out on the line "We don't believe there are enough people in this town capable of appreciating this picture to make it worth while, but we are going to run it just to see how many there are who know a good thing when they see it. The money they pay out of a picture that in the ordinary course would have died the first show. People wanted to show they were among the few."

One Gag Soured

New Haven. For "The Wedding Night" at Pol's, Harry Black used a gag. He could dig up that had a wedding arrangement to it. A number of wedding rings were taken from the bride and groom. Tags read: "Put this on your finger to remind you to attend 'The Wedding Night' at Pol's." Additional rings were taken from the bride and groom, and classified as, stating that a real wedding ring initiated "G. C. to A. S." and "A. S. to G. C." and offering a \$10 reward to finder.

All couples married 50 years were transported to theatre as guests. A Chinese restaurant distributed rice-filled envelopes labeled "Direct from China as compliments to the bride and groom. To be used on 'The Wedding Night'."

One of Black's stunts went sour due to a local ordinance. The picture was shown at a local club. A stock of ancient photos of couples in their wedding outfits. Plan was to display these in window and give passes to anyone who knew the couples, as well as to the subjects themselves. Gag struck a snag when it became necessary to obtain permission for display from all couples photoed.

Parade for 'Miss'

Omaha, April 9. Manager Ted Emerson of the Omaha theatre after taking a look at "Mississippi" decided it was worth a try. But the picture was a showboat angle of the film he got the idea of using the old minstrel show parade being as this was a loudspeaker and showboats are little known.

Search revealed town as home of the minstrel show. The original "Georgia Minstrel" company. With a lead from District Manager Evert Cummings, Emerson located the former leader and had him assemble the company with what replacements were necessary. A calypso parade was selected for a four-day run. The parade was ready to start.

Opening day and two following days the parade hit the streets right at noon to traverse the whole business district and wind up in front of the Omaha for the pre-show concert. Parade lasted more than an hour, but right at the time when workers were on the streets made it impossible to see. The parade was put out for the pub gag went for this one, but the return at the b.o. office was worth as the gross stepped out to better four weeks running.

For 'Ruggles'

Getting a subsequent run on "Ruggles of Red Gap," one live hustler has announced a contest between the schools for the best declamation of Lincoln's Gettysburg address. He has enlisted the newspaper in the contest, with the aim to have its own contest, sending the winner to compete with the pupils of other schools in the finals.

It's planned to campaign for local interest, and then, just before the date of the contest, it will be announced that Charles Lightner declines the speech in "Ruggles" and that it has been deemed only fair to defer the contest until after the picture has been played, so that all the contestants may have the advantage of studying his fine delivery.

To offset the suggestion of a serious drama, stress will be laid upon the fact that this is about the only serious moment in the play, and that there are only five schools in the town, so it's figured the runoff will not take too long and that the stunt will only help "Ruggles," but that the film will aid the gag.

Not possible to work this in a large city, but it is possible to work up school interest in the fine reading of the address. The hustler is a high teacher and the history teacher. It will cost nothing, and if it sells only a few tickets it will help. But only help "Ruggles," but that the film will aid the gag.

In almost any production there is a serious moment in the play, and that there are only five schools in the town, so it's figured the runoff will not take too long and that the stunt will only help "Ruggles," but that the film will aid the gag.

Catching the difference between managing and just operating a house.

BEHIND the KEYS

Los Angeles. Two indie-operated houses in the nabe territory changed hands last week. Chomier Theatres took over the Molokai operation, which has been seven years by A. Alperstein and Bob Whitson, turned back to Mark Chomier, the theatre, in Sherman, after six months of unprofitable operation. Alperstein plans to vacation in France for several months.

Dark House, the theatre, the Olympic, downtown subsequent run picture house, reopened April 4, under management of Lawrence and Sherill Cohen. Policy will be third run at 20c and 30c.

Starland, F-W nabe subsequent run, reopened April 6 after being shut down for four weeks.

Windsor, the theatre, the Wilshire, Santa Monica, 100% from his partners, and cleared up the legal entanglements. The state had the owners in court for past several months.

Skouris now personally supervising Fox West Coast deluxe house operations, post vacated by Reed and Skouris. The state had the Samuel Goldwyn studio forces.

Kansas City. The announced purchase of the Fox Midland Theatre Co. and the Fox Rocky Mountain Theatres, has been postponed for several weeks. Pending the formation of a new national theatre corp. which it is reported will buy the properties at private sale.

The Royal first deluxer built in K. C. and which started Frank Newman, is to be reopened by Jack Truit and Brock Fagan. House has been dark nearly a year when Paramount operated it.

McArthur, O. First talking picture theatre has been opened here in the Memorial Auditorium. The college seat of Vinton county, McArthur boasted a theatre in the old days of the silent picture era. The theatre, which was located in the opera house here, has been closed several years.

Atlanta. Construction soon of two community theatres, costing total of \$1,000,000. The college seat of Vinton county, McArthur boasted a theatre in the old days of the silent picture era. The theatre, which was located in the opera house here, has been closed several years.

Strasburg, N. Y. District managers of Schine Enterprises will convene here tomorrow for a conference with L. W. and J. Meyer Schine, heads of the Gloverville chain.

Charlotte, N. C. Little Seven, an organization of Eastern North Carolina, met at the Carolina Pines clubhouses, near Raleigh, last week to honor M. H. Hill, of Greensboro, district manager.

Graduation Stuff

Graduation starts in May and runs through June. It's a good idea to plan to form some part of the graduates' class of that event. Many managers have for years used the congratulatory letter and a party with each graduate. Others confine their efforts to the high school classes, though many grade pupils do not go over to high school. The simplest form is to enclose a card with the good wishes and asking the recipient to use the pass envelope any time within the month. Lists may generally be obtained from the school clerk or through the principal.

A more elaborate idea is to tender the class a theatre party after exams, setting aside a block of seats and getting the class in a body. Refreshments are matter of cost. It can be afforded light refreshment following the show is greatly to be desired. Invitations may be held to the class members or, where the class is small, each may be given a second ticket for a companion. More expensive is the motion picture made of the class, shown for a night or a week and then carefully sealed with two layers of adhesive tape. The picture is shown five years hence. In one or two instances where there was no local photographer, an amateur brought down a man from the city and has acted as sales agent. In one case each pupil was permitted to order one print for 25¢. Grand with additional prints priced twice that. There was a profit on the quarter price, but upping the dupes made them seem more like a bargain.

No matter what form the notice takes, it's a good will builder and should not be overlooked.

Lincoln. Harvey Heald has replaced Lincoln Shields as the artist for the Westland Theatres here. He will take over the territory.

William Youngblood, the Madison, Neb., "protectionist" who battled for an industry and down the practice of a couple of years ago, has opened the second house on his proposed string with the relinquishing of the Empress. Grand with additional prints priced twice that. There was a profit on the quarter price, but upping the dupes made them seem more like a bargain.

Wadsworth, O. Demolition of the famous old Wadsworth opera house, here, has been started. It was the town's first picture theatre.

Wellsburg, W. Va. The new Palace theatre has been acquired by the Uffing & Anderson circuit.

Gauley Bridge, W. Va. New 400-seat theatre, by Thomas Comer, opened April 8. J. J. Shanklin and D. S. McQueen, the theatre operators in Greenbrier and Kanawha have leased the house.

Lynchburg, Va. After a couple of tries, Sunday films are announced to be shown in the nearby Roanoke. Managers of the American, biggest house in town, who orders the picture, have been Birchfield to shut down, holding that the management failed to convince him picture was a "necessary" as outlined under state's ancient blue law.

Norfolk and Richmond operators have asked the judges that show are a necessity and are running unopposed. In Lynchburg, Sunday basement has been held, but Sunday films haven't been tried.

Algonia, Ia. N. C. Rice, theatre operator here, is readying another house for the purpose of playing dual second run.

Stroudsburg, Pa. The Stroud, closed many months ago, has been reopened. The theatre will reopen April 29 as vaudeville house.

Albany. Variety club gave a dinner in honor of C. H. Barker, who retired as chief Barker. The new officers were installed. They are: Chief Barker, C. H. Barker; first assistant chief Barker, C. R. Halligan; second assistant chief Barker, Charles Smakwitz; wagon master, Charles Smakwitz; property man, Joseph Garg; financial secretary,

Koplar Resigns F&M to Build 4 Houses in St. L.

St. Louis, April 9.

After 18 months with Fanchon & Marco here as one of the exco operators of the F. & M. theatres in St. Louis, Harry Koplar has resigned to return to indie exhibitor locally on his own. Koplar heads a new company, St. Louis Suburban Theatres, which will build and operate at least four theatres in the outlying neighborhoods.

Building plans are set for two spots, one in the University City district of West St. Louis and the second in the Natural Bridge and Grand Boulevard district of East St. Louis. Next pair of theatres for Koplar will probably invade the south side, in the Kings Highway territory and Maplewood.

Koplar theatres mark the first active building in St. Louis in more than seven years.

Screen Writers Elect

Hollywood, April 9.

Ernest Pascal has been elected president of the Screen Writers' Guild to succeed Ralph Block.

Other officers: Nunnally Johnson, v. p.; John Grey, treasurer; Robert N. Lee, secretary; William Conselman, Francis Farago, Frances Goodrich, Doris Malloy, William S. McNutt, Seton I. Miller, E. E. Palmer, J. J. Benjamin Markson, Wells Root, Douglas Sayers and J. M. Thompson, executive board.

Only contest was in the vote for the board.

Two Sue L. A. Theatres For Falls on Stairway

Los Angeles, April 9.

Theatre stairways, said to have been inadequately safeguarded, are held responsible for two personal injury suits filed against exhibitors in the city.

Wad of gum on lounge stairway in the Orpheum is blamed by Gertrude Finkelstein for tripping which she alleges injured her to the extent of \$1,000.

Mrs. Beatrice Beversack demands \$40,000 from the Golden Gate theatre on Whittier boulevard for an assertion serious fall on the balcony stairs.

E. Hollander, canvassmen, M. J. Kallet, Myer Schine, William Benton, John Bulwinkle, Mo Grassano and J. J. Smalley, Buckley, become chairmen of the board of governors.

Boston. Winchester, Mass., citizens will vote in special town meeting, April 15, on approval of a permit for building of picture theatre in that town. No films are now shown in Winchester and the possibility having a theatre there has aroused plenty of interest, not only in the town itself, but in surrounding communities.

Brooklyn, N. Y. Samuel Strausberg, opening of a string of nabes here, is building a new house on Fourth Ave. Seats 1,200. Ready around May 1.

New York. Springer & Cocalis erecting a 750-seater in the old Tribune building on Nassau street. Operators will adopt name of building for the theatre, which is slated to open May 1.

Columbus, Miss. When razing of old opera house has been completed, Bernard Haberfeld and David Flexer, Pa., theatre men, will reconstruct an 800 chair grinder here. Only other house here, Princess, run by Ed Kuykendall, MPTOA press.

Vancouver, B. C. Vancouver theatre and Orpheum building have been purchased by an English syndicate for a cash price, believed to amount to \$250,000. The theatre will be reconstructed in Vancouver real estate in the past few years, was announced by H. W. Dilson, representative for the syndicate. The house is being wired for sound.

Management
EDWARD MEYER
Paramount Bldg.,
New York

Hollywood's Most Famous Bad Man

Joins the "G-MEN"

and Halts the March of Crime!

LLeave it to Warner Bros. to make the first big picture of America's greatest battle in the war on crime!

The producers of "The Public Enemy" have trained their cameras on the men who trained their guns on the craftiest killers of this day and age. They've brought the G-MEN, mighty man-hunters of the Department of Justice, out of the shadows of secrecy into the brilliant glare of the picture screen.

Yesterday's screaming headlines are a feeble whisper compared to the sensational revelations in this shot-by-shot dramatization of gangland's Waterloo.

It's all here!...every graphic detail of how the deadly trap was set—and sprung—on the Mad Dog of the Mobs,

and of how the Big Shot no jail could hold kept his rendezvous with death!

"G-MEN" would be a great picture without any star. But the fact that

Jimmy Cagney, the historic "Public Enemy" of 1931, now plays the lead in this epic of the end of gangdom, makes its appeal infallible.

As usual, Warner Bros.' "G-MEN" will be the first picture of its type to reach the screen.

You will be the first in your city to show an authentic story of Uncle Sam's sensational secret agents if, and only if, you show "G-MEN".

So 'phone for a date today before the cream is taken off this rich box-office theme.

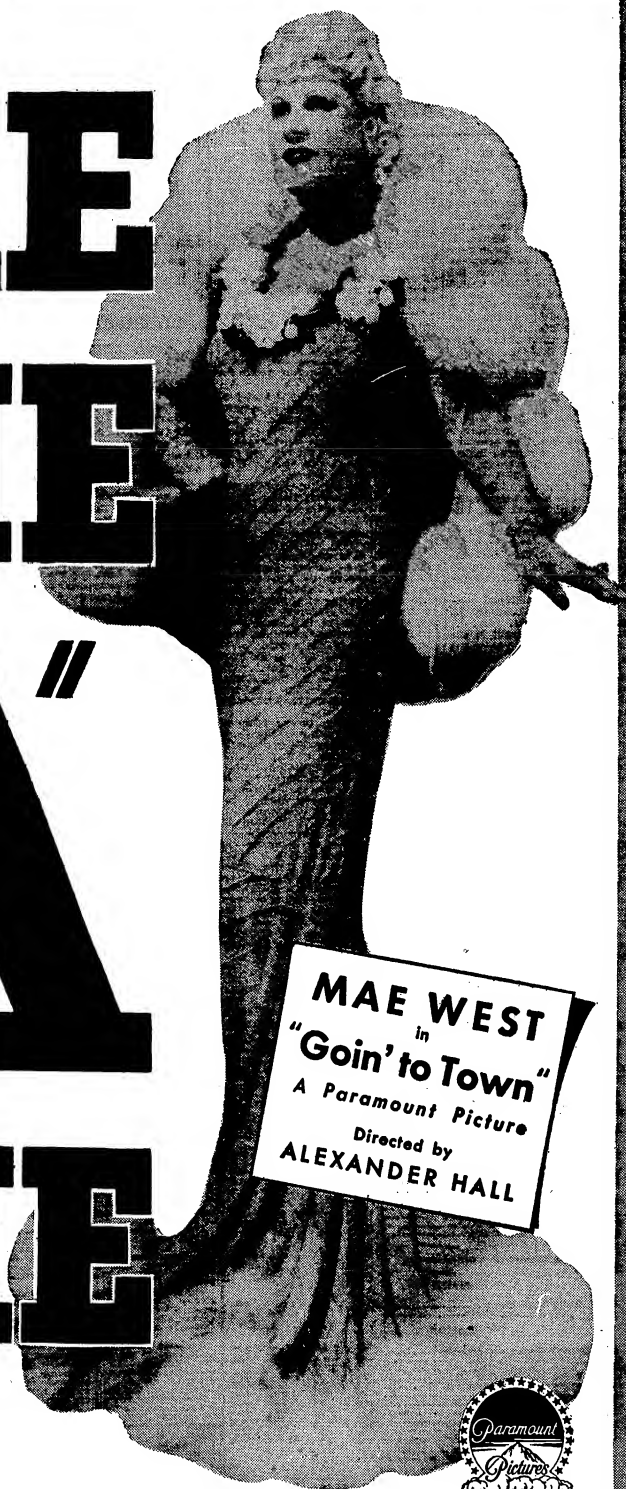
A First National Picture with James Cagney, Ann Dvorak, Margaret Lindsay, Robert Armstrong. Directed by William Keighley.

MAE

TIME

is "A"

TIME



MAE WEST
in
"Goin' to Town"
A Paramount Picture
Directed by
ALEXANDER HALL



IF IT'S A PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN!

Comparative Grosses for March

(Continued from page 10)

BOSTON

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
KEITH-MEMORIAL (3,800; 25-35-40-50) High. \$43,000 Low. 4,000	Good Fairy (Vaude-Last week)	Little Colonel \$24,000	Colonel \$12,800 (2d wk)	Roberta \$33,000
ORPHEUM (8,000; 25-40-45) High. \$23,000 Low. 4,000	Clive of India (Vaude)	Bachelor Girl \$10,000 (Repeats)	After Office Hours \$11,500	Town's Talking \$15,800 (Cab Calloway)
METRO-POLITAN (8,000; 25-35-40-50) High. \$69,000 Low. 2,500	Sweet Music \$34,000 (Stage Show)	Living on Velvet \$23,000 (Kitty Carlisle)	Ruggles \$25,400 (Margo)	Goldiggers \$27,000 (Dorsey Bros.)

MINNEAPOLIS

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
STATE (2,400; 25-35-40) High. \$28,000 Low. 2,500	Gilded Lily \$6,000	Sweet Music \$4,800 (6 days)	Clive of India \$12,000 (9 days)	Roberta \$20,000
ORPHEUM (2,000; 25-35-40) High. \$25,000 Low. 2,000	Town's Talking \$11,500 (Vaude)	Living on Velvet \$8,000	Transient Lady \$11,000	Roberta \$20,000
LYRIC (3,000; 20-25) High. \$17,000 Low. 1,200	Chan in Paris \$2,200	Rocky Mt. Mystery \$2,200	Baboon \$2,500	Society Doctor \$2,000

KANSAS CITY

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
MIDLAND (4,000; 15-25-40) High. \$35,000 Low. 5,100	After Office Hours \$13,000	Vanessa \$7,200	Folies Bergere \$8,800	Wedding Night \$8,100
MAIN-STREET (3,800; 25-35-40) High. \$35,000 Low. 3,500	Woman in Red \$9,000 (Folies de Paris) (Stage Show)	Roberta \$17,000	Roberta \$7,000 (2d wk)	Roberta \$7,000 (3d wk)
NEWMAN (1,800; 25-40) High. \$33,000 Low. 4,000	Devil Dogs \$9,000	Ruggles and King's Horses \$9,000 (Split)	Ruggles \$4,000 (4 days)	Love in Bloom \$7,000 (6 days)
UPTOWN (2,000; 25-40) High. \$9,000 Low. 1,500	Evergreen \$2,500 (2d wk)	One More Spring \$3,500	Little Colonel \$4,000	Colonel \$4,500 (2d wk)

BUFFALO

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
BUFFALO (6,000; 30-40-55) High. \$42,000 Low. 9,000	Sweet Music \$17,500 (Thurston) (Stage Show)	Living on Velvet \$13,500 (Anatoli) (Stage Show)	Ruggles \$17,000	Life Begins \$21,500 (Ted Lewis)
CENTURY (3,400; 25) High. \$21,000 Low. 3,200	Heldorado and Mystery Woman \$5,200	Murder in Clouds and Whisky Lover \$5,800	Copperfield \$5,000 (Repeat)	West of Pecos and Cockatoo \$5,800
DROME (2,400; 25-40) High. \$22,000 Low. 3,600	Clive of India \$7,000	Woman in Red and Maybe It's Love \$6,700	Folies Bergere \$8,000	Vanessa and Winning Ticket \$7,200

DETROIT

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
MICHIGAN (4,000; 25-35-55) High. \$38,100 Low. 6,800	Devil Dogs \$13,000 (Stage Show)	Society Doctor \$13,000 (George Olsen)	Sweet Music \$21,000	Ruggles \$20,000 (Phil Cook)
FOX (3,300; 20-35-55) High. \$50,000 Low. 4,000	Little Colonel \$11,800 (Steph Petchit-James Melton) (Stage Show)	One More Spring \$21,000 (Gone Raymond)	Roberta \$23,500	Roberta \$25,500 (2d wk)
FISHER (2,000; 25-35) High. \$23,000 Low. 3,000	Murder in Clouds and Forsaking Others \$5,000	Gay Bride and Bengal Lancer \$4,800	Gilded Lily and White Cockatoo \$5,000	Rumba and Wings in Dark \$5,000

SAN FRANCISCO

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
PARA-MOUNT (2,000; 20-35-40) High. \$37,500 Low. 5,000	Living on Velvet and King's Horses \$11,800	Vanessa and One 99 \$14,200	Hotel Murder and Love in Bloom \$10,000	Goldiggers \$12,000
GOLDEN STATE (2,800; 30-35-40) High. \$22,500 Low. 7,500	Society Doctor \$14,600 (Horace Haid) (Vaude)	Notorious Gentleman \$10,800	Roberta \$16,000	Roberta \$16,000 (2d wk)
WARFIELD (2,870; 35-40-55) High. \$57,400 Low. 6,200	Little Colonel \$22,600 (Stage Show)	Sweet Music \$15,500	After-Office Hours \$20,000	Life Begins \$21,200

TACOMA

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
MUSIC BOX (1,400; 15-25-35) High. \$10,500 Low. 1,100	Wings in Dark and Cockatoo \$5,500 (Harlem Rhapsody) (Vaude)	Grand Old Girl, Straight from Heart and Murder on Honeymoon \$3,500	Rumba, Home on Range and Notorious Gentleman \$3,500	Gillette, Patient Slept and Woman in Red \$3,500
ROXY (1,000; 15-35) High. \$7,200 Low. 2,000	Forsaking Others \$5,000	Bachelor Girl \$3,200	Sequoia \$7,200 (New High)	Copperfield \$5,300

PITTSBURGH

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
PENN (3,800; 25-35-40) High. \$41,000 Low. 3,750	Wings in Dark \$23,000 (Ted Lewis) (Stage Show)	After Office Hours \$23,000 (George Jessel)	Vanessa \$20,000 (Vanities)	Sequoia \$28,000 (Cantor-Rubloff)
WARNER (2,000; 25-40) High. \$29,000 Low. 2,000	Little Man and Woman in Red \$5,000	Enchanted April and Murder on Honeymoon \$4,000	Let's Live and Patient Slept \$3,750	Cast. Hurricane and Love in Bloom \$3,300
STANLEY (3,800; 25-40) High. \$48,000 Low. 3,200	Sweet Music \$10,000 (N. Y. C. Revue) (Stage Show)	Roberta \$17,500	Living on Velvet \$4,000	Ruggles \$10,000

WASHINGTON

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
EARLE (2,421; 25-35-40-50) High. \$27,000 Low. 6,000	Sweet Music \$18,500 (Vaude)	Living on Velvet \$17,000	Town's Talking \$17,000	Goldiggers \$17,500
FOX (3,434; 25-35-40) High. \$41,500 Low. 11,000	Sequoia \$22,000 (Frank Parker) (Vaude)	One More Spring \$21,000	Vanessa \$22,000	Little Colonel \$27,000
KEITH'S (1,800; 25-35-40) High. \$21,000 Low. 3,000	Scarlet Pimpernel \$15,000	Pimpernel \$7,000 (2d wk)	Roberta \$13,000	Roberta \$12,600 (2d wk)
PALACE (2,392; 25-35-40) High. \$32,000 Low. 6,000	Copperfield \$10,000 (3d wk)	Clive of India \$17,000	Gilded Lily \$14,000	Wedding Night \$13,000
COLUMBIA (1,293; 25-40) High. \$19,000 Low. 1,100	Society Doctor \$4,000	Chan in Paris \$5,000	Baboon \$5,000 (Johnsons)	Don Juan \$4,000

SEATTLE

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
FIFTH AVE. (2,400; 25-40) High. \$26,000 Low. 2,500	Copperfield \$15,100 (2d wk)	Gilded Lily \$7,300	After Office Hours \$6,300	Little Colonel \$10,300 (9 days)
PARA-MOUNT (2,348; 25-40) High. \$21,000 Low. 1,600	Bachelor Girl and Rocky Mt. Mystery \$7,400 (Vaude)	Under Pressure and Society Doctor \$6,200	One More Spring and Winning Ticket \$5,300	Shadow of Doubt \$17,300 (Mills Bros.)
LIBERTY (1,900; 25-40) High. \$12,600 Low. 1,700	Broadway \$7,200 (4th wk)	Bill \$8,800 (5th wk)	Bill \$8,800 (6th wk)	When Man's A Man and Missing \$5,100
MUSIC BOX (2,000; 25-40) High. \$17,000 Low. 1,700	Good Fairy \$3,000 (Repeat)	Fairy \$2,600 (2d wk)	Roberta \$9,100	Roberta \$8,600 (2d wk)

CINCINNATI

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
ALBEE (3,800; 25-42) High. \$33,500 Low. 5,800	After Office Hours \$13,500	Vanessa \$7,000 (5 days)	Roberta \$24,000 (9 days)	Wedding Night \$3,500 (Time)
PALACE (2,800; 25-40) High. \$28,100 Low. 5,500	Town's Talking \$7,200	Little Colonel \$16,500	Scarlet Pimpernel \$8,000	Folies Bergere \$9,000
LYRIC (1,400; 25-42) High. \$22,100 Low. 2,500	Murder on Honeymoon \$4,000	Sequoia \$6,500	Sequoia \$4,000 (2d wk)	Times Sq. Lady \$2,500 (New Low)
KEITH'S (2,000; 25-40) High. \$22,100 Low. 3,000	David Dege \$4,000	Sweet Music \$7,000	Living on Velvet \$4,500	Patience Slept \$2,500 (5 days)

NEW HAVEN

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
PARA-MOUNT (2,348; 25-40) High. \$21,000 Low. 2,600	King's Horses and Sons of Steel \$5,300	Car 99 and Iron Duke \$5,700	Evansong \$9,200	Evansong \$6,000 (2d wk)
POLIS (3,040; 35-50) High. \$20,000 Low. 4,200	After Office Hours and Straight From Heart \$10,200	One More Spring and Notorious Gentleman \$5,500	Little Colonel and Death Films \$2,200	Edwin Drood and Talking East \$2,200
SHERMAN (2,200; 25-40) High. \$16,000 Low. 1,500	Sweet Music \$5,500	Living on Velvet \$4,000	Roberta \$11,000	Scarlet Pimpernel and Nite at Ritz \$7,200

BIRMINGHAM

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
ALABAMA (2,800; 30-35-40) High. \$29,000 Low. 3,500	Bright Eyes \$7,000	Bengal Lancer \$7,500	After Office Hours \$5,500	Copperfield \$7,200
STRAND (2,000; 25-40) High. \$5,100 Low. 800	Rocky Mt. Mystery \$1,800	Don Juan and Chan in Paris \$1,500	Bordertown \$1,900	Hotel Murder and Winning Ticket \$1,500
EMPIRE (1,100; 25) High. \$12,000 Low. 800	Town's Talking \$2,700	White Cockatoo \$2,000	Iron Duke \$2,800	Live \$2,000

PORTLAND, ORE.

	Feb. 28	Mar. 7	Mar. 14	Mar. 21
BROADWAY (2,000; 25-40) High. \$21,000 Low. 2,500	Edwin Drood and Woman in Red \$3,500	Living on Velvet \$1,200	Goldiggers \$3,800	Goldiggers \$3,800
UNITED ARTISTS (1,000; 25-40) High. \$12,200 Low. 1,200	After Office Hours \$3,500	Scarlet Pimpernel \$4,700	Vanessa \$3,700	Wedding Night \$3,700
PARA-MOUNT (2,800; 25-40) High. \$16,000 Low. 3,000	Little Colonel \$5,800 (Vaude)	Town's Talking \$3,600	One More Spring \$5,800	Ruggles \$7,200

B'way Holdovers

(Continued from page 3)

played an even two weeks, and one a week and 5½ days. There were 250 playing weeks in the year for the five houses surveyed. Of this time, 141 weeks, or more than half by 11 pictures, were taken care of by holdover releases. Total of stages of the pictures for the five houses was 119. With this number of holdovers, Broadway's big first runs were far from facing a film shortage after several years of trying to struggle through a 52-week stretch with the product at hand.

15 H. O.'s at Capital

The Capital during the year ended April 1 had the most holdovers, 15 pictures, all Metro, for a second week or longer, a total playing time of 36½ weeks. This is not unusual for the Cap, where pictures are frequently forced into holdovers. The same is true of the Strand to some extent. That house had 15 holdovers for a total playing time of 30 weeks out of the 52, but lost about five weeks due to forced closing by fire.

Paramount, where forcing is a practice long since dead, was right behind its chief competitor, the Cap, with 14 pictures held over on the year. Cap, Roxy and Strand had out of 52, leaving but 19 pictures which got only a week's engagement.

The Music Hall held over 10 pictures, each for two weeks or 26 weeks of playing time. The Roxy with only nine pictures filled up 22 weeks.

Far leads in the number of pictures holding out for three weeks, having had 13 pictures. The Roxy and Strand split second place with two each. Cap had one picture in for a flat three weeks, another which went just under three weeks by a half week. Cap, Roxy and Strand had one each on a four weeks' run. Cap was only house among weekly changes going beyond four weeks, five for 'Copperfield' being the exception. It could have remained a six.

Holdover pictures, length of run and distributor, classed according to theatres, are:

Capital
'Riptide' (MG) (3).
'Tarzan and Mate' (MG) (2).
'Manhattan Melodrama' (MG) (2).
'Sadie McKee' (MG) (2).
'Men in White' (MG) (2).
'Thin Man' (MG) (2).
'Girl from Missouri' (MG) (2).
'Chained' (MG) (2).
'Barretts' (MG) (4).
'Merry Widow' (MG) (3).
'Painted Veil' (MG) (2).
'Forsaking All Others' (MG) (2½).
'Copperfield' (MG) (5).
'After Office Hours' (MG) (2).
'Naughty Marietta' (MG) (2).

Paramount

'Little Miss Marker' (Par) (3).
'Cleopatra' (Par) (3).
'She Loves Me Not' (Par) (2).
'College of Nightingales' (Par) (2).
'Now and Forever' (Par) (2).
'Wiggs of Cabbage Patch' (Par) (2).

'White Parade' (Fox) (2).
'College of Nightingales' (Par) (2).
'President Vanishes' (Par) (2).
'Here Is My Heart' (Par) (2).
'Bengal Lancer' (Par) (2).
'Gilded Lily' (Par) (2).
'Turn of Mind' (Par) (1-½ days).
'Ruggles' (Par) (3-½ days).

Strand

'20 Million Sweethearts' (WB) (3).
'Dog Over Fences' (WB) (2).
'Dr. Monck' (WB) (2).
'Here Comes Wally' (WB) (3).
'Dames' (WB) (4).
'British Agent' (WB) (2).
'Happily AHEAD' (WB) (2).
'St. Louis Kid' (WB) (2).
'Blighted Wreck' (WB) (2).
'Bordertown' (WB) (2).
'Devil Dogs of Air' (WB) (2).
'Sweet Music' (WB) (2).
'Gold Diggers' (WB) (2).

Musical

'Of Human Bondage' (Radio) (2).
'Cat's Paw' (Fox) (2).
'One Night of Love' (Col) (2).
'We Live Again' (UA) (2).
'Broadway 39th' (Col) (2).
'Little Minster' (Radio) (2).
'Gay Divorcee' (Radio) (2).
'Scarlet Pimpernel' (UA) (2).
'Toliver' (Radio) (2).
'Little Colonel' (Fox) (2).

Roxy

'Chu Chin Chow' (R-Fox) (2).
'Peck's Bad Boy' (Fox) (2).
'Little Friend' (R-Fox) (2).
'Now It Tell' (R-Fox) (2).
'Baby, Take a Bow' (Fox) (4).
'Handy Andy' (R-Fox) (3).
'Imitation of Life' (R-Fox) (3).
'Anne of Green Gables' (Radio) (2).
'Gondy Chalmers' (Fox) (2).



A few simple words

☼ A long time ago a man named Emerson wrote a life-time success-story in a few simple words . . .

☼ He said . . . *"if a man preach a better sermon; write a better story; invent a better mouse-trap or build a better house than his neighbor, even though he live in a forest, the world will beat a pathway to his door"*. . .

☼ Fifteen years ago the men who conceived the idea behind National Screen Service said *"we'll give them the best exploitation idea ever devised on a complete service basis covering every picture they book"*. . . and today four out of every five exhibitors in the field . . . more than 9,000 in all . . . use

NATIONAL SCREEN SERVICE

Prize Baby of the Industry!

CALENDAR OF CURRENT RELEASES

Harold Auten

1540 B'way, N. Y. C.
Autumn Crocus (British). Charming film from Anthony play, with Temmie Appleby. Dir. Basil Dean. 70 mins. Rel. Oct. 15. Rev. Nov. 6.
Blue von Himmel, Dos (Ger). Musical romance. Martha Eggert. Dir. Victor Janssen. 70 mins. Rel. Sept. 1.
Es war einmal Ein Wald (German). Musical romance with Leahy music. Martha Eggert. Dir. Victor Janssen. 70 mins. Rel. Oct. 1.
Loyalties (British). Drama from the Galworthy play. Dir. Basil Dean. 70 mins. Rel. Oct. 15. Rev. Oct. 30.

Chesterfield

1540 Broadway, New York, N. Y.
Circumstantial Evidence. A mystery asking does circumstantial evidence convict the innocent? Chick Chandler, Shirley Grey. Dir. Charles Lamont. 67 mins. Rel. March 30.
Curtain Falls. Tragic actress impersonates aunt of a wealthy family on a flimsy old age secure. Proven a good genius. Henrietta Crosman. Dir. Chas. Lamont. 67 mins. Rel. Oct. 1.
Ghost Walks, The. A mystery comedy. Cast John Miljan, June Collier. Dir. Frank Strayer. 67 mins. Rel. Dec. 3. Rev. April 3.
Port of Lost Dreams. Tragedy along the waterfront and on the tuna fisheries. Wm. Boyd, Lola Lane. Dir. Frank Strayer. 71 mins. Rel. Oct. 15. Rev. April 3.
Public Opinion. A drama of the greatest single force in the world today. "Public Opinion." Lola Wilson, Crane Wilbur, Luis Albert. Dir. Frank Strayer. 68 mins. Rel. March 15.
Sons of Steel. A new deal drama of fathers and sons. Charles Starrett, Wm. Bakewell, Polly Ann Young. Dir. Charles Lamont. 64 mins. Rel. Dec. 15.
Symphony of Living. A drama of sacrifice against a background of symphonic music. Al. E. H. Davis, Mary 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 Hopkin, Dick Moore. Dir. Charles Lamont. 60 mins. Rel. Nov. 1. Rev. March 27.

Columbia

729 Seventh Ave., New York, N. Y.
Against the Law. Gangster mixup with an ambulance crew. John Mack Brown, Sally Blane, Arthur Hohl. Dir. Lambert Hillier. 61 mins. Rel. Oct. 25. Rev. Dec. 15.
Air Fury. Ralph Bellamy, Tala Birell and Wiley Post. Dir. Al. Rosell. Rel. April 30.
Behind the Evidence. Newspaper man smokes out a master mind. Norman Foster, Donna Cook, Sheila Mannors. Dir. Lambert Hillier. 70 mins. Rel. Jan. 20. Rev. Feb. 5.
Beet Man Wins, The. Edmund Lowe, Jack Holt in a familiar outline. Florence Rice as the girl. Dir. Earle Kenton. 75 mins. Rel. Jan. 5. Rev. Jan. 8.
Broadway Bill. Race track story based on one of Mark Hellinger's yarns. Ray, Myrna Loy, Warner Baxter. Dir. Frank Capra. 90 mins. Rel. Dec. 8. Rev. Dec. 4.
Call to Arms. Willard Mack, Sheila Mannors, Esther Ralston. Dir. Willard Mack. Rel. Jan. 12.
Carnival. Caravan of a man's search for a mother for his child. Lee Tracy, Sally Eilers, Jimmy Duranta. Dir. Walter Lang. 77 mins. Rel. Feb. 15. Rev. Feb. 20.
East Pines East. Mystery in a transport plane. Conrad Nagel, Florence Rice. Dir. Phil Rosen. 65 mins. Rel. Jan. 15. Rev. March 5.
Eight Belles. Love and mutiny on the high seas. From a stage play. Ann Southern, Ralph Bellamy, John Buckler. Dir. Roy W. Neill. Rel. April 15.
Fighting Shadows. Tim McCoy, Geneva Mitchell. Dir. David Selman. Rel. April 15.
Hot News. Richard Cromwell, Billie Seward and Wallace Ford. Dir. Lambert Hillier. Rel. April 27.
I'll Love You Always. A love that could not be crushed by adversity. Nancy Carroll, Geo. Murphy. Dir. Leo Bulgakov. 68 mins. Rel. March 20. Rev. April 15.
In Spite of Danger. Auto racer goes into the trucking business. Wallace Ford, Marian Marsh. Dir. Lambert Hillier. 65 mins. Rel. March 8.
Jesousy. Jealous prize fighter has a vivid dream while taking the count. Nancy Carroll, Geo. Murphy. Dir. Roy W. Neill. 65 mins. Rel. Nov. 18. Rev. Nov. 27.
Law Beyond the Range. Tim McCoy Western. Billie Seward. Dir. Ford. 67 mins. Rel. March 10.
Let's Live Tonight. Love's indecisions on the Riviera. Lillian Harvey, Tullio Carminati. Dir. Victor Schertzinger. 69 mins. Rel. March 1. Rev. March 30.
Men of the Night. Romance of a detective. Bruce Cabot, Judith Allen. Dir. Henry Freulich. 68 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. April 15.
Party Wre. Victor Jory and Jean Arthur. Dir. Eerie Kenton. Rel. April 27.
Prescott Kid, The. McCoy western. Sheila Mannors. Dir. David Selman. 65 mins. Rel. Nov. 8.
Revenge Rider, The. Tim McCoy western. Dir. David Selman. 67 mins. Rel. March 15.
Square Shooter. Tim McCoy, Jacqueline Wells in a Western. Dir. David Selman. 67 mins. Rel. Jan. 21.
Stranger in His House. Orphan comes the jinx in a racing stable. Jack Holt, Mona Barrie, Jackie Searl. Dir. Phil Rosen. Rel. March 29.
Swirl Head. Baseball comedy. Wallace Ford, Dickie Moore, Barbara Kent. Dir. Ben Stoltz. Rel. Apr. 8.
Westerner, The. Tim McCoy, Marion Shilling. Dir. David Selman. 67 mins. Rel. Dec. 10.
White Lies. Rich society girl falls for the big, brave cop. Walter Conolly, Fay Wray, Victor Jory. Dir. Leo Bulgakov. 63 mins. Rel. Nov. 27. Rev. Jan. 1.
Whole 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. 65 mins. Rel. Feb. 15. Rev. March 5.

DuWorld

729 Seventh Ave., New York, N. Y.
Beast of Borneo. Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 15.
Blue Light. (Austrian and Italian). Mountain romance among Italian Dolomites and stages one of the most glorious combat. Rel. Sept. 15.
Craignebille (Fr.). Drama from Anatole France yarn. Dir. Jacques de Baroncelli. 60 mins. Rel. Dec. 1.
Dame aux Camelias, La (Fr.). Literal adaptation of the Dumas classic. Yvonne Printemps, Pierre Fresnay. Dir. Ferdinand Rivers. 65 mins. Rel. March 15. Rev. March 27.
Girl in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Daring. Dir. Eugene Frank. 60 mins. Rel. Oct. 1.
Kocha, Lubi, Szanuje (Polish). Young love in Poland, with music. Dir. Michal Wyzanski. 70 mins. Rel. Nov. 1.
L'Age des Algies (Fr.). Pre-Napoleonic drama. Dir. Roger Richebe. 70 mins. Rel. March 15.
Man Who Changed His Name (British). An old Edgar Wallace yarn revived. Dir. Henry Edwards. 75 mins. Rel. Oct. 1. Rev. Oct. 23.
Norah. (Irish). Irish yarn. Dir. Desmond Hurst. 70 mins. Rel. Oct. 15. Rev. Oct. 30.
Romance in Budapest (Hung). Franciska Gaki. Musical. 70 mins. Rel. April 15. Rev. May 15.
Tell Tale Heart (British). Edgar Allan Poe thriller. Dir. Desmond Hurst. 60 mins. Rel. June 15. Rev. June 15.

First Division

1540 Broadway, New York, N. Y.
Releases Also Allied, Chesterfield, Monogram and Liberty.
Curtain Falls. One-time famous actress uses her talents in an entirely novel role. Henrietta Crosman. Dir. Chas. Lamont. 67 mins.
Girl of the Limberlost. The famous Gene Stratton Porter classic. Marian Marsh, Ralph Morgan, Louise Dresser. Dir. Ferdinand Rivers. 67 mins. Rel. Nov. 8.
Girl of My Dreams. College life and college romance. Mary Carlisle, Fiddle Yarnall. Dir. Roy W. Neill. Rel. May 15.
King Kelly. Dance director and his girl dancing troupe away contracts on way to Paris, and bring prosperity to a mythical Belgian kingdom.

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

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

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

Studio Placements

Hollywood, April 9.
Henry Travers. 'Masquerade', Metro.
Sam Hayes. 'Flame Within', Metro.
Helen Vinson, Noah Berry. 'King of the Damned', G.B.
John Davidson, P.O'Brien, Dick Powell, Pat Kelly, Mary Astor. 'The Sign of the Cross', Metro.
Frank McHugh, William Gargan, Helen Lowell, Barton Churchill, Hobart Cavanaugh, Allen Jenkins, Mervyn LeRoy. 'The Sign of the Cross', Metro.
Manly Hall, rewrite, Radio Jambores. 'The Sign of the Cross', Metro.
June Knight, Carl Randall, Harry Ackland. 'Broadway Melody of 1935', Metro.
Arthur Caesar. screen play, 'The Crowd Cheers', U.
Fatsy O'Connor. 'Redheads on Parade', Fox.
James Dunn, Alice Faye. 'Glady's', Fox.
Leah Hadley. 'Song and Dance Man', Fox.
Gyles Isham. 'Anna Karenina', Metro.
Frank Morgan. 'Masquerade', Metro.
Sam Godfrey. 'College Scandal', Metro.
Rowland Brown. adaptation, 'By Any Other Name', Par.
John Davidson, Gladys James. 'Legion of Valor', Reliance.
John Caradine. 'Frigid Nights', U.
Donald Haines. 'I'll Bet You', Liberty.
Zeffie Tilbury. 'Farmer Takes a Wife', Fox.
Charles Lewis. 'On Wines of Song', Col.
Paul Powell. 'The Plot Thickens', Par.
May Ellen Brown. Edith Arnold. 'College Scandal', Par.
Les Cooper. 'Sidney Howard', Par.
Henry Ellerbe. 'So Red the Rose', Par.
Leonard Fields. Dave Silverstein, writing original, Metro.
Al Boasberg. dialog, Marx Bros. picture, Metro.
George Barler. 'Broadway Gondolier', WB.
Ray Milland. 'Alles May Dow', U.
Charles Locher. 'Charlie Chan in Egypt', Fox.
David Boehm. adapting 'Under Two Flags', U.
Percy Hughes. 'Night Carols', Fox.
Nick Moran. 'Farmer Takes a Wife', Fox.
Florine Dickson. Phillips Hiber, Shirley Temple, 'The Sign of the Cross', Metro.
Redheads on Parade. Fox.
Alice Faye, Jack Haley. Edward Eliscu, adaptation, 'Private Beach', Fox.
Harry Benford. Barton MacLane, 'Page Miss Grogg', WB.
Les Cooper. 'Sidney Howard', screen play, 'Light That Failed', Par.
Frank Parker. 'Legion of Valor', Reliance.
Charles Selton. 'In Old Kentucky', Fox.
Arthur Ripley. directing Edgar Kennedy series, Radio.
Ron Holmes. directing 'Night in Hilton', Fox.
Walter Catlett. untitled short, Radio.
John Rowan. Ray Mayer, Joe Sauer, Willie Best, Louis Calhern, Hattie McDaniels, 'D'Arcy Corrigan', The Foxes, 'The Sign of the Cross', Metro.
Roger Pryor. Ford Sterling; Bill Nye, directing 'Headlines', Mascot.
Binnie Barnes. Eric Blaire, Spence, (Continued on page 29)

via crooning, dance routines, etc. Romantic comedy with music. Geo. Robertson, Fena Ward. Dir. Leonard Fields. Rel. Nov. 15.
One in a Million. Romance of a department store employee and the boss' son. Dorothy Wilson, Charles Starrett. Dir. Frank Strayer. Rel. Nov. 15.
Port of Lost Dreams. A gun moll's past catches up with her after she has reformed and is happily married to a sea-faring man. Lola Lane, Bill Haddock. Romance of a disowned playboy and an artist's model with a past. Bruce Cabot, Grace Bradley, Burton Churchill, Regis Toomey. Dir. Melville Brown. Rel. Nov. 30.

Studies: Burbank

Calif.
Subbitt. Upton Sinclair's 'Main Street.' Guy Kibbee, Alene McMahon. Dir. Wm. Keighley. 75 mins. Rel. Dec. 8. Rev. Dec. 15.
Case of the Curious Bride, The. Whodunit. Warren William, Margaret Lindsay. Dir. Michael Curtiz. Rel. April 13.
Flirtation Walk. West Point story. Ruby Keeler, Dick Powell, Pat O'Brien. Dir. Frank Borzage. 85 mins. Rel. Dec. 1. Rev. Dec. 4.
Gentlemen Are Born. Four college boys battle the world. Franchot Tone, Jean Muir, Ann Dvorak, Margaret Lindsay. Dir. Alfred E. Green. 75 mins. Rel. Nov. 17. Rev. Nov. 21.
Go Into Your Dance. Al. Jolson, Ruby Keeler, Benny Rubin. Dir. Archie Mayo. Rel. April 20.
Gold Diggers of 1935. Dick Powell, Adolphe Menjou, Gloria Stuart, Alice Faye. Dir. N. E. Richardson. 85 mins. Withdrawn from general release to be sold separately.
Living on Velvet. Shock created aviator marries a society girl. Kay Francis, Geo. Brent, Warren William. Dir. Frank Borzage. 77 mins. Rel. March 2. Rev. March 13.
Maya Jane's Pa. Guy Kibbee, Alene McMahon. Dir. Wm. Keighley. Rel. Nov. 2. Rev. March 6.
Murder in the Closets. Lyle Talbot, Ann Dvorak. Dir. Wm. McGinnis. 62 mins. Rel. Jan. 12. Rev. Feb. 12.
North Shore. Barbara Stanwyck, Gene Raymond. Dir. Robert Florey. Rel. Feb. 16.
Red Hot Fries. Lyle Talbot, Mary Astor. Dir. D. Ross Lederman. Rel. Feb. 2. Rev. Feb. 12.
Traveling Salesman. One of those Joan Blondell-Glenda Farrell romps. Dir. Ray Enright. 75 mins. Rel. April 5. Rev. April 13.
While the Alchemist Slept. Mystery in a millionaire's mansion. Guy Kibbee, Alene McMahon. Dir. Ray Enright. 68 mins. Rel. March 9. Rev. March 6.
Woman in Red. Young wife faces scandal to save a man from conviction of murder. Barbara Stanwyck, Gene Raymond, Genevieve Tobin. Dir. Robert Florey. 85 mins. Rel. Feb. 16. Rev. March 27.

Studio: Fox Hills

Calif.
Babooona. Jungle film made by Martin Johnson, partly from an airplane. 73 mins. Rel. Jan. Rev. Jan. 23.
Baby Takes a Bow. The Fox child star comes through again. Shirley Temple. Dir. John Davidson. 67 mins. Rel. Nov. 28. Rev. Dec. 4.
Bachelor of Arts. From John Davidson's recent yarn. Tom Brown, Walthall, Anita Louise. Dir. Louis King. 74 mins. Rel. Nov. 23.
Bright Eyes. The story of two little girls. Shirley Temple, Jane Darwell, Janet Dunn, Judith Allen. Dir. David Butler. 83 mins. Rel. Dec. 28. Rev. Dec. 28.
Charlie Chan in Paris. The Oriental detective moves into new territory. Warner Baxter, Mary Brian. Dir. Lewis Seiler. 70 mins. Rel. Feb. 1. Rev. Jan. 20.
County Chairman, The. Will Rogers, Evelyn Venable, Kent Taylor. Dir. John Davidson. 75 mins. Rel. Jan. 11. Rev. Jan. 22.
Cowboy Millionaire. George O'Brien western. Dir. Edw. F. Cline. Rel. April 12.
Ellenor Norton. Claire Trevor, Hugh Williams. Dir. Hamilton MacFadden. Rel. March 2. Rev. March 6.
First World War, The. The Hitherto unreleased film from the archives of several governments. Lawrence Stalling, editor. 73 mins. Rel. Nov. 23. Rev. Nov. 12.
Gambling. From the George M. Cohan play. Geo. M. Cohan, Wynne Gibson. Dir. Rowland V. Lee. 80 mins. Rel. Nov. 2. Rev. Dec. 11.
George White's Scandals. Second edition of the musical. Alice Faye, Jas. Durkin, Ned Sparks, Geo. White, Lydia Roberti. Dir. Geo. White. Rel. March 15.
Great Hotel Mystery. Flags and Quirt as detectives. Dir. Eugene Ford. 70 mins. Rel. March 1. Rev. March 6.
Haven's Gate. A Shirley Temple story. Joel McCrea, Rosemary Ames. Dir. John Robertson. Rel. May 3.
Hell in the Heavens. Air story. Warner Baxter, Conchita Montenegro. Dir. John Davidson. 75 mins. Rel. Nov. 15.
Heldorado. Adventure in a ghost town. Richard Arlen, Madge Evans, Ralph Bellamy, Henry Walthall. Dir. Joe Cruze. 74 mins. Rel. Dec. 21. Rev. Dec. 28.
It's a Small World. Spencer Tracy, Wendy Barrie. Dir. Irving Cummings. Rel. April 26.
Life. Based on the Pitkin book. Will Rogers, Rochelle Hudson. Dir. Geo. Marshall. 79 mins. Rel. March 22.
Little Colonel. Shirley Temple, Lionel Barrymore, Evelyn Venable. Dir. David Butler. 80 mins. Rel. Feb. 15. Rev. March 27.
Lottery. Musical adaptation from Louis Ayres. Dir. Wm. Thiele. 82 mins. Rel. Jan. 4. Rev. Feb. 20.
Marie Galante. Done from the novel of the same name. Spencer Tracy, Helen Morgan. Dir. Henry King. 85 mins. Rel. Oct. 25. Rev. Nov. 21.
Muscle in the Air. Gloriana Swann, John Boles. Dir. Joe May. 81 mins. Rel. Dec. 1.
Mystery Woman. Heroine saves her husband by procuring the papers. Mona Barrie, Gilbert Roland. Dir. Eugene Ford. 69 mins. Rel. Jan. 15. Rev. Jan. 22.
One More Spring. Three down and outers in Central Park. Janet Gaynor, Warner Baxter. Dir. Henry King. 87 mins. Rel. Feb. 8. Rev. Feb. 27.
Ten Dollar Race. Edward Everett Horton, Karen Morley. Dir. Geo. Marshall. Rel. April 6.
Twenty-four Hours a Day. Claire Trevor, Gilbert Roland. Dir. Hamilton MacFadden. Rel. Nov. 23.
Under Pressure. Romance with the sand hogs under the river. Edmund Lewis, Florence Rice. Dir. Roaul Vail. 75 mins. Rel. Feb. 8. Rev. Feb. 5.
When a Man's a Man. From the Harold Bell Wright story. George O'Brien, John Davidson. 74 mins. Rel. Feb. 15. Rev. Feb. 12.
White Parade, The. Loretta Young, John Boles. Dir. Irving Cummings. 85 mins. Rel. Nov. 15. Rev. Nov. 13.

G-B

1600 Broadway, New York.
Chu Chin Chow. Arabian tales in musical form. Anna May Wong, Fritz Kortner. Dir. Walter Ford. 85 mins. Rel. Sept. 4. Rev. Sept. 25.
Evansons. Musical dramatization from the Beverley Nichols novel. Evelyn Laye, Fritz Kortner, Carl Esmond, Alice Doyala, Conchita Supercia. Dir. Victor Saville. Rel. Nov. 15. Rev. Nov. 20.
Evergreen. Musical adaptation from Cochrane's stage production. Jessie Matthews, Sonnie Hale, Betty Ballour, Barry Mackay. Dir. Victor Saville. Rel. Jan. 3. Rev. Jan. 15.
Iron Duke. The drama based on Duke of Wellington at Battle of Waterloo. George Arliss, Philine Torres, Gladys Ray, A. E. Matthews, Alana Aynesworth. Dir. Victor Saville. Rel. Jan. Rev. Jan. 15.
Jack Abney. Comedy with song and dance. Jack Hulbert, Nancy O'Neill, Alfred Drake. Dir. Victor Saville. Rel. Feb. 15. Rev. Feb. 12.
Little Friend. Drama of a child's devotion and influence. Nora Pitlor. Dir. Berthold Viertel. Rel. Oct. 15. Rev. Oct. 23.
Man of the Frish story with preponderantly beautiful photography. Dir. Berthold Viertel. Rel. Oct. 15. Rev. Oct. 23.
Power (Jew Suss). Dramatization of Stern Feuchtwanger novel. Conrad Eick, Benita-Hume. Dir. Lothar Mendes. 105 mins. Rel. Oct. 1. Rev. Oct. 15.
Princess Charming. Musical comedy in a mythical kingdom. Evelyn Laye, Yvonne Arnaud, George Grossmith, Max Miller. Dir. Maurice Elvey. Rel. Nov. 15. Rev. Nov. 13.
Unfinished Symphony. Musical romance based on Schubert's life. Martha Eggerth. Dir. Willy Forst. 83 mins. Rel. Jan. 1. Rev. Jan. 15.
 (Continued on page 29)

RECKLESS

MOTION PICTURE DAILY'S RAVE!

Hollywood, Cal.

"Reckless superb production plus big draw cast names makes this a certain money picture. Story gives Jean Harlow, William Powell, Franchot Tone great opportunities. Dialogue sparkles and action speeds along. Three musical numbers. Production lavish. Hits all types of audiences."

HOLLYWOOD REPORTER GOES WILD!

Hollywood, Cal.

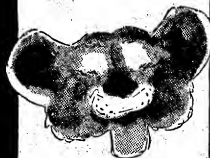
"M-G-M's Reckless certain hit! Powell, Harlow, Tone tops! Swell audience picture ripped right out of the headlines. Literally jammed with entertainment value, music and production numbers in a story that could have stood by itself. William Powell further distinguishes himself for the fans. Jean Harlow gives herself a lift way up. Writing is bright. Direction has tempo. Fleming has directed a swell picture, paced it well and has gotten excellent performances out of the players. All the music is good. The money poured into this picture is evidenced at every point."

COAST VARIETY DOES HANDSPRINGS!

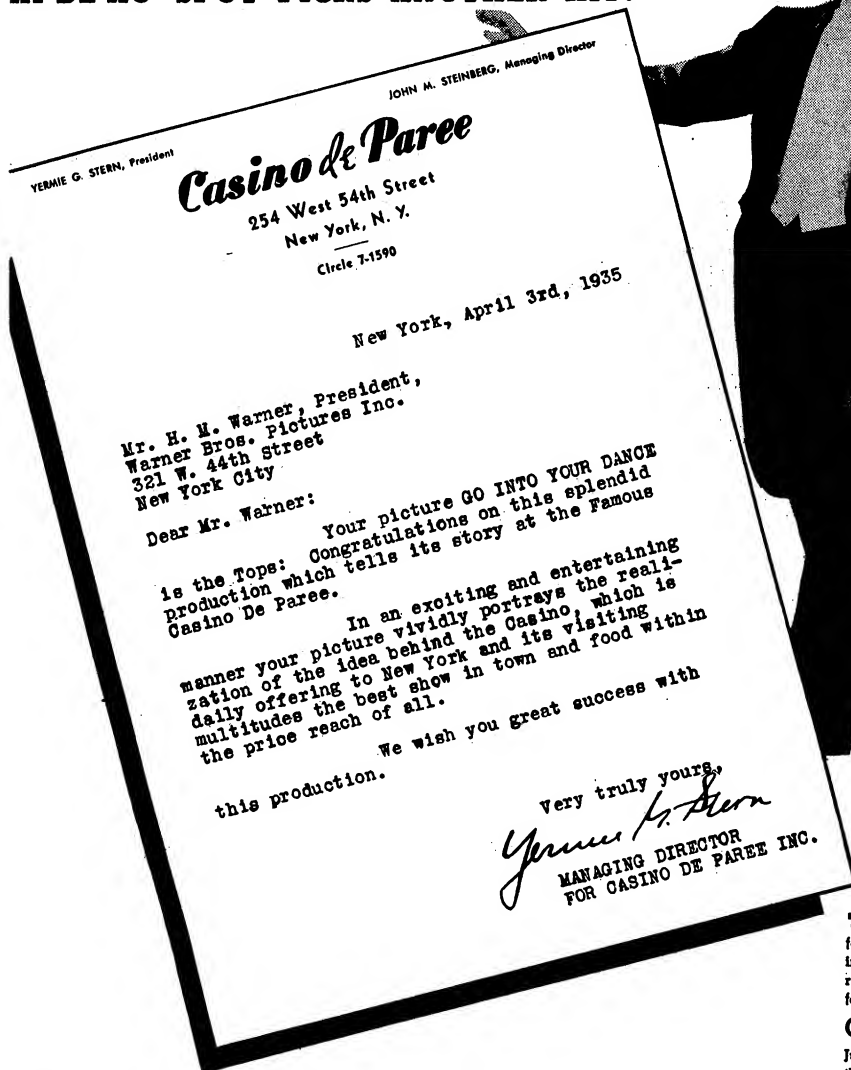
Hollywood, Cal.

"A picture that will live up to most anything press agents can say. Top notch entertainment expertly produced and directed. Everything in it for both male and female patrons."

"I'm so happy!"



THE MAN WHO TURNED A DESERTED THEATRE INTO BROADWAY'S MOST POPULAR HI-DE-HO SPOT PICKS ANOTHER HIT!



Yermie Stern knows what the public wants—and right now he says it is

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in

"GO INTO YOUR DANCE"

A First National Picture with **GLENDIA FARRELL • PATSY KELLY • HELEN MORGAN • 7 OTHER STARS**
7 Radio-Famous Songs by Warren & Dubin • Story by the Author of "42nd Street"
Dances Arranged by Bobby Connolly • Directed by Archie L. Mayo

Thank you, Mr. Stern
for your splendid cooperation in making possible the spectacular screen reproduction of America's most famous dine-and-dance rendezvous
CASINO DE PAREE
Just one of the sensational features of this latest and greatest musical from
WARNER BROS.

CALENDAR OF CURRENT RELEASES

(Continued from page 29)

Edna May Oliver, James Gleason, Lola Lane, Dorothy Libaria. Dir. Lloyd Corrigan. 75 mins. Rel. Mar. 22.

People'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 he is killed. Leads to the death of Melvyn Douglas, Shirley Grey, Roscoe Ates, William Collier, Jr., Sybil Beline, Herbert Rawlinson. Dir. Crane Wilbur. Rel. Mar. 16.

Red Morning. Adventure in a primitive section of Papua, New Guinea. Stoff Deca, Regis Toomey, Raymond Hatton. Dir. Wallace Fox. 64 mins. Rel. Dec. 14.

Roberta. Adaptation of the stage musical. Irene Dunne, Fred Astaire, Ginger Rogers. 80 mins. Rel. Mar. 8.

Romance in Manhattan. A young Czech-Slovak 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 Butler, J. Farrell MacDonald. Dir. Stephen Roberts. 77 mins. Rel. Jan. 11.

Silver Streak, The. A fast-action melodrama in which the famous streamlined train of the Burlington Railroad plays the star part. Sally Blane, Charles Starrett, Hardie Albright, William Farnum. Dir. Thomas A. Kins. 72 mins. Rel. Dec. 21.

Star of Midnight. William Powell solves the mystery of the disappearance of Alton Markham and vainly tries to escape the matrimonial intentions of Ginger Rogers. William Powell, Ginger Rogers, Paul Kelly, Gene Lockhart, Ralph Morgan, Leslie Fenton. Directed by Stephen Roberts. Rel. April 19.

Strangers All. May Robson, the champion of her own brood of four children, saves them from being taken from themselves and from the fury of the law. May Robson, Preston Foster, Florine McKinney, William Backwell. Rel. May 10.

Village Tale. This story presents a cross-section of average community life. A typical small village. Leads to the death of John Hays, John Hays, Roy, Robert Barrat, Janet Beecher, Dorothy Burgess. Dir. John Cromwell. Rel. Jan. 4.

Wednesday's Child. The effect of divorce upon children. Edward Arnold, Karen Morley, Frankie Thomas. Dir. John Robertson. 68 mins. Rel. Oct. 26.

Weed of the Pecos. The locale is the Pecos county in New Mexico. A young girl, disguised as a boy, regenerates an outlaw and wins happiness. Richard Dix, Martha Seger, Samuel Hinds, Fred Kohler. Dir. Phil Rosen. 68 mins. Rel. Jan. 4.

United Artists

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

Call of the Wild. From the famous Jack London story. Clark Gable, Loretta Young, Jack Oakie, John William Weiman. Rel. May 8.

Cardinal Richelieu. George Arliss, Maurice O'Sullivan, Edward Arnold, Francis Lederer. Dir. Rowland V. Lee. Rel. April 28.

Clive of India. The story of Clive, who founded a new British dominion—India. Ronald Colman, Loretta Young, Francis Lederer. Dir. Richard Boleslawski. 81 mins. Rel. Jan. 27.

Folles Berged. From the stage farce, "The Red Cat." Maurice Chevalier, Ann Sothern, Marie Oberon. Dir. Roy Del Ruth. 83 mins. Rel. Mar. 8.

Kid Millions. Musical spectacle in the U. S. and Egypt. Eddie Cantor, Ethel Merman. Dir. Roy Del Ruth. 90 mins. Rel. Dec. 28.

The Loveables. A comedy. From the novel by Hugo Clausen, Frederic March, Charles Laughton, Cedric Belfrage. Dir. Richard Boleslawski. Rel. April 21.

Mighty Barnum. The fictional story of P. T. Barnum. Wallace Beery, Dorothy Lamour, Virginia Bruce. Dir. Walter Lang. 87 mins. Rel. Dec. 25.

Ruifay Queen. A merry masquerade of revolution and romance. Anne Heche and Charles Laughton. Herbert Wilcox. Rel. Dec. 21.

Scarlet Pimpernel. From a novel by the Baroness Orczy. Romantic drama, but modern handling. Leda Howard, Marie Oberon. Dir. Alex. Korda. 85 mins. Rel. March 20.

Transatlantic Merry-Go-Round. Mystery rides the waves. Music in one room, murder in the next. A gambler, an heiress, a comedian and a detective accused of a crime. Directed by the whole cast. Jack Benny, Gene Raymond, Nancy Carroll, Sidney Blackmer. Dir. Benjamin Stoloff. 85 mins. Rel. Nov. 2.

Wedding Night. Gary Cooper as the sophisticated lover and Anna Sten as a modern American girl in a romantic drama. Gary Cooper, Anna Sten, Helen Vinson, Ralph Bellamy and Siegfried Rumort. Dir. King Vidor. 90 mins. Rel. March 20.

We Live Again. A vivid new version of Tolstoy's immortal "Resurrection." Anna Sten, Frederic March, Jane Baxter, C. Aubrey Smith. Dir. Rouben Mamoulian. 88 mins. Rel. Nov. 16.

Universal

Offices: 30 Rockefeller Center, New York, N. Y.

Bride of Frankenstein. Drama. Karloff, Valerie Hobson. Dir. James Whale. Rel. April 12.

Cheating Cheaters. From Max Marcin's stage play. Fay Wray, Cesar Romero, Minna Gombell. Dir. Rich. Thorpe. 87 mins. Rel. Nov. 5.

Crimson Trail, The. Buck Jones western. Dir. Al Robach. 68 mins. Rel. Feb. 11.

Frisco Nights. Comedy-drama. Lyle Talbot, Valerie Hobson. Dir. Murray Roth.

Good Fairy, The. From Ferenc Molnar's stage play. Margaret Sullivan, Herbert Marshall, Frank Morgan. Dir. Wm. Wyler. 98 mins. Rel. Feb. 18.

Human Side, The. Drama. Adolphe Menjou, Doris Kenyon. Dir. Eddie Buzzell. 60 mins. Rel. Aug. 27.

It Happened in N. Y. Comedy-drama. Lyle Talbot, Gertrude Michael, Heather Angel. Dir. John Ford. 82 mins. Rel. Feb. 20.

I've Been Around. Comedy-drama. Chester Morris, Rochelle Hudson, Isabelle Jewell. Dir. Phil Cahn. Rel. Dec. 31.

Imitation of Life. Drama. Claudette Colbert, Warren William. Dir. John Stahl. 116 mins. Rel. Oct. 23.

Man Who Relived His Head, The. From Jean Bar's stage play of French life. Claude Rains, Joan Bennett, Lionel Atwill. Dir. Edw. Ludwig. Rel. Dec. 24.

Mr. Dynamite. Comedy-drama. Edmund Lowe, Jean Dixon. Dir. Alan Cranford. Rel. April 22.

Mystery of Edwin Drood, The. From the Dickens story. Claude Rains, Loretta Young, Heather Angel. Dir. Stuart Walker. 85 mins. Rel. Feb. 4.

Night Life of the Gods. From Thorne Smith's fantastic tale. Alan Mowbray, Florine McKinney. Dir. Lowell Sherman. 74 mins. Rel. Mar. 4.

Notorious Gentleman. A mystery-murder. Charles Bickford, Helen Vinson. Dir. Ed. Lewis. Rel. Feb. 20.

Princess O'Hara. Damon Runyon comedy. Chester Morris, Jean Parker. Dir. David Burton. Rel. April 1.

Rendezvous at Midnight. Murder-mystery. Ralph Bellamy, Valerie Hobson. Dir. Charles Laughton. Rel. Feb. 11.

Ricky Rhodes. Western. Buck Jones. Dir. Al Robach. 60 mins. Rel. Sept. 24.

Secret of the Crypt. Mystery story. Claire Dodd, Clark Williams. Dir. Rich. Thorpe. 68 mins. Rel. Dec. 3.

Stone of Silver-Grey. Buck Jones western. Dir. Nick Grig. Rel. April 15.

Straw Wives. Comedy-drama. Lyle Talbot, Valerie Hobson. Dir. Rich. Thorpe. 75 mins. Rel. Dec. 10.

Straight from the Heart. Politics and a baby. Baby Jane, Mary Astor, Roger Pryor. Dir. Kurt Neumann. 70 mins. Rel. Jan. 14.

Transit Lady. Comedy-drama. Henry Hull, Gene Raymond, Frances Drake. Dir. Ed Buzzell. Rel. March 4.

Were-Wolf, Drama. Henry Hull, Warner Oland, Valerie Hobson. Dir. Stuart Walker. Rel. Jan. 22.

When a Man Sings. Buck Jones western. Dir. Alan Jones. 60 mins. Rel. Nov. 12.

Warner Brothers

Office: 321 W. 44th St., New York, N. Y.

Burdett. Lyle Talbot, an ambitious and magnetic foreign agent, is sent to fit himself into American conditions. Paul Muni, Betty Davis. Dir. Archie Mayo. 90 mins. Rel. Jan. 6.

Case of the Gilded Bride. Warren William, Phillip Reed, Margaret Lindsay. Dir. Mitchell Leisen. Rel. Feb. 12.

Devil Dogs of the Air. Hollicking comedy drama romance of the aviation corps of the U. S. Marines. James Cagney, Pat O'Brien. Dir. Lloyd Bacon. 86 mins. Rel. Feb. 2.

Firebird. Murder mystery in Austria. Verne Teasdale, Ricardo Cortez. Dir. Wm. Dieterle. 75 mins. Rel. Nov. 1.

Florentine Dagger, The. Donald Woods, Margaret Lindsay. Dir. Robt. Florey. Rel. Mar. 30.

King of the Ritz. Wm. Gargan, Patricia Ellis. Dir. Wm. H. McGann. Rel. Mar. 28.

I Am a Thief. Mystery and murder in a diamond theft. Mary Astor, Ricardo Cortez. Dir. Robert Florey. Rel. Nov. 24.

Night at the Ritz. A. Wm. Gargan, Patricia Ellis. Dir. Wm. H. McGann. Rel. Mar. 28.

Right to Live. The romance in which two brothers love the same woman and one ends his life to make his wife happy with the other. Josephine Hutchinson, George Brent, Colin Clive. 68 mins. Dir. Wm. Gargan. Rel. Feb. 22.

Secret Bride, The. Thrilling drama of political intrigue which results in two baffling murders and a suicide. Barbara Stanwyck, Warren William, Charles Bickford. 84 mins. Rel. Feb. 22.

Sweet Adeline. From the stage opera. Irene Dunne. Dir. Mervyn LeRoy. 87 mins. Rel. Dec. 28.

Sweet Music. Backstage story. Judy Valley, Ann Dvorak. Dir. Alfred E. Green. 84 mins. Rel. Feb. 23.

White Cockatoo, The. Detective yarn. Jean Mull, Ricardo Cortez. Dir. Alan Cranford. 72 mins. Rel. Jan. 19.

White and the Palace. Sept. Aline MacMahon, Guy Kibbee. Dir. Ray Enright. Rel. Mar. 6.

Miscellaneous Releases

Battle, The. (Gargano). French-made story of a Jap naval officer who sacrifices his wife for his country. Charles Boyer, Marie Oberon. Dir. Nicolas Farkas. 85 mins. Rel. Nov. 20.

Cross Streets (Invisible). Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. High. Rel. July 16.

Dealers in Death (Topical Film). Arrangement of munition makers. Mostly news clips. 63 mins. Rel. Dec. 18.

Fighting Treadwell. Police story. Kermit Maynard, Barbara Worth. Dir. Ray Taylor. 63 mins. Rel. Jan. 8.

High Tiki (Markay). Samoan nature story. 73 mins. Rel. Feb. 5.

High School Girl (Foxy). Sex instruction propaganda. Helen McKellar, Mah-Nicholas. 84 mins. Rel. Jan. 27.

Hollywood Mystery (Regal). Story of a temperamental director and a racketeer. June Clyde, Frank Albertson. Dir. Breezy Bacon. 53 mins. Rel. July 16.

Inside Information. (Stage and Screen). Detective reporter and a dog. Rex Lease, Marion Schilling. Dir. Robt. E. Hill. 38 mins. Rel. Jan. 8.

Northern Frontiers (Ambassador). New angle of an old Curwood story. Kermit Maynard, Charles Starrett. 68 mins. Rel. Feb. 27.

One in a Million (Invisible). Shop girl gets in and out of a jam. Dorothy Wilson, Chas. Starrett. Dir. Frank Strayer. 70 mins. Rel. March 27.

Ticker to Crime. Comedy detective. Alvin Karpis, Ralph Graves. Lois Wilson. Dir. Lewis D. Collins. 65 mins. Rel. Dec. 26.

War Is a Racket (Bumka). Paste up of newspaper clips with some new material. Rel. Dec. 11.

Foreign Language Films

(Note: Because of the slow movement of foreign film, this list covers one year of releases. (Most of these available with English titles.)

Abel mit der Mundharmonika (Ger) (Ufa). Comedy of young love. Dir. Erich Waschneck. 60 mins. Rel. Sept. 1.

Adieu, Monsieur (Fr) (Ufa). Greek comedy. Brigitte Helm. Dir. André Baudier and Johannes Meyer. 90 mins. Rel. April 15.

Alejo. (Sp) (Cep). 'Evil of gossip. Dir. Eusebio Aravin. 80 mins. Rel. Feb. 1.

Auraque (Ger) (Capitol). Test tube babies. Brigitte Helm. Dir. Richard O. Lauro. 80 mins. Rel. Feb. 1.

Annenmarie, Braut der Kampagne (Ger). Military farce. Lucie Englisch. Dir. Carl Boese. 70 mins. Rel. Dec. 1.

Asejue. A Su Mujer (Sp) (Fox). Domestic comedy. Conchita Montenegro. 80 mins. Rel. Feb. 1.

As Uj Rokon (Hung.). An American orphan among Magyar nobility. Dir. Bela Glos. 60 mins. Rel. March 1.

Bel Der (Ger) (Capitol). College comedy with music. Dir. Franz Seitz. 80 mins. Rel. Dec. 1.

Buzavirag (Hung) (Danubia). Opera with romance. Dir. Steven Szekely.

Buenaventura, La. (Sp) (WB). Musical with Victor Herbert score. Enrico Caruso, Jr. Dir. William McGann. 80 mins. Rel. Sept. 15.

Cantante de Napolis. (Ger) (WB). Musical romance. Enrico Caruso, Jr. 80 mins. Rel. Sept. 15.

Cette Vieille Canaille (Fr) (Kinematograph). Social drama. Harry Baur. Dir. Anatole Litvak. 80 mins. Rel. Jan. 1.

Chapayev (Russ) (Historical). Drama. Dir. Sergei and Georgi Vos-siliev. 70 mins. Rel. Jan. 1.

Chasseur de Chez Maxim, Le (Fr) (Par). Musical comedy. Suzy Vernon. Dir. Chas. Clair. 60 mins. Rel. Feb. 1.

Chucho El Rico (Cineplex). Romantic tragedy. Dir. Gabriel Sorcia. 60 mins. Rel. Dec. 1.

Ciudad de Carton, La (Sp) (Fox). Drama of marital relations. Antonio M. Garcia. 80 mins. Rel. Feb. 15.

Corazon on Derrota (Spanish). Tragic drama made in Mexico. Dir. Ruben C. Novarro. 70 mins. Rel. Oct. 1.

Crisis (Ger) (Fox). Musical. Dir. Robert Siodmak. 80 mins. Rel. March 1.

Cuesta Abajo (Sp) (Par). Romantic drama. Carlos Gardel, Mona Paris. Dir. Louis Gasnier. 70 mins. Rel. Aug. 15.

Die Grosse Me Quere (Sp) (Rus). Comedy on court life of Maria II. Dir. Alexander Fainzilmer. 70 mins. Rel. Dec. 1.

Dancing, El (Sp) (Hoffberg). Comedy drama laid in a cabaret. Dir. Maglia V. 80 mins. Rel. Dec. 15.

Deserter (Russian) (Garrison). More class struggle. Dir. V. I. Pudovkin. 80 mins. Rel. Oct. 1.

Doppelbrantigam. (Ger) (Foreign). Romance of a composer's marital mixup. Fritz Kampfer. Lien Deyers. Dir. MacFric. 60 mins. Rel. March 16.

Doas Man Uno Dos (Spanish) (Fox). Comedy romance. Rostia Moreno. Dir. E. W. Sward. 60 mins. Rel. Oct. 15.

Doas Mujeres y un Don Juan (Sp). Romantic comedy. Dir. Jose Bucha. 80 mins. Rel. June 1.

Drei Kameraden (Ger). Military comedy. Else Elster, Fritz Kampfer. Dir. Robert Loh, Franz Hofer. 60 mins. Rel. March 16.

Ein Oger Weine (German) (General). Opera. Gitta Alpar. Dir. Karl D. 80 mins. Rel. Oct. 15.

Ein Mord Will Nach Deutschland (Ger) (Ufa). Drama of patriotism. Dir. Paul Wegener. 80 mins. Rel. Nov. 1.

Ein Teufel Einfall (Ger) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wieck. 80 mins. Rel. May 15.

Einmal Eine Grosse Dame Sein (German) (Ufa). Comedy with music. Kaethe von Nagy. Dir. Gerhard Lamprecht. 70 mins. Rel. Oct. 15.

El Diez Diez Diez (Sp) (Par). Romance in the theatre. Carlos Gardel. Dir. John Reinhardt. 80 mins. Rel. April 1.

En Glas Gut (Norwegian) (Scandinavian). From Bjornson's novel. Dir. John Brunius. 80 mins. Rel. Nov. 15.

En Nett (Sw) (Scandinavian). War and love. Dir. Gustaf Molander. 80 mins. Rel. Jan. 15.

Enemigos (Sp) (Inter-Continent). War drama. Dir. Chano Urieta. 70 mins. Rel. Dec. 15.

Escandalo, El (Sp) (Inter-Continent). Dramatic romance. Dir. Chano Urieta. 70 mins. Rel. Sept. 15.

Ferleim. (Ger) (Ufa). Romantic comedy. Dir. Hans Deppe. 80 mins. Rel. April 1.

Flickera Par Gamma Stan (Scandinavian). Comedy with music. Dir. B. Bauman. 80 mins. Rel. Dec. 15.

Florence (German) (Ufa). German refugee yarn in the Far East. Hans Albers, Katha von Nagy. Dir. Gustav Vocky. 80 mins. Rel. Oct. 1.

Freundin Eins Grosse Marne, Die (Ger) (Ufa). Theatrical comedy. Kaethe von Nagy. Dir. Paul Wegener. 80 mins. Rel. Oct. 15.

Freut Euch Des Lebens (German) (Ufa). Romantic comedy. Leo Elezak. Dir. Hans Steinhilber. 80 mins. Rel. Nov. 1.

Fruster. (German) (Ufa). Musical romance. Jose Mojica, Rostia Moreno. Dir. Frank Strayer. 80 mins. Rel. Dec. 1.

Frut Worenzoff (Ger) (Ufa). Romantic drama. Brigitte Helm. Dir. Arthur Robinson. 80 mins. Rel. Nov. 15.

Getraute Paar (German) (Ufa). Drama of father love. Dir. Fredrich Feher. 70 mins. Rel. June 1.

(Continued on page 31)

GUILD VS. ACADEMY ON ARBITRATION

Hollywood, April 9. Screen Actors' Guild has launched a campaign against the Academy's arbitration machinery in favor of conciliation under Guild auspices. Move is a sequel to the acceptance of the new free license contracts under which Academy arbitration is optional, whereas it was mandatory under the previous covenants. During the month of operation under the new contract, not one player asked for the Academy arbitration clause to be stricken out.

The Guild is now requesting its members and their agents to eliminate the clause in future contracts and to demand arbitration under Guild supervision in case of disputes with studios.

Legislation

Los Angeles. After spending the week end here conferring with industry chiefs, W. H. (Bud) Lollier, manager of the Fox-Walter Fox department, is back in Sacramento, where pending legislation inimical to film interests is expected to come in for serious consideration this week.

Hearings on two proposed tax measures that will affect exhibition and distribution are scheduled for the capital tonight (Tues.). Labor and anti-trust committee will discuss the proposal to legislate two men in a booth on all shifts, and two film footage measures, varying only in the amount to be charged, will come up before the Revenue and Taxation committee.

Minn. Tax Curbed

Minneapolis. Threats of Minnesota exhibitors to turn over their theatres to the state to operate halted state legislators, for the present at least, from putting over a 10% admission tax along with a 5% sales tax. The result in the substitution for the admission tax of a tax of 1/2¢ a foot on all film brought into the state.

No N. O. Daytime Time

New Orleans. Pressure by theatre operators and exchanges resulted in city officials abandoning daylight saving this year. Election will be held in 1936 to settle question. Norman Carter represented film interests at conference in City Hall.

No Sunday Licker a B. O. Boon

Indianapolis. Theater managers are secretly thanking the last session of the Indiana legislature for passing a law forbidding the sale of liquor or beer on Sunday. First week law was in effect swelled total gross receipts of downtown houses some \$1,500.

Goldsmith at Mascot

Hollywood, April 9. Ken Goldsmith joins Mascot as associate producer and draws "Harmony Lane" as his first picture. He formerly produced a number of pictures on his own for the independent market, and last year swung over to Mascot to make "Little Men."

TITLE CHANGES

Hollywood, April 9. Reliance's federal crime picture goes out under the title of "Let 'Em Have It!" after switch to "Togon of Valor."

"Let 'Em Have It!" gets the call at Radio over "Papa in the Cradle." New handle for "Thrill" is "Any-thing for a Thrill" is "No Get Set."

Story Buys

Hollywood, April 9. Metro has taken the screen rights to the O. Henry prize winning story, "Clautrophobia," by A. Carter. Goodwin will be produced by starring picture for Joan Crawford and Clark Gable.

"Torrala a Rebel" novel by Netta Syrett, will be filmed by Radio.

In acquiring the screen rights to Peter B. Kyne's "The Return of the Tenth," Trem. Carr was given options on two other "Cappy Ricks" yarns. "The Return of the Tenth" will be filmed by William Slavens McNitt for the Red Book in 1935, will be filmed by Radio.

Bought with "Clauke Knins in mind, Paramount will make "Any Other Name," an original by Rowland Brown and Gene Van Hagen.

From Hollywood, to Every Part of

Another DARRYL ZANUCK TRIUMPH

"ONE OF THE MOST IMPORTANT PICTURES OF RECENT YEARS."—Welford Beaton, Spectator.

"RICHELIEU—FOUR STARS."—Mary Burgum, Editor, Modern Screen.

"ARLISS GIVES PERFECT PORTRAYAL."—Joe Blair, Showman's Trade Review.

"ONE OF THE MORE ARRESTING OF THE CURRENT SEASON'S CINEMATIC OFFERINGS."—Douglas Churchill, Motion Picture Reviewer, Screen and Radio Weekly.

"HE RULES HIS AUDIENCE AS RICHELIEU RULED FRANCE."—Eugene Chrisman, Western Editor, Motion Picture and Motion Picture Classic.

"YEAR'S MOST BRILLIANT PERFORMANCE."—Jimmy Fidler, N.B.C. Weekly Reviewer and Screenland Magazine.

"WILL ELEVATE MOTION PICTURES IN THE EYES OF THOSE FEW WHO STILL LOOK ON THE MOVIES WITH SCORN."—Hollywood Reporter.

"IMPRESSIVE FROM EVERY ANGLE, IS DISTINGUISHED IN ITS ARTISTRY, GOOD TASTE, EMOTIONAL AND SPECTACULAR ASPECTS."—Hollywood Variety.

"MOUNTED MAGNIFICENTLY, RETAINING DIGNITY, AND YET CRAMMED WITH EXCITING DRAMA."—Jerry Hoffman, Motion Picture Reviewer, L. A. Examiner.

"THIS STORY OF FRANCE'S RED KING SHOWS ARLISS AT HIS BEST."—Mollie Merrick, Hollywood Correspondent, North American Newspaper Alliance.

"20th CENTURY RINGS THE BELL AGAIN!"—Mayme Ober Peake, Hollywood Correspondent, Boston Globe.

"SUPREME ENTERTAINMENT! WE BOW AGAIN TO THE ARTISTRY OF MR. ARLISS."—Photoplay Magazine

"GEORGE ARLISS HAS GIVEN HIS SUPREME PERFORMANCE."—Eileen Percy, Block Publications.

"SCORE ANOTHER HIT FOR GEORGE ARLISS."—Wallace X. Rawles, International News Service.

"DANIEL WEBSTER WOULD HAVE A TOUGH TIME FINDING WORDS ADEQUATE TO JUSTLY PRAISE 'CARDINAL RICHELIEU'."—Warren Stokes, Box Office Associated Publications.

"A NOTABLE CONTRIBUTION TO GEORGE ARLISS' GALLERY OF FAMOUS HISTORICAL CHARACTERS."—Herb. Sterne, Rob Wagner's Script.

"'CARDINAL RICHELIEU' LIVES UP TO EXPECTATIONS IN AFFORDING THE BEST PERFORMANCE THAT GEORGE ARLISS HAS OFFERED SINCE 'THE HOUSE OF ROTHSCHILD'."—Edwin Schallert, L. A. Times Drama Editor.

"A WORTHY SUCCESSOR TO 'THE HOUSE OF ROTHSCHILD'."—J. D. Spiro, Detroit News

"COMPARES FAVORABLY WITH 'THE HOUSE OF ROTHSCHILD'."—Dan Thomas, Motion Picture Editor, Newspaper Enterprise Association.

"'RICHELIEU' IS A GORGEOUS EFFORT, PICTORIALLY BEAUTIFUL AND BEAUTIFULLY ACTED."—Leicester Wagner, United Press.

"WILL PLEASE THE ARLISS FANS FULLY."—Ralph Wilk, Western Manager Film Daily.

"GEORGE ARLISS' MOST MAGNIFICENT PERFORMANCE."—Elizabeth Wilson, Western Editor, Silver Screen Magazine.

"'CARDINAL RICHELIEU' IS A MASTERPIECE OF WELL-TOLD HISTORY MIXED WITH GREAT ENTERTAINMENT."—Carlos Borcosque, Correspondent Sintonia, Buenos Aires and Astro, Chile.

"ANOTHER GREAT ARLISS PICTURE."—William Farquhar, London Era.

"GEORGE ARLISS IN A SUPERB CHARACTERIZATION."—Harold Salemonson, Pour Vous, Paris.

"GEORGE ARLISS LEADS A PARADE OF FINE CHARACTERIZATIONS CRISPLY ETCHED AGAINST THE GLITTERING PAGEANT OF FRANCE OF THE SEVENTEENTH CENTURY."—J. Maurice Ruddy, Film Pictorial, London.

20TH
CENTURY
PICTURE

Released thru UNITED ARTISTS

the World, the News Goes Forth:



JOSEPH M. SCHENCK presents

CARDINAL RICHELIEU

starring

GEORGE ARLISS

with

MAUREEN O'SULLIVAN
EDWARD ARNOLD • FRANCIS LISTER
DOUGLASS DUMBRILLE • CESAR ROMERO

Directed by Rowland V. Lee

CALENDAR OF CURRENT RELEASES

(Continued from page 31)

Gold Report die Welt (G). Domestic comedy. Gustav Froehlich, Camille Horn. Dir. Max Neufeld. 70 mins. Rel. May 1.

Gracien Mariza (G). Operetta. Dorothea Wleick. Dir. Richard Oswald. 80 mins. Rel. Jan. 15.

Gracien del Amor (G) (Fox). Romantic drama. Conchita Montenegro. Raul Roulo. Dir. John Reinhardt. 70 mins. Rel. Sept. 1.

Grati Zindlos grosse los (Ger.). Lottery ticket makes for comedy. Lucie Englisch. Dir. Friedrich Zelnick. 80 mins. Rel. Feb. 1.

Helmat am Rhein (Ger.). Romantic drama. Lucie Englisch. Dir. Carl Boese. 60 mins. Rel. Dec. 1.

Hechtzeit am Wolfgangsee (Ger.). Romantic comedy. Dir. Hans Behrendt. 70 mins. Rel. Nov. 15.

Im Heiderkrug (Ger.). Romantic farce. Dir. Carl Boese. 70 mins. Rel. Jan. 1.

In the Land of the Soviets (Rus) (Amkino). Newsreel compilation of past 10 days. 60 mins. Rel. July 1.

In Wien Ham Ich Einmal Elsi Maedel Geleibt (Ger.). German. Military musical. Dir. Eric Schoenfelder. 70 mins. Rel. May 1.

Iza Nent (Hung). Produced, written by and starring Sari Fedek. 80 mins. Rel. June 1.

Jo As Oreg a Haznal (Hung) (Danubia). Farce with music. Szoke Szakali. 80 mins. Rel. May 1.

Johannisnacht (Ger.). Love in the Alps. Lili Darover. Dir. Willy Reiber. 80 mins. Rel. Feb. 15.

Juanes V Maximiliano (Sp) (Col). Mexican royalty's fall. Dir. Miguel Torres. 80 mins. Rel. May 1.

Juliet Compa un Hijo (Sp) (Fox). Marital drama. Catalina Barcena. Gilbert Rolfe. Dir. Louis King. 80 mins. Rel. March 15.

Jungfrau Gegan Moersch (Ger.). Romantic comedy. (Ufa). Dir. E. W. Emo. 80 mins. Rel. March 1.

Kaiserwalzer (Ger.). Musical with Johann Strauss tunes. Martha Eggerth. Dir. Friedrich Zelnick. 80 mins. Rel. Jan. 1.

Kate Mansell (Die). Comedy romance. Dir. Carl Boese. 70 mins. Rel. Jan. 1.

Kata Blaxten (Swedish) (Scandinavia). Romantic musical. Dir. Gustaf Molander. 70 mins. Rel. May 1.

Liebe in Uniform (Ger.). Military romance. Harry Liedtke. Dir. Georg Jacoby. Rel. Oct. 1.

Liebe und die Erste Eisenbahn (Ger) (Ufa). Romantic comedy. Dir. Hassa Schickel. 70 mins. Rel. May 15.

Lillem (Fr) (Fox). Mohar's play. Charles Boyer. Dir. Fritz Lang. 85 mins. Rel. March 1. Rev. March 20.

Lockwood (Ger) (Ufa). Mystery romance. Dir. Hans Steinhoff. 60 mins. Rel. Jan. 1.

Madame Bovary (Fr) (Tapenrou). Faithful transcription of Flaubert epic. Dir. Jean Renoir. 100 mins. Rel. Nov. 15. Rev. Nov. 27.

Maryjill (Pol). Rural romance. Dir. Jan Nowina-Przybylski. 60 mins. Rel. Dec. 1.

Nada Mos Que Una Mujer (Sp) (Fox). Version of "Pursued". Dir. Harry Lachman. 60 mins. Rel. Nov. 15.

Odes vander Veldt (Belgium) (Hebrew). Life in Palestine. Dir. C. Halakim. 70 mins. Rel. May 15.

Oro y Plata (Sp) (Int-Continent). Romantic tragedy. Dir. Ramon Peon. 80 mins. Rel. May 1.

Pays vu Dermaise Hotel (Ger). Comedy with detective ramifications. Dolly Haas. Dir. Victor Janson. 70 mins. Rel. March 15.

Parada Rezerwistow (Polish) (Capital). Military musical. Dir. Michael Waszynski. 70 mins. Rel. May 1.

Paysanades de la Vida (Sp.). Love in a circus. Dir. Miguli Zaccara. 70 mins. Rel. March 15.

Petersburg Nights (Rus) (Amkino). Based on two Dostoevsky stories. Dir. F. M. Dostoevsky. 70 mins. Rel. Sept. 1.

Prinzessin Turandot (Ger) (Ufa). Adaptation of the opera. Koetho von Nagy. Willy Fritsch. Dir. Gerhard Lamprecht. 60 mins. Rel. Jan. 15.

Problem of Fatigue (Rus) (Amkino). Scientific study. Dir. T. P. Pavlov. 60 mins. Rel. Aug. 15.

Prokurator (Polish) (Capital). Tense court drama. Dir. M. Waszynski. 80 mins. Rel. May 1.

Rakoczi Indug (Hung) (Danubia). Musical romance, with Paul Abraham music. Dir. Steven Seckely. 80 mins. Rel. Nov. 15.

Riciclino (Sp) (Hoffberg). First Argentine-made pic. Musical romance. Dir. R. J. Moglia. 80 mins. Rel. Dec. 1.

Roman Elmer Nacht (Ger) (Bavaria). Romantic musical. Liane Haid. Dir. Carl Boese. 70 mins. Rel. June 15.

Romance Truipier (Spanish). First picture made in Porto Rico. Romantic drama. 70 mins. Rel. Oct. 15.

S. A. Mann Brand (Ger) (Scandinavia). Nazi propaganda. Dir. Frantz Seltz. 80 mins. Rel. May 1.

Sangen Till Henna (Sw) (Scandinavia). Musical romance. Dir. Ivo Johansson. 70 mins. Rel. Feb. 15.

Schmiedlin (Ger) (Kiematrade). Comedy. Curt Bois. Dir. Erich Engels. 80 mins. Rel. Nov. 1.

Schimmerleiter (Ger) (General). Native drama on coast of Friesland. Dir. Curt Oertel. Hans Deppe. 80 mins. Rel. Feb. 15.

Schloss Hubertus (Ger) (Ufa). Romance in the Alps. Dir. Hans Deppe. 70 mins. Rel. Feb. 1.

Schwazer Jaeger Johanna (Ger). Nationalistic huray in Napoleonic setting. Dir. Johannes Meyer. 60 mins. Rel. April 1.

Senora Casaca (Sp) (Fox). Marital drama. Catalina Barcena, Antonio Moreno. Dir. John Reinhardt. 70 mins. Rel. Feb. 1.

Siuby Ulaniski (Pol) (Principal). Military comedy. Dir. M. Krawicz. 80 mins. Rel. Feb. 15.

Sonne Galt Auf die Ger. Musical romance. Charles Kiehlman. Dir. Willy Reiber. 60 mins. Rel. Feb. 15.

Soviet Clossup (Rus) (Amkino). Newsreel compilation. 60 mins. Rel. July 15.

Soviet Russia Today (Rus) (Amkino). Newsreel compilation. Dir. Edward Tisse. 30 mins. Rel. March 1.

Soviets Greet New Turkey (Rus) (Amkino). Newsreel compilation. 60 mins. Rel. Sept. 1.

Spiel Mit Dem Feuer (Ger) (Ufa). Domestic relations comedy. Dir. Ralph Arthur Roberts. 70 mins. Rel. Nov. 15.

Strostrumpf 1917 (Ger) (Bavaria). War film. Dir. Hans Ziebert. 80 mins. Rel. Feb. 1.

Tagge on Broadway (Sp) (Par). Musical comedy. Carlos Gardel. Dir. Louis Gasnier. 80 mins. Rel. Dec. 15.

Tante Gust Kommandiert (Ger). Romantic comedy. Hansi Niese, Max Daniloff. Dir. Robert Viller. 80 mins. Rel. Feb. 20.

Three Songs About Lenin (Russian) (Amkino). Newsreel compilation. Dir. D. Vertov. 65 mins. Rel. Nov. 1.

Thunstrumpf 1917 (Amkino). Russian melodrama. Dir. V. Petrov. 80 mins. Rel. Oct. 2. Rev. Oct. 2.

Topaze (Fr) (Par). Gallic satire. Dir. Louis Gasnier. 80 mins. Rel. Feb. 15.

Tres Amores (Spanish) (U). Heavy drama. Anita Campillo, Mona Maria. Dir. Mo Sashin. 80 mins. Rel. Nov. 1.

Tres Barretines (Lo) (Hoffberg). Argentine comedy. 70 mins. Rel. Jan. 1.

Und Wer Kuusst Mich? (Ger) (General). Back-stage romantic comedy. Dir. E. W. Emo. 70 mins. Rel. Jan. 15.

Une Etiole Disparait (Fr) (Par). Murder of a film star. Susy Vernon, Cor. Jean Remly. Dir. Robert Viller. 80 mins. Rel. Feb. 15.

Unsere Falne Flatterer Und Voran (Ger) (Ufa). Hitler propaganda. Heinrich Georg. Dir. Hans Steinhoff. 80 mins. Rel. July 1. Rev. July 17.

Verkaufte Braut (Ger) (Kiematrade). Smetana's opera. Divulized. Jamila Novotna. Dir. Max Ophuis. 80 mins. Rel. April 15. Rev. May 1.

Betty Furness, 'Bees'

Lead in Player Swap

Hollywood, April 9. Monogram drama, **Betty Furness** for the lead in 'Keeper of the Bees,' on loanout arrangement and player juggling with Metro. Mono originally completed deal with Fox to borrow Gail Patrick for the part with Metro execs deciding they needed the latter for 'No More Ladies.'

Brendel Tied at WB

Hollywood, April 9. El Brendel has been signed by Warners to take featured spots in two features, and top billing in three technicolor two-reelers during the year. Deal allows Brendel to appear for other majors when not on call.

Warners tabbed the comedian following returns on three two-reelers he made for the company last fall.

Gang's Prima Donna

Hollywood, April 9. Marjorie Edwards, four-year-old local youngster, is featured as leading lady of the Hal Roach 'Our Gang' series.

Young actress goes on a five-year contract.

Film Reviews

Unwelcome Stranger

(Continued from page 17)

will appeal to the masses. It doesn't have the cast strength nor costly production background to pull for record takings, but possesses everything for the box office in moderate or better measure.

Story contains strong human interest, and sympathetic appeal, while in the direction Phil Rosen carefully retained the fine little points which are so important. He has created in Jackie Searl, usually a villain kid, a limping orphan lad who gets under the skin from the start, and in Jack Holt and Mona Barrie bringing out characters that make the pattern virtually audience-proof.

Locals is a stock farm where racing thoroughbreds are raised and trained, the camera going ahead only when the action shifts to the racetrack outside of a couple shots at an orphanage. It's more essentially a racetrack picture than others have been, but as woven around horses, a kid's love for them, the track and a hanged breeder's superstitions, it maintains interest, pace and suspense unusually well.

Plot development does not have its ups and downs, building from an intriguing opening with evenness of pace, and the suspense that Howard Chamberlain (Holt) has a stubborn superstition about

the bad luck of orphans. He came out of an orphanage himself and gets rid of any of his ponies if becoming orphaned.

When a limping kid from a nearby orphan comes to him with an old nag to save it from going to the bonfire, the stockman just looks at him and the horse as a luck charm, plus the kid, not knowing later is an orphan. Events take the story to the horse breeder the boy is a jinx and he discovers he's an orphan after becoming attached to him but in the end saves the roof that's spread over his head by overhearing a plot to toss a big future race, the rival to his foster-nag's entry instead at the last minute, winning the race and removing the bad luck charm.

Holt gives his usual good performance, while Mona Barrie opposes him as the miscreant and also in love with the orphan kid, importantly helps make the picture rich in sentimental value. Ralph Hanlon plays a horse trainer well.

Stone of Silver Creek

Universal production and release. Stars Buck Jones. Directed by Nick Grinde. Screenplay by Fred F. Flinghazy. Adaptation, Arthur S. Elgort. Released by the Criterion. New York, N. Y. 60 minutes.

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'Stone of Silver Creek' rates a row of notches above the usual Buck Jones opera. Lots of production has been put into it, the story and the acting are made to look like there are three lookers, tossed in for good measure. Narrative moves along smoothly, and interesting, and builds up to an exciting exhibit of hard riding and shooting for the climax.

In this one Jones is proprietor of a combination dancehall and gambling joint whose policy names the sky as the limit as long as the cards are played above the table and the patrons take to girls with honorable intentions. Jones even takes his own action to the church of a Sunday and befriends the young pastor by chipping in for the new organ pipe and playing the organ for the service with one of the town's maidens. The padre pays off his debt by tipping Jones about a conspiracy on his life and getting a bullet in the arm while trying to save Jones' gold from the bad two-scoops.

It's all told in the manner of 10-20-30, but the direction and the good all-around trouping help make it easy to take and like.

Noel Francis, Marion Shilling and Peggy Campbell add plenty brightness to the proceedings, with the latter making the most of her sample of warbling numbers. Odeon.

IN SPITE OF DANGER

Columbia production and release. Features Wallace Ford, Marian Marsh, Arthur Hohl. Directed by Lambert Hillyer. Story and Screenplay by Charles S. Brown. Editor, Otto Meyer. Cast, Benjamin Kline. Released by Columbia. New York, N. Y. 60 minutes.

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An action thriller which fails to thrill. Thin in plot substance and lacking originality in both theme and treatment, 'In Spite of Danger' is only for the casual viewer. Story couples an auto racing champ and a lunch counter miss for romantic ignition which never draws much more than a flickering spark. The racing idol, injured when his car is chiseled off the track, meets the love object at a ranch while recuperating and on learning his heart is not what it should be, decides to go partners with girl's dad in a trucking business.

Plot concerns itself thereafter with the unadventurous tactics of an opposition trucking outfit which has in its fold the auto racer who's been out of the dirty work resulting in your hero's accident.

All the moves of the heavy and his cohorts in removing the new trucking outfit are so obvious, little suspense is created in what's happening, but for thrills a couple of the truly heavy duty scenes on steep mountainsides, one blowing up with a cargo of dynamite aboard. Escapes are the most miraculous yet filmed, equalling the tallest fishing tales.

Cast adds nothing to what little 'In Spite of Danger' has to offer. Screen entertainment, Wallace Ford and Marian Marsh are paired, with Charles Grapewin as the girl's pa. Arthur Hohl the heavy. Odeon.

Comparative Grosses for March

(Continued from page 25)

PROVIDENCE				
	Feb. 28	Mar. 7	Mar. 14	Mar. 21
STATE (5,300; 15-40)	After Office House	Vanessa After Shadow	Folies Night and Death Flies	Wedding Time
High. \$29,000	Winning Ticket	\$9,800	East. \$9,200	Lady \$12,600
Low. 2,500	\$13,800	\$7,000	\$7,000	\$7,000
MAJESTIC (2,300; 15-35-40)	Swiss Music	Baboon and One More Spring	Gold-diggers	
High. \$17,500	\$9,000	\$10,000	\$8,000	
Low. 2,500				
STRAND (2,300; 15-35-40)	Iron Duke and Woman Must Press	Rumba and Sing Sing Nites	Evansons and Town's Talking	Carnival and King's Horace
High. \$16,000	\$10,000	\$9,800	\$8,100	\$8,100
Low. 1,900	\$7,000	\$7,000	\$7,000	\$7,000
ALBEE (2,500; 15-35-40)	Murder on Honeymoon	Strange Wives (Blackstone)	Without Children (Calloway)	Capt. Hurricane
High. \$25,000	\$10,000	\$9,800	\$10,000	\$8,700
Low. 1,900	\$7,000	\$7,000	\$7,000	\$7,000
MONTREAL				
	Feb. 28	Mar. 7	Mar. 14	Mar. 21
PALACE	Dark			
CAPITOL (1,500; 25-30-40)	Iron Duke	Copperfield	Copperfield	Scarlet Pimpernel
High. \$30,000	\$10,500	\$15,000	\$15,000	\$15,000
Low. 5,000				
LOEW'S (2,500; 25-30-40)	County of Orange and Lottery	Nite is Young and Winning Ticket	Gilded Lily and Silver Streak	Man of the World
High. \$18,000	\$10,000	\$9,000	\$7,000	\$7,000
Low. 3,000	\$7,000	\$7,000	\$7,000	\$7,000
PRINCESS (1,000; 30)	Don Juan and Runaway Queen	Carnival and Clive of India	Clive of India	Town's Talking
High. \$25,000	\$9,000	\$14,000	\$14,000	\$14,000
Low. 3,500	\$5,000	\$5,000	\$5,000	\$5,000
DENVER				
	Feb. 28	Mar. 7	Mar. 14	Mar. 21
DENHAM (1,500; 25-30-40)	Rugby	Rugby	Rumba	McFadden's Flats
High. \$16,000	\$9,000	\$9,000	\$9,000	\$9,000
Low. 2,000				
DENVER (2,500; 25-30-40)	Little Colonel	Sweet Music	Bergere	After Office Hours
High. \$27,000	\$10,000	\$9,500	\$9,000	\$9,000
Low. 3,000				
ORPHEUM (2,500; 25-40)	Edwin Drood	Carnival	Nite Life of Gods	Dark
High. \$20,000	\$10,000	\$10,000	\$10,000	\$10,000
Low. 3,000				
PARA-MOUNT (2,000; 25-30-40)	Society Doctor	Society Doctor	Town's Talking	Good Fairy
High. \$22,000	\$1,750	\$1,750	\$9,000	\$9,000
Low. 1,200				
Victor and Viktoria (Ger) (Ufa). Theatrical opera. Renate Mueller. Dir. Reinhold Schunzel. 70 mins. Rel. Jan. 15.				
Viola (La). R. Raquel Meller. Based on an old alien, with parts reshot. 60 mins. Rel. Jan. 1.				
Waite Time in Vienna (Ger) (Ufa). Musical based on Johan Strauss' life. Renate Mueller. Willy Fritsch. Dir. Ludwig Berger. 80 mins. Rel. Nov. 1. Rev. Nov. 20.				
Wenn Herzlich Fanden (Ger). (Germania). Romantic comedy. Charlotte Ander. Dir. Erich Engels. 80 mins. Rel. Nov. 1.				
Wie Mann Maenner Fesselt (Ger). Franziska Gal. Musical comedy. Dir. Hans Deppe. 80 mins. Rel. May 15.				
Youth of Russia (Yiddish) (Sov. Am). Religious conflict. Dir. Henry Lynn. 70 mins. Rel. Nov. 1.				
Key to Address Acme, 56 East 14 St. Amkino, 725 Seventh Ave. Bavaria Film, 439 Fifth Ave. Capital Film, 630 Ninth Ave. Danubia, 728 Seventh European, 154 W. 66th St. Garrison Films, 719 Seventh Ave. General Pictures, 729 11th Ave.				
Germania, 22-33 19th St. Astoria, L. I. H. H. Rogers, 379 Seventh Ave. Jewish American, 630 Ninth Ave. Kinema, 728 Seventh Ave. Protex Trading, 42 E. 58th. Scandinavia Films, 520 W. 42d. John Tapenroux, 216 West 66th St. Ufa, 728 Seventh Ave.				

POLICE RAID STATION

Can't See Benefits of Announcers' Organization to 'Exchange Ideas'

Little enthusiasm is expressed by New York announcers for the recent proposal made by Veri Bratton, chief announcer of WREN, Lawrence, Kansas, that a nation-wide organization of spellers be set up. View of the metropolitan boys is that there is no particular point in such an organization. Especially if, as Bratton emphasizes, no labor union tinge is involved.

Higher average remuneration and a better break over time seems to be the average announcer's idea of the way to more professional contentment. There is some sentiment in favor of an announcers' union that might strive for larger pay and shorter hours, but the advantages of merely "exchanging ideas" as suggested by Bratton is not valued highly in itself.

It is questioned by New York announcers that many would attend conventions simply for the privilege of hearing how Joe Doakes palavers copy for a gown shop or modulates his pipes at a county fair. It is estimated there are about 3,000 announcers in the United States but many are also salesmen, production men, etc.

Bratton suggests forming a accredited group of spellers to meet for a round-table discussion. Main idea is to conduct a cycle of sessions, first, local meetings, then delegates to sectional meetings, and from these, representatives to a national convocation. Officers would be elected, rules and regulations drawn up and then plans for a national house organ be put over. Attendance would be based on the amount of full-time announcing experience and station manager's recommendation. Also a small entrance fee.

At NBC and CBS in New York announcers are more or less standardized. Their time is clearly identified, salaries are fixed, and there is time between broadcasts to circulate and make side money.

Can't Wait That Long
Major stations have dictation experts and linguists on hand to settle any tongue twisters. Problems of this ilk could hardly be settled in a monthly publication it is pointed out. Which again illustrates that annual meetings too are not a vital necessity.

A. L. Alexander of WMCA prefers sales group to materializing to be born in the east and not in the hinterland. WOV's staff is also in the dark on the direct benefits which would be derived. Al Grobe of WINS, Henry station, thinks it might help standardize salaries and set time schedules, but that would be a departure from the Bratton plan. Rex Benware of WHN is of opinion an organization that would mean the firing of soft jobs and turn into a racket.

P. J. Kelly, head of NBC announcers' division, says he is unable to place his finger on any announcer's trouble. He thinks it might help standardize salaries and set time schedules, but that would be a departure from the Bratton plan. Rex Benware of WHN is of opinion an organization that would mean the firing of soft jobs and turn into a racket.

Los Angeles, April 9.
Announcers' headquarters queried as to their attitude on Veri Bratton's proposal, expressed themselves as disinterested in any announcers' organization. Not that the announcers are purring with satisfaction, but the turnover of all labor in L. A. radio has produced a state of mind comparable to philosophical resignation.

RADIO SALES, INC., SET-UP

May Rotate Stephenson From Chicago to New York

Chicago, April 9.
Latest move contemplated by CBS for its spot broadcasting subsidiary, Radio Sales, Inc., is the shifting of Bob Stephenson, manager of the bureau, from New York to Chicago. Date figured on for the transfer is May 1. As the plan now stands Stephenson would spend three months in this city and the succeeding quarter in New York. Effective tomorrow (10) Radio Sales goes into its new policy of selling and booking time only for stations owned and operated by Columbia and for the Don Lee Network.

Thad Brown in L. A. Listens To Five Alibis

Los Angeles, April 9.

Federal Communications Commissioner Thad Brown opened hearings yesterday (Monday) on complaints of unethical medical advertising against KFJB, KRKD, KGJF, KMPC and KIEV, which are seeking license renewal.
KFJB manager, Gerald King, also petitioning for increased power, said the station is operating at a \$1,000 monthly loss. He admitted Warner Bros. never hoped for profit, but wanted to break even.
King declared that \$50,000 would be made available for new equipment if increase is granted.

NBC 1933 LAXATIVE RULE DUSTED OFF

Though the ban on new laxative accounts has been in effect since Dec. 5, 1933, NBC last week for the first time called this policy officially to the attention of the agency wherein. Exp explained to the trade that the reason it was circulating with a reprint of the order issued to NBC salesmen at the time was because so many questions have been asked recently about the acceptability of cathartic accounts.
Info which was addressed to salesmen said that the new policy would not apply to cathartic accounts under contract or the renewal of such business. "However," continued the statement of policy, "in the event of the expiration or non-renewal of any such contract, it is to be further solicited for re-contracting and the advertiser should be informed that NBC feels that the commercialism necessary to any such product's programs is opposed to the best interest of radio as any advertising medium."

Plugs Plug Kendrick

Indianapolis, April 9.
Claiming confusion in the mind of the radio audience because of the similarity between call letters WFBM and WKBF, latter station petitioned Communications Commission to change call letters to WIRE. Receiving permission, change was inaugurated with a baptismal program.
Plug Kendrick, part owner and commercial manager, was honored with a dramatization of his biography since entering radio. Kendrick himself appeared on the program as announcer, singer and monologist.

NO AMUSEMENT LICENSE, CAUSE

Philadelphia Digs Up Old Law Prohibiting Shows on Second Floor of Buildings as Weapon Against WPEN's Paid Admission Broadcasts

'ALL IN FUN'

Philadelphia, April 9.
Station WPEN, its now estranged 'S. S. All in Fun' group and the city gendarmes came to grips last week in a mix-up that landed the studio on the front pages.

Following the abrogation of agreements existing between the studio and the visual broadcast artists who have been in evening show on WPEN for years, a squad of police swooped down last weekend on the Radio Center outfit and barred all further audience programs. Significance is supposed to be that the station's refusal to apply for an amusement license finally drew municipal disfavor.

Police dug up an old Pennsylvania Law forbidding entertainment on the second floor of any building, and WPEN's reply was that no license was necessary since other stations are permitted audiences without injunction. Catch in this thing is that the station charges an admission fee of 25 cents.

Paul Alger, program director of WPEN, declared that he had no intention of applying for an amusement permit. He indicated that there exists a disagreement between the studio and the city and an application by him for a municipal license would eventually result in a turn down under any circumstances.

Salary Demands

Inside on the entire story is that the All in Fun program, which moved recently from the studio auditorium to a local theatre for a larger audience capacity, allegedly became too big for the station and caused more expense than the program's income warranted. Further, the show grossing anywhere from \$400 to \$2,400 a week over some period of time, cast is reported to have made salary demands on the station. To settle the difficulty, WPEN decided to remove the program entirely and replace it with an all-girl outfit running along similar comic lines.

As a result, station believes that certain politically important members of the show group brought pressure that concluded with the police raid. Until the matter is settled all WPEN visitors are refused admission by police unless for official business.

Mix-up follows in the wake of WPEN's auditorium building campaign which kicked the bankroll for \$3,000. Future policy on visual programs is expected to remain basically the same. Studio is going ahead with plans for the all-girl revue, signing each artist to an annual bill which prohibits marriage during the length of the contract. Cast will be headed by Christine Breece as director; M.C. chore will be handled by Adele Firth.

Meanwhile, 'S. S. All in Fun' has not as yet settled with any other local studio, and it is understood that WIP turned down the proposition this week.

Visiting New York

John Swallow, NBC, Hollywood.
I. D. Levy, WCAU, Philadelphia.
Harry Roenick, NBC, Chicago.
Paul Gury, WPRO, Providence.

Rival Publishers Bid Up WMAL; Hearst Expects to Close Deal

Circus Stuff

Chesterfield has been billing its thrice weekly ensemble on CBS as Andre Kostelanetz and his 44-piece orchestra.
Lucky St. Ke, which debuts on NBC April 20, or the day that Chesterfield fades out of the network picture, is exploiting its combo as Lemlie Hayton and his 45-piece orchestra.
Kostelanetz' unit actually numbers 40 men.

'PAPA SPANK!' SEZ CBS TO EX-LAX

CBS sales department politely got after Ex-Lax account last week with orders to stop peddling the laxative propaganda. Result is that commercial copy is now considerably thinned out. Roving interviews and jingle rhymes which were thought to border on the offensive have been penciled out altogether. Ex-Lax people took it oke.

This is the first time for network to go after a clean-up so directly and pointedly since its recent attitude on medicine shows.

Radio Tune-In Peak Passed Earlier This Year Than Last—A.N.A.

According to data collected by the Association of National Advertisers, the seasonal drop in radio listening came earlier this year than in 1934. Listening peak for the 1934-35 commercial season was reached in the last week of January. In the season before the listening habit was at its highest point during the latter part of February.

Loss in radio interest, as a rule, continues to fall off gradually until the first of August, but there is no such drop in dial habit until around August 15.

MAX BAER SERIAL OFFERED AT 6 G'S

Max Baer has been offered to Gillette Blades by Ruthrauff & Ryan for a thrice weekly script serial. Asking price for the program complete is \$4,000 a week. Same agency last summer was tied up with Goodrich's bankrolling of the fighter for seven weeks in a similar dramatic idea.

Baer is slated to defend his championship in both June and September. Broadcasting of either bout will not be made a part of his deal as an actor. Understanding is that the plan now to the first fight will be made available for \$25,000.

A.T.&T. Takes a Bow

Hour's broadcast over 92 stations on CBS which the American Telephone and Telegraph Co. has arranged for the last Sunday evening of this month (28) will consist in addition to dramatic episodes of Channing Pollock, Edwin C. Hill and an Andre Kostelanetz combo. Program will celebrate the wire company's 50th anniversary and the 60th anniversary of the invention of the telephone.
B.R.D.&O. is the agency on the event.

Washington, April 9.

Purchase by William Randolph Hearst of Station WMAL, one of the two NBC outlets here, was reported imminent Monday (8), giving the publisher a toehold in the national capital's broadcasting field. Negotiations were believed nearing a finish, although all parties involved declined to state the possibility that long-pending deal will go through. Station, now operated by NBC under lease, is owned by the M. A. Leese Optical Co., which is reported fed up with broadcasting and anxious to sell. Network also is described as desirous of unloading the property, which was taken over when Columbia purchased its own outlet, WJWS, in Alexandria, Va.

With secrecy surrounding the situation and principals keeping mum, indications were that transfer will take place in the near future with Hearst outbidding the Evening Star, which in company with the Washington Post has been seeking to fix up a deal. Understood figure now mentioned exceeds \$200,000, which was described as the top for the Star and well above Eugene Meyer's limit.

Silent Litterpage

Person close to the transaction indicated some announcement might be forthcoming within a few days, but Leese estate attorneys declined to talk. John Littlepage, counsel for the station's owners, said "We cannot discuss matters of that sort affecting the estate," and would not comment on possible outlook.

Capital hears that Star had made furious efforts to block Hearst entry into the local broadcasting set-up while Myer, whose Post has been engaging in a spectacular circulation and editorial war with Hearst's Herald, found the going too stiff not long after feelers were first put out. Myer has sunk wads into the Post and is described as frightened off when the bidding got up into the hundreds of thousands.

CROSBLEY HELP WINS STRIKE

Cincinnati, April 9.

Wage strike by workers in the radio receiving set and electric refrigerator manufacturing plants of the Crosley Radio Corp. was settled last week. A higher wage scale for the several thousand employees was agreed upon at a conference between Powell Crosley, Jr., and union officials, which was arranged by city officials. Union was recognized.

Strike lasted 10 days and minor disorders caused complete shutdowns of the radio and refrigerator factories. W.I.W. and W.S.I. located in factory, continued throughout.

Jesse Kaufman's Chore

Jesse Kaufman, business manager of Hearst Radio, Inc., becomes manager of station WINS, New York. Kaufman, who has been in New York for the past year, was formerly with WCAE, Pittsburgh. He will continue as Hearst business manager, taking on the station duties as additional chores.

Kaufman succeeds R. L. Ferguson into WINS, and is sixth manager of station in past several years.

Rambeau's N. Y. Office

Chicago, April 9.
William Rambeau has opened a New York office for his special station representation outfit.
In charge will be Earle Bachman, formerly sales manager of the Quality Group of manufacturers.

L. A. Stations Resist Move of New Artists' Recording Society To Collect for Every Disc Spin

Hollywood, April 9. An attempt to collect a fee from radio stations for every record played, is being made by the American Society of Recording Artists, formed here for the purpose of collecting royalties for recording artists.

Every station in the country has been notified by the society that it intends to begin collecting the fee May 1. Stations are also asked to sign a contract and have it returned to the organization's headquarters by April 15.

Basic assessments follows: Class A stations, 1,000 watts and up, to pay 15 cents for each disc number; Class B stations, between 500 and 1,000 watts, 10 cents per record, and Class C stations, below that, wattage, five cents per usage.

Among the names listed as members of the board of governors are Fred Astaire, Ben Bernie, Eddie Cantor, Noel Coward, John Deacy, Jimmy Durante, Al Jolson, Vincent Lopez, Ted Lewis, Jeanette MacDonald, John McCormack, and others. L. B. Behrman is honorary chairman. Gene Austin, chairman, with Al Jolson, chairman of the executive committee; Lucresia Bori, chairman of opera; Mary Garden, of concert; and Nathaniel Shilkret, of orchestra.

Purpose of the society, is quoted in its letter to the stations, is to represent its members in the broadcasting field, to license broadcasting, to establish the use of the artist's talents and to collect for its artist-members certain compensation to which they are rightfully entitled.

Under its plan, it is stated, 45 cents of each dollar collected goes directly to the artist and the remaining 55 cents will be for the maintenance of the society and further splitting among recorders and associate members.

Organization has a small suite of offices here with George H. Hall, former Victor executive, running the headquarters as managing director.

First reaction to the royalty collecting scheme comes from local stations with the broadcasters here not taking the formation of the society seriously. They question the power of the organization to collect fees and consensus is that none of them will sign the submitted contracts or pay a cent until the society has proved through the courts it has a right to so levy on the stations.

In all, the ASRA mailed its contracts to 614 stations in the United States and possessions and estimates that about 400 of these contracts are being returned regularly for which no talent fee is collected.

While the tap for the playing of records will not affect the larger stations it particularly threatens a heavy blow to the use of small stations relying on discs for the major part of their entertainment. Some stations on the Coast, if the proposition goes over, would be assessed under the society's scheme up to \$25 a day.

LINK WMT, KSO, KRNT FOR 4 COMMERCIALS

Des Moines, April 9. Telephone lines now link WMT, Waterloo and Cedar Rapids, with KSO and KRNT, Des Moines, for the convenience of four commercial accounts and the broadcasting of "The Voice of Iowa," a daily 10-minute stunt promoted by the station's owner, the Des Moines Tribune and Register. Payer pays half the expense of the stunt.

Commercial programs using the station combination are Continental Baking's newscasts, Norge German band, Ford Motor recordings and Plymouth Motor announcements.

John Borowski, violinist, replaces Cecil Drower with Milton Brown and His Musical Brownies, over SBS regional. Borowski from WYV, Toledo, Kan. Variety goes to Columbus, Ohio, to join Kellogg's "George-Forgie" Band.

NEW FACES AT WHN

Jess Martin to Handle Revamped Artists Bureau

William Morris Agency has appointed Jess Martin to handle artist's service at WHN, New York. Martin came in from Morris' Hollywood office on Monday (8) to take up his new duties immediately.

Mort Harris is a new addition to the production department. Dick Baird is handling special events. Sam Hammer, formerly in charge of WHN's Brooklyn unit atop the Metropolitan theatre, has been moved over to the main offices.

Louis Barker is now in charge of the Brooklyn studios. At present only one sponsored hour, Michaels' Brothers, is broadcast from this unit.

KMBC, Kansas City, Has Mobile Unit for News; Going After Pick-Ups

Kansas City, April 9.

KMBC, Kansas City, has acquired a shortwave mobile unit and is going in for local news broadcasts right from the spot of happening. Equipment will be on the city streets shortly and the station proposes to cut into local programs, both sustaining and commercial, with news flashes of superior importance.

Station now carries six newscasts daily of Transradio Press local news, dramatizations of the "KMBG Magazine of the Air," the "Daily Townsman Review" (Continental Baking), and such CBS news commentators as Boake Carter and Edwin C. Hill. Arthur B. Chavira, KMBC manager, who pioneered newscasting locally, hasn't named the head of the news department that will direct the operations of the mobile shortwave transmitter.

WPRO, WMEX, WIBX Join WHN For Full Sustaining Service

WHN, Low-controlled station in New York, adopts a new role this week, that of a network program feeder. Three New England stations have contracted for its programs, and representatives of three outlets in the south are in town to close a deal.

WMEX, Doston; WPRO, Providence, and WIBX, Waterbury, are the three stations set. All had previously obtained New York programs from WNEW, which connection was severed Saturday (8). Other station: expected to join are W in Washington, Baltimore and Philadelphia. All are former units of George Storer's ABS web.

Network extension for WHN is among the progressive ideas put into effect for the former strictly local outlet by Louis R. Sidney. Low theatre operator who now has charge of the station. All network station deals are on a straight line charge. New England trio can use any or all of WHN's programs, which are on the air from 7:30 a.m. till 12:30 midnight daily.

No Records Among other improvements effected by Sidney in less than three weeks, WHN's director, complete elimination of phonograph records from the station's program list. In the past 10 days WHN has not used a single record, whereas in the past six months consumed 30% of its daily air time.

Build-up of the station's sustaining spots with standard variety music is going ahead through the William Morris agency's connection as partner with WHN in the new artist bureau. George Jesse, Sophie

KNX Will Recreate One Big League Game a Day

Hollywood, April 9. During the baseball season KNX will broadcast a game a day from either the American or National leagues. It will be the first time for local radioing of big league baseball with the exception of the world's series. Games, wired from the field, will be tabulated to fit an hour's broadcast and recreated at the station, to simulate a straight from the field announcement.

Big Air Splash For Normandie On First Trip

French Line, whose new ship Normandie sails from Havre on its maiden New York voyage Wednesday, May 29, is to have an array of international stage, screen and radio stars aboard to entertain night and day over the air. Both NBC and CBS are sending crews over two weeks in advance to check up on the liner and prepare suitable programs. Ship officials are due back from Europe next week, at which time a definite talent schedule will be arranged.

NBC's delegation will include Alford H. Morton, program department manager, George Hicks, announcer, and A. E. Jackson, engineer. CBS is sending Paul H. White, special features director; Davidson Taylor, announcer, and Henry Grossman, engineer, over.

U. S. entertainers who make the trip will be guests of the line. This goes for the foreign personalities as well. Sacha Guitry and a troupe, has been mentioned as one of the foreign names to entertain. Besides a permanent theatre seating 350 persons, there is a Winter Garden, grand dining hall and cafe-grill. Boat docks here on June 3.

Blanchard to KSO

Chicago, April 9. Lowell Blanchard, formerly with WHN here as announcer and m.c., joined KSO in Des Moines. Blanchard was also with KYW here before it moved to Philadelphia.

Tucker, Smith and Dale, Benny Davis and Frank Luther are slated for non-commercial shows to be added to the Ed Lowry and Jay C. Flippen (amateur) affairs already on.

No name picked for the network as yet, but one will be chosen this week. Station is reported desirous of changing its own call letters to WMGM to identify itself as the Metro-Goldwyn-Mayer (pictures) affiliate.

HERE AND THERE

Harry Bannister, is the new sales manager at WJ, Detroit, succeeding James Ross.

WSPD, Toledo, broadcasting ring-side descriptions of the main bouts at the weekly wrestling shows. Charley Warren at the mike.

Billie Richmond, song stylist, now with Earl Hager's Sophisticates over WXYZ, Detroit. Program goes over the Mutual System.

Jack Krause, former film peddler, returns to WGY, Schenectady, as an salesman.

Big Crosby will be spotted on the International goodwill broadcast to emanate from Hollywood, April 28. George Stoll's ark also on.

Niles Trammel ready for a sojourn in Chi after a couple of months of rattling around the country.

Ted White back at NBC, San Francisco, after a two years' absence.

Improbable Broadcasts

No. 14—Driven Mad by Her Fragrance

By Bob Landry

Muscle—Hearts and Flowers (very sad). Female sobbing (verse and chorus).

Fairy Godmother—Why, Household Hints, you're crying! Household Hints—Red Davis has taken Marie, the Little French Princess to Lindy's for some choppo and left me sitting at home on my recedes.

Fairy Godmother—Takt, takt, takt. Thank God they can't make me suffer—these radio actors.

Household Hints—And that isn't all. He promised to give me some gas so maybe I could get a sponsor, and now he's giving them to her.

Fairy Godmother—Oh, the perfidy of men—I'm glad I'm just a fairy godmother.

Household Hints—Something's wrong. I'm not making any progress here. I can't find the first time I've mislaid out on a salami on rye at Lindy's. I'm pretty, I'm smart, I attract announcers, engineers and musicians but I'm not getting anywhere.

Fairy Godmother—Shall I be frank, my dear?

Household Hints—Yes, yes, tell me that wrong.

Fairy Godmother—You're suffering from I hesitate to say the awful word—

Household Hints—No, no, don't stop. Not now. I must know all. Fairy Godmother—Well, youself, darling, I'm afraid you have a bad case of asthma of the pores or, as it is sometimes called audition

Household Hints—Audition? Audition?—Oh, my God! (she screams).

Fairy Godmother—Fortunately we fairy godmothers dare to speak of our duties.

Household Hints—But how—why I am so careful?

Fairy Godmother—My dear, it's from hanging around so much in the waiting rooms of advertising agencies.

Household Hints—Now I see it all—that is why the boys in the advertising agencies are always such perfect gentlemen—they never call me up at three in the morning to come over and entertain a sponsor. Fairy Godmother—There is a simple way to get rid of audition midew—

(Fade out, fade in at drug store)

Druggist—What can I sell you, ma'am?

Household Hints—Give me a cake of Mother Eve's Magic Formula Soap made with full-ripened hearts of unborn sardines.

Druggist—Will you have the smallest family-sized cake or the large army and navy size for heavy duty.

Household Hints—Give me the army and navy size.

Druggist—Sound effect—Cash register.

Druggist—Can I come up and see you some time?

Household Hints—Sir, how dare you?

Druggist—Don't mind me, miss. I just don't know what I'm selling every time I smell that soap.

Household Hints (pleased)—Oh, how interesting.

Sound effect—Shower bath.

Sound effect—Elevator starter's cricket.

Starler—You really can't use this vesting, madams. This is the private lift for the vice presidents.

'COMMAND PERFORMANCE'

Prize for Little Theatre Winners Trip to Bermuda

WOR's Little Theatre tourney, which has been on for the past several weeks, winds up on Thursday (11) with the Dover theatre's presentation of "Back of the Yard," by Kenneth Gwynne Goodman. Series is sponsored by Bamberg's, Newark.

Winner is to receive a cash award and a free trip to Bermuda for a command performance before the Governor, Sir Thomas Antill Coblitt. Twelve plays in all have been given weekly, from which the most popular will be selected. Three prizes will be given.

Bernie Cummins, barred from airing his hand from the Roosevelt hotel because of the union tax situation, is doing a Monday matinee series from WINS, New York.

Household Hints—How provoking. And such a nice elevator, too. Sound effect—Starter sniffling.

Household Hints—(sitting up to him) Couldn't I really come this way? Nobody will mind. I'm sure. Starter—(melting) I feel a soft, languorous Oriental spell stealing over me. Where am I—at the Arcadia ballroom?

Sound effect—Elevator closing, rising, stopping, opening.

Sound effect—Page boy sniffling, staring, sighing.

Sound effect—Vice-president adding salt to water.

Household Hints—It's so nice of you to give me so much of your time, Mr. Vice-president. And you so good, too.

V. P.—Crucially, we're not so busy.

Household Hints—You know, I'm just starved. How about a sandwich?

Muscle—A Cup of Coffee and a Marie, the Little French Princess—Look—is it not ze one you shake for me—Mademoiselle La Hint?

Red Davis—Why yes—and she's with the vice-president in charge of postage stamps.

Marie—Did she grab a v.p.? Well, I'll be a v.p. Polish name!

Household Hints (breathing in Red Davis' face)—Why there you are—you naughty runaway.

Red Davis (turning green)—My head is spinning (he labors heavily). My collar is choking me!

V. P.—Shall we take this booth?

Sound effect—Rippling laughing.

V. P.—My dear, you are fascinating! When have you seen all these long winter afternoons?

Red Davis—I can't stand this (to Marie). Go on home, Marie, Little French Princess—Scram.

Household Hints—What say call it—Insulted. In fact I'm sore as hell.

Red Davis—Beat it.

Marie—Ze French ambassador, He will hear from this. I go.

Sound effect—Rippling laughter (reprise).

Red Davis—Household Hints, I can't stand seeing that man with you. I was a Polish name!

Household Hints—Gag! All right, make me laugh.

Red Davis—Well I say, "My Little Don was just overboard and you say, 'Ah—another bad lot at sea.'"

Household Hints—Walter, throw this bum out.

V. P.—His gags sounds like a sales pitch for soap.

Walter—Come on to the lam.

(Red Davis starts to scream. He goes from Crime Club screams to Fu Manchu yells to maternity ward screams.)

Household Hints—He lead him out to the street mad for love of Household Hints, whose rippling laugh rises just before the final commercial announcement.

Commercial—You, too, can drive the men crazy. Stop being a wall flower. Get a cake of Mother Eve's Magic Formula Soap. It will make the boys later for you.

HELLO WORLD CORP.

GETS TAX REFUND

Washington, April 9. Tax refund of \$23,038 was granted stations HBC World Broadcasting Corp. of Shreveport, La., last week by Internal Revenue Bureau.

Outfit which was yanked off the air two years ago by Federal Radio Commission for operating in public interest received kickback by fighting deficiency assessment for fiscal year 1931.

Refund followed decision in company's favor by Board of Tax Appeals.

WCMB Lawyer's Job

Baltimore, April 9.

J. Purdon Wright, vice-presy and counsel for station WCMB, has been appointed commissioner of the newly organized State Police department.

Public Getting Wise to 'Amateurs'?

Amateur aspirants for air honors complain that the vogue for amateur shows on the network have proved anything but a boon for them. These programs, they lament, are stacked with so many professionals that a genuine amateur finds it tough not only to crash the entertainment lineup but to get even an audition.

Commercial bankrolling what are billed as amateur events are beginning to feel the effects of the doubts cast upon the authenticity of the amateur status of talent by radio commentators in the daily press around the country. Newspaper commentators have lashed at the commercials for knowingly putting on professionals with stage, club or milke experiences but hiding behind phony monikers, and the clients' malibags have come to contain a substantial percentage of fan letters asking whether this

is so and wherefore the misleading tag of 'amateur show'.

What has developed into a major inducement for participation in the 'amateur show' is the personal appearance money in store for the winners. In New York City Major Edward Bowles is currently swinging his Chase & Sanborn coffee troupe between the Albee, Brooklyn, and the Palace, Manhattan, while Ray Perkins and his Feen-a-mint selectees recently completed a tour of one-nighters in the metropolitan area. Amateur twist on the Ipana-Sal Hepatica whirl over NBC Wednesday nights has since its inception guaranteed the winner a week's engagement at the Roxy.

Out-of-town amateur thing has also developed theatre booking by promoters but in many cases the radio program represents a tie-up with theatres on a gratis basis so the talent gets nothing.

Inside Stuff—Radio

There is no Tarzan Cleaner Co. on WARD, Brooklyn. It's Tarson. Typographical error brought the hawk-eyed Edgar Rice Burroughs organization on the gallop.

Regulation banning mention of station in a rival chain has been waived several times recently by NBC. This NBC affiliate last week made, and repeated, an announcement that the program, 'Story of Mary Marland,' discontinued over its wave-length, would be heard over WFBL, Syracuse, and WABC, New York, latter the key in the CBS link. Hour of broadcast given, too.

Publicity Associates in the Empire State Building has approached WMCA, New York, to handle all of its publicity activities. J. Fred Cook, who used to be press chief at the station when it was an ABS outfit, and now with the P. A. office, is contacting Donald Flamm. Elizabeth Glenn has been filling the press job since WMCA became an independent station again.

Hollywood agent with previous vaude experience in New York walked into an emcee at one of the studios after the chap had made a deal to audition on the broadcast of a name crooner with possibilities of sticking on the program. Agent got the m.c.'s okay to handle his business. First thing the agent did was to try and boost the \$350 ante for the initial broadcast. Advertiser and crooner soured with the result that the m.c. was out after one airing.

Issues of paramount importance to operators of radio broadcasting stations are in controversy in the suit of Henrietta Martin, Medford, Ore., pilot figure, against Blake's Virgin, operator of station KMPD, Medford, for \$35,000, which came up before Federal Judge McNary last week on demurrers filed by Mrs. Virgin.

Mrs. Martin, president of the Good Government Congress, Inc., is suing to recover because she was refused time on station KMPD to broadcast a message to her husband December 24, 1934.

Judge McNary took the motion for demurrer under advisement. NBC last month drew \$2,971,321 from time sales, with the gross establishing a new monthly high for the network. Figure represents a jump of 20% over the \$2,460,000 for March '34, and a margin of \$107,000 above the previous record March, which was in 1932.

In March, '34, the network grossed \$2,473,400, while the billings for March, '35, came to \$1,997,463 and for March, '32, \$2,864,743. NBC's grand tally for the first quarter of this year is \$8,658,663. Network for the same quarter of 1934 grossed \$7,058,824. Difference amounts to 22.5%. In the case of Columbia this year's initial quarter brought \$5,226,923 and 1934's, \$4,318,776, with the current year's edge showing 21%.

State Senator Bullard's bill which seeks to make it compulsory for the University of Nebraska to open bidding for the right to broadcast football games in the future, is believed to have enough votes behind it in the legislature to put it over. Nebraska put the ban on broadcasts in hope of building up vanishing biz, and whether or not it had anything to do with it, biz did come back almost trebling the low last season of the ethering.

University contends that since the athletic department is not tax supported, but must run on its own revenue, the legislature has no right to enforce such a ruling to the detriment of the organization.

New York City's 40 odd legitimate theatres may be in competition very soon with radio programs on Sunday night. Law legalizing Sunday presentations of stage plays is expected to shortly be enforced.

Chicago, San Francisco, Los Angeles and other western cities have had legalized Sunday legit for years.

Brooklyn (N. Y.) Eagle was reported so confident of winning a station franchise last week that the excess had already started mulling question of who to wire for the various positions that a station automatically creates.

Heaviest Coast Sked In Offing, Swallow East

Hollywood, April 9. With the heaviest summer network schedule in its history on tap for the next five months, John Swallow, coast NBC production chief, planned east Thursday (4) for a home office confab. He will be away from his post about two weeks. Cecil Underwood taking over his duties.

Among the transcontinentals to emanate from the coast starting next month are Ben Bernie, Jack Benny, Phil Barber, Ralph Valley, Paul Whiteman and Alolson.

NO DICE

Palmer, Maland Refrain From Signing With NBC

B. J. Palmer and J. O. Maland, prez and gen. mgr., respectively, of WJHO, Des Moines, returned home from New York last week without signifying NBC's new uniform contract.

Pair objected particularly to the time guarantee provisions of the agreement.

John T. Adams' connection with Lennen & Mitchell is as head of new radio. Marion Parsonnet continues as director of the agency's radio department.

A.N.A. AND FOUR A'S IN UNITED FRONT AGAINST STATION TIME CHISELERS

GROUP THEATRE ON AIR

Condensed Version of 'Awake and Sing' for Valley

Group Theatre will present a condensed version of 'Awake and Sing' on the Rudy Valley-Fleischmann weekly program May 11. Clifford Odets, the author, plus J. Edward Bromberg, Morris Carnovsky, Phoebe Brand, Jules Garfield and Stella Allen will participate.

Deal was made with J. Walter Thompson by Ruth Morris of the William Morris agency.

WHEATIES GET BASEBALL IN 10 SPOTS

Chicago, April 9. Large outlay for baseball will be made this season by General Mills for its Wheaties account. Blackett-Sample-Hummert agency here has already set baseball broadcasts in eight towns in the east and midwest, and will hold this list to 10 at least before the season gets underway.

Already signed are WBBM, Chicago; WKO, Des Moines; KWKW, St. Louis; WBNS, Columbus; WRRE (WCKB) Indianapolis; WINS, New York; WGAR, Cleveland; WGR-WISW, Buffalo. Next deal to be signed will be in Philadelphia. Largest amount of coin thus far is set for the WBBM grind in Chicago which will cost the General Mills \$75,000 for the season's broadcast. Firm also has an option for the next year's games over this station at \$80,000. Stations had more difficulty than ever in lining up their baseball clearance with the ball clubs generally all kicking up a fuss and asking for important mazzina for the broadcast privilege.

Ray Winters, program director and announcer at WOY, New York, for the past year, has joined station WOR as announcer.

Would Appeal to Washington on Grounds Stealing Network Time Reflects on Business Integrity of Station Ownership

REPORT WOR AFTER WPG

Atlantic City, April 9. Mayor Harry Bacharach stated today (9) that he had received an offer from the Emlinger Broadcasting Station, which operates Station WOR in Newark, regarding the city-owned local station, WPG, which drops off the Columbia web. Bacharach, however, revealed nature of the offer, and added that it was only one of several propositions regarding WPG that have been received and are now under consideration.

Theodore Streibert, general manager of WOR, stated to VARIETY he knows nothing of any offer made by Emlinger's interests to Station WPG, Atlantic City. Any overture if originating at WOR were not made by him.

TRANSRADIO WOULD DRAMATIZE EVENTS

Transradio Press may expand its services so as to include dramatized featured stories. Week's pick of novelty or human interest events would be produced in a March of Time on wax and sold to clients of the news service on a sustaining basis.

Recordings would run 15 minutes each and the station would have the privilege of selling their sponsorship to some local advertiser.

Stan Barnett at WCAO. Chicago, April 9. Stanley Barnett who three months ago resigned from position of commercial manager at WBAL has joined sales staff of WCAO here. He was with WBAL 10 years.

NBC's Pat on Head for 4 A's

Endorses Status Quo, but Appends Some 'Ifs'—Agencies Tilt Eyebrows

NBC provoked much eyebrow raising in the advertising trade last week with a statement in which the network declared its official position on the question of agency commissions. Obviously framed as a goodwill breeder with the ad agencies, the web's pronouncements have been met by media to the punch by letting it be known how it stood on the controversy now raging between the Association of National Advertisers and the American Association of Advertising Agencies.

Involved in the argument between the ANA and the Four A's is the question as to whether an agency is the representative of the advertiser or the medium, where the agency's compensation should come from and the amount of commission. Another point now being debated is whether the two functions is the matter of rebating commissions to advertisers and the right of an advertiser-controlled or partly owned agency to collect commission from publications or other media.

In its letter to the ad agencies NBC advised it was in favor of maintaining the present status quo, but the web appended a list of 'ifs' which the agencies construed as meaning that they would always be welcome to the commission as long as the agencies felt that they were keeping it to themselves and not kicking part of it back to the client.

The requirements which go with the commission are:

1. That any agency desiring recognition must furnish sufficient information on its financial condition to satisfy NBC's credit requirements.
2. That the agency shall be an independent organization free from agency ownership, either direct or indirect.
3. That the agency retain the full commission allowed by NBC and furnish on request satisfactory evidence that this has been done.
4. That agencies must give evidence that their activities are confined exclusively to the placement and service of advertising for their clients and that they do not engage in any other business. In addition, and in order to receive NBC recognition, agencies must be able to give evidence that they render advertising service other than the production of a radio program.

Letter also avers that the network reserves the right to withdraw at any time if it deems that these requirements have been violated.

Edgar Kohak, NBC v.p. in charge of sales, explained last week that the network reiterated its policy on agency commission requirements. It has been raised on the subject several times recently. He regretted the impression around the trade that NBC was taking sides on the dispute between the ANA and the Four A's. All he intended by the statement was to let it be known where NBC stands.

Association of National Advertisers and the American Association of Advertising Agencies have joined forces to suppress the practice among certain stations of skimming in a local announcement over time belonging to a network commercial. Mass of data involving the culprit stations has been collected by the two organizations and the campaign of cracking down will be launched as soon as all the details have been worked out and method for penalizing the outlets has been devised.

Both the ANA and the Four A's have, circularized their respective memberships with letters calling attention to the spread of the time-clipping practice and asking for co-operation in eradicating it from the business. Among the suggestions advanced to national advertisers is that they instruct and local managers to assign some one to tune in on all programs involving their product and submit to the home office a report stating when the show came on locally and when it went off, and whether a local announcement was interpolated between that network commercial and another immediately following or preceding it.

Conferees of the joint project have also under consideration a proposal that they appeal for support to the Broadcasting Code Authority and the Federal Communications Commission. In the case of the code authority the request for co-operation would be based on the contention that the poaching on a network commercial's time by a station constitutes an unfair practice, while the resort to the FCC would be predicated on the premise that the practice reflects on the station licensee's business integrity. ANA and the Four A's are of the belief that a check of the daily broadcast logs submitted to the FCC by the guilty stations would disclose no listing of the interpolated local announcements, which omissions would be in direct violation of the commission's rules and regulations.

Rebate Angle. Two advertiser bodies hold that, with the exception of the 15-second station break, every second of the time-segment contracted belongs to the network commercial, and that any impairment on this full time should justify the national advertiser in refusing to pay for the station's facilities or in demanding a substantial rebate.

Frederic Danby, executive secretary of the Four A's, declared last week that his organization is determined to stop what he described as 'time chiseling' by local stations, and that if the networks can't control the situation the national advertisers and their agencies will find a way to do it. He also avowed that it would be for the benefit of the leaders of the radio industry to find a way to suppress the practice before the industry gets into trouble about it.

FRAMED DEBATE GOT UNEXPECTED VOTE

Philadelphia, April 9. Bob Carter's 'The Man Invited' show, one of WIP's new sustainer shows, last week used a debate on the advantages of the American and British systems of advertising. The debate was carefully framed, with Murray Arnold and Jimmy Allen of the WIP staff doing the spilling.

Copy was figured so that American system seemed to get much the better of it, explaining the value of commercial program income to provide the quality broadcasts which United States listeners receive.

The kick-back came when listeners were asked to submit opinions with a promise that the vote score would be aired on a later show. The mail-in system gave the British process a walk-away and favors are very red around WIP.

New Business

NEW YORK CITY

Glass & Lieberman, two spots in Swedish on Sundays, for an indefinite period. WHOM.

Bayonne House, series of spot announcements in Polish, for an indefinite period. WHOM.

Jacobs Brothers, series of English spot announcements, for an indefinite period. WHOM.

Brugg & Co., series of daily spot announcements in German, for 13 weeks. WHOM.

City Paint & Hardware Co., three spot announcements weekly, for an indefinite period. WHOM.

Jewish Theatre of the Air, with Jerry Cohen, 45-minute musical program, four times weekly, for an indefinite period. WHOM.

Little Theatre, series of daily spot announcements in German, for 13 weeks, for an indefinite period. WHOM.

Lincoln Radio Corporation, series of daily spot announcements in Polish, for an indefinite period. WHOM.

R. Lomonte & Co., series of daily spot announcements in Italian, for an indefinite period. WHOM.

McCallahan, series of daily spot announcements dealing with insurance, for an indefinite period. WHOM.

Department Store, series of announcements in German, daily for an indefinite period. WHOM.

Verest Music & Radio Shop, daily announcements in English for one month. WHOM.

Hacht, Hance & Co., six 15-minute program weekly, for 13 weeks. Placed through Acorn Agency, WHOM.

Dr. J. C. Taylor, on Mondays and Wednesdays, for an indefinite period, presenting 11 Bersaglieri Co. Cadets. Placed through Peck Advertising Agency. WHOM.

Dr. Taylor's Shoes, on Thursday evenings for 13 weeks, presenting 11 Bersaglieri Co. Cadets. Placed through Peck Advertising Agency. WHOM.

Chrysler Corp., series of one-minute discs, for an indefinite period. Placed through J. Sterling Getchell, Inc. WMCA.

George A. Palmer, Monday to Saturday, presenting Morning Chatter, Rev. Palmer, for 52 weeks. Placed through G. Crowley Advertising Agency, Philadelphia. WMCA.

Chevrolet Motor Co., series of World Broadcasting discs, presenting Musical Moments, for 13 weeks. WMCA.

Broadway Outlet Stores, one hour Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays, presenting a hillbilly variety show, 28 weeks. Placed through Bess & Schill, Inc. WMCA.

European Radio Co., two 15-minute programs and six spots weekly. Placed through Italian Hour, for 13 weeks. WMCA.

Orchid Beauty Shop, six 15-minute programs, for 25 weeks, presenting a variety show. Placed through J. Goodman Sons, six 15-minute programs weekly, for 52 weeks. Placed through Bess & Schill, Inc. WMCA.

A. B. C. Gold Buying Co., series of spot announcements for 13 weeks. Placed through Bess & Schill, Inc. WMCA.

Rag Renovating Co., Long Island City, six spot announcements in German and Jewish hours weekly, for 13 weeks. Placed through Bess & Schill, Inc. WMCA.

Von Der Bruck, series of one-minute announcements, daily at 9 p.m., for an indefinite period. Placed direct. WBKN.

Continental Fruit Products, music program 9:30 to 10 p.m., five times weekly, for 52 weeks. Placed through Spot Broadcasting, Inc. WBKN.

Wagon Clothes, series of announcements three times weekly, for an indefinite period. Placed through Spot Broadcasting, Inc. WBKN.

Watchtower, additional Sunday time at 2:30 p.m., presenting a series of religious talks. Placed through Consolidated Tea Co. announcements weekly for an indefinite period. Placed through Watchtower Bible and Tract Society, New York. WABC.

Everestine Polishing Cloth Co., one-minute announcements three times weekly for an indefinite period. Placed through Watchtower Bible and Tract Society, New York. WABC.

International Mate Co., announcements three times weekly for an indefinite period. Placed through Watchtower Bible and Tract Society, New York. WABC.

Hansen & Bach Liquors, series of announcements twice weekly for an indefinite period. WBKN.

Brooklyn Brothers, series of 30-minute Jewish program on Thursday evenings for an indefinite period. Placed through Friend Advertising Agency. WNEW.

Edison Packing Co., spot announcements preceding and following Curbston-Sims Bridge tournament, for an indefinite period. Placed through Fisher-Zeland, Inc. WNEW.

Klipspringer, Inc., three times weekly, for 52 weeks, presenting Love Doc-

tor serial. Placed through Blackett, Sample & Hummert, Inc. WOR.

Cadillac Motor Car Co., series of discs, for 13 programs. Placed through Campbell-Hawald Agency. WOR.

Gardner Co., series of discs, for 13 weeks. Placed through Western Radio Advertising Co. WOR.

Hotel Bar Butter, presenting Allie Davis, for 13 weeks. Placed through Albert Frank-Guenther Law, Inc. WOR.

Harris Mounting Products, Inc., for 13 weeks, presenting canary and organ program. Placed through Ernest Davis Agency. WOR.

G. G. Sparks Plug Co., five-minute spot announcements, for 13 weeks. WOR.

Chevrolet Motor Car Co., three times weekly, spot announcements, for 13 weeks. WOR.

Continental Baking Corp., starting April 15 for 52 weeks, Mondays and Fridays, presenting trans-radio service. Placed through B. B. & O. WOR.

National Livestock & Meat Board, series of 10 broadcasts, presenting "The Farmer's Ball" series. Placed through Kelly, Nason-Roosevelt Agency. WMCA.

You Pray for Me Church, series of 10 revivals, for 52 weeks, placed direct. WMCA.

Klemmer Distilling Corp., three times weekly, for 24 weeks, presenting "The Farmer's Ball" series. Placed through Kelly, Nason-Roosevelt Agency. WMCA.

Southwestern Electric, for 52 broadcasts, three times weekly, presenting electrical transactions. Placed through Street & Finney Agency. WMCA.

DETROIT

Demery Co., daily announcements for four weeks. Mason Advertising Agency. WJBK.

Detroit News, 15-minute weekly programs, on for indefinite term, dramatization of "This Week's Magazine" feature, live talent. Simons-Michaelson Advertising Agency. WJBK.

Economy China Co., daily announcements, for four weeks. Bass-Luckoff Agency. WJBK.

Grayson Dress Shoppes, weekly 15-minute fashion and style talks, for 13 weeks. Placed direct. WJBK.

Grubbs & McKenzie Auto Sales Co., daily announcements, for indefinite term. Placed direct. WJBK.

Kelly Clothing Co., announcements on transcriptions, for indefinite term. Placed direct. WJBK.

Mistole Coal Co., daily announcements, for indefinite term. Placed direct. WJBK.

Peoples Outfitting Co., two to 10 daily announcements, for indefinite term. Placed direct. WJBK.

Ray Jewelry Co., six daily announcements, 52-week period. Simons-Michaelson Agency. WJBK.

Sherwin Williams Paint Co., 30-minute weekly musical programs. Placed direct. WJBK.

Specialties Distributing Co., 15-minute daily program and 30-minute program, for 52 weeks. Placed direct. WJBK.

Strass Advertising Agency, for 52 weeks. Placed direct. WJBK.

W. C. Clothing Co., six daily announcements, 13 weeks. Simons-Michaelson Agency. WJBK.

Joseph Stern, 15-minute daily health talk programs, indefinite period, starting March 15. WJBK.

W. C. Clothing Co., two to 10 weekly programs, live talent shows, starting April 1, for indefinite term. Placed direct. WJBK.

CHICAGO

Chicago Gold Smelting & Refining Co., Chicago, 15-minute program daily. Chicago Union Advertising Agency. WLS.

Roosevelt Hotel, New York, seven one-minute announcements. WLS.

Sterling Cas. Ins. Co., Chicago, 39 15-minute programs, three times weekly. First United Broadcasters. Chicago Union Advertising Agency. WLS.

Walker Remedy Co., Waterloo, Ia., 30 one-minute discs. Weston-Barber Agency. WLS.

Collingsworth Mills, Elgin, Ill., five-minute talks once weekly. Rogers & Co. Advertising Agency. WLS.

Cocktail Hour, Chicago, 30 minutes weekly for 13 weeks. WGN.

Hamm's Wizard Oil, eight minutes daily for eight weeks. WGN.

Rud Mfg. Co., one-minute participation announcement three times weekly for six weeks. McCormick & Grove Agency. WGN.

CANTON, O.

Mighty Products, Inc., 25 15-minute programs, featuring W. Ransom, tenor, with organ. WADC.

People's Globe Furniture Co., 13 half-hour programs, with Norwood's orchestra, and Helen Guest, blues singer. WADC.

Radio-Quick Co., two minutes daily, for 13 weeks. WADC.

Bilco Co., 12 announcements weekly, 13 weeks. WADC.

ZoroLo, six announcements weekly, 13 weeks. WADC.

W. C. Clothing Co., 13 announcements weekly, 13 weeks. WADC.

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WINSTON-SALEM, N. C.

The Voice, 15-minute program once each week for 13 weeks. Placed locally. WJSJ.

Angel Brothers, 15-minute program once each week for 13 weeks and spot announcement daily for one month. WJSJ.

Anchor Brothers, 15-minute program once each week for one month. WJSJ.

Hersch & Silverstein, daily spot announcement for one month. Placed locally. WJSJ.

Anchor Store, 15-minute amateur program once each week for 13 weeks. Placed locally. WJSJ.

McClendon Tire Co., daily announcement for one month. Placed locally. WJSJ.

Wright's Clothing Store, five-minute spot program daily for one month. Placed locally. WJSJ.

Schiff's, daily spot announcement for one month. Placed locally. WJSJ.

Parv-T-Pak Bottling Co., two-minute program, for one month. Placed locally. WJSJ.

United Automotive Co., daily announcement for one month. Placed locally. WJSJ.

Camel Seed Co., daily announcement for one month. Placed locally. WJSJ.

Jewel Hat Shop, daily announcement for one month. Placed locally. WJSJ.

Southern Public Utilities Co., daily announcement for one month. Placed locally. WJSJ.

Farm & Gene Beauty Shop, daily announcement for one month. Placed locally. WJSJ.

Roberts Economy Store, daily announcement for one month. Placed locally. WJSJ.

DALLAS

Oak City Baking Co., Dallas Cliff Adams, 15-minute program, for one month. Placed locally. WFAA.

John Morrell & Co., Chicago, Red Heifer, 15-minute program, for one month. Placed locally. WFAA.

Henry, Hurst & McDonald, Inc., Agency, Chicago. WFAA.

Graham-Palmer Automobiles, four 25-word station breaks. Direct. WFAA.

Rich-Ritz Dry Goods Co., Chicago (Dixie), 15-minute program, for one month. Placed locally. WFAA.

Magnolia Petroleum Co., Dallas, petroleum products, 13 25-word announcements. Johnson Advertising Agency. Dallas. WFAA.

Firestone Service Stores, Dallas, auto supplies, live 100-word announcements. Johnson Advertising Agency. Dallas. WFAA.

Sanger Bros., Dallas department store, 15-minute program. Direct. WFAA.

Chiffman Mfg. Co., Baltimore (Color Shine for shoes), 15-minute program, for one month. Placed locally. WFAA.

Electric Household Appliance Co., Dallas, 15-minute program, for one month. Placed locally. WFAA.

Continental Baking Co., Dallas (bread), 15 and 30-second announcements. Direct. WFAA.

BOSTON

Loyal Order of Moose, 52 15-minute programs, between March 31 and April 1. Placed locally. WNEB.

Gold Springs Brewery, 132 time signals, daily, renewal effective April 1. Placed locally. WNEB.

George E. Warren Corp. (Clearco), 18 weather reports daily, including Sunday, renewal effective April 8. Through Harry M. Frost, Boston. WNEB.

Frank M. Bowles Co., 16 participations in Yankee Network News Service broadcasts, Wednesday, Thursday, Friday, beginning April 1. Through Harry M. Frost, Boston. WNEB.

First National Stores, 39 15-minute programs, Tuesdays, Fridays, Saturdays, beginning April 1. Through Harry M. Frost, Boston. WNEB.

Beards, Rosbach & Co., 1455 15-word announcements, four daily, including Sunday, began April 1. Through Chambers & Wiswell, Boston. WNEB.

Leeds Furriers, 1455 15-word announcements, four daily, began March 29. Through Chambers & Wiswell, Boston. WNEB.

Walker-Gordon Co., 65 five-minute health talks, Mondays through Saturdays, beginning April 1. Through Donahue & Co's, New York. WNEB.

Mennen Co., three participations in Yankee Network News Service broadcasts, April 2, 4, 6. Through Kiewit Advertising Agency, New York. WNEB.

G. S. Cheney Co., 12 15-minute programs of recordings and time announcements, daily except Sunday, beginning April 1. Through Chambers & Wiswell, Boston. WNEB.

Penn Oil Co., 30 time signals, Monday through Saturday, beginning March 29. Through Chambers & Wiswell, Boston. WNEB.

Dr. Scholl, 11 15-minute programs, Tuesday, beginning April 16. Through Donahue & Co's, New York. WNEB.

Normande Ballroom, six time signals daily, began April 1. Through Harry M. Frost, Boston. WNEB.

Washington Street Garage, 30 100-word announcements, daily, except Sunday, began April 1. Through Harry M. Frost, Boston. WNEB.

George E. Warren Corp., 14 weather reports daily, renewal effective April 1. Through Harry M. Frost, Boston. WNEB.

Sumnerfield's (furniture), dramatic sketch, "Peaceful Haven," seven nights a week, 7:45 to 8:00, starting April 1. Through Harry M. Frost, Agency. WHDE.

Paine Furniture Co., "Paine's Pageant of Progress," historical program of drama and music, Wednesdays at 8:30, starting April 10. WHDE.

Albany Carpet Cleaning Co., 25 one-minute announcements on exterior of building, Mondays and Thursdays, 7:30 p.m. Through Doremus & Co. WEEI.

Herbert Alexander (Dahlia Town), 15-minute program, each week, 8:05-8:10 a.m., started April 8, featuring Deane Moore, through Salinger & Public-op. WEEI.

Chevrolet, transcriptions, started April 4, Tuesdays, Thursdays, Saturdays, 7:30 p.m. Campbell-Weed Agency. WEEI.

Cushman Bakery, Tuesdays only, 2:45-3:00, script act, "Meddler's Club," started April 8. WEEI.

Horlick's Malted Milk, Monday through Friday, transcriptions of "Lum and Abner," 6:30 to 6:45, 7:00-7:15, started April 1. Lord & Thomas. WEEI.

Rose Laird (cosmetics), "Lessons in Dress and Make-up," weekly, Mondays, Wednesdays, Fridays, 9:15 to 9:30 a.m., started April 3. Direct. WEEI.

WEEI Tree Farm, on "After Dinner Revue," started April 3, one-minute announcements. Through Harry M. Frost, Boston. WEEI.

Paine Furniture Co., "Paine's Pageant of Progress," Wednesdays, 8:30-9:00, started April 10. Grand Central Station orchestra, Helen Barr, soloist, and Dwight Meade, chronicler. WEEI.

W. M. O'Brien, Tuesdays and Thursdays, 6:20 to 6:25, starts April 9, musical show. Salinger & Public-op. WEEI.

E. L. Knowles, Inc., 312 participations in Yankee Network News Service broadcasts, Monday, Tuesday, Wednesday, Thursday, Friday, 9:15 to 9:30 a.m., started April 3. Direct. WEEI.

DeForest Merchandising Bureau, Springfield, 15-minute program, for one month. Placed locally. WFAA.

Public Utilities Rates, April 10, 15 and 17. Through Harry M. Frost, Boston. WFAA.

United Markets, Inc., 364 time signals, daily, including Sunday, beginning April 1. Through Chambers & Wiswell, Boston. WNEB.

Plymouth Division, Chrysler Motors, one-minute recordings, two daily, beginning April 4, through Sterling Getchell, N. Y. WNEB.

WNEB, 16 one-minute recordings, Tuesdays, Wednesdays, Thursdays, Fridays, beginning April 6. Through Harry M. Frost, Boston. WNEB.

Rebinder Corp., seven time signals, daily, began April 7. Through Doremus & Co's, Boston. WNEB.

Albany Carpet Cleaning Co., 78 time signals, daily, began April 7, through Doremus & Co's, Boston. WNEB.

Mello Glo, 100 participations in Yankee Network News Service broadcasts, Mondays through Fridays. Through Harry M. Frost, Boston. WNEB.

Frank M. Bowles Co., 36 participations in Yankee Network News Service broadcasts, Monday, Tuesday, Wednesday, Thursday, Friday, beginning April 1. Through Harry M. Frost, Boston. WNEB.

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Foreign Language Stations Worried Over Need for Improved Talent

Movement has been started toward organization of all independently owned radio stations in the metropolitan New York area, for the purpose of ironing out problems which confront the smaller outlets. First meeting was held last week at the Hotel Lincoln, at which time generalities were discussed, and a second meeting is to be called within the next few days to outline a definite program.

Joseph Lang of WFAB, New York, and Harry F. O'Malley of WHOM, New York, are pushing this movement. In all, 15 stations have been contacted and representatives from each are expected to be on hand for the next session.

Of vast import, especially to the foreign language stations, is the matter of improving foreign language programs in and around New York. A plan is to be presented suggesting that talent in this field be developed and then sent out on a circuit of the stations. This would make possible the creation of foreign name personalities, which also mean more work for these people. With the rotating policy in effect, all of the stations would get a chance at higher-class talent. This in turn would then encourage the bigger commercial clients to come in and use foreign stations.

Another problem at present is the marked desire of medical sponsors to use foreign stations heavily. WHOM has put a damper on all future programs of this nature. Station still has a few current contracts which have a little more time to run, but when their contracts expire they will not be permitted to resign. WFAB has taken the same stand in the line. Number of musical recording houses, ASCAP, etc., are also to be talked over by the delegates.

It is felt that such a group would have vast potential value to everyone concerned, especially in New York where the smaller stations have to combat the major networks first-hand.

Mutual Pow-Wow

Chicago, April 9. Stations represented in the Mutual Network are holding their monthly meeting in Chicago this week. Proceedings opened today (Tuesday).

Due from out of town for the three-day talk fest are John Clark of WLW, Cincinnati; Theodore Streibler and Alfred McCosker, of WOIT, Newark, and H. Allen Campbell, WXYZ, Detroit.

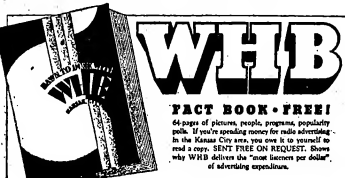
For Sale: Baseball Scores

"Every Hour on the Hour"

At 2 p.m., 3 p.m., 4 p.m., 5 p.m. and 6 p.m., WHB interrupts its musical program schedules to give up-to-the-minute scores bynays in the American League, National League and American Ass'n.

heard in the Kansas City area.

With a 50-word commercial announcement in connection with each broadcast, the WHB "every hour on the hour" baseball service is offered for \$600 a month. Five broadcasts daily, every day of the month, for \$20 a day. Write or wire for option.



FACT BOOK - FREE!
64 pages of pictures, program, popularity table. Free to readers of this publication in the Kansas City area, one copy is yours to read a copy. \$100 FREE ON REQUEST. Don't miss WHB delivers the "best interest per dollar" 48 advertising agencies.

DON DAVIS, President

JOHN T. SCHILLING, General Manager

**KANSAS CITY'S
DOMINANT DAYTIME STATION**

Speed Event Unsold

Promoters of the Indianapolis Speedway have not as yet obtained a sponsor for this year's (May 30) event. Asking price is \$17,500, with the Ford Motor Co. having an option on the exclusive broadcast rights and Goodrich Tire underwritten to be also interested.

Manufacture of Kent cigarettes and Walter Raleigh tobacco has tied up this year's (May 4) runoff of the Kentucky Derby for airing over CBS.

N. Y. C. UPROAR OVER WMCA'S CENSORSHIP

Operators of WMCA, New York, and Paul Blanshard, Mayor La Guardia's commissioner of accounts, clashed last Saturday (8) when the former refused to permit the commissioner to make a scheduled broadcast. Station's special events director, Richard Fisher, who was in charge at the time, told Blanshard that he couldn't go on because his script had not been submitted long enough in advance for scrutiny, but the administration's chief investigator charged that the reason he was barred was because his speech contained an attack on Tammany Hall.

During the exchange of words Saturday night, Fisher advised Blanshard that the speaker had been told to get his script in two days in advance, but had elected to do this only three hours before he was slated to go on. Fisher pointed out that neither Donald Flamm, WMCA prez, nor William Wiseman, the station's counsel, was available to discuss the matter, and that the only thing that (Fisher) could suggest was that the broadcasting of the speech be deferred to some later date.

Flamm admitted Monday (8) that the contemplated talk did contain a bitter attack on Tammany Hall, but added that it named such political personalities as Postmaster General James Farley and the late Brooklyn Tammany leader, John McCoey, and made sarcastic references to Governor Lehman. The entire script, said Flamm, was highly controversial and, since the courts have recently held that the broadcaster is responsible for the airing of libelous material over his station, Fisher had been justified in the action he took.

Following the overcoming of the incident in the New York dailies Monday, WEVD and WNEW extended an invitation to Blanshard to deliver the talk over their wave-lengths. Blanshard accepted the WEVD proffer for last night (Tuesday).

WMCA's was the first incident of its kind occurring among the New York outlets since the advent of the LaGuardia administration.

Kentucky Winners Back

Chicago, April 9. Kentucky Winners cigarettes is returning to the local ether. Now set on a deal for a season of baseball broadcasting over WIND, the Ralph Adams company, cigarette ad year was on WEBB, the Columbia station here.

Reported deal calls for a \$17,500 price on the season. Ray Hodges will do the announcing.

Henry at World

Samuel J. Henry has been placed in charge of sales promotion at World Broadcasting System. He was formerly with Cecil, Warwick & Cecil agency. In addition, Henry will edit World News, monthly publication of the company.

He took up his new post Monday (8), succeeding Adrian Flanter.

Howard Dancer's Job

Chicago, April 9. Howard Mix Dancer has been named chief of the Henri, Hurst & MacDonald radio activities in a new alignment of other execs. Note: Pumpman remains in actual charge of radio and time placement as formerly.

H. E. Haines in as radio production chief for the agency.

FCC's Washington Hearings

Washington, April 9. Dozen pending applications for new stations, power increases, and frequency boosts have been carded for hearings during the past week by Federal Communications Commission.

Broadcast division agreed to hear en banc on June 13 application of WEBR, Buffalo, N. Y., for permission to change frequency from 1,310 to 800 and increase power from 100 to 500 watts, and to kw, and related request of WTSB, Cumberland, Md., requesting change in operating time on the 800 kw channel.

Applications set for examiners' quiz are: 500 night, 1 kw day; KJZZ, Spokane, Wash., raise power from 1 to 5 kw; KGFG, Oklahoma City, Okla., increase day power from 100 to 250 and unlimited time (facilities of KCRG, Enid, Okla.); KFKA, Greeley, Colo., change frequency from 880 to 680; KFQZ, St. Joseph, Mo., increase day power from 2 1/2 to 5 kw; Radio Chapel of the Air, Minneapolis, Minn., new station on 1,370 with 100; C. D. Goff, Tampa, Fla., new station on 1,500 with 100; Reporter Publishing Co., Abilene, Tex., new station on 1,420 with 100; Big Springs Herald, Big Springs, Tex., new station on 1,500 with 100; Guilford Broadcasting Co., Abilene, Tex., new station on 1,420 with 100; North Texas Publishing Co., Paris, Tex., new station on 1,500 with 100; and KXLI, Portland, Ore., change frequency from 1,420 to 170 and increase power from 100 night and 250 day to 250 night and day.

Hearst Gets Okay

Long drawn out controversy between Hearst enterprises and the Don Lee system in California came up with issuance of renewal licenses to KELW-KTM of Los Angeles and grant of authority for sale of these broadcast properties to Hearst's Evening Herald Publishing Co. Reversed by both the Commission and the District of Columbia courts, Don Lee gave up the fight to obtain right to construct new station in nearby Los Angeles and under these new conditions.

New applications filed during the week include: W. J. Knight Jr., Savannah, Ga., new station on 1,200 with 100; Kilgore Daily News, Kilgore, Tex., new station on 990 with 250 days; WAAF, Chicago, Ill., change power from 500 to 500 night and 1 kw day; WEBD, El Paso, change power from 500 night and 1 kw day to 1 kw night and day; Robert Kaufman, Englewood, Colo., new station on 1,210 with 100; Clark Standiford, Pasadena, Calif., new station on 1,510 with 500; Clark Standiford, Fresno, Calif., new station on 1,500 with 100; Alfred Frank & Clarence Bamberger, Salt Lake City, Utah, new station on 500 with 100; WJAS, Pittsburgh, Penn., increase power from 1 kw night and 1/2 day to 1 night and 1 day; WEED, Rocky Mount, N. C., change frequency from 1,420 to 1,350 and power from 100 to 250; North Side Broadcasting Corp., New Albany, Ind., new station on 1,370 with 100 night and 250 day; and KRSC, Seattle, Wash., increase power from 100 to 250; WBNF, Binghamton, N. Y., experimental authority to shift from 1,500 to 1,240 and increase power from 100 to 500 night and 1 kw day; Dean R. Richardson, Watertown, N. Y., new station on 1,340 with 250; WCAO, Baltimore, increase from 500 night and 1 kw day to 1 kw night and day; Valley Broadcasting Co., Youngstown, O., new station on 1,370 with 100; WIP, Philadelphia, Penn., increase from 100 to 1 kw; WFIL, Philadelphia, increase from 500 to 1 kw; KGCJ, Mandan, N. D., shift from 1,240 to 1,350; Earl E. Rumbaugh, Danville, Ill., new station on 1,370 with 100.

Columbia Maps Will Be Simple

Expects to Benefit by Flaws in NBC Statistical Compilation

HIMBER-NASH INJUNC.

PLEA UP THIS WEEK

In the injunction and \$28,000 damages suit by Joey Nash against Richard Himber, director of his Studebaker Champions orchestra on WEAF-NBC, motion for declaratory judgment comes up for argument in N. Y. supreme court tomorrow (Thursday) when Nash's counsel, Harold Epstein, will petition for a restraining writ against the maestro.

Himber is alleged to have circulated all the three circuits against employing Nash as a single, excepting through Himber, on allegation that Himber has him tied up exclusively.

Nash's plea in Thursday's argument will seek to set aside that contract, alleging breach. Himber, in turn, through his attorney, Andrew B. Weinberger, is seeking to enforce it.

If the issues come to trial, another point which may be threshed out is the \$28,000 item, claimed by Himber for re-broadcasting services. Admitting full payment for the first commercial broadcasts, the singer, with the Himber band contends that his contract doesn't provide for gratis vocalizing whenever the Studebaker air shows are authorized for west coast coverage.

It is declared that Himber and Studebaker are willing to have the vocalist back on the program but want billing, or under the contract. It is alleged that Studebaker automotive dealers weren't kidding when writing into Roche, Williams & Cunningham, Chi. ad agency for Studebaker, that Nash's name (a competitive movie) was a discordant note on a Studebaker program. For that reason the agency wanted to change the singer's surname for this particular program, to which he objected.

Himber paid Nash \$150 a week plus a \$25 bonus. Under a new deal Nash was to get \$150, when the breach occurred.

Constance Bennett is set to do a guest appearance (13) with Al Johnson on the Shelli Chatterbox program.

CHICAGO PREFERS WLS PERSONALITIES

*Belmont Theatre
North Side Chicago
4,000 Attendance
all Time Record!*

*Century Theatre
North Side Chicago
8,000 Attendance
all Time Record!*

*Roseland State Theatre
South Side Chicago
7,000 Attendance
all Time Record!*

*State Lake Theatre
Loop - Chicago
15,000 Attendance
all Time Record!*

*Congress Theatre
Northwest Chicago
9,000 Attendance
all Time Record!*

*Norshore Theatre
North Side - Chicago
10,000 Attendance
all Time Record!*

*Tiffin Theatre
South Side - Chicago
7,500 Attendance
all Time Record!*

*Stratford Theatre
South Side - Chicago
6,400 Attendance
all Time Record!*

*Grove Theatre
South Side - Chicago
5,000 Attendance
all Time Record!*

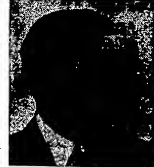
*West Englewood Theatre
Southwest - Chicago
4,000 Attendance
all Time Record!*

They KNOW WLS



John Balaban,
General Manager,
Balaban and Katz
Corporation,
Chicago, Illinois.

"The Chicago public always has responded enthusiastically to WLS attractions. We play them in many of our Chicago Theatres, including the Chicago, Harding, Belmont, Tower, Congress, Senate, Norshore, Paradise, Terminal and Biltmore. In many cases they have been record breakers."



Jules J. Rubens,
Vice President,
Public Great
States Theatres,
Chicago, Illinois.

"If there's any attraction that beats WLS drawing power in the Chicago region we'd like to know what it is. WLS units play often in each of our 26 houses in this section — and smash attendance records nearly as often."

Billy Diamond,
Billy Diamond Agency,
Chicago, Illinois.

"WLS Artists have played through this office in numerous theatres to the best business in our history. Their box office appeal is amazing. In April a new WLS unit comes to the State-Lake Theatre in the Loop. Then watch the lines form!"

Charles Hogan,
Booking Director,
Warner Brothers Theatres,
Chicago, Illinois.

"Warner theatres in and around Chicago—including the Stratford, West Englewood, Highland, etc.—all have enjoyed outstanding success with WLS Artists. Such popularity certainly is predicated on widespread appreciation of WLS programs. Your station has 'it.'"

Dick Bergen,
Booking Director,
Public Great States Theatres,
Chicago, Illinois.

"Great States managers all through Chicago eagerly are awaiting the next WLS unit. They know what to expect when WLS Artists 'come to town.' Attendance records for our circuit are held by WLS attractions."



Box Office Grosses Prove It!

Chicago people, too, are "just folks"—they enjoy seeing WLS Artists for the same reason they enjoy hearing WLS programs—they understand its entertainers; they appreciate the friendliness, informality, helpfulness and sincerity which inherently belong with this station.

On April 12 we observe the 11th birthday of WLS. Eleven years of providing the same wholesome, friendly entertainment, with programs and personalities that produce record-breaking returns for advertisers and set box office highs at Chicago show houses.

On our 11th birthday, thanks to our own staff and our many friends whose co-operation has helped to make possible this gratifying record.

The Prairie Farmer Station
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

WLS

50,000 Watts, 870 Kc.
1230 W. Washington Blvd., CHICAGO
NEW YORK OFFICE - Graham A. Robertson, 250 Park Ave.

Exclusive WLS Artists Booking

WLS Artists, Inc.

Earl W. Kurtze, George R. Ferguson

STORER BUSY; ADDS, SPRUCES

Detroit, April 9. George Storer, who has resumed direction of his own stations adds another to his group with the acquisition of WMMN, at Fairmount, Virginia. Station was owned and operated by A. M. Roe, Inc., of Fairmount. Roe continues as president and manager, while Allan Ramsey, formerly of WVVW, Wheeling, will act as general manager.

WMMN operates on 500 watts days and 250 nights. Plan is to retain present staff and to make a complete remodeling of studios and equipment.

Much remodeling and re-equipping will be done at WSPD, Toledo, another Storer station. Work has started on the new style, vertical radiator towers, which rise 204 feet from the ground and the new transmitter building. Heretofore transmitting was done from the Commodore Perry Hotel, where the studios are located. WSPD operates on 2,500 watts daytime and 1,000 watts at night.

RAY NOBLE

and his ORCHESTRA

NBC, COAST-TO-COAST

WJZ
9:00-9:30 P.M. EST. 10:30-11 P.M. EST.
Saturday VICTOR COTY

EASY ACES

NBC
7:30
Monday-Tuesday-Wednesday

"Tally Ho-o-o-o"

HOTEL ST. REGIS ROOF

JOHNNY GREEN

AND HIS ORCHESTRA

WITH MARJORIE LOGAN
AND JIMMY FARRELL

WABC—Coast-to-Coast
Tues. and Sat. 11:30 P.M. E.S.T.
Columbia Broadcasting System
COLUMBIA RECORDS

GRACIE BARRIE

PLAYING
DE LUXE THEATRES

Sole Direction
HERMAN BERNIE
1619 Broadway, New York

SAM HEARN

("HELLO STRANGER")

MR. SCHLEPPERMAN

Friars Club, 1657 Broadway
Circle 7-4400

Copyright Clearance Snags Daily's Show

Detroit, April 9. All Detroit newspapers are now on the air and buying time liberally. News takes the whole Michigan Radio Network, plus all the seven local stations. Times takes the Michigan Radio Network, including the basic station, WXYZ, here.

Free Press latest to take the plunge, ran one week, and ran into a snag. Dramatizing a portion of the Sunday Book of the Week feature, found that it had not secured proper permission from the author. Programs are off temporarily.

Reading KPLC Diverts KRMD Staff Duties

Shreveport, La., April 9. Installation of equipment at KPLC, recently authorized station at Lake Charles, La., by management of KRMD, has necessitated many changes in personnel in the Shreveport office. Bill Porter's assignment as manager of the Lake Charles studio has shifted duties to W. E. (Bill) Rowens, Jr., who also becomes chief announcer. Lorfin L. Hendrick has been made commercial manager and Eric Dickson, announcer is now in charge of the continuity department.

V. C. Coker, KRMD engineer, has been sent to Lake Charles to test the new station.

Reshuffle Iowa Staffs
Des Moines, April 9. Reshuffling of the Iowa Broadcasting Co.'s announcing staffs last week resulted in the assignment of Arthur Smith, Milo Westley, Harold Spinks and George Engle to KRNT and Dale Morgan, Wayne Eckley, Walter Shepherd and Lowell Blanchard to KSO.

Wayne Ties is KRNT's program manager, with Orville Foster doubling as assistant and musical director, while the same functions with KSO are held, respectively, by R. B. Martin and Lansing Benet.

Madeline Woods on WAAF
Chicago, April 9. Madeline Woods, former Coast States publicity chief and now political press agent, is also an other chatter.

Being sponsored by Gordon clothing to ride on WAAF with an hour's worth of metropolitan gossip each week.

Sweetland Sponsored
Detroit, April 9. Ben Sweetland, friendly Counselor, former sponsor by Sentiment Perfume, over WJZ, has signed with Ward Baking Company for daily chats on 'Human Understanding.'

Sweetland helps his listeners with solutions to their problems.

Local Script Sponsored
Shreveport, La., April 9. 'Adventures of the Thrift Family' is now being heard on Monday, Wednesday and Friday from 6:15 to 6:30 p.m. over KTBS. Script is written by Marjorie Pearson, wife of Talbot Pearson, Shreveport's Little Theatre director. Others in the cast besides Mrs. Pearson are Doris Connor, Tom Fitzgerald and John Paul Goodwin.

Series sponsored by Feibelman's, Inc., Shreveport outlet of Sears; Roebuck. Contract handled through Polham and Booth Advertising agency.

Gomer Bath Lecturing
Peoria, Ill., April 9. Gomer Bath, continuity editor of station WMBD, will lecture before the newly organized radio study club of the University of Illinois this week.

Bath is on lecture list with Julius Klein, of CBS net work; Russ Russell, announcer of station WGN and C. L. Nansen, production executive of NBC, Chicago.

WMBD's New Studios
Peoria, Ill., April 9. WMBD will move into new studios in the Alliance Life building about May 1, or as soon as remodeling operations on the second floor of the building are completed.

Has been in Orpheum theatre building here for the past several years.

Local Act Succeeds Jones-Hare Waxings

Syracuse, April 9. Keller & Goetz Coal Company, which has been on Station WFBF, Syracuse, for four years, has changed its weekly program from a transcription series of Billy Jones and Ernie Hare to local talent.

Jack Shannon and Eddie Leonard get the job.

WSPD Raises Pitch

Toledo, April 9. WSPD is building a new 204-foot transmitter, outside the city limits. New equipment will increase the possible volume of the station to 5,000 watts. At present the station has permission to use 2,500 daytime but only is capable of developing 1,000.

New maximum capacity is being provided with a view to increased power in the future.

Nan Halperin on WEVD

Nan Halperin will appear over station WEVD, New York, twice weekly in a serial entitled 'Romance' starting on April 12. With Miss Halperin will be Pat Mann. Setting the story, which was scripted by Allan Gordon, is in a doctor's office.

To air on Tuesdays and Fridays at 8:15 p.m. EST. This will be the comedienne's first rating at radio.

Shreveport's Amateurs

Shreveport, La., April 9. Amateur, vogue has finally struck here. KRMD, local 100-watter, on April 2 inaugurated a 'search' for talent. Local coffee grinders are sponsors.

Program will be aired half hour on Tuesday night hereafter. Cash prizes awarded winners on each program and all participants are given a pound of the product for their matutinal cup.

Jimmy Wiley's Sponsor

Shreveport, La., April 9. Jimmy Wiley, 15-year-old Shreveport high school student, has a commercial. Program will be heard Tuesday and Thursday nights over KTBS, sponsored by Big Chain Stores (local-owned). Program consists of popular songs with piano accompaniment while the studio doors are less than six months ago.

Texaco's 3rd Repeat

Rochester, April 9. Doyle-Texaco gas and oil company has signed for three years to sponsor play-by-play descriptions of Red Wing baseball games in the International League. Gunnar Wilg, manager of WHBO, is at the mike getting dope for the out-of-town games via telegraph.

Broadcasts open with the Rochester-Network game at Newark April 17.

Tareyton Expands

Herbert Tareyton cigarettes is expanding its single campaign to national proportions, after testing the idea on Philadelphia, Washington and Boston for 13 weeks.

Lawrence C. Gumbiner, agency on the account, is preparing the station list.

Court Lifts \$7,500 Plaster

Mexico City, April 6. Pan American Radio Co., a local enterprise now in liquidation which was to operate several stations here, granted an injunction by a local district court against a ruling of the federal board of conciliation and arbitration that it pay Ignacio Bravo, radio engineer, once its manager, \$7,500, claimed for a trip to New York to purchase equipment for the company.

Court upheld company's contention that Bravo went to New York on his own accord. Company was ordered to pay Bravo \$700 wages in arrears for seven months.

Minnesota Police Station

St. Paul, April 9. Minnesota legislature is currently mulling a bill providing \$25,000 for the first and \$12,500 for the second year to establish a state-owned and operated broadcasting station.

Station would broadcast the state bureau of criminal apprehension, its aim being primarily to blanket the state toward curbing crime.

Booing and Hissing Causes Sponsor To Drop WMCA Amateur Program

Two WMCA, New York, commercial, Sun Sweet Prune Juice and Informally at Jack Dempsey's, have undergone complete program changes within the past week, due to dissatisfaction on the part of all concerned. Sun Sweet's amateur show which was broadcast weekly from Fox-Brooklyn theatre on Monday nights is now a sustaining program. Sponsor used it for four weeks, and then faded from the picture claiming that booing and hissing from the audience didn't give their product a chance.

Radio Guests Squawks

(Continued from Page 1)

were formerly the Hudson, Little and Avon theatres. Demand for tickets to Cantor, Waring's Pennsylvanians and Stoopnagle and Budd broadcasts is greatest on the Columbia network.

National Broadcasting claims that the only recent complaints about tickets resulted at a recent Fred Allen re-broadcast near midnight when some invited to the program failed to bring their tickets. But NBC has a comparatively easy problem as to seats for larger broadcasts because the company is able to add the movable, folding seats when taken to capacity in the eighth floor studio of the Rockefeller building. National holds down the ticket list to 1,500 which is the top capacity of this main studio.

Red Tape

Eligible squawk heard by NBC is over delays in opening this large studio. With apparently no demand for tickets, the studio is to be opened before a program, ticket holders arriving on the lower level at 8:30 for a 9 o'clock broadcast learn that although their tickets specify they must be inside the studio by 8:50 p.m., there is a three-minute wait ahead of them.

After 10 minutes waiting down the stairs, they are taken to the eighth floor by elevator and told to stand behind ropes until the opening of the studio. Crowding of coupon holders into this inside hallway for 10 minutes while the studio doors are kept shut has left many disgusted with radio even before the broadcast starts.

Here again the sponsors feel the brunt of the kicks. Their attitude is that if they are courteous enough to favor their firm's best friends with tickets, this same courtesy should be accorded them before after the broadcast. At least, they think the courtesy should be equal to that displayed by waiters and doormen at a luxe picture house.

Militaristic

Desire to clear NBC studios especially at night seems to be tied up with somebody's notion of efficiency. Lights must be turned out. Not only is the public almost literally shoved into the elevators but stars and hostess are disallowed to get off the premises as rapidly as possible. Autograph hunters and NBC ushers seem to be mortal enemies although the stars don't mind. Complete lack of the deference generally shown stars in the theatre and Hollywood is notable at NBC. Orders are given in curt phrasology without any of the careful wording of a request. Instead of "We ask you not to smoke in the studio," hostess or persons waiting to see them are snappily told, "Put out that cigarette, lady."

Public has been remarkably good-natured probably because of the realization that the admission is gratis. But the grumbling comes out after the leave. If they are guests they argue it's a strange kind of hospitality. Comment is often heard comparing the manner of handling crowds to the subway turn-of-cram-in-the-sardines technique.

In theatres the handling of mobs has been recognized for years as one of the most fruitful causes of discontent. While Americans as a race are slow to complain and ready to take orders from adolescent ushers the spark of rebellion does flare up and create plenty of trouble.

Ralph Norwood's orchestra, when given, has long sung, long sung, long sung, the motto of WABC, for now doing commercial for furniture store.

ing from the audience didn't give their product a chance. Program, however, has meant considerable b.o. activity at the theatre, so the series is continued per usual minus any label. House pays the orchestra fee and station assumes the line charges. Don Kerr handles for the station. Sun Sweet now presents the Lazy T Round-Up thrice weekly at 6:30 p.m. EST in place.

Dempsey's, which was signed up by Jacklin Clothes, is also now a sustainer. Here it was the restaurant which kicked about the program. Esterie did not like the idea of selling low-priced suits and top coats on the hour, so called it quits. Jacklin then switched to disks on Fridays at 9 p.m. EST, presenting Friday of Superstition serial. The Dempsey program airs, though, as first scheduled from 11:30 to midnight on Fridays, with personalities and guests brought before the microphone. No commercial ticket is sold one now until the right one comes along.

ARTHUR TRACY

"THE STREET SINGER"

DR. SCHOLTY'S PRODUCTS

Evenings, 7:30-1:45 E.S.T.
Tues.-Thurs.-Sat.
WOB-WLV-WGN-WXYZ

Direction
Rocke Productions
RKO Bldg., New York City

TIM and IRENE

RYAN NOBLETTE

"Hy Ya Boys"

Goodrich Tire Program
Every Friday Evening
WJZ-10 to 10:45 P. A.
National Broadcasting Company

THE ULTIMATE IN NOVELTY PROGRAMS

BORRAH MINEVITCH

WOR, 9-10:30 P. M.
Every Tuesday

REID'S ICE CREAM

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC—Tuesday, 8:30 to 9 P.M. EST
(Phillips Dental)

WEAF—Friday, 9 to 9:30 P.M. EST
(Phillips Milk)

RADIO'S NEWEST, LOVELIEST VOICE

BERNICE CLAIRE

"Lavender and Old" "Abe Lyman's Waltz"
(Bayer Aspirin) (PHILLIPS' MILK OF CHOCOLATE)

WABC, Every Tues. WEAF, Every Fri.
8-9:30 P.M. 8-9:30 P.M.
Coast-to-Coast Coast-to-Coast

Direction, LISTER LEE, RKO BLDG., N. Y.

Radio Chatter

Pacific Northwest

Here and There

New York

Andrew Kelly, whose sketching current events particularly in the economic field, clicked heavy over WGY and for a time was presented over the NBC red loop, returns to the 730-kilocycle channel this week with an early-evening program monologued rather than dialogued.

Tom Lewis, announcer, actor and script writer on staff of WTAM, Cleveland, stopped off at WGY to say 'Hello' to former associates, while on trip East to visit his mother in Troy.

Thomas C. Stowell, Albany correspondent, who directs, acts in and announces 'Health Hunters,' serial sketch presented over WGY by employees of the N. Y. State Department of Health, passed first in civil service examination for post in the division of Public Health Education—which he has been holding provisionally for sometime. Mrs. Charles M. Ripley, former dramatic critic of an Albany newspaper and now director of the Radio School of the Theatre at WGY venture, also graduated in the test.

Louise Stevens, 19-year-old Yorkers girl, won the \$125 monthly award for the best amateur song submitted to WBNX, Bronx, during March.

Pierre De Rohan airing now and then over WEAF.

Faith Fortune returns to WNEW with her love-lorn advice.

Tallulah Bankhead discussing poeches over NBC.

Johnny Johnston, remaining at the Commodore Grill indefinitely.

Paul Sablin opens at the Hotel Lexington tomorrow (11).

Goldie, trumpet player, is the latest Paul Whiteman player to be featured with the outfit.

Aaron Levin is now handling bookings dates for Carl Hoff in New York and Chicago.

Roland Trenchard and Harry F. O'Mealla, both of WHOM, plan to attend the federal radio session in Washington on May 15.

Dorothy Frouke begins a new series over WINS.

Gilbert Patten, author of the Frank Merivale series, has signed with the radio division of Elisabeth Marbury, Inc., to represent him on air dates. Patten writes the name of Bert L. Standish.

Michigan

George Pickard, of WXYZ staff, off due to illness.

Larry Lee and ork comes to Webster Hall to succeed Emerson Gill who is leaving for WJLB.

John Eccles, WJR's chief announcer, resumes his 'Book Worm' program.

Larry Funk band at Oriole Terrace heard nightly over WJR.

Jimmie Stevenson, WJR's sports announcer, is lined up to appear before the opening of baseball season for his vacation. However, the two weeks are being spent in active army duty in Chicago.

Del Debridge and Ray Gorrell, radio orchestra leaders, have new headquarters in Fox Theatre building.

Freddie Ziever and George De Wolfe, orchestra leaders, have joined the Detroit Artists' Bureau, operated by the United-Detroit Service.

Louis Johnson, replaces Virginia Hooper as staff vocalist on WXYZ.

Herchel Hart, radio editor of Detroit News and who took over on WWJ, had a thrill-surprise when Piti O'Grady appeared on his weekly program. Piti used Hart as her stooge in a love song number, and in the passionate kiss he received, in view of studio staff, no holds barred.

Red Nichols in town to arrange for opening at Walsted Lake for the season with CBS wire to navyline.

Minnesota

Minneapolis Symphony orchestra over WCCO from 9-10 p.m., Saturday (9) and (13) nights. Airings designed to build up ork's sustaining fund.

Frank Harrington back at WCCO, but on a commersh this time, airing daily from 6-6:45-7 a.m.

Tena, of the formers Tena and Tim act over the radio. Airing on auditioning stage for a new commercial.

E. F. Montgomery, WCCO sales mgr., back from a biz trip to Chi.

Gertrude Lutzel, who sings with Louie Bellamy in Pittsburgh, back in Minneapolis for a divorce.

Hubby's willing, but wants to restrain her from continuing using his moniker. Gert's maiden name is Skarold.

Ramoni Gerhard, WCCO staff organist, did a nifty job planning Rhaphody in Blue as guest artist for the Minneapolis Symphony last Sunday (6) afternoon.

Earl Gammont on three speaking engagements last week, winding up with a spiel at Carleton college.

Frank Zdzarsky's ork, on WTGN, leaves the station and moves into the new Alvin theatre in Minneapolis for the summer.

Bill Gibson, KSTP's sports reporter, in Washington for the American University College Alumni Assn. (of which he's pres) convention. Maurice Johnson, sensational end on Minnesota's champion 1934 football juggernaut, took over Bill's duties during the confab.

Lee Whiting of WTCN's sales staff, won a trip to Chicago as a prize for outselling his coworkers.

Bill Johns and Kingsley Murphy, WTCN bigwigs, back from vacations at Hot Springs and Miami, respectively.

George Higgins, WTCN sports announcer, who covered the basketball final games in the recent state basketball tourney, was stoned by a group of disgruntled gamblers following the game, but their aim being as poor as the losing quint's basket-shooting—George escaped practically unscathed.

Slim Jim's cowboy song warbling drawing beaucoup mail for WDGY.

WTO's seltzer microphone getting hot, with the man in the street currently getting steamed up on Minneapolis likker patrol limits.

With many of em, awaiting removal of federal offices from Mpls. to St. Paul.

Al Sheehan's 'Star Nights' at the Nicollet every Wednesday are drawing the bigwigs. Lupe Velez and somebody were among celebs recently glimpsed here.

Billy Morell and Margot Sloane, instrumental and singing team formerly aired over WJLB and WOR, started Monday (8) as a daily WTCN sustaining feature. Signed for the summer.

Archie Presby, KGW-KEKX announcer, was guest of honor at a farewell party of the Multnomah hotel last week. He leaves to join NBC at San Francisco.

W. C. Canine, sales manager of KGW-KEKX, is back from a week in California. One of the high spots was a dinner at the Multnomah hotel with the Anderson's mountain cabin with the cooking done by Harry Anderson formerly was promotion manager of The Oregonian.

KGW-KEKX studios, Portland, rebuilt only a few months ago, are already being used by the station.

On the same evening 250 jammed into one studio for the weekly community singing program. Everybody Sing.

In another studio the Seventh Infantry band from the U. S. Army Barracks at Vancouver was crowded for its weekly concert. Meanwhile the corridors were filled with crowds come to watch the Mills Brothers.

The barbers, always a CBS outfit, picked the NBC affiliate KGW for their sole broadcast while in Portland, leaving the local CBS outlet doing a burn.

Florida

Opening session of the Florida State Legislature was aired over WQAM using the all-Florida net wires.

Mr. and Mrs. Sam Pickard, CBS v.p., returned from a two weeks' yachting trip as the guests of F. V. Bortner, WFTS.

Frannie Rammers, hill-billy crew heard over WQAM, can and do play 42 instruments during a single program.

WQAM Amateur Night will be heard from the Cinderella ballroom hereafter in order to accommodate the mob. Norman McKay will m.c. the new show.

WQAM is pulling a daily program from the Electrical Exposition. Using station talent, interviews with speculators and gab about the show.

W. B. Porter, WFTS, is en route to Cleveland to join Maurice Spitalny's ork.

Dalton-Norman, WQAM's Singing Cowboy, has accepted an engagement in New York.

Louisiana

Captain Arthur C. Pritchard, WWL New Orleans general manager, will host the WWL Dramatic Players' cast on Sunday nights.

Edna K. Cohan, CBS' technical director, stopped off at WDSU for a brief visit with Joe Uhart and George Pierce, station owner and chief operator, respectively.

Herman Sinclair, WBNO vocalist, recently returned to local radio circles after an absence of three years.

James Willson, program director, at ABC, is handling a new hillbilly variety spread over WFAA, New York, five times weekly. Broadway Outlets Series sponsoring for 26. Placed through Bess & Schill, Inc.

Wally Nehring to handle sports commentaries over WOWO, Fort Wayne, this season.

Ken Rider of Austin, Texas, and B. R. Patterson of Waco, and to the commercial staff of KTAT, Fort Worth.

Dick Jacobs, who has been doing commercial work for northern Vermont stations, has retired and purchased a farm.

Roxy La Rocca, former musical director of WNEW, New York city, has brought his harp music to station WMBD in Peoria, Ill., his home city.

Arthur Beddoes, Toledo boy tenor who has been with Vincent Lopez, has returned to Toledo and is singing with the Commodores in the twice weekly dinner hour program from WSPD.

Charles Penman, announcer for Father Coughlin and Cyril Guthe, the radio priest's musical director, are collaborating on a new program on WJR, Detroit, called 'The Easy Chair.'

Bertha Forman, ex-WWJ and Detroit News Player, has left to join Blanche Ring, in her new play.

Arnold Tieman, formerly with NBC-WAIA, at Cleveland, now with WWJ as traffic manager.

WMBD, Peoria, new faces, include Hal Culver entertainer and announcer from Nashville, Jack Lyon, pianist and organist from Chicago; Milton Budd returning as

North Carolina

Mecklenburg Times, Charlotte weekly, has put in a radio page since the daily press is anti-radio, with Cecil Carmichael in charge. He writes a column 'Microphone Meanderings.'

Notices have it that WSOC, Charlotte Station has Paul Norris, announcer; Bob Norris, chief engineer; and E. K. Norris, musical director. They are not related.

Queen City Revue is a medley of talent that has been organized for WSOC Sunday night. Eleanor Bell, Nell Norris and the 'Three Red Robins' included.

Gene Austin and Olsen and John, headlining a stage show, 'Goin' Places,' that played the Carolina theatre, Charlotte, went on the air from WBT while in the city.

Stanley Holt, J. Walter Thompson, exec on the White Owl cigar account, flew to Los Angeles last week to help get Ferda, Grote under way on the Burns and Allen show.

Vivienne Segal has been renewed for another 13 weeks on the Phillips Dental Magnolia show on CBS Tuesday night. It's her fourth extension.

Edward Drake joins the continuity department of WLS, Chicago, succeeding Bob Dwyer, who is now with the Wade agency here.

Wm. G. Rambeau Company appointed exclusive representatives for WXYZ, Detroit.

Dick Ward, member of Jack Ripley repertoire (theatre) players, on WKBB, Dubuque, Ia.

Philco Radio and Television Corp. for the first quarter of this year showed a 38% increase in radio business over 1934, with a total of 324,117 Philco radios sold in the first three months of 1935.

Dave Brinkmoeller, former manager of WGST, Atlanta, has taken over management of WIND, Gary, Indiana.

Mike Thomas, former radio reporter for Atlanta Georgian over WGST, Atlanta, now handling news broadcasts and publicity for WJTL.

Guy Butler, baseball writer for The Atlanta Journal, conducted remote control broadcast from Cracker training camp over WSB, Crackers trained at Daytona Beach, Fla., but pickup was from Gainesville radio facilities.

Barber and Herrin, harmony duo, now at WSB, Atlanta, after year at WTLF, Athens, Ga.

Ed Smith, former production chief at ABC, is handling a new hillbilly variety spread over WFAA, New York, five times weekly. Broadway Outlets Series sponsoring for 26. Placed through Bess & Schill, Inc.

Wally Nehring to handle sports commentaries over WOWO, Fort Wayne, this season.

Ken Rider of Austin, Texas, and B. R. Patterson of Waco, and to the commercial staff of KTAT, Fort Worth.

Dick Jacobs, who has been doing commercial work for northern Vermont stations, has retired and purchased a farm.

Roxy La Rocca, former musical director of WNEW, New York city, has brought his harp music to station WMBD in Peoria, Ill., his home city.

Arthur Beddoes, Toledo boy tenor who has been with Vincent Lopez, has returned to Toledo and is singing with the Commodores in the twice weekly dinner hour program from WSPD.

Charles Penman, announcer for Father Coughlin and Cyril Guthe, the radio priest's musical director, are collaborating on a new program on WJR, Detroit, called 'The Easy Chair.'

Bertha Forman, ex-WWJ and Detroit News Player, has left to join Blanche Ring, in her new play.

Arnold Tieman, formerly with NBC-WAIA, at Cleveland, now with WWJ as traffic manager.

WMBD, Peoria, new faces, include Hal Culver entertainer and announcer from Nashville, Jack Lyon, pianist and organist from Chicago; Milton Budd returning as

announcer; and Harry McCormick of Flint, Mich., an addition to the engineering staff.

Helen Gertrude Sparko on KTAT, Fort Worth, with a Friday morning book review.

Gov. Jimmy Allred of Texas, in freewheel talk over SBS, waxed his reasons for his current crusade against likker and gambling. Same night, SBS picked up Dutch Scheel's ork from Cactus Club in Austin, one of the spots which had just been hacked by the Texas Rangers.

E. P. H. James, NBC sales promotion and advertising manager, will speak Friday (13) before the Southwestern Salesmanagers' Conference in Dallas on the merchandizing of radio programs. James calls on NBC-owned stations en route.

Merritt W. Barnum, of the Young and Rubicam agency, had a composition of his introduced last week by Al and Lee Reiser, piano team.

Morton Downey set by William Morris agency for guest appearance April 30 in Chicago with Ben Bernie.

James Malton will do chores for Colgate, Gulf, Coca-Cola and Palmolive before leaving for Hollywood, where he has a film contract with Warners. Bookings set by William Morris agency.

Ray Noble sequence in Paramount's 'The Big Broadcast' will be filmed in New York.

Colleen Moore airs over WNEW, New York, Friday (12), describing her pet doll house.

Judge Frederick E. Goldsmith, in a talk over WNEW, New York, Sunday (7), described ex-Mayor James Walker as a chaste man and reminded the listeners of Walker's 'high talent for public service.'

MONDAYS
8 to 9 P.M.—WHN

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HYDE

AND HIS MUSIC
Dir., WM. MORRIS AGENCY

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ROMANTIC BARITONE
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EDDIE CANTOR

Contributing to the

EDDIE CANTOR PROGRAM

Kern Quits ASCAP Directorate in 1st Rebuttal to Blast on H'lly'd Group; Resignation Kept Secret

First repercussion from the attack made upon the Hollywood writer contingent of the American Society of Composers, Authors and Publishers during the organization's annual meeting, occurred last week when Jerome Kern, wired from the Coast his resignation as a member of the ASCAP board of directors. Kern, who is regarded as one of the most important writer figures on the directorate, is understood to have resented the manner in which a petitioning wire to the annual meeting was received by the attending members.

Speakers at the annual event remarked that the Hollywood group's morale had apparently been influenced by their opulent surroundings and reminded the studio writers that, while they may regard the income from the society as ice cream and cake, Kern's resignation was a bitter pill. No mention of Kern's resignation was made last week by President Gene Buck to the other members of the board, because Buck was in hopes of being able to induce Kern to reconsider his action. Because of his standing as a contemporary American composer and high regard in which he is held by the public, the loss of his services on the board, is generally held by the directors, would be deeply felt by the society.

Los Angeles, April 9. In explaining his resignation from the board of the American Society of Composers, Authors and Publishers, Kern declared that he had been motivated by his inability to reconcile the director's attitude toward the time and that he is desirous of having his place filled by someone who can give it his entire attention.

FEMME IMPS RELEASED, BUT JUDGE IS SORRY

Syracuse, April 9. Against a background of hilarious laughter and broad humor, charges of indecent exposure against the eight members of the 'Gay Boy Revue,' troupe of female impersonators appearing at La Villa, Cold Spring roadhouse, were dismissed by Justice of the Peace Charles H. Hall, following a trial in Baldwinsville Village hall.

At the same time Justice Hall dismissed charges of alleged promotion of indecent exposure against Fay Norman, manager of the revue, and Robert Andrews, proprietor of the roadhouse.

In announcing his decision, the court stated 'I dismiss the complaint with the single wish that some charge may be found on which I may sentence the whole lot to the penitentiary. However, under the evidence submitted, I must dismiss the charge.'

The 10 arrests were the result of a raid upon the roadhouse by a posse of sheriff's deputies and resulted from complaints of farmers.

Jack Huff's Bkptcy.

Chicago, April 9. Jack (Collett) Huff has filed a plea in voluntary bankruptcy in Florida.

Nite club operator lists \$180,000 in liabilities and \$850 in assets. Most of the creditors reside in Chicago.

TRAVERS COMMUTING

Philadelphia, April 9. Vincent Travers, who is owned for the Atlantic City auto show, beginning week of April 20.

Leader will commute between home and Philly to fill local radio dates. Booking by Music Corp. of America, through Tom Martin of WCAU.

New Nitory Lane

A new Central Park South nite club centre is foreseen in the Normandie, Essex House, Sherry-Netherland, Plaza and Savoy-Plaza hotels, all flourishing with name attractions, dancers or bands.

Yacht Club Boys at the Normandie, Glen Gray's Casa Loma band at the Essex, Dwight Fiske at the S-P, Emil Coleman and Rosita-Pontana at the Plaza et al., looks to inaugurate a cycle of continued name attractions at these same spots.

Piquale, Last B'way Classy, Goes \$2 Min.

With Frank Garlasco's Place Piquale going \$2 minimum check, eschewing the \$2 and \$3 convert formerly obtaining up until last week, New York loses its last exclusive supper club. Some weeks previously Piquale's Chaparral Rouge with a similar policy folded altogether. Piquale is continuing on the basis of a minimum \$2 check.

Unlike every other smart spot which has a dinner and supper session, and also luncheon and cocktail trade, both of these were supper clubs exclusively, first opening the doors at 10-10:30 p.m. for the after-theatre trade.

Garlasco found he couldn't make money that way with a show not running over \$3,000 a week. Eve Symington, socialite, at a reported \$1,250 weekly, was to have gotten an increase at option time last week. Instead of which Garlasco wanted her to accept a cut in view of the new policy. It was no reflection on her somewhat sensational nitory draw all winter. Marion Chase has been brought back at a reputed \$800 a week. With a dance team, Harry Rosenthal's orchestra and Joe Zator's tango band (latter still there, but Dick Gasparre has succeeded Rosenthal), it's too much of a nut for the possible gross.

Garlasco plans to open a new luncheon-dinner supper spot next season as he had at his former Surf Club.

Disc Factory Blaze

Hollywood, April 9. Damage of \$10,000 was sustained when fire swept through the equipment room of studios of Records, Inc., last week.

New apparatus is being installed, and plant will resume disc and electrical transcription recordings by the end of this week.

MUSIC NOTES

Clarence Freed now Coast rep for Donaldson, Douglas and Gumble.

Paul Sabini, replaced Little Jack Little at the Lexington hotel, New York, Monday (8). Little, after a week's vacation will do a tour of one-nighters.

Abbe Lyman, opens at the Pavilion Royale, Valley Stream, L. I., June 15.

Sidney Clare and Arthur Johnston dishing up the tunes for 'Private Beach' at Fox.

Nick Stuart at the Shamallor Club, Sacramento, for four weeks.

Ernesto Piedra doing the tunes for Ramon Novarro's indie picture, 'Against the Current.'

Jimmy Grier combo making two-er at Biltmore Bowl, L. A., for Radio.

Joe Dubin, brother of Al, named contact between the studio and publishing houses by Warners.

Hiller's Tough Luck

Pittsburgh, April 9. Hard luck continues to dog Joe Hiller's nite club venture with his Music Box latest to fold. Spot, which started off promisingly four months ago, had been falling way off late and last week the landlady moved in and took over the fixtures.

Hiller, once a power in the music publishing business, plans to settle in New York again.

Old Trunks Give Up New Tunes; Studios Get Wise and Burn

Hollywood, April 9. Following the preview of several musical features lately, producers have become suspicious that song writers are digging down in their trunks for old numbers they have written which have been turned down by their publishers. In one case, studio was informed that a five-year-old tune had been rung in.

Excess don't know how to get around this angle, being advised of the stale tunes only after the picture's release, for the writers keep these numbers under cover until the last, refusing to permit plugging. With a song written around Hollywood just now looking for a break, quite a few of the boys are willing to tip the shoe info when a sleeper pops up.

One studio is planning to send all new numbers to its New York music publishing affiliate with the hopes that if it has been buried for some time, the music copywriter used will recognize the tune or lyrics. On the other hand, studios know that many a good tune has been kicked around before publishing and in this mind are not anxious to lose a number which might click through extensive picture and radio plugging.

Nevertheless, they feel burned about the restricted and have been slipped in as fillers in quite a number of recent pictures.

DETROIT ASKED FOR 132G CONCERT BUDGET

Detroit, April 9. Concert band music, absent from city parks since 1933, probably will be heard again this summer as a result of the common council's action, inserting a \$13,500 item in the budget for six concerts weekly for 13 weeks.

Councilman Smith, acting on request of Detroit Federation of Musicians, introduced the motion. Final approval is now being awaiting.

Publishers Accept New ASCAP Pact, With 'Television' Clause Taken Out

JACK MAY BACK IN U. S. AFTER 20 YRS. ABROAD

Jack May, American who for the past 20 years has operated night clubs and restaurants in London and Paris, is back in New York as an operator and has started the building of a chain of hotel restaurant-bar adjuncts.

May's first spot is the Murray, 65 Park avenue, N. Y., already functioning. Has a deal with the Joseph P. Day really company whereby he has a pick of all its holdings. Strictly by percentage proposition. May taking over completely management of both bar and restaurant.

May opened the Cosmo Club in London in 1912, being the innovator of that type of nite life there. Cosmo, incidentally, is the oldest nitory in London's West End at present, but folding within the month. May financed the old Cosmo on his own. He also was associated for a while with Joe Zelli in Paris.

Richmond M. Valtier joined Shapiro, Bernstein & Co. last week as assistant to the prez Louis Bernstein.

World Operetta Headquarters May Move to Paris; Deal On for Entire Karczag List to Switch

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 approximate number of combined plays on WFAP, WJZ and WABC.

Lovely to Look
Lullaby of Broadway
I Grow Too Old to Dream
I Was Lucky
I Won't Dance
Everything's Been Done
Fare Thee Well, Annabelle
Every Day
Flowers to Madam
Soon
Singing a Happy Song
Lover, Has Your Cookie
What's the Reason
Night Winds
My Heart is Open Book
Moon Turns Green
You're a Playful Thing
Ole, Southern Custom
Little White Gardenia
Isle of Capri

Paris, April 9.

A French music publishing concern is trying to corner the Viennese operetta market.

Move is the result of the collapse of the Viennese publishing house of Wilhelm Karczag, which controlled the works of all the big Viennese composers, including Franz Lehár, Emmerich Kalman and Oscar Straus, and owned the big Viennese theatres where their works were produced.

French concern which is out to get the business is Choudens, which owns most of the important French operas and operettas. For months it has been working, through an intermediary of Wolfo Reichner, Viennese music expert now in Paris in Choudens' employ, to make a deal with the Karczag creditors and the Austrian government to take over the business. A big French bank is financing.

Breakup of the Karczag concern is one of the big tragedies of Vienna show business. Wilhelm Karczag was a Viennese operetta at the time when that form of entertainment was supreme. His theatres and his publishing house were the operetta exchange of the city, and he had a head office was put on representatives from America and all over Europe came to bid for it.

Karczag's daughter married Hubert Grischka, a tenor, and Karczag died, Marischka took over the business. For a while he, too, ruled over the operetta world—which is a good part of Vienna—a king, but time changed, and the crash finally came.

Debts of the firm mounted. Last year, at the moment of final collapse, great sums were owed to the composers, among others Lehár had \$30,000 coming for royalties, for instance, and nearly as much was due to Kalman.

Dollfus Government in Austria realized the importance of the music business to the country and tried to save the Karczag concern. It put \$40,000 into the business in an attempt to stave off liquidation. But the Schuschnigg Cabinet, which came in after the murder of Chancellor Dollfus, decided to allow liquidation.

That's when the French stepped in. Reichner, who was formerly prominent in the music business in Vienna, was working for the Choudens concern and he showed them the chance they had. After making an agreement with local bankers to finance the plan, he sent Reichner to Vienna to talk to the Karczag business so that they could make an offer. He gave them an idea of its value, and a company with \$200,000 capital was formed to take it over. When Chancellor Schuschnigg came to Paris a couple of months ago he sent for Reichner to talk the deal over.

The situation was changed, however, when Franz Lehár pulled his interests out of the Karczag concern and set up a music publishing house of his own, the Glockengasse, under his own name. Whether he had a right to do this, legally, is not quite settled, but he did, and that destroyed a lot of the value of the Karczag assets. All other composers, of course, remain, but the Choudens concern figures that with Lehár out, the business is only worth about half of what had been calculated.

Negotiations are continuing on the new basis. If they go through, Paris may completely supplant Vienna, at least for the purpose of financial deals.

Walks Over Coin

Ramona didn't premiere with Paul Whiteman at the Paradise restaurant, N. Y., Wednesday (3) night following a tiff over financial considerations early in the day.

She wanted a new deal and balked at the premiere, Whiteman refusing to amend his contract with his plan.

BELLE HOSTESSING

Belle Livingston, who came here with the 'Drunkard' company at the Copley theatre, is hostess of the cocktail room in the Lenox Hotel.

MARCH MUSIC SURVEY

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' (Freddy Martin Orch.)	'Isle of Capri' (Freddy Martin Orch.)	'Isle of Capri' (Freddy Martin Orch.)
Song—No. 2	'Good Ship Lollipop' (Hal Kemp Orch.)	'Good Ship Lollipop' (Hal Kemp Orch.)	'Little White Gardenia' (Al Boley)
Song—No. 3	'Grow Too Old to Dream' (Hal Kemp Orch.)	'Too Old to Dream' (Hal Kemp Orch.)	'Good Ship Lollipop' (Hal Kemp Orch.)
Song—No. 4	'Believe in Miracles' (Jack Little Orch.)	'Lookie, Here Comes Cookie' (Cass Loma Orch.)	'Too Old to Dream' (Hal Kemp Orch.)
Song—No. 5	'Clouds' (Ray Noble Orch.)	'Believe in Miracles' (Jack Little Orch.)	'Lullaby of Broadway' (Al Boley)
Song—No. 6	'Lullaby of Broadway' (Al Boley)	'Lullaby of Broadway' (Al Boley)	'Clouds' (Ray Noble Orch.)

4 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'Where's Smoke, There's Fire' (Isle of Capri) (Freddy Martin Orch.)	'Solitude' (Duke Ellington Orch.)	'Isle of Capri' (Freddy Martin Orch.)
BRUNSWICK—No. 2	'Lovely to Look At' (I Won't Dance) (Leo Reisman Orch.)	'Object of My Affection' (Boswell Bix)	'Dust Off Old Piano' (Ozzie Nelson Orch.)
BRUNSWICK—No. 3	'Words in My Heart' (Lullaby of Broadway) (Hal Kemp Orch.)	'Soon' (Hal Kemp Orch.)	'So Lovely and Sweet' (Jimmy Grier Orch.)
BRUNSWICK—No. 4	'Little White Gardenia' (Al Boley)	'Whose Money Are You' (Freddy Martin Orch.)	'Lookie, Here Comes Cookie' (Ted Fio Rino Orch.)
BRUNSWICK—No. 5	'Soon' (Easy to Remember) (Hal Kemp Orch.)	'Isle of Capri' (Freddy Martin Orch.)	'Down by River' (Hal Kemp Orch.)
BRUNSWICK—No. 6	'Down by River' (Pardon My Love) (Hal Kemp Orch.)	'Moon Turns Green' (Jimmy Grier Orch.)	'Believe It, Beloved' (Freddy Martin Orch.)
COLUMBIA—No. 1	'I'm Goin' Shopping' (Lullaby of Broadway) (Jack Little Orch.)	'Lullaby of Broadway' (Reginald Forsythe Orch.)	'Isle of Capri' (Henry King Orch.)
COLUMBIA—No. 2	'Pardon My Love' (It's You I Adore) (Lud Gluskin Orch.)	'Rhythm of Rumba' (Lud Gluskin Orch.)	'Little White Gardenia' (Henry King Orch.)
COLUMBIA—No. 3	'According to Moonlight' (Hunkadoodle) (Harry Rosenthal Orch.)	'Clouds' (Benny Goodman Orch.)	'Blue Moon' (Benny Goodman Orch.)
COLUMBIA—No. 4	'Clouds' (Night Wind) (Benny Goodman Orch.)	'I Was Lucky' (Benny Goodman Orch.)	'Dodgin a Divorce' (Reginald Forsythe Orch.)
COLUMBIA—No. 5	'Because Once Upon Time' (Tiny Little Fingerprint) (Johnny Green Orch.)	'Back Beats' (Mills Blue Rhythm Orch.)	'Cockey' (Benny Goodman Orch.)
COLUMBIA—No. 6	'Little White Gardenia' (Be Careful, Young Lady) (Henry King Orch.)	'I Won't Dance' (Johnny Green Orch.)	'Believe in Miracles' (Jack Little Orch.)
DECCA—No. 1	'Easy to Remember' (Swanee River) (Bing Crosby)	'Isle of Capri' (Lew Stone Orch.)	'Isle of Capri' (Lew Stone Orch.)
DECCA—No. 2	'Down by River' (Soon) (Bing Crosby)	'Easy to Remember' (Bing Crosby)	'Night Wind' (Dorsey Bros. Orch.)
DECCA—No. 3	'Down by River' (What's the Reason) (Guy Lombardo Orch.)	'Soon' (Bing Crosby)	'Lookie, Here Comes Cookie' (Cass Loma Orch.)
DECCA—No. 4	'Easy to Remember' (Soon) (Guy Lombardo Orch.)	'What's the Reason' (Guy Lombardo Orch.)	'Medley from "Roberta" (Guy Lombardo Orch.)
DECCA—No. 5	'Lookie, Here Comes Cookie' (Heart is Open Book) (Cass Loma Orch.)	'Easy to Remember' (Guy Lombardo Orch.)	'Rhythm of Rain' (Dorsey Bros. Orch.)
DECCA—No. 6	'Tear It Down' (Sugar Blues) (Clyde McCooy Orch.)	'Lookie, Here Comes Cookie' (Cass Loma Orch.)	'London or Rainy Night' (Ambrose Orch.)
VICTOR—No. 1	'I Won't Dance' (Lovely to Look At) (Eddy Duchin Orch.)	'Lovely to Look At' (Eddy Duchin Orch.)	'Isle of Capri' (Ray Noble Orch.)
VICTOR—No. 2	'Isle of Capri' (Ray Noble Orch.)	'It's Bad for Me' (Ray Noble Orch.)	'Blue Danube' (Ray Noble Orch.)
VICTOR—No. 3	'Believe in Miracles' (Fats Waller Orch.)	'Isle of Capri' (Ray Noble Orch.)	'Lovely to Look At' (Eddy Duchin Orch.)
VICTOR—No. 4	'Flowers for Madam' (Clouds) (Ray Noble Orch.)	'Clouds' (Ray Noble Orch.)	'Believe in Miracles' (Fats Waller Orch.)
VICTOR—No. 5	'Good Ship Lollipop' (Rudy Vallee)	'Soon' (Ray Noble Orch.)	'Object of Affection' (Jan Garber Orch.)
VICTOR—No. 6	'Because Once Upon Time' (Baby Brown) (Fats Waller Orch.)	'I Misunderstood' (Jan Garber Orch.)	'Little White Gardenia' (Al Boley)

Disc Reviews

By Abel Green

Ray Noble
Cole Porter's 'It's Bad for Me' and 'How Can We Be Wrong?', both from 'Nymph Errand' are done with the usual Noble eclat on Victor 24875. Both are recorded in nice manner and there is a shade of difference to be noted in this as compared to Victor 24865 and 24870. These offer 'Clouds' (Kahn-Dandelson) and 'Sonny's Little Lullaby' (Noble) and 'Soon' with 'Down the River' respectively, and indicates that, with the general orchestral motif and style is the same, there is something a shade different in the recording. The latter two disks are American-made releases and don't seem to have quite achieved that tonal refining which have so long highlighted the Noble brand of disc dargation. None the less, they're altogether expert and satisfying with Al Bowlly tenoring the vocals. In the main save for Sally Schermerhorn's 'Lullaby Interlude', Alhambra's 'Holday' and El Reicador's a paso doble which Noble does so well, are more in his previous standard manner. A paso doble is a sort of Spanish one-step but highly danceable as is the classic 'Harbach-Frini' tune from 'Katinka', scored as a foxtrot. Victor 24891.

Lionel Belasco
At first blush, this looks like a mimic on Leon Belasco, Broadway dargation, but it's not. Belasco is a West Indian radio maestro who specializes in songs, rumba, mambo, pasajes and valsees of a

Caribbean flavor. Imperial Broadcast disks (British) have recorded him on three outstanding platters. 'Habanera', rumba, and 'Caribbean Moonlight', valse, features the Belasco music style in nice manner. Juan Harrison handles the vocals. 'Woman Sweet, But Man Sweet' and 'Annabelle From Spanish Town' on another couplet, and 'Somebody Like You' paired with 'Shake, Mary, Shake' are crude, light American translations of native rumba-dance and titles which really require none but audible interpretation for proper appreciation.

Eddy Duchin
One of the best disks Duchin has made in months is his Victor 24871, 'I Won't Dance' and 'Lovely to Look At', both from 'Roberta', with plenty of that old Duchin pianology and rhythm tempo. No. 24870 couples 'Love Passes By', the Jack Scholl-Victor 'Schertzing' waltz from 'Let's Live Tonight' and 'After All' foxtrot ballad. In all, Lew Sherwood does the vocals with more than average competence.

Dorsey Bros.
The flock of Decca releases in the past couple of weeks by the Dorsey Bros. and their orchestra, Bob Crosby, Kay Weber and the whole stock company suggests that they must have been locked in the recording labs and the keys thrown away on them until they 'canned' everything within sight. 'Night

Wind' with 'Dinah' and, incidentally, after everybody else has done 'Dinah' in every form and style, this remains one of the most distinguished versions on No. 274. From 'Gold Diggers', 'Lullaby of Broadway' and 'Words Are in My Heart', No. 370. From the same film, 'Goin' Shopping' With You' is coupled with 'Don't Be Afraid to Tell Your Mother', No. 371. 'Threw a Bean Bag At the Moon' and the novelty 'Farmer Takes a Wife' are on No. 368; 'Facing the Music' with 'Tiny Little Fingerprint' on No. 367. All are in the same snappy, dance-compelling Dorsey style.

Richard Himber
Smooth dargation by Himber and his Hotel Ritz-Carlton (N.Y.) orchestra on Victor 24868. 'Zing! Went the Strings of My Heart' from 'Thumbs Up' paired with 'Lullaby of Broadway' from 'Gold Diggers'. Two pops, 'Why Have a Heart' and 'Just When We're Falling in Love' and 'Things Might Have Been So Different' are coupled on No. 24869. 'Say Yeah' is the vocal in a manner which belies his pending litigation over a contract with Himber.

Whiteman-Lyman-Nelson-Garber
This is a hotch-potch group. Victor 24885 couples Jan Garber's 'Love on a Dim' from the hit from Princeton U. Triangle Club's show, 'Stags at Bay', of last fall, more smoothly done than the very heated 'Tchola' by the Whitemans. Later is strictly for the St. Vitus and a musician's type of musicianship. Ultra futuristic jazzy. Similarly, Ozzie Nelson's 'Rigamare', Harold Mooney's composition, is a stunner with 'Dust Off That Old Piano', smoother but also heated.

Nelson and Harriet Hilliard here officiate vocally on Brunswick 7375. Abe Lyman's contributions on Brunswick 7461 are in the rumba rhythm, 'Rumba', his own composition, and 'Hasta Manana', fox-trot instrumentals with maraca folio which will not handicap the hoofs.

Enric Madriguera
Two corking Madriguera arrangements from 'Go Into Your Dance', forthcoming First National film-musical, both songs by the omnipotent 'Warner Dubin'. 'The Little Things You Used to Do' and 'She's a Latin from Manhattan', the latter a fox-trot novelty of big potentialities, are here. These are unusually handled by Enric Madriguera's orchestra. Tony Sacco on the vocals. Victor 25600.

Johnny Green
Much orchestral ingenuity and considerable application to the musical score in hand is evidenced in this Columbia No. 3023 coupled by Johnny Green and his musical stock company. It's a pair from the 'Radio Film', 'Roberta', and the two pop Kern tunes, 'I Won't Dance' and 'Lovely to Look At' are expertly orchestrated, with Green featured at the Steinway. Jimmy Farrell and a duet by Marjory Logan-Farrell on 'Dance' (Dance) further distinguish this disk.

Ted Fio Rite
Not for naught do certain dance bands suddenly come into the public cognizance and literally force attention to themselves. Fio Rite's skilful orchestrations have made him prominent on the air waves, wax recordings and the like. An arrangement like 'Where Were You

'Capri' Gets All The Gravy in Off March Biz

Smash sales carved out by 'Isle of Capri' failed to stimulate the over-turn for the rest of the sheet music during March. Outside of the initial week, the going through the month in the east was consistently off normal. Business picked up with the turn into April, but the edge wasn't much.

Like 'Capri', 'On the Good Ship Lollipop' held the same slot for two successive months. Another holder-outer among the first six during March was 'I Believe in Miracles'.

Runners-up to the blueribbon sextet were 'Blue Moon' (Robbins), 'Fare Thee Well, Amore' (Rosenberg), 'Every Day' (Ramick) and 'Old Faithful' (Shapiro). Coming along nicely on sales through the latter part of March were 'Lovely to Look At' and 'I Want to Dance', both T. B. Harma.

Mechanical field remained during March in its usual nip and tuck state. Freddy Martin and Little Eddy, both of whom had been in the Brunswick and Columbia lists, Eddy Duchin accounted for Victor's top sales and Bing Crosby continued as Decca's best bet.

Chi Okay

Chicago, April 9.
Business on the right side of farish during March and with spring here, it's expected that the annual decline in sales will be the April alibi. 'Isle of Capri' was the big tune leader in March, winning the first rung laughingly. About four lengths ahead of the runner-up. Songs were pretty much bunched at the top of the blue ribbon list. 'Lullaby of Broadway' snatched it off by a whisker with 'Solitude' and 'Blue Moon' both out of it by a whisker, however, is going forward and will undoubtedly land far up in the right register in April.

Disc sales were good in March, with platters generally stronger than the sheets.

'Capri' Coast Topper

Los Angeles, April 9.
'Isle of Capri' (Harma) topped all other numbers in both sheet music and record fields by a wide margin during March, rating as one of the biggest grossers in several years. 'Little White Gardenia' got into its stride during the month, but de-lead was considerably behind the leader.

Sheet music counters reported a considerable dropping off in biz for last two weeks of the month, due largely to a failure of new hits to come through. Disc market held strong, with jobbers reporting a brisk demand for all makes. Retailers wound up the month with satisfactory takes.

April started briskly, with several of the March runners-up figured for top biz during the month.

Flag Down Musikers

Los Angeles, April 9.

Warning has been issued to members of the Musician's Union, local 47 here, by A. H. Kuhn, secretary of San Jose Local 153 to investigate any offers of engagements in night clubs, cafes, beer parlors, inns or road houses in the San Jose jurisdiction.

Unfair conditions are alleged to apply in that district, with similar conditions in many other localities, particularly San Francisco.

On the Night of June the Third? novelty fox-trot which vamps off very strong. 'Valse-dance' record 47 here has been issued. Cole Porter's newest, 'You're Too Far Away' is similarly well done on Brunswick No. 7393. Similarly, the attractive film-musical couplet out of Gordon and Revel's 'Love in Bloom', 'Let Me Sing You to Sleep' with a 'Love Song' 'Love Song' 'Love Song' (fox-trot) are just as expertly handled on Brunswick 7392. However, the latter two are done in better than average manner and Marcellino is again to the fore with the fox-trot novelty.

UNIT REVIEWS

CHICAGO FOLLIES

(ORPHEUM, LINCOLN)

Lincoln, April 6-

Topping the typical unit class to come in here by considerable margin in talent and people, "Chicago Follies" is a compact 57 minutes which evidences initial building for an hour and a half or two hours show, but suffered dwarfing to fit in pie program houses. Organization carries 35 people, scenery and plenty of costume change.

Show opens on an eight-gal chorus in a good number. Exciting to leave the rostrum to Chet Wiley and his Barbarians, 11-piece band, for a blaze of brass. Maxwell Twins, military tapsters, are next.

Bobby Bedford, juv. tenor, walks on to two tunes, the last being an Irish ditty which suits his delivery. Packs a lot of volume and control. Dorothy Lull and Sonny Joy, act broken into two bits, met popular reception. Miss Lull on her clown dance during a semi-operatic rendition of songs and Joy imitating the four Mills boys by himself.

Hi Heath, comic, and Bernie Nolan, m.c., bring a semblance of comedy in this unit. The latter seems to be the show's most conspicuous weakness. LeRoy and his Pals, four pooches, took next with a series of dog handstands, backflips and liberty routines. Up on toe in an athletic number comes Frances Stealing in which she simulates tennis game and closes with knee slipping.

Art Muth, pop-a-dooper, knows how to crack her voice in the right spots on "Do Something" and was followed by the girls in a number built around the Havana "Shoeing the Mare". Dorcas and Onsett, dance team, next do the "Continental" and a good takeoff. Ginger Stover, acro stunter, gives the usual.

Frank Starr, one time local boy, who has a radio de-bunking act, was warmly handed on his demonstration of how simple it might be for one man to fool an entire audience into visualizing an aerial dog-fight, howling wind, fire, auto races, etc. Used to do personalities, but with dozens of imitators out now, sound effects are better. Further sound just ahead of finale with Frank "Pop" Jones, wooden leg dance comic. Finale needs a little pep, which should be easy with all those people.

Stealing is handled through Billy Diamond office, Chi, and Dick Hoffman, Frank Counsellor is advance.

Barney.

HARLEM EXPRESS

(ORIENTAL, CHICAGO)

Chicago, April 9.

Good unit which could be even better with more careful routing and production. In the regular vein of colored troupes backed by a colored band, this unit can play medium-priced pop that is well received both in and out of the theatre. But only with the tightening

of several sequences and the elimination of others.

At present the dancing and musical part of the show rates as the ace section and only on its hoofing and instrumentalizing will it get across. Attempts at comedy are sure to fail in poor taste.

Other serious flaw in the show is the spotting of a false finale three-quarters through the show. Bring out the entire cast for hand-waving and finale music which caused the bulk of the first show audience to start walking. They started scrambling back into the seats when the curtain didn't come down and Lunceford orchestra went into a new routine.

Three outsiders in the show are the Jimmy Lunceford orchestra, which handles the bulk of the time on its own with typical but good Harlem music; dance trio of Ford, Marshall and Jones, lightning on ankles here with the fast and nifty hotcha hoofing, and Jigsaw Jackson, contortionist dancer who does remarkable body twists to footrot tempo.

Line of girls is fair, and not used as much as they could be. Six men line of hoofers are for some challenge and precision tapping that is a bit of dog handstands, backflips and liberty routines. Up on toe in an athletic number comes Frances Stealing in which she simulates tennis game and closes with knee slipping.

Paramount, Omaha

Omaha, April 6.

Stage presentation this week at the Par rates as a unit because of the manner of staging, but it is a brand new one all assembled here. As a bit of local workmanship it ranks very well.

Sock of the unit is carried in two stage and picture names, Alice White and Lina Basquette, and it was a little task to weave these two into a presentation and set off both to good advantage.

A first date with new act for Miss White, accept a single performance tryout in a Hollywood nightclub, turn goes off well enough, but shows a few spots where polishing will help. Makes dancing the chief delights with Charles "rescue and Patrick Band as partners, and they're presentable. The chatter and remarks are made into a patter which Miss White gets off to a musical accompaniment. Does all her stuff in one stanza, about mid-show and calls it a day.

The Lunet Basquette breaks in earlier and takes over the job of mistress of ceremonies. She sticks it out in this capacity, till the final minutes and then goes into her own dances. Some six different routines, and doing it solo. Dancing okay, okay flouting through the audience as a chimney-gesture questionable from entertainment angle.

Mid-show are Fritz and Jean Hubert with the real comic and talent wallop. They get the hand clapping, and later Fritz steps out for a gag with Miss Basquette. First time in six years here for

these two, but a recent short subject made them freshly remembered.

Rounding out the bill are Les Ghezzi. They follow the opening chorus, which puts them in the right spot for comic interest is added by Elmer Cleve and Company, straight man, clown comic and girl dancer and gag noogie. They follow with accordion, xylophones and musical saws.

Background for the 60 minutes furnished by the Myers-Hoer or rear stage and a line of 16. Dancing of Lina Basquette, music of the ork and the chorus routines explain the title, though the line only opens and closes. Some natty rum-tum arrangements by the band click. Too bad unit dated, only half a week as by the end of that time it would have creditable zip. Doubtful it will stick together, act rather going their own ways. All talent except the band, local, out of the William Morris office. Line of 16 all local misses from office of Rae and Ernie Thompson.

George Johnson brought back to give changes of operators at the Wurritzer. "It Happened in New York" (U), film.

15 YEARS AGO

(From Vanczer and Gilger)

San Francisco court denied invalid the law soaking ticket specs a license of \$300 a month.

Equity cracked down on "subterfuge closings." Some producers shut down to recast, voiding all contracts. Reopened within a few weeks. Told to quit.

Holy week put a 50-50% crimp in some receipts along 9'way. Biggest held up. But some sellouts.

Subverts had to turn down 1,500 requests for seats for the opening night of the revival of "Florodora" at the Century.

Marie Dressler, who had formed Chorus Equity and had been its first president, shaken down on \$600 worth of claims by "Billie's Punctured Romance" chorines. She kicked, but paid.

First seagong cabaret was started on the East End of the Atlantic Transport-line. Idea was to take a show to Southampton and put it into a local house until the next ship brought in a new troupe and took the old one back to America.

Horton and LaTrobe sailed to fill English dates. Contract called for 123 weeks.

Consolidated Music Corp. which recently had packed the world-roll rights to the 100 best publishers, blew up. Afraid of the anti-trust laws.

William G. McArdoo and Oscar Price put on "The Artists." Too much international friction.

Palace, N. Y., was starting another war with sidewalk specs. Collision with the box office clearly shown. But recognized brokers were given a money supply. McBride getting 50¢ for each night.

Lewis J. Seiznick hired Hobart Henley to make a super-feature. Was willing to spend \$250,000. Big money 15 years ago.

Musicians at the Columbia, N. Y., a burley house, demanded an extra \$10 a week retroactive to Jan. 1, when the house upped prices. Also wanted double pay for Sundays.

Shortage of newspaper paper caused curtailment of space given dramatics. Some papers down to two cols on Sunday. Paper in a Sunday edition cost around 13c, with the issue selling for a dime.

Arthur Hopkins announced he would feature Genevieve Tobin in "Little Old New York."

Max Marcin backed his own "Three Live Ghosts," opening in Stamford, Conn. Beryl Mercer played the same role she assumed in the silent picture later made.

LONG RUN ORGANIST

Syracuse, N. Y., April 9.

Paul H. Forster, the Syracuse Rialto's sole surviving theatre organist with 100 years of 10th anniversary at Schine's Eckel next week.

Forster started his local career at the Empire, later switching to Loew's State when that house opened, and finally going to the Eckel, where he has stayed through the various operating-regimes.

NEW ACTS

BOAKE CARTER

Talk

12 Min.; Two

Hippodrome, Baltimore
Radio's commenting, editorialist broadcasts nightly over CBS for Philco. "Act is prefaced by galaxy of newscast shots with his voice rattling off a rapid-fire summary of the scenes. Then screen lists to disclose him seated behind a desk continuing comment.

After palm-pat of greeting from audience, he settles down and streams through a touching story and there upon more adventurous side of covering events for his job of radio commentator. Personality he possesses is the one his voice suggests over the ether. His radio fans enjoy his discourse and others remain mouse-quiet and interested while he spins his anecdotes. Since he greatly enhanced his rep by his coverage of the Hauptmann trial, naturally spends most of time releasing sidelights he picked up during the Fleming trial.

He ran a mention of Philco in a rather lame manner, attempting to impart the impression it was accidental when actually obvious. Straightforward plug, it sharply checked, would be much more advisable.

JOHN TIO

Bird Novelty

10 Min.; One

Madison, Brooklyn

Strictly a novelty act, showing a parrot on the stage with its master. Bird squeaks out imitations of screen and stage stars. Younger patrons on hand best enjoy this sort of stuff. Jammed program retarded act getting started, but routine came off fairly smooth after the owner settled down with his pet before a microphone. Adds variety to a bill.

50 YEARS AGO

(From Clipper)

Frank Muth took a 13-year lease on the old cyclorama building at Madison avenue and 59th street. Used it for a skating rink, but later for concerts at the Lenox Lyceum. Still later, made into the Plaza picture theatre. In its original form it had a vicious echo.

"Hazel Kirke," which had a long run at the Madison Sq. and a longer road run, was to be released to dime museums the coming season for \$300 a week royalty. The Frohman's owned it.

Harry Brahlin was getting his divorce from Lillian Russell, naming Ted Solomon.

William Austin hired the huge Academy of Music and was giving shows at a 30c top. Stage box seats were 15c. Flocking the houses at those prices with light opera by the (Continued on page 52)

F. & M.'s Mex Unit

Mexico City, April 9.

Fanchon & Marco unit, comprising 30 foreign performers, 15 of them Americans, opened an engagement as a stage show at the Teatro Politeama, an old revue house that recently was a vaudeville unit was booted in Los Angeles.

First time a Fanchon & Marco show has ever played here.

MILLS BROS. RESUME

Hollywood, April 9.

Mills Bros. have finished "Broadway Gondolier" and go east stopping at Houston for a week stand.

SYDNEY FOX AND CHARLES

KEENEY

Dramatic Sketch

15 Min.; Three (Special)

Madison, Brooklyn

Sydney Fox, screen player, uses a dramatic playlet, "Bridgroom," by Charles Keene, with his voice offering. Dramatic content of act escapes the ear entirely as she could not be heard back of the third row. Title gives one as much of an idea of the story as anything. Gal is waiting for her lover in a small bar, even though she hears her voice offer that he is to go to the chair, she trots off-stage and swallows poison. Occasion here for some tears and emptying a glass. But it was only when the voice came in over the radio that the audience caught on. Charles Keene is the other member of the cast. He could be heard now and then.

Audience restless throughout and, when the bartender carried the lifeless femme across the stage, it let out a howl. Bela Blau directed, according to the screen announcement.

Act may mean something after the vocal chords are pitched right.

SYLVIA AND CLEMENCE

Singing, Dancing

3 Mins.; One

State, N. Y.

These two girls were at one time in a foursome with two boys. Alone they show a lot of promise. They're wild, rough and ready youngsters with lots of pep and lots of ability plus a sense of showmanship. All they need now is some judicious deletion of a couple minor spots and they're ready for any vaudeville bill. Both dance very well and both have okay singing voices. They work fast, going from number to number without stalling or waste of time. Also go in for some mild rough-house and acrobatics which would look better than it does if not so reasonable to more capable exponents of rough-house. Kids don't have to be rough. The mayhem routine were too full of self-satisfaction and laughs by having the spot-light maneuvered away from them wasn't even funny the first time it was tried. At Tony Pastor's. Without these minor flaws the act would be a good attraction even for a revue. *Kew.*

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After playing 25 Consecutive Weeks in 'Jollities', the Charles B. Cochran cabaret at the Trocadero Restaurant, London, now playing Paramount theatre, Paris, with Gaumont Palace to follow.

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RADIO CITY NEW YORK

Amalgamated Revived by Comerford And Ed Fay; N. Y. Indie Booking Field Plenty Reshuffled as Result

The New York indie booking field is being drastically realigned this week with the revival of the Amalgamated Booking Office (M. E. Comerford-Ed Fay) and the yanking of two weeks from the A. & B. Dow office and one week from Ed Sherman. These three, combined with Fay's Providence, full-weeker, gives the Amalgamated four weeks from Broadway. Joe Feinberg, who has been booking the Providence house, is in as booker. Harry Puck also joins up as producer of special units as they're needed, and Dave Cohen, former Comerford partner, goes over with the houses from the Dow office. Feinberg closed his own booking office to go over to the Amalgamated on a salary basis.

Switch of the Comerford houses drops the Dows to but one week, the Paramount, Newark. The new Amalgamated setup has Ed Fay in charge as general booking manager, the Providence theatre operator having moved his base of operations Monday (9) to 1600 Broadway. Joe Feinberg, who has been booking the Providence house, is in as booker. Harry Puck also joins up as producer of special units as they're needed, and Dave Cohen, former Comerford partner, goes over with the houses from the Dow office. Feinberg closed his own booking office to go over to the Amalgamated on a salary basis.

Four Spits, Two Full Besides the Providence Fay's, towns on the Amalgamated are Wilkes-Barre, Scranton, Binghamton and Rome, split-weekers, and Fay's Philadelphia, full week, which leaves Sherman when three weeks of advance unit bookings are played. Feinberg's first gig is at the B. & K. in Wilkes-Barre and Binghamton (Monday - Wednesday openings) April 22, all three spots being closed the week of April 15 (Holy Week). Other houses mentioned on the Amalgamated book April 15.

Amalgamated ceased functioning almost three years ago, when the Comerford houses were divided up between the Dows, Sherman, and Feinberg. Biddy Irwin, then the booker, moved over to the Dow office and recently became assistant manager of Fay's Philadelphia.

Ed Fay's ambition is to build a miniature Fanchon & Marco out of the Amalgamated. He intends to establish set stage policies in all the theatres, being a firm believer against constant changing. Taking his Providence house as the criterion, Fay considers the standard five-act vaude shows as passe and units the only salvation for combo houses.

Fay would not venture a definite opinion on the future of the vaude game. Whether the latter would be carried during the summer by Comerford, despite the fact that all of the theatres drop stage shows during the hot months, he could not say.

A.F.A.'S FIRST ANNUAL ELECTION ON MAY 7

First election for the American Federation of Actors since it received its union charter little more than a year ago will be held May 7, following a meeting for nominations on April 16.

Election, however, will concern only such councilmen who went in on one-year terms. Major officers were elected for four-year periods.

1 Agent's Jam Brings Investigation in Detroit

Detroit, April 9. Sally Fields, who recently opened the town's latest booking agency, has found the going tough. Warrant charging operation of a theatrical agency without a license was ordered by Judge Arthur E. Gordon.

Action was taken on complaint of Thomas O'Neill, hooper, that the agency procured for him a week's contract to perform in a night club, but after one night he was discharged without pay.

Incident has brought about an investigation of theatrical booking agencies here, ordered by Wesson Dickinson, private employment superintendent for Michigan.

Dance School Route

Detroit, April 9. New route for dancers is in the offing with the opening of a string of dancing schools by Charles Roth, who operates a hoofing school here. He is sending his former stage partner, Buddy Roth, to Cleveland and Dave Kraft, formerly with Benny Davis, to Buffalo.

Professionals from vaudeville will be used as instructors.

4 WKS. AND OUT FOR TAFT, CINC

Cincinnati, April 9. The indie Taft did a fadeout Thursday (4) when Ted Lewis and his 'Happiness Follies' finished a week's stay with \$6,000. Larry Sunbrook managed and a co-promoted venture. Taft claims \$750 due for final week's salary and Austin Little claims \$50.

House operated a month. Thurston, opener, drew \$15,000; Joe Penner followed with \$12,000 and Lum and Abner magnetized \$13,000. Big overhead and high salaries for stage fare induced a flood of red ink.

It's rumored that other newcomers in the theatre may carry on at the Taft after next week. The house, seating 2,600, is in the Masonic Temple building, two blocks from the established theatre beat.

Sunbrook was a nabe exhib for a time and after a radio and vaude agent.

NEW DET., VAUDEFILM

Del Delbridge May M.C.—Reinke-Block From K. C. to Operate

Detroit, April 9. An upset to the first-run downtown theatrical situation will be caused when the Capitol opens April 20. First-run arrangements here have been undisturbed since Balaban opened the Adams some three years ago.

Although several attempts have been made to keep this house in former known as the Broadway Capitol and previously as the Paramount, including the Cooper & Carroll plan and the United-Edgemoor Theatre try, neither was very successful. 'Stumbling' block in the past with one was picture production and with the other was vaudeville.

New operators are William Reinke and J. Block, owners of the Tower, Kansas City. They have a deal for first-run product. Six acts of vaudeville booked by Billy Diamond office out of Chicago, an m.c. and a line of 16 girls, will supplement the films. Del Delbridge is mentioned to m.c. Producer Tracy, from the Tower, K. C., is here preparing the first show.

Reinke-Block are negotiating to open either with the Mary Brian revue or Duke Ellington unit; also dickering for Joe Penner and Gus Arnheim's band.

RKO and Paramount booking offices have declared the indie Capitol, Detroit, which opens with a combo picture April 20, as opposition. RKO books the Fox in that city, while Par sets talent into the Michigan. First headline, week of April 20, will be Mary Brian, with Lupe Velez going in the following week. Billy Diamond booking the spot out of Chicago.

Declaration of an outside theatre as 'opposition' by the major circuits has been rare in the past few years, and seldom, if ever, lived up to.

MILDRED BAILEY'S ORCH.

Mildred Bailey, radio songstress, has hitched herself up a 14-piece orchestra conducted by her husband, Ken Norval, for vaude.

Combination opens today (Wednesday) at the Ritz, Elizabeth, then going to Loew's Jersey, Jersey City, April 26.

2nd Story Man

Los Angeles, April 9. Personalizing at the Orpheum, Jack LaRue, screen actor, started to tell a long story, only to be interrupted by Tod Lenry, house M. C. LaRue persisted in continuing, despite audience howls. When he concluded, he was wised up that Lenry had told the same story only a few minutes before.

STEEL PIER SETS 3 PRE-SEASON NAMES

Atlantic City's Steel Pier has set a number of names for weekend dates prior to the regular season's opening in June, when the board-walk spot goes into its full-week policy.

Weekenders commence April 20-21 with Rudy Vallee; Amos 'n' Andy, April 28; Joe Penner, May 4. All set through Eddie Sherman.

Pier will attempt a regular name band policy over the summer, with the bands running from one to three weeks. Contracted so far are Guy Lombardo and Eddie Duchin, one, week each, and Hal Kemp, three weeks.

Jack Irving in Niterly Biz, Takes Absinthe, N.O.

New Orleans, April 9. Jack Irving, vaudevillian, has joined forces with the Marx Brothers operator of the historic Old Absinthe house here and turned the rendezvous into a night club of floor show and Henry Walde's orchestra.

Spot is famous historically as the bar Jean Lafitte and his buccaneers frequented.

'NO. 1 COUPLE'

Pat and Marion Rooney Feted by Friars on 32d Anniversary

Switching to Sunday night (7) and admitting the wives and girlfriends, the Friars Saturday Night Boys finally functioned for a good reason—the 32d wedding anniversary of Pat and Marion Rooney. The 'No. 1 couple of the entire amusement world,' as Ben Bernie referred to them, were feted by an overflowed crowd.

On the dais, besides the guests of honor and Bernie, were Sophie Tucker, William Degan Weinberger, Bill Halligan, John Horgan and Herman Timberg. Jay C. Flippen, the Friars' fav roastmaster, presided.

Fisher Gets Majestic

Majestic, Paterson, N. J., passed from Joe Feinberg to Arthur Fisher yesterday (Tuesday). For vaude booking purposes, the place is an indie house is a five-act split-weeker.

B.&K. Ties In with Tobacco Firm for Amateur Radio Show at Oriental

Vallee's Chi, Det. Wks.

Rudy Vallee has been set for two more weeks in vaude by Paramount, going to the Chicago, May 31, for a full week, and the Michigan, Detroit, June 6 for six days. Both weeks are for a fee of \$15,500 net. Ork plays the Met. Boston, April 19, also for Par.

Deal set by Lyons & Lyons.

Trahan Replaces Murray

Al Trahan replaces Ken Murray as topliner of the condensed version of Earl Carroll's 'Vanties' in vaude. Murray leaves the show to join a legit, 'Vanties' being put in production by Carroll for the Winter Garden, New York.

First dates for Trahan in 'Vanties' will be for Loew, opening at the State, New York, May 3 and going from there to Washington and Baltimore. Come! Jump now is on a West Indies cruise.

4,000 Theatres to Give NVA 10% Of May 20 Gross; Midnite Vaude Shows in Keys—No Hat Passing

Dinner to Schenck

Loew's Artists Representatives Association (agents) are throwing a dinner April 25 at the Park Central hotel, New York, in honor of Marvin Schenck. Joe Elbaum and Johnny Hyde are handling the details.

Feed marks Schenck's graduation from Loew's booking office to the theatre operating department.

Pitt's Vode Boil Cools Down to But One House

Pittsburgh, April 9. Harris-Alvin is apparently adopting policy of occasional stage shows. House has had presentations for last night after two weeks of solid film fare and returns Friday (12) to straight flickers for Holy Week, resuming week after that with A. B. Marcus' 'Continental Revue.' Flash bookings after that will probably be on an onagain-offagain basis, depending largely on strength of film.

In meantime, only Penn continues week in and out with fish. Herb Williams, Everett Marshall and Charlie Davis' ork current, with Timmergs and Rooneys coming in next week, followed by bill headed by Iaham Jones' band. Then, later, Myrt 'n' Marge. Stanley is presumably sticking to film guns, unable to line up name stage attractions.

WB deluxer has been without a stage attraction for couple of months and nothing in sight despite rumor that house would resume following Lent.

Alice Joy's Amateurs Get Interstate Trial

Dallas, April 10. Alice Joy opens for a showing four-day stand at the Interstate circuit's Metropolitan, Houston, Friday (19) with talent she picked on every Thursday night tour over the Southwestern network. Universal Mills, of Houston, is the commercial behind the amateur show.

Interstate date follows her showing at the Elgin, Waco, where the Universal amateur broadcast was made a part of the performance.

B.&K. Ties In with Tobacco Firm for Amateur Radio Show at Oriental

Chicago, April 9. B. & K. has tied in with WBEM, the Columbia station here, for a commercial amateur period from the 'stage of the Oriental, theatre every Thursday night. Sponsor of the 30-minute program of amateur talent will be the R. G. Dun tobacco company.

Tie-up figures on two angles from the B. & K. side. First, B. & K. is seeking for a radio affiliation ever since its split with WGN, the Chicago Tribune station, which had been picking up the Chicago theatre show on a sustaining basis each week. And second, B. & K. is seeking an amateur show at the Oriental to buck the 'opportunity' night held each Monday at the rival State-Lake. Will start April 18 and be run from 7:30-8 p.m.

Question yet to be settled is whether B. & K. or WBEM will accept the task of hearing the amateurs for the selection of those few who will get stage and radio. At present, which side is trying to lose the responsibility to the other.

An effort will be made to have at least 4,000 theatres participate in the forthcoming NVA drive, in which, for the first time in NVA history, the audience plate-passing will be eliminated. May 20 (Monday) is the designated day on which the theatres will contribute 10% of their gross receipts. On the preceding Saturday night (18) midnite vaudeville shows will be presented in 10 or 12 key cities.

The new NVA fund-raising plan, suggested by Eddie Cantor and William Morris, Jr., was accepted by the NVA Fund manager-members at a meeting in New York Monday (8). In addition to the box office contributions and benefit shows, the Fund has under consideration a booklet sales idea, with autographed photos of picture players to be sold to the public in bound volume form. This latter suggestion will be tried in the event there is sufficient time for editing and printing.

It is anticipated by the NVA Fund that the new fund-raising means will bring the necessary \$500,000 for NVA maintenance. If the total falls short of requirements, some other method will be attempted in the fall. A sponsored film short produced co-jointly by the major studios and their name players participating, and sold commercially to an advertiser, is under consideration. But in any event the NVA Fund heads are determined to dispense strictly with the old audience begging system.

Theatres taking part in the drive will include all major circuit houses and most of the principal independents.

BEN SERKOWICH TO EXPLOIT NVA DRIVE

Ben Serkowich, theatre exploitation expert with Paramount and RKO for years, will handle the promotion end of the NVA drive. It gives the NVA Fund a first line exploiter for the second year in row. Last year's drive was handled by A. P. Waxman, Gaumont-British advertising head.

Serkowich was asked to participate by Harold Rodner (Warner Bros.), the NVA directing head. He'll function out of the NVA Fund offices at 1619 Broadway, New York. Waxman is again pitching in, this time as honorary chairman.

Jessel Recovered, Talks Pix and Radio

What may be the first indie film produced in Florida is a pending deal between Diogenes, Wray and George Jessel as British-American Productions, primed principally for quota pix, as well as for the American market.

Jessel's reported sudden appendicitis turned out to be acute indigestion. He was feeling much better yesterday (Tuesday), juggling Al Johnson to go on the Johnson-Shell radio program a week from Saturday.

Sullivan's Met Week

Ed Sullivan plays the Metropolitan, Brooklyn, April 26, for his second vaude week for Loew's. With the N. Y. Daily News' Broadway columnist will be the Saxon Sisters, Dolores Farris, Patsy Selt, Gail Gail, Gene Robson and Louis Prima and band.

Now It's Lieut. Peabody

Newly appointed Lieut. Edwin Ellsworth Peabody to the U. S. Naval Reserves is Eddie Peabody, banjoist-m.c., who has been working three years on examinations for the 30-day course.

During his summer vacation at Peabody Ranch, Riverside, Calif., the m.c. must report either to San Diego or Honolulu naval training bases, but will get 30-day service, the first of an annual period of duty.

EQUITY STILL VS. SUNDAYS

Sundays on Broadway

The battle to legalize Sunday shows on Broadway is practically over. Whether that will materially help shows and theatres will not be fully tested until next season. But either way the legislation enacted in Albany is bound to correct that lopsided situation in New York's amusement field which permits practically every form of amusement on Sundays except legitimate theatre.

For years, on Broadway, it has been alright to see films, as far as the law was concerned. It has been alright for baseball, vaudeville and even burlesque shows. But not legit.

The situation has been cockeyed from several viewpoints during all this time. Not only was legit the stepchild of the amusement world, so far as Sundays were concerned, but there were some anomalies right within the legit. Actors, if playing in legit, were not permitted to work on the Sabbath. But if in vaudeville or a picture house, it became alright.

Legit managers have played right along on the Sunday thing and haven't attempted to break the rule. It wasn't just a matter of being afraid of an ancient statute. It was another thing—Equity, and Equity's bitterness on the Sunday situation.

Equity is still trying to stem the tide; still placing itself in a ridiculous position by attempting to fly in the face of every one else. It is a curious labor union, Equity: the only labor union existent which has no wage scale. And which now is trying to oppose all other labor unions, including the stagehands and other stage laborers, by opposing Sundays.

At a time when its very existence depends on more and longer engagements of its members, when within its own organization factions are beginning to form, fighting for life and movement—Equity's council still insists that actors don't want to work on Sunday. This would seem to be no time for bickering, stemming tides, hemming or hawing. This would seem to be a time for direct, onward movement. But Equity doesn't want to play.

The managers say Sundays may help business. The stagehands favor trying anything that may help. The musicians are ready to line up. The legislators in Albany have cleared the way. Isn't it about time for Equity to drop its lorignette and face the facts?

Equity contends that Sundays are not vital and points to Chicago as an example. Not all shows play Sundays there, dramas occasionally skipping that night. Musicals and comedies generally do play the seventh day and pay cast members one-eighth extra salary for the performance. But Equity, again, is shutting its eyes to the facts. New York is not Chicago. Broadway's draw, on week-ends, is from the suburbs. And from that influx legit hopes to create a new audience.

For a couple of years now there have been special Sunday night performances of legit for the Stage Relief Fund and invariably these performances have drawn well. Wouldn't that seem to indicate there is an available Sunday night clientele somewhere? And how about all the other Sunday night 'benefits'? Some of these pseudo-charity shows, drawing big gates on the strength of gratis talent, have developed almost into a racket.

William A. Brady, long proponent of Sunday legit, emphasizes a now obscured potentiality from the legalized Sabbath theatre—the subway circuit's comeback. Neighborhood auditoriums in a far-flung metropolis like New York, with its five boroughs and 7,000,000 resident population, present but another means for the future expanding of the N. Y. legit field. Sundays are as much a neighborhood proposition as a going-to-downtown occasion. Too many former legit theatres, once prosperous subway circuit, are now converted film or burlesque.

No matter what the arguments are pro or con, there is only one logical way for showmen to face the issue. Fortunes are not being made in show business any more, not these days. Managers are content with the show grosses today and a moderate profit. If an extra performance will add enough to change flop plays to moderate grosses or moderate plays to several weeks of longer runs—that is all that is necessary to consider at the moment.

The longer a play runs the more actors are at work.

Having actors at work should be Equity's prime object.

FCC CAN'T ACT ON FREE AIRINGS

Federal Communications Commission, to whom legit managers appealed on the grounds that free radio performances in Broadway theatres constitute an unfair practice, cannot see how it can figure in the situation. Commission heads agree with the managerial contention that, because the radio programs advertise products which are sold in other states, the FCC could logically consider the problem.

Free radio performances are now being given regularly in three Broadway theatres—Hudson, Avon and Little. All are under lease to the Columbia Broadcasting System. NBC's air shows are staged in the studios in Radio City.

A Merger?

Daniel Doherty of Fox and Tom Waller of Paramount are collaborating on a play, untitled, to be produced in a few months at the Cow Hill Theatre, Noank, Conn. The theatre is a summer playhouse owned and operated by John Waller near this fisherman's village, situated north of New London.

July is tentatively opening date for the production, described as a tale of New York night life.

Nat Karson Sets for

'Hookup' and 'Professor'

'The Hookup', radio satire by Jack Laft and Stephen Gross, and starring Ernest Truex, has gone into rehearsal for Leslie Spiller production. Nat Karson is doing the acts. Karson is also slated to do the acts for 'Oh, Professor', which will inaugurate Borrah Minchewitz into the producing business. 'Professor' was authored by Harold Shetman and is figured to get going as soon as Karson is free from his other chores.

ASKS GOVERNOR LEHMAN'S VETO

Believes One Day Rest Clause Unworkable—Insists Managers Will Take Advantage—Vaudevillians Also Oppose Bills

BRADY'S ARGUMENT

Measures legalizing Sunday legit shows in New York having passed both houses of the Assembly last week as expected, and ready for Governor Lehman's signature, Equity is explaining its opposition to Sundays by charging the managers with plans for a seven-day week.

Pointed out by Equity that, while the new legislation provides for one day's rest weekly for actors, there are no teeth in the bills and therefore no way to enforce a six-day week. For that reason Equity last week asked the governor to withhold his signature.

Another objection to the bill, in that it exempts variety performers from the 'one day rest' clause, was made by letter to Gov. Lehman by J. Robert Broder, N. Y. lawyer.

Examination of the bills reveals that there is no stipulation against performances daily and Sunday. Show could go along every day, therefore, although players are supposed to lay off one day and night. Whether it would be practical to have Sundays with one or more understudies is an angle yet to be worked out.

Extra Compensation
Equity doesn't believe that is possible, although it is easy enough for stage hands and musicians to be replaced, as they often are. Another reason put forth by Equity regarding Sundays is to get its members some measure of extra (Continued on page 54)

Negroes Try to Stop 'Stevadore' but Cleve. Court Lets It Play On

Cleveland, April 9. Whether 'Stevadore' is too profane or not to stay on the not-sopranational boards of this city was the question that caused police censors as well as indignant Negro societies to swoop down on the Gilpin Players' production.

Play got its bitter panning from Negro ministers, who put screws on the police to stop performances. Editor of the Gazette, Cleveland's Afro-American sheet, went into an editorial tantrum as he claimed cuss-words and characterizations were defamatory to his race.

Producers defended 'Stevadore' on grounds that it had been given in New York by the Theatre Union and in Chicago without any kick-backs. Fight grew more bitter when defense attorneys quavered of being persecuted by censors and fire wardens, who had threatened to close the theatre. Finally won a temporary injunction against police interference by promising to give a private showing to the police prosecutor and judge.

Behind locked doors the prosecutor and his aides checked over the manuscript for nearly two hours. Devoting their wits to getting a dictionary, to see if any cuss-words were obscene, and found that Shakespeare had used most of them. Despite opposition of Negro elite leaders, the theatre directors won the battle. 'Stevadore' continued its run without deletions.

Albany Passes Sunday Legit Bills; Now Up to Governor Lehman, New York Assembly—and Equity

Moscow 'Boy'

'Little Ol' Boy' will be presented in Moscow by the Children's Theatre, according to advices received by Albert Bein, its author, from Mara Tartar, his representative there. Reform school drama was presented briefly on Broadway two seasons ago, but accorded considerable critical attention.

Bein is associated with Jack Goldsmith, in the presentation of the former's play 'Let Freedom Ring' next season. Miss Tartar, who is studying and acting in Moscow, was formerly promotion manager for the Theatre Union, propaganda group now at the Civic Rep. theatre on 14th street, N. Y.

'ACCENT' CO. TO LONDON, CAL. TROUPE EAST

Entire New York cast of 'Accent on Youth' will probably be sent to London in the production about May. In time for King's Jubilee celebration there. Nicholas Hannen, co-featured with Constance Cummings, meantime leaves the Broadway cast April 19 to return to London for a new show. Miss Cummings has previously appeared in London and is figured to be a local draw. Kenneth MacKenna succeeds Hannen in N. Y.

Instead of sending the Broadway company on tour, the present Coast company, starring Otto Kruger, may head east as far as Chicago, with a possible run there. Next fall, if it is figured there is enough territory left for coverage, a second road company may be sent out. A No. 2 company out of New York at present, as previously planned, has been dropped because figured too late in the season.

Hollywood, April 9. Coast edition of Samson Raphaelson's 'Accent on Youth' rewrites the El Capitlan April 14, with Henry Duffy presenting.

In support of Otto Kruger will be Martha Sleeper, Robert Grieg, Philip Reed and Mary Forbes.

PROTECTION

Miss Cornell Enjoins Even Readings of Her Plays

Program of 'Flowers of the Forest', which Katherine Cornell opened at the Martin Beck, N. Y. Monday (6), prominently displays a copyright warning against use of the play in any form whether professional or amateur. Radio, pictures, recitations and public readings are mentioned as being forbidden, intent being primarily to prevent lecturers from discoursing on and reading the play.

Lecturers in the sticks have heretofore used Miss Cornell's plays to pick up dates at \$25 to \$50 per shot, it is charged. Miss Cornell has always refused permission for such use, yet so-called readings and discourses on 'The Barretts of Wimpole Street' were frequently reported. Star claims the 'readings' are generally so bad that the play was used to advantage and when the show played in some spots, people who had attended the lectures refused to attend the actual performance.

Miss Cornell continues the practice of charging a fee for use each for autographed photographs, money going to the Actors Fund.

Albany, April 9. The Assembly has passed the Berg bills for Sunday legit, thereby concurring in the approval given previously by the Senate. Opposed by Equity, passage of the bills marks the end of a 10-year fight to permit dramas and musical comedies on Sundays in cities of the state. However, the bills merely are permissive to the extent that they permit the communities to exercise local option.

Assembly vote was 190 to 40 in favor of the bill of Senator Julius Berg, Bronx Democrat, to permit opening of legit theatres on Sunday. His second bill, requiring one day of rest in seven for actors and other theatre employees, was passed by a vote of 116 to 24. There was no debate on either measure, in contrast to the flurry which marked their passage in the Senate, where they first were defeated, then reconsidered and finally passed.

Final approval of the proposals now rests with Governor Lehman, who has not indicated whether he will veto or enact them into law. Dr. H. L. Bowley, general secretary of the Local Day Alliance, which, with Equity, opposed the Berg bills, has asked Governor Lehman, for another hearing on the measures.

Some day there'll be a reckoning on this violation of the Christian Sunday, said Dr. Bowley, who also favors a ban on all Sunday picture shows throughout the country.

At the public hearing on the bills, however, a representative of the Seventh Day Adventists spoke in favor of them.

Some dispatches on the Assembly's passage of the bills erred in saying that if the legit houses were open on Sunday they would have to be closed one other day in the week. This is not correct for the aim of the bills is to create more work for stagehands and other theatre employees through the necessity of employing substitutes to help to make possible the one day off in seven.

Senator Berg said he was confident that Governor Lehman would approve the bills.

Two obstacles still confront the proponents of Sunday shows in New York City. They are the passage of local option act and the winning over of Equity.

Equity, however, undoubtedly will maintain its objections. Numerous times in the past Equity has blocked efforts to provide Sunday entertainment.

SIMEON GEST SUES MORDKIN FOR \$30,000

Alleging breach of contract and estimating \$30,000 is due him, Simeon Gest has asked the courts to compel Mikhail Mordkin to make an accounting of the several projects in which they were partners. One is a school of dance and another is a tour during the season of 1934-35 when Mordkin's Ballet Russe was on road for 23 weeks.

Gest explains the delay in starting litigation on the fact that when he originally sought court action he was conducting a repertory company in Hollywood and only recently returned from the Coast. He claims the contract with Mordkin did not expire until 1930 and the statute of limitations has not invalidated his claim.

Plaintiff's complaint sets forth that, because he financed and managed Mordkin, he is entitled to 40% of the profits. Maurice J. Skoloff is representing Gest. Mordkin's attorneys being Carter, Ledyard and Milburn.

Equity Still vs. Sundays

(Continued from page 53)

compensation for Sunday performances, if possible.

Managers counter by declaring that reduced costs would result in operating Sundays in the red. Stage hands have indicated they will listen to reason about double time on Sundays (stipulated in the present form of contract) and if regular wage is conceded by them, Equity's stand in that direction would be considerably weakened. It is generally felt.

It is not believed that actors will be forced to work Sundays. That certainly goes for name players, who in the past have dictated to managers on that point. Many stars have refused to appear Sundays on the road, despite being in Sunday towns, that being true in a few cases of even the current season. Name players will probably make similar stipulations regarding Sunday Broadway engagements. True test of whether Sundays will help will probably not be made until next season, even if the Board of Aldermen, the city's legislative body, approves Sundays, and the bills should become laws.

Longer Runs

Sunday performances may not benefit the hits, but are generally expected to tide over moderate gross attractions and to regular Broadway engagements. True test of whether Sundays will help will probably not be made until next season, even if the Board of Aldermen, the city's legislative body, approves Sundays, and the bills should become laws.

With summer approaching there will be fewer shows and, while some will probably play Sundays during the heated period, the real test should come when the new season is in stride. Week-end out of town exodus during summer will doubtless hold down the number of Sunday shows until September or October, anyway.

In towns such as Chicago and Detroit, Sunday is considered the best night, but Saturday takings are usually larger because of the matinee performance. It is stated that in week stands, such as Cincinnati and St. Louis, week days were banned for a time and then brought back, attendance on that night is not strong.

Radio

One pertinent reason appears to be the strength of Sunday night radio programs.

Opposition of radio can be shown by the rate of the two week-end days. Up to three years ago Sunday was rated three points and Saturday two points, as far as grosses. At present the rating is reversed. Week days are rated one point at the box office.

In the absence of Frank Gilmore, who is on a cruise, Paul Dulzetti telegraphed Governor Lehman asking that he veto the Sunday bills, claiming that thousands of actors would be forced to work against their desire. Further stated that Sunday performances would not cure the ills of the theatre and that Sundays never helped theatres in Chicago or other Sunday towns.

Protest also claimed that while stage hands and musicians could be "staggered" as to complement, the same would not work for actors and it was declared, too, that the one day's rest in seven would not remain operative once Sunday shows become legal.

Time Element

Theatre League stated early this week that the Sunday bills had not yet reached the governor. It is possible the bills will not be released until the Assembly adjourns, in which case the governor would have the privilege of holding the measure for 30 days.

Passage of the bills culminates a more or less active five year struggle by managers to legalize Sundays. At the head of the movement was William A. Brady who campaigned for Sundays for nearly 20 years.

After the bills passed both houses Brady declared "Sundays would rejuvenate legit."

Brady's View

He added: "I believe the passing of the Berg bill will give the theatre a new theatre a new deal. It has long been the victim of outrageous discrimination. While other forms of entertainment, the radio, vaudeville and night clubs have prospered on Sundays, the legitimate theatre, which is in general the most decent, the most cultural and the most educational form of entertainment, has been compelled to remain closed. It is the legitimate theatre which is the real support of the Actors Equity Association, but that is the

one branch of the amusement business which has been unable to profit from the crowds of people who are entertained by Equity members on Sunday nights.

The big hit shows will probably remain closed on Sundays anyway, if Governor Lehman signs the Berg bill, but it will help to keep the weaker shows open if they can give performances Sunday nights instead of Mondays or Tuesdays.

The poorer actors will want to play on Sunday; the better ones would probably object, especially those who can get paid \$5,000 for a brief radio program. Of the 1,700 members of Equity, about 350 are in a position to dictate. Those are the ones who are fighting the Berg bill. There is sure to be a sharp internal clash in the Equity organization in the near future.

The stage hands and the musicians, who walked out on strike in 1920 and won the fight for the Actors Equity Association, went to Albany to fight for the passage of the bill. This is the first time they have combated Equity. It was through their efforts and the efforts of the State Federation of Labor that the Berg bill was passed.

TOLEDO NEWSMEN GO IN FOR ACTING AGAIN

Toledo, April 9.

'Blessed Event' to be given by the Toledo Newspaper Guild here April 25-27, is going the limit on publicity. All papers are running one column cuts of the members of the cast, one appearing each day. Play is to be given in a downtown theatre.

Presentation is advertised as a charity show. Local newsmen's association and the Parent-Teacher association are to benefit. Two years ago same thing got on Front Page and cleared \$4,100.

Mitchell Woodbury, theatre editor of the Times, is production manager. Paul Kennedy, radio editor of the News-Bee, has the lead role.

'STARS' BANKRUPTCY

Revue Corp. Lists Warner Bros. Lew Brown as Principal Creditors

Voluntary petition in bankruptcy filed by Calling All Stars, Inc., winds up the affairs of the ill-fated Lew Brown-Warner Bros. revue of earlier this season, 'Calling All Stars.'

Of the \$157,900 in liabilities, the principal creditors are Warner Bros. Pictures, Inc., for \$58,000, and Brown, who also loaned the corporation \$64,697. Assets of \$70,010 include the main item of \$70,000, value of costumes, scenery and stage properties.

Revue lasted four weeks at the Warners' reopened Hollywood theatre on Broadway.

Shumlin to Coast

Herman Shumlin planned to Hollywood Monday (8) for a two week stay. Main object of the trip is to do some casting on 'Sweet Mystery of Life,' which he will present next season.

Producer will also confer with Lillian Hellman, who has written a new play. Her 'Children's Hour,' presented by Shumlin, is entering its third month at the Maxine Elliott, N. Y.

WORCESTER OKAY

Femme Mgr. Thanked for Good Biz of Manhattan Players

Worcester, April 9. 'Maybe it was the feminine touch that was needed. Manhattan Players opened their fifth week of stock here Monday at the Worcester Theatre and were a real success. It is the first time in recent years for the length of run.

A little over a month ago Frances Hill took over the title to Worcester Theatre and playhouse and immediately engaged the Manhattan Players for a season of stock. City's first femme theatre owner and manager rushed in where angels had feared to tread. She had apparently have met with success. Receipts to date have been highly satisfactory.

Shows in Rehearsal

'The Hook-Up'—Leslie Spiller.

'To See Ourselves'—Del Bonio and Logan.

'Vanities'—Earl Carroll and Lee Shubert.

'Taming of the Shrew'—Theatre Guild.

'If a Body'—De Reeder and Rosener.

'Symphony'—Michael Meyerberg.

'Kid Lady'—Potter & Haight.

'Something Gay'—Shuberts.

'Parade'—Theatre Guild.

'Jackson White'—Lawton & Balch.

BOSTON HAS SIX FREE LEGIT COMPANIES NOW

Boston, April 9.

Boston now has six professional free legit groups working, with the recent addition of the Italian civic theatre. Two groups, called simply ERA Civic Theatres, employ 59 actors and two directors. It is estimated by the ERA office that these two groups have already played to a total audience of some 30,000 with their 33 productions.

Yiddish civic theatre employs 12 players, has produced 17 plays, has been seen by 14,500 people. Negro civic theatre has 21 members, and its 14 productions have been seen by more than 5,000 free customers. Marlonette theatre has played to 19,000 with its 47 productions, employing 13 players. New Italian group, employing 10, is working on its first production, 'La Cieca di Sorrento.'

1 Show Out

Several shows will bow out this week, but only 'Escape Me Never' is announced definitely to close. English play with Elisabeth Bernger, was brought over for a specified 12-week engagement and is limited to that time.

'Escape' had a high cost hook-up because of royalties, but is believed to have made some profit because of the consistently strong grosses. Around \$20,000 most of the way.

'ESCAPE ME NEVER'

Opened Jan. 21. Six of the nine first-strings didn't think much of the play, one was moderate in his appreciation, while the remaining two deemed it good. Alvin Karp, however, eulogized Elisabeth Bernger's histrionic ability.

Variety (lbes) said: 'Should be among season's successes on strength of Miss Bernger's performance.'

Cornelia Otis Skinner, slated for two weeks at the Booth, will also exit Saturday (13).

Lorraine Gets \$300

For Wardrobe Loss

Robert Lorraine, who appeared in 'Times Have Changed' at the National, N. Y., was awarded \$300 for the loss of wardrobe which he stated was stolen from the dressing room during the play's short engagement. Claim was arbitrated, award being unanimous. Actor testified two suits of clothes, which he valued at \$400 were stolen from him.

Award against Theodore Roelbein, who presented the show. Standard contracts for actors place the responsibility for wardrobe loss on the producer. William A. Brady acted for Lorraine, Herman Shumlin for Roelbein, and George Backer was 'umpire.'

Times' was backed by Ben Bernie, band leader, and Sam Maceo, Galveston night club operator. It was ranked after three weeks.

Future Plays

'Nothing Up Her Sleeve,' comedy by Ramon Van Sickle, author of 'Best Years,' Louise Groody will star for M. S. Schlesinger.

Inside Stuff—Legit

Revival of 'Potash and Perlmutter,' which started last Friday (5), re-lighted Columbus Circle light, after a long lapse. A. H. Woods, original presenter of the Montague Glass-Charles Klein comedy classic, holds no interest in the revival.

Robert Leonard and Arthur S. Ross, the leads, who similarly acted in the play in London, have been talking about reviving the show for the past 10 years. They, and Joseph K. Watson, are mentioned as having financed the current P&P.

Comparatively very few lines have been changed and the name of only one character is different, that of the woman dress designer. Originally was called Ruth Snyder but because of the notoriety of that name through the sash weight murder of several years back, the billing is now Ruth Goldman.

Theatre is being operated by Moe Kasa, son of an East Side banker. Wee and Leventhal's staff is handling the show for the players. Ticket scale has a top of \$2.75, but a 'courtney' section is listed, prices for which range from 77c down to 40c.

After being absent from the stage for 12 years, Sam Sidman is re-appearing in the revival.

George M. Cohan went through the rigors of touring with 'Ah Wilderness' in stride, despite the flock of one-nighters mixed in with week-stand dates. Only occurrence that upset him was the passing of Jimmy Callahan, former manager of the Chicago White Sox ball team who expired in Cohan's arms when the show played Boston. After Callahan passed away, Cohan attacked, Cohan spent hours on the telephone calling Jimmy's friends in Chicago.

Cohan has not made definite plans for next season. At the moment he is traveling with the Yankee ball club in the south.

Cost of installing a cooling system at the Playhouse, N. Y., will approximate \$18,000, although the reported estimate was half that amount. Understood that William A. Brady, who owns the theatre, and management of 'Three Men On A Horse' current at the Playhouse, are sharing the expense. Show is owned by Warners and Alex Toppel.

Called the spring's first legit manager, is the first to install modern air conditioning in a Broadway legit spot.

Some revision of the third act of 'The Dominant Sex' has been made after repeated callback permission from Michael Egan, the English author. Play opened at the Cort, N. Y., last week.

Understood script changes were tried during the Philadelphia try-out but Egan's representative here insisted upon the original being used at the Broadway premiere. Play is being presented by George Busfar and John Turk.

Henry L. Young, formerly connected with the late Charles Dillingham at the Globe theatre, N. Y., is now general manager for Harry Cort and Charles Abramson. Latter have taken over the 58th St. Playhouse, originally the John Golden. Golden let go of the house by not opposing forces about two years ago. Young, however, a lease on the Royale, he changed the name to the Golden this season.

Proposal of the N. Y. Herald Tribune to add an extra line to the charge for legit ads in directory form has been set back by Theatre League. Daily's business department so replied to the Theatre League which sought the reason for the move. Spokesmen for the league disputed the Trib's claim that lineage loss, due to boxing the ads, was as much as claimed.

Dave Marks, formerly prominent in theatre ticket circles, is back on Broadway and has opened an agency on 46th street. He was the head of the Tyson-Untel agency and was frequently named as a spokesman for the other brokers. Marks predicted tough times for the legit theatre but he lost a fortune and was forced to take a complete rest.

Charles Washburn, back from the road after doing the advance for 'Ah Wilderness,' will remain with the Theatre Guild throughout spring. He will agent Alfred Lunt and Lynn Fontanne's tour in 'The Taming of the Shrew.' 'Shrew' is not due on Broadway until next season.

ATLANTA'S OWN AUDE EQUITY OKAYS CO-OP GROUP, AN EXCEPTION

Shrine Mosque and Fox Theatre to City Management

Atlanta, Ga., April 9. Atlanta has practically bought itself a city auditorium. The Shrine Mosque and Fox theatre property, always a theatrical white elephant, will pass to the city, to be used as an auditorium as soon as the necessary deeds, contracts and other documents can be drawn up and executed.

Atlanta has 25 years to pay for the structure out of its operating revenues and incurs no obligation against the general city treasury. Purchase price is \$725,000. Property cost approximately \$3,000,000 to erect. Investments \$100 and is one of the most beautiful theatres in the country.

Overhead has eaten up profits of private enterprises attempting to operate at the Shrine previously. In being operated by the city as an auditorium, there will be no tax bill to pay and the city hopes to make a go of it by booking conventions, concerts and legit.

FOUR PARRISH PLAYS GIVEN COAST TRYOUTS

Hollywood, April 9.

'With All My Love,' new play by Claire Parrish, opens at the Pasadena Community Playhouse Wednesday (10). This gives Miss Parrish a chance to give a tryout at experimental theatres here.

Others are 'Recalled,' at the Union Square, 'Snow in August,' which previously had a Pasadena production at the Spottis, and 'Doctor in Sald' No., being produced by Radio at the studio with its junior players in the cast.

EQUITY OKAYS CO-OP GROUP, AN EXCEPTION

Equity has made an exception to its rule against co-operative shows, group calling itself the New Co-operative Theatre getting an okay to produce one play along sharing lines. Committee appeared before the Council last week and presented a petition signed by the 20-30 players who are to appear in the unnamed play, asking that no salary bond be required, since the entire cast is on a partnership basis. Georgiana Brand spoke for the co-ops. She stated they saw a chance of securing work by joining together along such lines. Plan is to present the show in a little theatre on the East Side, then moving it to Broadway if it clicks.

Italian Line Inundated

By 'Idle Nightingales'

The Italian Line, mentioned as being connected with the formation of a grand opera company, reputedly backed by the Italian government and planned as opposition to the Metropolitan Opera, was being declared through Angela Lauria, that it is not interested in putting 'Idle Nightingales' and canaries to work. Story stated the Line is handing out money to the Italian government.

Lauria's letter mildly protests: 'Our business is selling steamship tickets, and business was rather good until the flood of calls from singers and others seeking employment in the opera company submerged' our ticket sellers. We would be glad if you would correct the error and deliver us from the swarm of warblers besieging our offices and cluttering up the telephone circuits.'

'Heaven' Leads Chi on \$15,000; '3 Men' Fine \$14,000, 'Legion' Oke 7G's

Chicago, April 9.

Three plays continue to be the roster of Chicago legit and the situation will remain that way until next week. Business generally is good for the trio of attractions, each having its own individual reason for trade.

A cinch new entry is 'Three Men on a Horse,' which finished its first season to a smashing figure of \$14,000. Will stick a long time in Chicago, according to present indications. Seats selling now four weeks in advance, which is something that hasn't happened in Chicago in years.

Winding up are 'Rain From Heaven,' which will depart after a few nights at the Erlanger under American Theatre auspices. Show drew mixed notices but has an easy time of it. It's the fifth show of the American Theatre season, next to final big production, 'The Land,' which comes in on May 6. Other winder-upper is 'First Legion,' which has been playing first week throughout the Lenten season. Coming into the Selwyn in its stead on April 21 is 'Hollywood Holiday,' Ben Lyon, Bebe Daniels and Skeets Gallagher.

Other attraction coming on Easter is 'The Great Walcott,' Center (29th week) (C-107-\$2.30). Run leader not getting coin like the Coast company, but still making money; \$5,000.

'Waiting for Lefty' and 'Till the Day I Die,' Longacre (3rd week) (D-1,019-\$1.85). Approximated \$15,000. Little German star shows; big upstairs, but not hot on lower floor.

'Potash and Perlmutter,' Park (Cosmopolitan); revival drew fairly good press, should do well.

'The Great Pastures,' 44th Street; final two weeks for repeat showing; over \$11,000.

'Black Cat,' 14th Street; Rep theater; okay on 14th street.

Cornelia Otis Skinner, Booth; final week.

KATH CORNELL \$14,960 IN FOUR SHOWS, BALTO.

Baltimore, April 9.

Katharine Cornell in 'Flowers of the Forest' rang up approximately \$14,960 in four performances at the indie Maryland last week. At \$3.30 top for all performances, house had been clean in the report. On Easter night standing room was not sold because Miss Cornell figured it might make for first-night nervousness and other things. Last three times the cops and fire-fighters were on hand to see that the house did not burn. On Easter night standing-room stubs. Leonard B. McLaughlin, g. m. and self-booker, had been in the report nearly \$7,000 worth of biz to be turned away, much of it mail-order trade came flooding in from all over the state. Opening was swankiest of the season here, and a big crack holiday, besides reviewers came over the house from Washington, D. C., and came down from N. Y. World-Telegram, and, incidentally, paid for the seat. The A. P. covered the opening, as did Rollin Palmer of the Buffalo News, Miss Cornell's home town.

Things in legit very quiet now, and the road-show season looks decidedly washed up as far as Balto is concerned. Stock company that Bill Wright announced for an eight-week season at the UBO Ford's, with opening set for Easter week, has been suddenly and inexplicably cancelled. Only thing due into the city is a one-act play, 'The Draper' on May 2. The Robert E. Lee Memorial Fund is bringing her in.

Indie Maryland has little ahead. Ceila Adler comes in for two performances of Yiddish plays April 19-20. Easter Week the locally produced Paint and Powder Club's musical, 'Angels at Large,' occupies the bookers on a star-studded night.

A stock company looks imminent for the Maryland. Raymond Moore and company, including Paul Laughton and the week-end. Pair are going to N. Y. tomorrow (Wed.) to talk to the producers and try to get some stock rights to hit current on N. Y. boards. Understood rights aren't being released to 'Personal Appearance,' 'Petit Foe,' 'Children's Hour' and couple of other plays of this calibre, but Moore and company are going to try to swing some of the rights. They can cure plays they want, a four-week season to start April 29.

Metropolitan has a ticket at the Lyric tonight (Tuesday) with 'Aida' at \$8 top. Second showing here in four years, but the first last. Formerly three operas each spring was the fare.

Blanche Ring is guest star of Manhattan Players in Worcester this week in 'For My Mother's Sake.'

'Dodsworth' Nine Days

In Pittsburgh, \$24,000

Pittsburgh, April 9.

Last three days of 'Dodsworth' at the Nixon, resulted in an estimated ordinary \$6,500, with house going dark for the remainder of the week. Generally figured here that the show collected in nine days what it would have done had it come in for a single week. On top of the \$17,000 opening session, take approximated \$24,000 at the \$2.50 top, which, while satisfactory, was somewhat below expectations.

'Bailor, Beware,' is current at \$2, but with a flock two-for-one out to bring scale down to a buck. That top applies for the two matts as well, lower here for a legit attraction this season. Nixon will be dark Holy Week, reopening the following Monday (22) with the premiere of the Lunt-Fontaine 'Taming of Shrew.' 'Rain From Heaven' comes in on the heels of that, both under subscription auspices. Curtain will probably ring down the week of May 6, with the Pitt Cap and Gown show. In the Soup, 'Hollywood Holiday,' promised is very doubtful.

That would leave the ATS with only one attraction left to supply its subscribers. Whether there'll be a refund or another show hasn't been determined.

'MARY' \$38,000 IN MID-WEST

'Mary of Scotland' established another new high gross mark on the road, playing nine performances in five southern and mid-western states for total takings of approximately \$38,000 last week. Week played in Memphis, Little Rock, Tulsa, Oklahoma City, and Dallas, latter date being for two days.

Top money for a single performance was drawn in Tulsa, where the takings were estimated at \$5,700.

Oklahoma City, April 9. Helen Hayes in 'Mary of Scotland' established a new box office record at the Shrine Auditorium last Thursday (4) when the gross for matinee and night performances topped approximately \$8,000. Scale was drawn in Tulsa, where the takings were estimated at \$5,700.

Victor Jory in Ramona Pageant Lead Six Year

Los Angeles, April 9. Opening of the Ramona Pageant at Hemet, 90 miles east of here, is set for April 27, with performances to be repeated the following night and the next. The drama to be given in the Hemet bowl is based on the Helen Hunt Jackson novel, 'Ramona.'

For the sixth season, Victor Jory plays the title hero. His wife Jean Inness, portrays the title part for the third year. This year's presentation will be augmented by fiesta scenes. Pageant is a community non-profit affair and draws heavily from L. A.

Chi 'Golden West' Revival For Disabled War Vets

Chicago, April 9.

Full cast of professionals are in the cast of 'Girl of the Golden West' revival being given at the Goodman Theatre. It is a production of the Disabled American Veterans of the World War.

Kenneth Carrington, head of the Illinois relief commission's legit activities, is chief of the production, with Dorothea Bates directing. In the cast are Zell Sand, Ted Johnston, Dixie Lottin and Andrew Strenz.

'JOURNEY' \$6,000

Met Opera Drains All Boston at \$100,000

Boston, April 9. Greta Maren, opera diva, had an inauspicious opening here in 'Journey by Night,' at the Shubert last week. First week dolefully dimmed at approximately \$6,000. One more week.

'Opposition from the Met Opera troupe at the Boston Opera House figured in on the alibi. All Hub carriage trade flocked up town for the one week of repertoire, donating an estimated \$10,000 to the show.

'Drunkard' folded last week, with actors clamoring for coin.

Moscow Art Players open at the Shubert, April 18, and Tallulah Bankhead in a new one, 'Something Gay,' opens at the Plymouth April 19.

'LIFE' CAPACITY \$30,000 IN PHILLY

Philadelphia, April 9. Terrific biz by 'Life Begins at 8:40' was the outstanding feature of Philly's legit last week.

Musical did even better than most people had figured it would, hitting around \$30,000 in its first week at the Forrest, where it presented this week only variation possible being in standee trade. Could have stayed easily four weeks, but is Chicago-bound.

Moscow Art outfit is reported as satisfied with its first week at the Forrest, where it presented three plays of a repertoire. About \$7,500. 'The Shining Hour' reported around \$6,000 at the Forrest, using a cut-price system, but not the previous 40c pass-tax racket.

Nothing new this week, with all three last week's opening shows holding over. Nothing next week until Saturday, when the Mask and Wig's latest, 'Drums Forlissimo,' bows in at the Garrick for seven days.

Nothing is scheduled for Easter Monday, but on May 1, 'The First Legion' has been booked for a return trip, this time at the Chestnut. Nothing mentioned for the Forrest and only an amateur production, 'Victor Herbert's Elsie,' at the Chestnut.

'Shining Hour' (Broad, 1st week). Fortnight's stay started with a \$6,000 gross. Okay but not startling. 'Drunkard' at 8:40 (Forrest, 1st week). Sensational \$30,000, which means capacity. 'Will do same this week and could stay another fortnight.'

Moscow Art Players (Chestnut, 1st week). Russian's first week said to be okay, with \$7,500 reported.

Current Court Shows

Week of April 8. Abbey Players, Metropolitan, Seattle.

'As Thousands Cheer,' Blitmore, Los Angeles.

'Delodelph,' Wilson, Detroit.

'O'Daly Carte Repertory,' Royal Alexandra, Toronto.

'Hollywood Holiday,' Cox, Cincinnati.

'Journey By Night,' Shubert, Boston.

'First Legion,' Selwyn, Chicago.

'Life Begins at 8:40,' Forrest, Philadelphia.

'Mary of Scotland,' Majestic, Houston, 8-9; Majestic, San Antonio, 10; Paramount, Austin, 11; Baylor, U. Waco, 12; Worth, Fort Worth, 13.

Moscow Art Players, Chestnut, Philadelphia.

'Pop Goes the Weasel,' Belasco, L. A.

'Rain From Heaven,' Erlanger, Chicago.

'Bailor, Beware,' Nixon, Pittsburgh.

'Shining Light,' Walnut, Philadelphia.

'Three Men on a Horse,' Harris, Chicago.

'Tobacco Road,' Belasco, L. A.

JOINING SCHWARTZ ABROAD

Ten Yiddish players, formerly part of the Yiddish Art Company under Maurice Schwartz, sailed Saturday (6) to join Schwartz in 'Yoshe Kalb,' a tour of Europe in Yiddish.

Company will be completed abroad. Opens in Paris and thence to London, going back to the Continent again later on.

Lent Hasn't Hurt Much, but B'way Is Now Wondering About Holy Week

Broadway was inclined to be spotty last week, but where grosses eased off the drop was not as much as anticipated because of strong week-end attendance.

Lent is winding up without materially affecting business, true—but similar periods for the past decade. Showmen, however, will watch with some interest the box-office reaction during Holy Week, which starts next Monday (15). Last season the pre-Easter seven days upset all precedent, business markedly improving in all classes of Broadway's showshops. Previously, Holy Week did affect trade, and there is no indication whether last season's phenomenal week will repeat itself.

There are 27 shows in all on the legit list, the total not being much different than a year ago at the same time. Only one attraction—entranced last week, 'The Dominant Sex,' which drew new reviews and similar takings. This week's premieres are Katharine Cornell's 'Flowers of the Forest,' Beck, and 'Ceiling Zero,' Music Box. 'Flowers' will wind up the season for Miss Cornell, which drew fair press.

'Ceiling Zero,' which drew fair press, should do business during what remains of the regular season. 'Flowers' will close closing this week at the Forrest, where it presented 'Escape Me Never.' Her Broadway debut is regarded as a personal success for the starlet. Little German star. Other attractions may not be able to weather the going after this week. Only one pre-Easter slated for coming week, 'A Journey by Night,' Shubert.

There are 10 shows in rehearsal, latter half of spring promising more fresh attractions on Broadway than the early season.

Estimates for Last Week. 'Accent on Youth,' Plymouth (15th week) (C-1,036-\$1.40). Ending fourth month and should ride out balance of season; somewhat eased off, but okay at \$8,000 last week.

'Anything Goes,' Alvin (21st week) (M-1,350-\$4.40). No defection for Alvin, which drew good press; the week gross close to \$32,500; standees at most performances.

'Awake and Sing,' Belasco (8th week) (CD-1,000-\$3.30). Several parties boosted the gross last week, approximating \$10,000.

'Personal Appearance,' Music Box (1st week) (D-1,000-\$3.30). Presented by Brock Pemberton; written by Frank Brown; good chance.

'Escape Me Never,' Shubert (12th week) (CD-1,387-\$4.40). Final week; Elisabeth Berglund, 4th week, cut rates; consistently big money draw though not capacity; \$19,000.

'Flowers of the Forest,' Martin Beck (1st week) (D-1,214-\$3.30). Katharine Cornell opened brilliantly on Broadway last week; fair press should do well though date probably limited to two months. John van Druten play was tried in London.

'Fly Away Home,' 48th St. (13th week) (C-896-\$3.30). Sticking to Broadway; good press; cost money to operate; Donald Brian will replace Thomas Mitchell; \$5,500.

'Laburnum Grove,' Leacock (13th week) (C-789-\$3.30). English comedy paced around \$4,500; that appears sufficient to operate but profit doubtful.

'Lady of Letters,' Mansfield (3rd week) (CD-1,057-\$3.40). Won't be a money draw; estimated a total of \$3,000 mostly from cut rates.

'Old Maid,' Empire (14th week) (CD-890-\$3.30). With a 1.50 week-end cut rate, difference in takings; at \$12,000 last week, again satisfactory both ways.

'Personal Appearance,' H. E. Miller (26th week) (C-944-\$3.30). Dipped somewhat last week, but still excellent at \$14,000; should be money favorite among visitors.

'Petit Foe,' Elitz (5th week) (C-918-\$3.30). One of few money draws in legit; after Washington's Birthday; \$9,000, strong in this spot.

'Last Road,' Ambassador (18th week) (CD-1,156-\$2.75). Among the low grosser getting by on narrow margin; estimated around \$3,000; cut rates.

'Revenge With Music,' New Amsterdam (15th week) (M-1,717-\$3.30). Will play in New York; Charles Winniger; business around \$11,500 just better than even break.

'The Bishop Misbehaves,' Golden (1st week) (CD-1,154-\$3.30). Moderate money show operating to profit both ways at \$8,000; should do well.

'The Dominant Sex,' Cort (2nd week) (CD-1,154-\$3.30). Had good first night but mild business there-

after following adverse notices around \$6,000 indicated.

'The Great Walcott,' Center (29th week) (C-107-\$2.30). Based off about \$2,000 last week; but long run operetta should continue to June 1; \$32,000.

'The Playhouse,' Forrest, Broadhurst (14th week) (D-1,116-\$3.30). Has been tied with 'Escape Me Never' leading the dramas; not capacity but excellent money in present going; close to \$19,000.

'Three Men on a Horse,' Playhouse (11th week) (C-869-\$3.30). Clicking to virtual capacity and now teamed with Chicago company, which also played \$15,000.

'Thumbs Up,' St. James (16th week) (R-1,420-\$4.40). Just about getting by, but will probably stick for Easter trade; approximated \$11,000 last week.

'Tobacco Road,' Forrest (70th week) (C-107-\$2.30). Run leader not getting coin like the Coast company, but still making money; \$5,000.

'Waiting for Lefty' and 'Till the Day I Die,' Longacre (3rd week) (D-1,019-\$1.85). Approximated \$15,000. Little German star shows; big upstairs, but not hot on lower floor.

'What of the Soil,' 49th St. (3rd week) (D-710-\$2.75). Liable to close any time; ads out of dailies; reported less than \$1,000 last week.

'Potash and Perlmutter,' Park (Cosmopolitan); revival drew fairly good press, should do well.

'The Great Pastures,' 44th Street; final two weeks for repeat showing; over \$11,000.

'Black Cat,' 14th Street; Rep theater; okay on 14th street.

Cornelia Otis Skinner, Booth; final week.

Double Smash for

L.A.; 'Cheer' 11 1/2 G.

'Road' 10G, 3d wk.

Los Angeles, April 9.

For the first time in many months downtown Los Angeles has two big legit hits. 'As Thousands Cheer' got away to a bang last Wednesday night (3), in for 11 days. First four days brought a fine \$11,500, approximately.

'Tobacco Road,' in its third week at the Belasco, topped an estimated \$10,000, which means at least three more weeks for the Henry Hull star.

Mayan realigned Thursday night (4) with a return engagement of 'Pop Goes the Weasel,' at pop prices, and doing moderately. Piece news.

'Personal Appearance,' at four or two so weeks at the house, then moved to the Mason, where it fundered for a single week.

Hollywood continues shuttered, but El Capitan first to resume activities, April 14, when Henry Duffy opens 'Accent on Youth,' with Otto Kruger. Hollywood Playhouse opening by the Hollywood Theatre Guild is indefinitely off.

At the Little Theatre Mart, the original producer of 'The Drunkard' is now in its 93rd week and still okay.

'ZERO' MODERATE ON \$6,700, WASHINGTON

Washington, April 9.

'Ceiling Zero' collected approximately \$6,700 on its week at the National last week. Figure is light, but, better than average for openings when play has neither rep nor smash names. Last try-out.

Rep 'Men on a Horse,' a couple months ago, got only about \$5,000. Press gave the Pemberton show a fine send-off and the b.o. was building when it closed Saturday (6).

Capital's only legit spot goes down for two weeks, ending April 22 with Jane Cowell's 'Rain From Heaven.' After that comes the regular National Theatre Players stock season.

George S. Kaufman, who hasn't been here in four years, was talking turkey with the National management, but her date conflicted with the Cowell show. She may do one afternoon show on April 23.

Plays on Broadway

Flowers of the Forest

Drama in three acts presented at the Theatre de France, 139th Street, with Katharine Cornell, written by John Van Druten, staged by David Belasco, production by Guthrie McClintic; \$20 top.

Beryl Hodgson..... Brenda Forbes
Naomi..... Katharine Cornell
Lewis Jacklin..... Morat Johnston
John Van Druten..... John Van Druten
Mercia Huntbach..... Margalo Gilmore
Richard Newton-Claire..... Richard Newton-Claire
Mrs. Huntbach..... Lewis Bingham
Thomas Lindsay..... Lewis Bingham
Rev. Percy Huntbach..... Charles Waldron
Mrs. Biddle..... Alice Brainerd

Plenty of class attendance at the premiere of this fine show in Katharine Cornell's repertory season. Too late in the season for it to make a run of it, but as long as Miss Cornell appears in it, it should draw coin. Probable stay until early in June.

John van Druten authored "Flowers." It has dramatic power, a post war play with a dash of fantasy and sentiment at the finale, but one of the most interesting protests against what the stage has yet seen.

Perhaps most of the things van Druten hears about soldiering and conflict have been said and written before, but not with more bite or reason. Some ghastly details are set forth by a captain back on furlough in 1918, after being wounded.

Naomi is to return to the scene. But the author also considers those the war did not kill, mentally scarred for life. He butted his way through war did not seem pretty awful things to those it left live.

Standing about "Flowers," however, is the acting and direction, which the play itself. Miss Cornell did not seem to have any permits her to be far above the supporting cast this time. Other actors did not seem to have any permits her to be far above the supporting cast this time. Other actors did not seem to have any permits her to be far above the supporting cast this time.

Here is a post. Same was true of "The Barretts of Wimpole Street," Miss Cornell's stand-out success. But in the new play the sentiment of old lavender and lace is nowhere in sight. It concerns events from which the world has not recovered.

First and third acts are in the present, the keystone section being during the first two years of the world conflict in England. Naomi Huntbach, an art comissair, was affianced to the fine young poet Richard Newton-Claire, at the start of the war. He was killed in action in 1918. They had not wed, but had consummated their love. Naomi and her husband are an intelligent, affectionate couple with few illusions and her mentioning of Dick is sympathetically understood.

Her spinster sister, Alice, comes to London, their pastor father having died. Mercia was engaged, too, at the war's start, but broke it off when her Tommy expressed the opinion that the Germans did not really want to kill their fellow humans any more than the British soldiers did. Mercia's hatred of the Germans is as thorough as it is expressive.

One second act scene has Richard back on furlough after being wounded. He has been through the horrors and grisly occurrences at the front. Naomi is also back on leave from nursing from the front. He tells her of having gotten drunk and

having other affairs. She recoils and swears to prevent the birth of an expectant son—principally, in that when he never live to be butchered in war.

Naomi never knows whether Dick still loved her, reaching his cot too late when he was mortally wounded. He had started a poem which was never completed, but which she believed might reveal the secret. That poem is recited toward the close by the young fiance of her husband's second, whose brain is hopelessly afflicted. In that way Naomi learns that Dick loved her and she is contented by agreeing with his philosophy that the joy is in living. Sweet is the love scene between Williams as Dick, when they plight their troth. They have turned out the lights because of Zeps and gaze into the garden. As he puts it, the trouble with a poet is that one bit of moonlight and he's gone. Williams was so intent when revealing his feelings of the war and confessing his philanderings.

Miss Cornell is splendid throughout, whether in repose or in emotional scenes. Runner-up to her is Lewis Bingham as Richard Newton-Claire, whose poems over books are quite amusing to the Jacklins. His mental trick played emerging from the tortuous headaches brought forth the missing poem. It is a corking scene for Naomi and he was roundly applauded.

Margalo Gilmore, as the determined spinster sister, is a splendid play Naomi's husband with full understanding and reserve. Charles Waldron, too, as the young poet, performs as the clergyman.

This play was produced in England last season and was a disastrous flop.

CORNELIA O. SKINNER

Opening her season of solo repertory at the Booth in her new play, "Mansion on the Hudson," Cornelia O. Skinner returns to Broadway and her own special audience—those who are not to be disappointed, but by the two weeks' length of her engagement.

Miss Skinner appeals that of a talented, likable drawing room former—too too decorous and polite, and the entertainment she accords is a far cry from the usual fare. When she pretends to be a mugg, to send the regular theatre mob storming, she is not kidding. What she does she does with Tom, Dick and Harry. Her fare is destined for downers, clear and well-fused, sensible, settled dilettantes, who will find it a sufficiently stimulating dish.

Her "Mansion on the Hudson" is a pastures than New York will appreciate it still more.

First part of Miss Skinner's opening promotion is devoted to three short pieces, of which "Nurse's Day Out," wherein a spooled and helpless mother is taken care of by baby, and "Being Presented," in which a general Nebraska gets ready for a party at Burlington, Palaces, reveal that Skinner's sure gift for good natural comedy. Her "Times Square," in which a mother is taken care of by baby, and "Being Presented," in which a general Nebraska gets ready for a party at Burlington, Palaces, reveal that Skinner's sure gift for good natural comedy.

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In "Mansion on the Hudson" in six scenes and six costumes, telling 1880-1918—Miss Skinner covers the story of a stately home, fashionable in the 80's, of its glory and decay, as six women tell their own story, some of them at their own length. Miss Skinner's own charm glows in the early scenes

when she is a Victorian gentlewoman and against Gibson, Gid from the South. She is most moving as an embittered, impoverished but proud spinster, most amusing as a gauchic climber of the boom days.

Thereafter her narrative, which has been skirting meller from the start, gets with the active life of Fraga, March 22.

This new play from John D. Rockefeller, saw its first premiere on any stage in the city on March 22. It was by the German refugee, Friedrich Wolf, who is now in New York on a visit. Wolf is also the author of "The Sellers of Paris," now showing in New York, and other successful plays.

As presented here, neither in the title nor its text mentions directly the name of John D. Rockefeller. However, everyone seeing the Sellers who John D. is.

Deals with the career of the American capitalist from his 25th to his 71st birthday. Rockefeller is portrayed by the drama author as a modest, sympathetic personage, imbued with decided energy and full of ideas, who in the conquest of his oil territory is most successful in his fight against the reactionary trusts.

The Sellers of Paris, a revolutionist, just as the important representatives of the trusts were, in fact, the former dominant small retailers of oil and their tradesmen.

As a short, presents a sort of development of a political-economic revolution and of present economic history. That, after all, Rockefeller is only a personality of the present era, who will be followed by other, still more progressive successors, is fully admitted by the author.

Play contains interesting and picturesque scenes occurring in the life of John D. Rockefeller in the oil territory with his family and his life in his offices on Wall St., and in his home in Paris.

Leading role of John D. in the play is handled by the Czech actor Fodipny.

A Becsulet Nem Szegyen

(Honors Is No Disgrace)

Budapest, March 20.

Comedy in three acts by Paul Kiralyhegyi (Paul King), at the Belvedere Theatre.

Cast: George Nagy, Ida Turay, Antal Farkas, Zoltan Szegedi, Annie Soltes, Gustav Farkas.

Paul Kiralyhegyi, known under the name of Paul King in the United States, is a young Hungarian-American author who is turning his experiences of American life to good account by writing stories about them. This burlesque comedy is his newest and, on this side of the ocean, and although these are not very fortunate experiences.

The comedy is presented as a satire on the gangster mentality of America as Europe regards it, but the result is a comedy in which the author and nearly every laugh has its source in the brilliant acting of Anton Pagar.

Pagar, always a clever, sympathetic actor, here presents the figure of a perpetually drunken youth, of secondary importance to the plot, in an irresistibly funny manner.

Play deals with a young and dissipated millionaire who loses his fortune through the kind of offices of a pseudo-friend, a scoundrel. Being burgled on the same night, he is left penniless. His friendship with the burglar, falls in love with his daughter starts a burlesque comedy in his own ex-mansion.

As a young man, Pagar, finds so as to win his fortune, and the scoundrel who swindled him, regains his possessions and ends the play.

It's supposed to be funny, but it's mainly complicated and the laughs depend mainly on knocking down people and slapping their faces, also kissing and being drunk. There's something new and spicy in the tone of the thing, but it's artificial and unconvincing.

Author has prepared a translation in English, which has been accepted by the Theatre Guild, which, according to local papers, has accepted the play. Maybe.

AZ UTOLSO SZEREP

(The Last Role)

Budapest, March 20.

Play in three acts by Lajos Zilahy, at the National Theatre, Budapest.

Cast: Galy Bajor, Arnold Ugar, Theodore Ugar, Gyula Szegedi, Zoltan Szegedi, Annie Soltes, Gustav Farkas.

Lajos Zilahy, whose play, "Firebird" achieved success in several countries, and was filmed by WB, is one of the leading playwrights in Hungary. His latest work, "The Firebird," regrettably the great satisfaction of having seen a fine, well-written, delicately worded play which nevertheless contains a dramatic effect and the great asset of affording a first-rate part for a great actress.

The play is a cold in simple words, is most undramatic in part, a famous actress, at the height of her triumphant career and of her love affair with a young doctor, who wants to marry her, has heart trouble. She knows no doctor will tell her the truth, so she goes to a famous elderly medico disguised as her own

John D. Conquers World

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mother, and makes him tell her that she can't live more than a few years. She breaks with her past, disappears from the stage, leaving the sight of her lover and retire to a small resort, resolved to live the life of a young widow. As the old lady, as if she had really lived the age that brings resignation and reconciliation, no longer fighting for youth, she gently happy expectation of death.

But youth and love find her out, she is alive and many in the rest of her years as the wife of the old doctor, she hopes against hope and recalls her lover. The joy of seeing him again and of planning for the future, is too great a strain. She dies.

Play promises to be an exceptional success in Budapest and will certainly be the same wherever the fine psychology and the true and restrained dialog is as simply and artistically interpreted as it is here.

The Sellers of Paris, a revolutionist, just as the important representatives of the trusts were, in fact, the former dominant small retailers of oil and their tradesmen.

As a short, presents a sort of development of a political-economic revolution and of present economic history. That, after all, Rockefeller is only a personality of the present era, who will be followed by other, still more progressive successors, is fully admitted by the author.

Play contains interesting and picturesque scenes occurring in the life of John D. Rockefeller in the oil territory with his family and his life in his offices on Wall St., and in his home in Paris.

Leading role of John D. in the play is handled by the Czech actor Fodipny.

CORNELIUS

London, March 22.

Play in three acts by Basil Dean, produced by Basil Dean at the Duchess Theatre, London.

Cast: George Nagy, Ida Turay, Antal Farkas, Zoltan Szegedi, Annie Soltes, Gustav Farkas.

Paul Kiralyhegyi, known under the name of Paul King in the United States, is a young Hungarian-American author who is turning his experiences of American life to good account by writing stories about them.

This burlesque comedy is his newest and, on this side of the ocean, and although these are not very fortunate experiences.

The comedy is presented as a satire on the gangster mentality of America as Europe regards it, but the result is a comedy in which the author and nearly every laugh has its source in the brilliant acting of Anton Pagar.

Pagar, always a clever, sympathetic actor, here presents the figure of a perpetually drunken youth, of secondary importance to the plot, in an irresistibly funny manner.

Play deals with a young and dissipated millionaire who loses his fortune through the kind of offices of a pseudo-friend, a scoundrel. Being burgled on the same night, he is left penniless. His friendship with the burglar, falls in love with his daughter starts a burlesque comedy in his own ex-mansion.

As a young man, Pagar, finds so as to win his fortune, and the scoundrel who swindled him, regains his possessions and ends the play.

It's supposed to be funny, but it's mainly complicated and the laughs depend mainly on knocking down people and slapping their faces, also kissing and being drunk. There's something new and spicy in the tone of the thing, but it's artificial and unconvincing.

Author has prepared a translation in English, which has been accepted by the Theatre Guild, which, according to local papers, has accepted the play. Maybe.

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AZ UTOLSO SZEREP

(The Last Role)

Budapest, March 20.

Play in three acts by Lajos Zilahy, at the National Theatre, Budapest.

Cast: Galy Bajor, Arnold Ugar, Theodore Ugar, Gyula Szegedi, Zoltan Szegedi, Annie Soltes, Gustav Farkas.

Lajos Zilahy, whose play, "Firebird" achieved success in several countries, and was filmed by WB, is one of the leading playwrights in Hungary. His latest work, "The Firebird," regrettably the great satisfaction of having seen a fine, well-written, delicately worded play which nevertheless contains a dramatic effect and the great asset of affording a first-rate part for a great actress.

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Rebuild St. Paul Aude

St. Paul, April 9.

D. B. Kellogg, Detroit theatre architect, has recommended installation of new seats in this burg's muni-cipal auditorium, the city's contemplated renovation of the auditorium's theatre section.

Kellogg was engaged through the local raising of private funds, after the city council had refused to employ the architects.

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Indies' Code Rebellion

(Continued from page 7)

the order, negotiated by Gen. Hugh Johnson and Will Hays had killed the hopes of benefit or protection.

Nate Yamin's Blast

Hot blast from Nate Yamin was read by Myers and Will Hays at a meeting of the Government of permitting producer-members to name local boards without participation of exhibitor members and of vetoing exhibitors' names for exhibition posts. Charged that majors evade the code by taking advantage of contract provisions and that such defiance had received sanction from the C. A.

"My conclusion after one year's service on the Code Authority is that the independent receives little or no consideration when his interests conflict with those of the allied members," Yamin wrote.

Fall River (Mass.) codist was particularly irked by the Code Authority's action in permitting members to discuss questions of revenue they cannot vote upon because of direct interest. Said that C. A. had interpreted the clause prohibiting members from sitting in on matters affecting their own interests as barring voting, but not as outlawing participation in the argument.

Repeated efforts to obtain reopening of the pact have proved futile, Myers told the majors. He recalled that Rosy two months ago suggested that a committee present recommended changes and asserting that codists have ducked the responsibility even though they are for revision have brought 'evasive' responses from the Recovery Board, he added.

Coming to Rosenblat's defense, Senator Barkley asked Myers point-blank whether Allied desists abandonment of the law and the code, remarking that the majors included in the 9,169 exhibitors who have voluntarily accepted the pact. In reply to Barkley's question, Myers said: "On the contrary, I am complaining only the motion picture code in its present set-up."

Myers refused to agree that the code had remedied bad conditions existing before the code went into operation, asserting that the government "took each of these practices and, without materially remedying them, incorporated them in the code." Would not agree that the clause prohibiting forcing foreign films to be beneficial, and said that, instead of indicating indie are satisfied, the figures on acceptance merely demonstrated that indie exhibitors had been compelled to sign up in order to receive the right to appeal from unfavorable actions.

Desirability of "abandoning the code" was brought up by the government, "From your experience as a member of the Federal Trade Commission and as an Assistant Attorney General, do you feel that the Code Authority is a better Department, or any other department that has to go through long litigation to decide cases, can be effective in eliminating unfair practices which have brought the industries have sought to injure competitors?"

This inquiry drew from Myers an admission that, with the aid of the major safeguards, undoubtedly it can be done very much better by a code system.

The New York spokesman said that these changes are made, as a popollan indie will "haul down their Blue Eagles," and charged that "exhibitors never saw the code until it was rammed down their throats." Albert said that the Code Authority, which has been working on the code, and complained that the NRE exec has been "biased and prejudiced in favor of producers and distributors," citing the Clarence Darrow report.

Admitting that New York indies have refused to obey regional labor board decrees, Albert said: "We need a code. It is the only thing that will clean up the industry. It is the only code of this kind, the independent exhibitors of New York City will haul down their Blue Eagles." Said that the labor board had failed to hale violators into court, because it realized the agreement "could not stand investigation."

Recalling Darrow's assaults, Albert remarked that, despite the report of that big Rosenblat is still the head of the motion picture code, and no further investigation of any kind was made to determine ending of fact by the Darrow group.

New Yorker joined Myers in assailing the provision which enables parties in interest to appear before the Code Authority and its boards,

saying that attorneys for producer-distributors participate in every alliance and usually influence the decision.

Complaint of Allied of the Northwest condemned the code "in its entirety" and conveyed a "pledge" not to cooperate until the agreement is readjusted to include new trade representation provisions and better protection for indies. Myers also presented a "check" alined at the New Orleans MPTA, submitting resolutions demanding broader cancellation rights and other changes.

The Myers-Albert stances were the first criticism of the film code, as both Lowell Mason and Clarence Darrow ducked the matter during their recent appearances. Schedule of committee witnesses does not include any other film industry representatives and appearances are that Rosenblat will be the only other individual to discuss this situation.

Studios Hold On

(Continued from page 3)

slant is believed by some to have a powerful showmanship application to pictures on a broader scale.

Strike: Styling Angle

While actor corraling is viewed in some quarters as a postscript to threatened Actors' Guild strike, this is discounted by studio insiders as well as Guild spokesmen on grounds the Guild's stip prohibits strike until called by contract players, since such action is dependent on 75 per cent of Class A members. Pacted players hold a strong majority in this class.

Academy's new actor contract for daily and weekly demand which is now in its second month of operation, is credited with adding the important hypo to signaturing trend. Particularly noticed by the agents, who under the old Acad ticket had been accustomed to 'deals,' smarter: percenters figuring they could hold their own okay. New one practically doubles pay to actors in most instances for same type of job done under the old free-lance rules. 'New deal' also prohibits loaning or assignment of free-lance contracts for one picture and has 12-hour stop period between calls and other features that cut in on previous studio practice.

While it has been hailed as a step forward for the actor, agents report it has cost them the business for their clients at large, but likewise has played an important part in getting them term pacts. Players, in most ticketing, are shading their status for longer steady payments of that weekly check on three and six month option terms.

Picture has a bright side for the actor in the opinion of most agents, although an obvious move by studios to buy within budget limitations through contracting players and using them more frequently plus loaning them to other lots whenever possible. Percenters see an outstanding opportunity for lesser known players to better their status and build themselves through repeated chances to show their wares and win public interest. Ultimate shot at stardom for some depends on how they handle themselves during next few months to option time.

Cross-section of the type of actors being signed up, is following set, comic, character, and contract, contracting during month of March, and contains no option pickups, which totalled several dozen past month, topping the few that were alleged to be. List includes only major companies:

Columbia: Nana Bryant, Robert Allen, Wraylie Birch.
Fox: Paul Kelly, Rochelle Hudson, Slim Summerville, Roleta Diaz, Stan Junior, contracted by W. C. Dickson, Phillips Hilber, Shirley Aronson, Patricia Farr.
Goldwyn: David Niven.

MGM: Reginald Owen, Edna Mae Oliver, Spencer Tracy, Vera Egelis, Maritz Geray, Dudley Digges, Henry Stephenson, Joseph Calleia, Charles Townbridge, Robert Benchley and Sid Silvers, writer-actors.
Paramount: Harry Ellerbe, Akim Tamiroff, Robert Montgomery, Benny Baker, and six femme youngsters: Phyllis Laughton, Dene Myles, Beulah McDonald, Kay Gordon, Bonita Parker, Esther Pressman, Dorothy Thompson.

Radio: Preston Foster, Walter

JUBILEE TATTOO

England Preparing Giant Production; Searchlight Rehearsals

London, March 31.

Plans for the Silver Jubilee Tattoo grow with a body of experts working day and night to make the 1935 production worthy of the occasion. It will commemorate in pictures, scenes and impressive pageants.

Experiments with the gigantic searchlights cannot be carried out until darkness has fallen. With 16 to 20 giant searchlight projectors and 12 smaller spotlights there are some thousands of million candle-power available for use, but experts are perpetually at work trying to improve the already enormous volume of light by various means. Huge dynamo driven, connected by cable to the projectors, supply between them 600 h.p. to provide the illumination for the Tattoo at Aldershot.

INTERNATIONAL LINE AT AMBASSADEURS, PARIS

Paris, March 31.

Ambassadeurs, literary show, to open April 25, is about set, following a trip to South and Central Europe by George Boronak, looking for M. Foucault, new French owner of Paris' leading spring spot.

Shows will change every two weeks, instead of as formerly, because crowd is smaller and place is counting on repeaters. There will be three hands, the Nueva Munde Marinhas, led by Granilo, female now in Switzerland, and two French bands.

Backbone C. the opening show will be 12 girls picked by Boronak out of a troupe of 20, and the main Berlin. Line represents a League of Nations; there's an English girl, an Ethiopian, a Russian, a French girl, a girl born in Boston of Czech origin, a Dutch girl born in Java, and a Dutch girl born in Germany. Two acts are booked: Four Franks, family dance number now playing at the Palladium, London, and Gary Leon and Marcel, (Tut) broce, dance team from U. S. Chinese number and maybe another American act will be booked for the first show. Later shows will include America and Loyelle, Gaudin Brothers, Violet Ray and Norman, and Holland and Hart.

Sutton Vane's Duo

London, March 31.

Sutton Vane, author of 'Outward Bound,' has completed two new plays, called 'Time, Gentlemen, Please,' all set in a London public house, and 'Marine Parade.'

Later has 14 characters and one setting and its three acts are played in three acts, after the season, respectively.

Poles Nix 'Laburnum'

J. B. Priestley's 'Laburnum Grove,' current in New York, has been banned by the Polish censor. Reason given is 'glorification of crime.'

CORNELIUS

(Continued from page 56)

sane. A few days later he bumps into a partner in the street, but at the last moment tosses the revolver aside, throws a ledger through the glass and decides to go to South America in search of the lost city of the Incas.

This should be both drama and tragedy. It would be if it were the basis of the play, but it is merely incidental and serves as a framework to introduce a few characters, who interest one more than the plot.

Slating getting started and slow finish. Jolo.

Abel, Evelyn Poe, Helen Broderick, Andrew Tombes, John Hendrick, Anne Grey, plus two junior stock females, Dixie Dean and Dorothy White, and four lookers for musicals and possible buildup, Maxine Jennings, Jane Hamilton, Kay Sutton, Lucille Ball.

Reliance: Paul Stanton, Gordon Universal: Marta Eggerth, Dorothy Page, John King, Jean Dixon, Mary Wallace.

Warners: William Harrigan, Joseph Crehan, Joseph King, June Grabiner, Jack Norton, Jan Hunter.

French Legit Season Reaches Height; Business Good but Few Plays Okay for Import to U. S.

Paris, April 1.

Approach of Easter is stirring up Paris legit, and a few openings are coming along to break the long dead period.

Two of the new pieces are operettas. Some of the best successes and also the biggest "hope" for this season have been muskies, so producers of this type of show figure that, one way or another, they're likely to get a run for their money. The two new ones look as if they had a chance to make a little coin on what is left of the season.

One of them, "Tonton," at Benoit-Leon Deschamps' Nouveaux theatre, has two good comedians—the little Dranem and the long, thin Suzanne Delahaye, and they will probably be able to extract laughs out of the customers for quite a while. This is the third operetta in a row which Deutch has tried this year at this small boulevard house, and it looks like the best. Authors are Andre Barde and Louis Laty.

Other new muskie is 'Malvina,' book and lyrics by Maurice Donnay and Henry Duvernois, music by Reynaldo Hahn, at the Gaite-Lyrique. This is a costume show based on the 1830 revolution in France, and it has got off to a good start. It is gay, heroic and very funny.

Other fairly recent music shows which are doing pretty well are 'Cours en Redouté' ('Breakage in Hearts') by Max Edry, Jacques Offenbach, and Paddy Neill, which is keeping 'Toys of the Capitales' a Roman costume operetta by Jacques Bousquet, Albert Willemetz and Raoul Moretti going at the Madeleine.

Real musical hits of the year are 'You're Me,' which has been going all season at the Bouffes Parisiens, Josephine Baker in 'The Creole' at the Marigny, which is about the best music show in town now because of the star, and the chatelet spectacle, 'Au Temps des Merveilles,' a tale about the period just following the French Revolution.

The Isola Brothers, at the Mogador, after flopping with a new operetta, have fallen back on a revival of 'Song of Eve.' To keep the house open, Fortin, Saint Martin, which also has seen muskie after muskie die this year, is currently depending on a revival of the Shubert show, 'Song of Eve.'

In the non-musical field, two openings of some importance are due. At the Theatre de Paris, Paul Bernard and Henri Perdriere will play a couple of very young lovers 'Alibi' by Frederic Boute and Jean Aragny. These are the same stars who flopped in Jacques Deval's 'Age of Juliette' at the St. Georges.

'Folle in the season, in exactly the same kind of parts. The Deval play looked good, but apparently was too sentimental. M. Bernard and Mlle. Perdriere, anyway, were good in it. Other opening this week is at the Comedie des Champs, 'The Young Girl Dreamed,' by Lolo Le Guiradec, starring Alice Cocca, Charles K. Gordon, former New York producer, collaborated with Le Guiradec, and owns the American rights.

'Barrette' Most interesting recent change in the local playing field was the folding, after one season, run of 'Les Petits reits,' at Ambassadeurs, and substitution of 'There was a Prisoner,' by Jean Anouilh.

Anouilh, 33 years old, and has already had three plays produced. Marie Bell, of the Comedie Francaise, who runs the Ambassadeurs on the side, took this change in price, followed by Gaston Baty's production of 'Frodo' at the Montparnasse, Henry Bernstein's 'Espoir' at the Gymnase and Louis Jouvet's 'Constant Nymph' at the Athenaeum.

Current revivals are Edouard Bourdet's 'Captif' at the Michodiere and Jacques Deval's 'Tovaritch,' just closing a run at the Theatre de Paris.

Of the relatively recent plays, 'Ours et Wides' at the Comedie, starring Harry Barr, looks about the best. Noel Coward show at the Nouvelle Comedie, titled 'Serenade a Troie,' is also having a good run, as is 'Fille Libre' at the Michel.

Season, as a whole, can be characterized as not too bad. From an American point of view, however, it hasn't been hot. Fewer plays than in the recent Paris season can be considered as good possibilities for Broadway or Hollywood. Biggest bet now running is the Bernstein show, which hasn't yet found a buyer.

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Moscow Slant on Fortune
One of the most unusual assignments in literature is the one held by Earl Browder, secretary of the American Communist Party. Browder gets a copy of *Fortune* magazine every month, goes through it thoroughly and briefly rewrites all its articles for report purposes. The reports go direct to Stalin in Moscow.

Figured by the Moscow dictator and his aides that *Fortune* is an indicator of the American capitalist scene and that a regular file of material contained therein is important fodder for study purposes.

Non-Profit Book Club
A new non-profit book club has been formed under the name Book Union. Will select and distribute to its members one book of left-wing fiction or non-fiction each month. Starts functioning in September.

Editors of Book Union are Harry Bunn, Harold Galt, Robert W. Dunn, Henry Hart, Granville Hicks, Corliss Lamont, Julius Scheraga, Bernard Smith, Alexander Trachtenberg and Mary van Kleeck.

There is a small charge for membership and books are sold at below list prices. A critical but friendly will also go out gratis to members.

Odd-Priced Reprints
Recently-established book publishing firm of Loring & Mussey to add reprint books to its list of its reprints. Will call the reprints Loring & Mussey Specials, and will tag them with odd prices, ranging from \$1.09 a volume to \$1.63.

Reason for the odd prices is that Loring & Mussey will add a certain fixed charge for profit over the actual production cost. Since the production cost varies, so will the selling price of their reprints. Percy Loring, who is supervising the Loring & Mussey Specials, using the original prices for his reprints.

Leigh Hoffman Dead
Leigh Hoffman, for eight years a Tribune rewrite man in Paris, died March 24 in Larbosières hospital, France, after taking an overdose of sleeping pills.

When paper folded Hoffman went to America, visiting New York and his native Detroit. He returned to France on a freighter, arriving March 19 with comment that there was no longer a place in the United States for him and he would rather starve to death in Paris than in his native country.

Two-Bit Novel
New cheap book reprint project has been established called the Ideal Library, under which book-length fiction will be republished at 25 cents per copy. Because of bookseller opposition to this type of reprint, the Ideal Library must be marketed through newsdealers.

Reprints rights to material for the Ideal Library precludes royalty arrangement because of the extremely low prices which hence bought on outright purchase.

Plan H'wood Tab
Tabloid sheet to be published twice a week in Hollywood is being planned by Fred Weis, one of the original owners of the Hollywood News.

Wilson group sold the News to the Kellogg chain, which later disposed of it to the Copeland. Judge Harlan Palmer, owner of the Citizen, then bought the daily and merged it with his rag as the Citizen-News.

Prize for Jewish Novel
Prize novel contests continue. Latest is by the Jewish Publication Society, which offers a prize of \$2,500 for the best novel of Jewish interest written in English. Deadline is April 15, 1936, and scripts must be submitted to the Philadelphia headquarters of the Jewish Publication Society.

On Books and Plays
Two new magazines slated to hit the stands this month are *Book Reviewer* and *Playviewer*, both being published by Rudolph Field. Former will include reviews of books as well as short stories. The other, in addition to play reviews, will cover amusement play generally.

S-S' Own Mag
After all these years, Street & Smith's putting the firm name atop one of its mags. Publishing company's Complete Stories undergoes a change in name with the next issue to Street & Smith's Complete Stories. *Playviewer* will be issued monthly hereafter, instead of every three weeks.

Best Sellers

Best Sellers for the week ending April 6, as reported by the American News Co., Inc.

Fiction

'Green Light' (\$2.50) By Lloyd C. Douglas
'Of Time and River' (\$3.00) By Thomas Wolfe
'Come Along' (\$2.50) By Edna Ferber
'Pylon' (\$2.50) By William Faulkner
'Heaven's My Destination' (\$2.50) By Thornton Wilder
'Beauty for Ashes' (\$2.00) By Grace Livingston Hill

Non-Fiction

'White Room Burns' (\$2.75) By Alexander Woolcott
'Personal History' (\$2.00) By Vincent Sheehan
'Parade the First' (\$2.50) By Frank Hackett
'Skin Deep' (\$2.00) By M. C. Phillips
'Rats, Lice and History' (\$2.75) By Hans Zisner
'Why Not Try God' (\$1.00) By Mary Pickford

Stopping the Robbers

American Fiction Guild, which is seeking to combat plagiarism of mag fiction as inimical to the interests of its scribbler-members, has evolved an idea as to how to best uncover the story pirates before they can do much damage.

Organization would, set up a reader at a central point, to whom the publishers would submit galley proofs for checking. Galley proofs are those that could determine, both through index and the aid of a cross-memory filing system, any plagiarized matter.

"Though sounding like a mountainous task for any single one person to read all mag fiction intended for publication, organization claims it's feasible. Would be a paid job, and the Fiction Guild thinks the mag publishers ought to contribute towards the salary of the plagiarist detector.

Davin On New Mag

Tom Davin has left Cosmopolitan, where he was associate editor, and is striking out on his own. He will become editor of a new magazine to be published monthly by the New York Museum of Natural History.

Davin's idea, as agreed to by the Museum Board, is to issue a class publication on good paper and plentifully illustrated along lines of the National Geographic Society's monthly. Work on first number has already started.

Switches to Books

Mrs. Mabel Hersey, for many years a mag editor and publisher, passing up the mags in favor of book publishing. Has organized the Royal Osburn Publishing Co., and for sale of the volume by E. J. Williams, called 'Marriage and Divorce Laws.' Will publish both fiction and non-fiction, but won't get real active until next September.

Saga's New Aim

Saga, the adventure-story mag edited by Lowell Thomas, will get a build-up through the appointment of Lord Dunsany as literary director. Lord Dunsany, a Florida newspaper and mag publisher, has given up his southern interests to take the Saga post.

Saga is the more-or-less house organ for the Adventure Society. Its sponsors believe it can be established as a regular mag on its own.

Irene Thriller Steps Up

Irene Thriller has taken over the film editor-critic desk on the New York Evening Post, with Thornton Delehanty off to Europe for a two-month absence or longer. Miss Thriller recently joined the Post to do interviews and assist Delehanty on reviewing.

She inaugurated the star system on the News.

Childhood Mag Resuming

Childhood Magazine, which suspended publication last September in October in September. A month is the same announced for the start of publication of the new Children's Magazine, under different auspices.

Childhood is to be published on the Coast by Carl F. Sutton. Children's Magazine being projected by eastern interests.

Radio World New Monthly

Radio World, one of the oldest of the other mags, changes from a weekly to a monthly with the next issue. At the same time there will be a change in content and format making it over into a new periodical in almost every respect. Roland Burke Hennessy continues as editor.

British Chores

Time and Tide, British periodical, has commissioned Bernard Shaw and Sean O'Casey for about 2,000 words each, under the heading 'Notes on the Way'.

Both authors are at liberty to write what they choose.

The Lure of Film Coin

As in America, the film money appeal is taking its toll of English stage writers. Benn W. Levy and Rowland Leigh are two called to Hollywood, among others. Arthur Wimperley, legit writing vet, is content now with a regular stipend from Gaumont British films. Douglas Furber is doing a comeback with Cochran and other revues in between. Elstree and Twickenham film production chores.

A. P. Herbert, long editor of Punch, is Britain's most celebrated littérateur at the moment. Oscar Asche, author of 'Chu Chin Chow,' is now trouping in legit.

Film Tab Insert

A film tab insert, similar to the one circulated by the Detroit Free Press, is planned by the King Features Syndicate.

Russell Birdwell, of the Los Angeles Examiner staff, is assembling material in Hollywood.

Baillie U.P.'s New Prez

Following a special meeting of the board directors yesterday, Hugh Baillie was named president of the United Press. He replaces Karl A. Bickel, who, on tendering his resignation, suggested Baillie as his successor.

New boss assumes duties immediately.

Giveaways

(Continued from page 23)

In a 800-seater is just a waste of time and money in big 2,500-seat naves.

Circuit delivered its ultimatum. It is reported to Aaron Spurgeon of the George Albee theatre group and to the Essee's nabe circuit which has been offering every sort of giveaway. B.K.K. feels that if it cannot back up with giveaways it will in the entire theatre turn back into the double feature turmoil. In the first place an extra film won't cost as much as 2,500 seats. In the second place, since the premium companies are asking for the kitchenware at present.

In the Family

Distributors, as usual, are backing the double feature. Exchanges are busting around the town trying to cool off the giveaway festival as taking show money out of the industry. Distributors feel that as long as the houses are going to spend additional coin to bring in patrons that this coin should go to the film production end for better flickers.

However, the 30-day limit is not regarded, as possible, as a hindrance since most of the exhibitors who went to giveaway during the past two months signed deals with the premium companies which will take at least 12 weeks to expire. Most of the houses are giving out sets of dishes one piece at a time and the exhibs fear the consequences of breaking off the giveaway in the middle of the series.

B.K.K. is of the opinion that the majority of the exhibs don't want giveaways any more than they want double features.

Illegal in Missouri!

Kansas City, April 9: An opinion has just been issued by the state's attorney general holding that 'bank nights' being used throughout the state at theaters and other public assemblies constitute a lottery and are illegal.

A bill recently introduced in the house of representatives to outlaw 'bank' or 'cash' nights, at which holders of numbers at a drawing receive a cash prize, was recently killed by a house committee.

CHATTER

Erfo Hatch back from the Coast. Second printing for 'Unrolling the Map.'
Sheila Kaye-Smith back to England.
Frances Winwar off on a lecture tour.
Albert Payson Terhune to Bermuda to write 'Panic'.
Erskine Caldwell has gone back to Maine.
George Fort Milton will do some lecturing.

Mrs. Belloc Lowndes here from England.
Lewis Corey doing a book on the Dupont family.
Nelson Doubleday back from a European look-see.
Dutch edition set for Hendrik Van Loon's 'Ships'.
Harold J. Laaski in New York for a series of lectures.

Lincoln Steffens doing the final volume of his autobiography.
Alan Villiers and his tub have reached Rio de Janeiro.

It took Archibald MacLeish 16 months to write 'Panama'.
Thorne Smith's 'Night Life of the Gods' into its 13th edition.
Joe Ecclestine, newspaper lad, has sold a story to Esquire.

Edward R. Bruce's 'Empty Arms' gets Macaulay covers June 15.
Charlotte Seftin, of Simon & Schuster, to Europe for a month.

Robert K. Haas sailed for England to edit the Scribblers abroad.
Hortense Lion another former adverting writer to turn fictioneer.

Mary Van Kleeck off on a lecture tour through the east and mid-west.
Alonso T. Serrano driving east from California to his Wesleyan home.

Homer Gordon has sold 'Sally of Show Alley' for serialization in *Lure*.

Joyce Mayhew has had her first novel, 'Storm Haven,' published in England.

Vincent Sheehan's 'Personal History' edited in 'Search of History in England'.

Vincent Richards has done a novel with a tennis background—'Tennis Man'.

Marjorie Lewis will succeed Josephine Reynolds at the Frederick A. Stokes Co.

Ward Greene, William Soskin and Milton Mackaye off on a Bermuda cruise together.

Leslie Charteris, British mystery tale scribbler, here to do a number of mag articles.

First printing of 10,000 copies of William Faulkner's new novel, 'Pylon,' already sold.

Antoinette Spitzer's new book, 'These Are My Children,' set for Macaulay publication.

George Albee, director of the Limited Editions Club, the new art director for Pictorial Review.

Filmlore Hyde is the new executive editor of *Playviewer*. Formerly assistant editor of *Newsweek*.

Leone and Alice Moats, mother-and-daughter collaborators. Have done a guide book, 'Off to Mexico'.

Handbook editor, Lewis G. Gibson, and 'Condemned to Live' by Joseph Rabner, banned in Ireland.

Claude G. Bowers done three books at one time. In his spare time he has done a book on Spain.

A. L. Burt Co. is to sponsor a new line of reprint books, to sell at \$1, under the name of the Crescent Library.

Arthur Kober is collecting his New Yorker pieces for a book. S. S. publishing under titles of 'Hurry Schmurry'.

Erfo Devine, who used to be yachting editor, Country Life, has sold Smith & Haas a book about small boats.

Arthur Stanwood Piers, former editor of the Boston Transcript, has had a book, 'Go! Secrets,' published by Scribner.

Horace McCoy mulling publication details of his new tome, 'They Shoot Horses, Don't They,' with Smith & Schuster.

John Day Co. and the New Masses have extended the closing date for their joint Proletarian Prize Novel Contest to June 1.

Edna O'Brien, brother of Murray Korman, theatrical photographer, turning publisher. Has formed the Korman Publishing Co. to get out a series of art books.

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Book Reviews

The Break

Every once in a while, generally at pretty wide distances, a writer craves through to prove that there is such a thing as a break in writing and that establishing one sometimes be made to pay. Such a case is that of Louis Paul. About a year ago he wrote and submitted his first short story, 'Esquire.' Mac accepted it and several others. Then, after a year, on a first personal and acceptance, and publication, also won the O. Henry prize for the year and Paul became a celebrity. Now he's on the Metro lot in Hollywood, his stories are everywhere and here is his first novel, 'The Pumpkin Coach' (Doubleday-Doran; \$2.50).

It says that 'Coach' mildly disappointing is perhaps unfair. It's splendid book, exciting and beautifully written. Trouble with it is that it could have been even better. There is no real reason for the main protagonist to be an island boy. He might just as well have been white and American. The point of the yarn seems to be that of a boy who was brought up in the island and has things happen to him. Van Koe, or John Coe as he becomes Americanized, is no different from hundreds of other boys to whom things happen. The sort one line of it is much finer than most first novels, but most important because of what it reveals about Louis Paul as a potential writer of importance. Not for flimsy.

The Du Mauriers

The late Sir Gerald Du Maurier was never too well known in the United States, but in London he was an ace actor and a front line personality. Coming from that strolling Du Maurier family it is natural that his life was colorful. His father, George, was an actor and an artist for Punch and, towards the end of his life, took up writing to turn out 'Trilby' and 'Peter Ibbotson.' His daughter, Daphne, is an accepted novelist.

It is Daphne that now tries to immortalize her father in a book, 'Gerald' (Doubleday-Doran; \$3). It is an unusual biography; despite the fact that it is a daughter's writing about her father it is not at all sentimental, it is completely critical and fair. There are obvious omissions, but the sort one line of it is much finer than most first novels, but most important because of what it reveals about Louis Paul as a potential writer of importance. Not for flimsy.

Easy—But Wise

Colette, whose spicy books sell as well as well as in her native France, comes along with the fourth volume of her Claudine series (Farrar & Rinehart; \$2.50). Colette carries the easy youngster through a new adventure in matrimony.

It is delicately told and nicely translated by Frederick A. Blossom. Probably will follow the sales pattern of earlier books and it is surely for those who like to shower their paprika with tabasco sauce.

Olden Days

Charles Hanson Towns is a writer and editor of *Playviewer*. It is a bit unfair not to like his new book, perhaps. 'Good Old Yesterday' (Appleton-Century; \$2) is the kind of a book that would have been good in good old yesterday. But the scene shifted and this is today.

Mr. Towns's lovely little story of a family growing and spreading through two generations would have been liked 15 years ago. It doesn't fit today. Not enough story for flimsy.

Omnibus of Crime

Rufus King is one of the most successful of the whodunit writers and he is improving regularly. 'Profile of a Murderer' (Harcourt-Brace; \$2) is his best. It's a novel, a writing standpoint. It's different in that the reader can watch the entire crime being plotted and executed. In spite of which King manages to throw the reader back into the reading completely his readers' preconceived set-up. It's exciting and fine reading. But not for flimsy.

Todd Downing is another whodunit writer whose stock is rapidly rising. His newest book is 'Vultures in the Sky' (Crime Club; \$2), and a peach. Action, excitement, mystery and color. Latter deriving, as usual, his leading's stories from a Mexican background. Could make a good film.

I'm Telling You

By Jack Osterman

Well, here I am again doing, after being away from Broadway for two years it's nice to be back to the street of Streets, Broadway, where a legitimate attraction isn't allowed, where you must double-feature or nothing, where you go to Jack Dempsey's and ask him for a handshake not too well done and it costs you 10 bucks, but after all, only a Champ could take the place of Moore's.

Broadway—where Harry Cooper has a restaurant hoping that the Empire City Four will walk in.

Broadway, with a terrific headline at the Palace, "The Tic Toc Girls," is Eddie Darling in town? In fact, is the Palace in town? I wouldn't know; I've been away so long.

Broadway, where every ex-headliner must have a columnist or else. We could have been in Lew's State last week, but they offered us Skolay, we held out for Arthur Brisbane.

Broadway, where a star has to go on an amateur radio program to win back stardom.

Broadway, where the two busiest theatres have tables and people come out saying, "It's the best show I ever ate."

Broadway, where Milton (Dracula) Bell has made it safe for creative comedians, so safe that they cannot be booked. Mill leaves for London, we understand, but his mother sailed three weeks ago. After all, Milton has to come aside to the Prince of Wales, he needs his way to London—hide the horse!

Broadway, where they are trying to pass a law for Sunday shows to take the place of benefits. We hope it goes through. Broadway, where your agent asks you to give an au-

dition before you can play a benefit. (Sorry, Beatty.)

Broadway, where if you go to Hollywood for a year, make plenty of money and enemies, you return and open in vaudeville, a columnist comes out and says, "He's making a nice come-back." We think it was awfully nice for the Theatre Guild to give George M. Cohan another chance.

Broadway, where every year a hit is produced and everybody could have owned it—"Turn to the Right," "Abie's Irish Rose" and "Shuffle Along," etc. On our return we found "Three Men on a Horse," the doorman at the Astor and Nick the captain had it, but they just couldn't get anyone interested. We, personally, had the rights to the last four hours of "Morning Becomes Electra," but couldn't spend that much time because we only had a few minutes to stage another come-back.

We are going to press and it's grand to be back. After all, you don't need a microphone to write a column. I'll tell you about Hollywood next week.

Are you reading?
Your Loving Son,
Jackie.

BIRTHS

Mr. and Mrs. Guy Kibbee, son, April 1, in Los Angeles. Father is the film actor.

Mr. and Mrs. John J. Karol, son, in New York, April 1. Father is director of market research for CBS.

Mr. and Mrs. Ivan Dittmar, son, in Seattle, March 26. Father is musical director of KOL, Seattle.

Mr. and Mrs. Ray Carls, son, in Chicago, April 2. Mother is known on radio as Martha Crane.

Mr. and Mrs. Melvin Levy, daughter, April 6, in Los Angeles. Father is a Metro writer.

Bingo Slips

Worcester, Mass., April 9. Theaters here have been taking it on the chin for the past month with bingo parties attracting at least 20,000 persons weekly. One manager said his receipts had dropped at least 10 per cent during that time and no solution is in sight. The games are gaining in popularity and crowds of 5,000 have been known to jam into the Municipal Auditorium. The Knights of Columbus started the ball rolling with two parties weekly, each of which draws around 2,000. Elks then took it up and hired the Auditorium for matinee and evening parties and the 5,000 mark was reached. Not only are fraternal and social organizations staging a party every week and the theaters are bearing the brunt. Merchandise and cash prizes, the latter in some instances amounting to nearly \$200.

Intro Bill in Michigan To Levy on Gambling

Detroit, April 9. Gambling in all its forms, legalized and illegal, under a state license system, is seen in a bill before the state legislature this week. Rep. Philip Rahol is the sponsor. Plan is to receive 25% of the gross receipts from slot machines, \$25 for every gambling device ranging in play from 5c to 25c, and \$10 for battle-board and pin games. Among other bills is one for legalizing dog races and another for a lottery.

Code Enforcement

(Continued from page 1)
are uncertain, but Government is hopeful that it can be settled during the present session. The poultry case, if decided this term, probably will have a direct bearing on the film code, issues involving the question of inter- and intra-state commerce. In lowest court the Government won 17 of 19 distinct points, setting setback on its claim of authority to regulate working conditions. An appeal in Colorado is likely, but probably will not occur until after a finding has been handed down in the proceeding involving violation of the anti-trust law. Whether the L. A. case will be carried higher is unknown, authorities not having received details of the court's view.

The Colorado opinion attracted more interest because of the apparent conflict in the court's own views than because of its possible application in other state government actions. Torrey was unable to comprehend how a court could hold that the N. I. R. A. does not apply to exhibitors on the ground that exhibition is an intra-state business and at the same moment assert that action should be taken under the Sherman act, which applies only to inter-state commerce. This apparent inconsistency alone would afford good foundation for an appeal, lawyers felt at first glance.

The Colorado court's ruling was considered of major significance as a precedent, a proposition to trace the question of whether exhibition is inter-state or intra-state activity never has been thrashed out. Allied States Association has insisted that independent operators, at least, are exempt from Federal control, holding that distribution is inter-state commerce and the Federal government's authority is confined to that. Torrey's view is that the industry, but virtually all other groups disagree with such a view.

MARRIAGES

Rosita Moreno to Melville Shauer, April 2, in Yuma, Ariz. Bride is film actress; Shauer is Paramount studio exec.

Frances Robinson to Capt. W. H. Billy Fawcett, magazine publisher, March 31, in Tijuana, Mex. Bride was Fawcett's secretary.

Mrs. Florence Gilbert Dearholt, former film actress, to Edgar Rice Burroughs, April 3, in Las Vegas, Nev. Groom is creator and author of Tarzan series.

Clayde Rains to Frances Propoy, April 3, in Los Angeles.

Priscilla Gurney to Robert T. Stillman, film director, April 5, in Yuma, Ariz.

Estelle Clark, former film actress, to Leo Robin, lyric writer, in Los Angeles, April 5.

Show Biz Smacked as Coasters Develop Sudden Yen for Posies

Dame Flora has got this town by the ears.

To the ancients she may have been the goddess of flowers and a swell gal, but to theatre managers in this meridian she's a first class pain. She's no good to them all, for they can't alibi that week end drop into the doldrums with such a notation as "everybody out of town picking flowers."

It concrete proof is needed that the town has gone off its daffy, roll this figure from the Automobile Club around your chops: 200,000 from the Los Angeles area visited the flower fields around Bakersfield Sunday (31). And that's only one spot. The desert blooms to the south and east are being patronized as heavily. It's a fairly good rough guess that around 300,000 pour out of L. A. and environs over the week end. That's been going on for three weeks now. In another three it will be over.

These flower fanciers who start cranking up the petrol card around noon Saturday, go out with the best intentions but return late Sunday with larceny on their consciences. They've broken a state law that is patented as traffic signals. There's supposed to be a fine of \$200 for the picking or removal of wild flowers. Every returning car is loaded down with plants, bloom shrubs, shoots and other horticultural exhibits. The law is winked at and why not? Of all that gas consumed the state takes 3c. a gallon. From Los Angeles to Bakersfield is around 125 miles.

Just why the Bakersfield district is getting such a heavy play from the petunia pickers when other areas are just as abundant in foliage and blooms is not as puzzling as it sounds. This may be denied by the Bakersfield Chamber of Commerce, but some live wires from up that way passed the word around that Kern County is the only one where picking of wild flowers is allowed. So, believing they're within the law in snatching the blooms they head for those daisies. On Saturday night (\$0) lodgers for the night were forced to go as far as Taft, some 65 miles away. Looked like the old bloom days when the first oil well was brought in. This fetish with the populace of working up a sudden yen for nature's beauties is costing theatres a big bite in general plenty. But there's nothing that can be done

about it except to get after the law enforcers next year. It'll be an annual headache unless a halt is called and happening as it does in Lent, the h.o. dent is double deep.

There's only one way to beat the game and that is to send the unshorn out in the morning to gather in the petalled pets and hand 'em around at the mats. Or else force a few pinches and toss a little fair around back up by enlightening propaganda. They won't go out to the poppy pastures unless they can sneak home a few. Flowers are too cheap here to risk a \$200 fine.

THREE COLOR FILM FOR AMATEURS READY MAY 1

Hollywood, April 9. Eastman's new three-color film for amateurs, the Kodachrome Monopack, has been perfected and will hit the market around May 1. Process is said to be a vast improvement over Kodakolor as pigment is obtained through photographing on three coats of emulsion on the film without special lenses or filters.

Present Kodakolor system for 16mm. cameras requires special lenses and a three color strip of filter attachment. Process is simplified through the discarding of special attachments and allowing subjects to be filmed the same as in black and white.

Kodakolor will be taken off the market with the inauguration of the new process. Monopack will sell at \$9 for a 100-foot roll.

Fur Thieves Trail Pic Names Home; 30G Hand

Hollywood, April 9. Fur thieves, who play the night spots and follow patrons home, have made rich hauls during the last few weeks, having lifted more than \$30,000 worth of skins, chiefly from picture people.

Police caught onto the night club angle when they discovered in the last nine reported robberies that the wearers had all been at a particular night club night spot the previous evening.

VARIETY'S BROADWAY GUIDE

For show people as well as laymen, this Guide to general amusements in New York, first inaugurated here in 1925, is revived and published weekly in response to repeated requests. VARIETY lends the guidance of its judgment in the various entertainments.

No slight is intended for those unmentioned, as text will be switched weekly. The lists are of VARIETY's compilation only, and as a handy reference. It may serve the out-of-towner as a time saver 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 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 combinations are covered weekly in the reviews, the film gross boxoffice story line, the standing box on Page 8, which indicates the new films for next week and the vintage.

BEST NEW FEATURES THIS WEEK

Radio City Music Hall—Life Begins at 40 (Fox).

HOTCH-A-NITIES

Gotton Club, Dickie Wells and Ubangi in Harlem, Nut Club in the Village, and King's Terrace in Times Sq., are sufficiently heated for the hectic nocturnal add. Dizzy Club is another lively entry. Famous Door has taken the place of the now shuttered Onyx Club as the fave musicians' hangout. Coin d'Or has the Spirits of Rhythm from the old Onyx.

Less hectic but equally hilarious, Eddie Davis' saucy songs at Leon & Eddie's and the mave-de-dee gang-singing at Gay 90's are surefire for lively diversion and diversitements.

Any number of Times Sq. side-street dialecteries are also good diversion if yearning for 'different' type of atmosphere. Mimi's Faubourg-Montmartre and the Bal Muet are in that category; likewise the Cafe International, and since it's easier to get everything in that field right in the Broadway belt without taxi-ing. However, authentic Flamenco entertainment like El Chico in the Village (new revue debuts there this week), and Havanese, like the Cubanacan in the Spanish sector of Harlem, are well worth the trips; also El Bolero in the Village and El Torsador on W. 110th.

'CLASS' AND 'POPULAR' NITIES

Smarter east side (mostly) spots include the new Versailles, an ultra room, which right now is doing a big business (Helen Morgan there now), El Morocco, House of Lords, Jack and Charlie's, Club New Yorker, the new Stork Club, Normandie (with the Yacht Club Boys), all fave oases.

Rainbow, Room in Rockefeller Center; the St. Regis hotel; Eddy Duchin music at the C. P. Casino getting a big play; the Savoy Place, the Waldorf, Hotel New Yorker; Hal Kemp at the Hotel Pennsylvania; Bernie Cummins at the Roosevelt; and the Place Piquette are among the smarter supper hoeries.

French Casino's "Folies Bergeres" revue is still a big cabaret money-maker, but the new Casino de Paris show is now once again an important nitery factor, as it beats the pioneer in the cabaret-theatres. Jimmie Durante's debut at the C. de P. has further upped trade. Of the new starters, Jack Dempsey's chop house is doing wow biz. Paradise and Hollywood among the outstander mass cabarets, with Whiteman and Sophie Tucker the respect new attractions. Freddy Berens' music at the Flying Trapeze also getting nice attention.

New York Theatres

PARAMOUNT TIMES SQUARE
PREMIERE TODAY (WED.)
"PRIVATE WORLDS"
A Paramount Picture with
CLAUDETTE COLBERT-CHAR. BOYER
HELEN VINSON

RKO THEATRES
86th ST. "ENCHANTED"
at Lux.
"LOST CITY"
Wed. to Friday, April 10 to 12
81st St. "RUGGLES"
OF
RED GAY

RIVOLI
JACK BUCHANAN. LILI DAMITA
in "Brewster's Millions"

RADIO CITY ROCKEFELLER CENTER
MUSIC HALL
WILL ROGERS
"LIFE BEGINS AT 40"
STAGE: "LA VALLEE" . . . huge scenic spectacle in motion pictures
"LIFE BEGINS AT 40" musical masterpiece by Ray Knickerbocker, with huge cast, Broadway

STATE
"FOLIES BERGERE" Ben BERNIE
CHVALER and ORCHESTRA
Marie O'Day
Starline
Jeanette MacDonald, Wilson EDV
"NAUGHTY MARIETTA"

CAPITOL
WALLACE BEERY
"WEST POINT AND THE AIR"
8-8 P.M. only
"TRIAL OF THE CENTURY"
TIMINGERS and BOONEYS
Others

TRAND
5 to 10 p.m.
Today 9:30 a.m.
PAUL MUNI
in "BLACK FURY"
with KAREN MORLEY-WM. GARGAN
ASTOR 86th St.
Prices — Midnight Show
— Best Picture of 1934 Retup.
Claudette Colbert—Clark Gable
"IT HAPPENED ONE NIGHT"

MAYFAIR Broadway at 47th
Street
4th Floor in American
"MAN WHO TOO MUCH"

Broadway

John Willberg to Hollywood.

New revue debuts at El Chico. Louis Bohn's new East 49th oasis.

George D. Lottman expanding his offices.

Bob Read, St. Moritz p.a., still laid up at the hotel.

Bill Jenkins up from the south for a few days.

Mr. and Mrs. Charles Koerner departed for Boston.

George M. Cohan traveling with the Yankee band to the Coast.

Dave Loew back from the Coast, where he finally hit a 75.

Ben Bernie's 16-year-old son, Jason, enters Yale next fall.

Odda are on Bruce Gallup for the 1935-36 A.M.F.A. presidency.

John Flinn, C.A. west, is now headed for Washington for NRA parlays.

Kesselle Lynn looking the home town over after a year in Hollywood.

Rhoda Bernard now seeking sunshine in California instead of Florida.

Sam Fishman, now a wheeler, in child, may give B'way the O.O. shortly.

Hays office ordered deletion of the word "sex" from W.B.'s Black Fury ad copy.

Bob Crawford coastward to visit with Helen Broderick and dad Steve Crawford.

Billie Minkish now associated with Radio and Film Products Research company.

Mrs. Harry Sobel still hospitalizing because of that nasty auto spill some months back.

Barrett McCormick, RKO publicity chief, on Coast arranging next season's program.

Kathryn Parsons and Joseph Howard booked into the Rory for two weeks, starting April 13.

The Friendly Factory Club is holding a shindig at the K. of C. but found out the stock was \$15.

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Cooper turned out at \$3 a head at a breakfast at Cooper's restaurant.

Clarence Glendon, former manager of the French Casino, given screen tests by Paramount.

N. T. G. is going in for gentleness, but in a hurry when it comes to Rayway, N. G. acreage this season.

John F. Murray resigned managing directorship of the Monterey, and now in charge of the Monterey.

Cashier of Galety theatre left box office in a hurry when it came to pipe band, Sunday, at 46th and Broadway.

Theatre Union tossing a costume bed at 13 at Walter Hays. Dough realized it was for future productions.

The newsworld boys will get a bonus for any sound shots used on the Pathe-Bromo-Seltzer broadcast.

Lucien and Gilbert Mandelk, Nazi exiled editors of the Berlin Film Kurier, to the Coast on a Hollywood tour.

Barbara Webb, daughter of Stuart Webb, proxy of Pathe Exchange, married to John A. Curtis, v.p. of First Division.

Harry Puck chopped some wood at the Darden Concert hall, and almost took part of his left hand along with it.

Along last week's visitors at Loew's were Jack Simon, Pol manager in New Haven, and Don Rosa, of Reading, Pa.

Frederick Sebaw's wife, Mildred, copied third annual Florida Year-round women's golf tournament at the Miami Biltmore Hotel.

Ben Bernie, Milton Arer and George Olsen leave niter openings for everything for those 7 a.m. feudin' golf matches.

Gwen Stone (and Vernon) has the Mrs. L. (William Morris) Wolfson since Dec. 23, 1932, but a secret until now.

Betty Bowman, musical comedy ingenue until she met Donald Ross, broker, and retired three years ago, will strive for a comeback next season.

Earl Wingard, Russ Moon and Leonard Gaynor, Foxites, thought they'd try a \$1 niter, they heard about it at the Central Park Casino April 12.

They call him Bernie the Rubie, Ben and his band have played 170 seven weeks in the last six years around New York. Road in town now call for a record.

Hotel Astor's Hunting Room redecorated with a cocktail lounge and Nick's happy again with the added bit. The former star room is now mixed for luncheon as well as dinner.

Today Prince Mike Romanoff decided to become Henry Gerguson and stay away from Broadway, following another day in the city at the Paradise-Paul Whiteman premiere.

Nel F. Agnew of Paramount, who went two weeks away, left Bob Gillman for a studio visit, before getting back to the home office with the Hawaii. Gillman returned Friday (5).

When Sally Rand failed at the Paradise she gave all the girls present a chance to have a combined auto-graphing of some books on the history of the dance at the birthday party.

Michael de Zutter, ex-artist, paraded with Paul Whiteman's debut in the Paradise.

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running it personally, also Glen Island Casino, having bought out Dore who is going to a western ranch for a summer vacash before returning to niter activities this fall.

Three N. Y. newspapermen set a precedent by feeding a p.a., William Fields, of the Lawrence Stebbins office is joining the Harenbeck Wallace circus this week for the summer. Mark Barron of the A.P. Whitehouse is joining the Harenbeck Telegraph and Ward Morehouse of the Sun split the check among 'em.

Paris

Gregory Ratoff in town.

Luigi Pirandello to London.

Remous' a holdover at the Olym-

ping Netchers back from London.

'Tito' getting a good sendoff at Colisee.

Amabilia Pittoff operated on for appendicitis.

Cameo theater to become a newsreel house.

Glitta Alpar, Hungarian film actress, in Paris.

Helena Rubinstein to London, on way to the recovery.

Claude Farrere elected to the French Academy.

Mrs. Lucy Eastner patronizing terrace of Triomphe.

Gene Jolis anxious to get back into newspaper work.

Amabilia Pittoff, at studio again shooting 'Variety'.

Gilda Goldman speaking at American Women's Club.

Fritz Kormer approaching Heinz Liepmann for an original film story.

Edw. Knobelack has new play ready, 'The Blue Mandarin'.

Warren and Dublin here for Broadway next week.

Claudette Colbert back from New York via canal.

Ray Stoney hopped to Mexico City for vacash.

Max Trel of the Pictorial Review snoring around.

Ray Stoney emerged victorious in battle with flu.

Lois Adams Gentry now a Kalmuckian, back from New York.

Elizabeth Arden to invade the make-up biz here.

Walter Hays back after a tussle with ptomaine.

Robert Bosworth lost his milk while Arabian steed.

Bill Carson back from Minnesota after burial of his dad.

Mary Pickford tossed a party for Sid Cuman's ma.

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Palm Springs

Milton Bren in shorts.

Quarta in the Dunes dance floor.

Max Gordon's house guest of Ell Leland.

The Ted Flo-Rito's taking a sun cure lately.

Waterloo Rothacker and family down from their ranch.

Charles Irwin trying to compare this spot with Palm Beach.

Some \$5,000 approved for a new fire house and police station.

Don Still, El Mirador p.a., quit to go with the Campbell-Ewald agency.

Over \$3,000 was realized from the circus-for local charity organizations.

Wally Ford batching at the Del Tahquitz, with the wife and family in New York.

Leland Hayward send down in his new vacash accompanied by Katharine Hepburn.

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Going Places

By Cecelia Ager

Class Well Tell

Very once in a while there surges up in the hearts of the Music Hall production staff a feeling of uncontrollable longing to put on something "high class"—something to show that they, too, know and love nice things, that they're not just sensitive minnows of mass appeal, that, indeed, they have it in them to summon the carriage-concert-ballet trade any time they whistle for it.

This week being one of those whiles, and as producer Leon Leonidoff, conductor Erno Rapee, ballet director Florence Rogge and designer Vincente Minelli—having given expression to their better natures by putting on Ravel's "La Valse"—are whistling in perfect harmony and the carriage-concert-ballet trade is drawing up in large hunks and avowing its elegant delight—wouldn't you just know it'd be like the proletariat to crash the upper stratum and enjoy "La Valse" too. Enjoy it quite as much as the hooty-toots, and give it a resounding proletarian hand besides! Whereupon the Music Hall production staff has every right to stop whistling and start crowing.

It's an achievement to translate Ravel's "La Valse" into terms of popular appeal and yet make no concessions to the supposed traditions of popular appeal. The Music Hall's done it by a stunning balance of mass, color and lighting, spotting the combined ballet corps and Rockettes on a black stage rising at the musical climax to four full stage platforms, descending again to one level for one last concerted line before, peremptorily, the music ends. When, at the beginning, the first small group of dancers appear in severe satin abshirts slashed up one thigh for movement, with long sleeves and white straight sequin scarves attached at the throat and held out straight at arms' length in front, their costumes seem most unvaltz-like, but as they are joined by ever increasing numbers, and the group engage in spectacular formations dependent upon the manipulation of the very chairs that seemed so incongruous at first, it becomes thoroughly clear that the Music Hall knows just what it wants to do and exactly how to do it—at least with "La Valse". Choreography, costumes, stage and music work together, blend, complement each other, building, growing to an inevitable, absorbing whole.

And then there is the first part of the stage show called "Varieties", designed no doubt to pacify the mugs who, stubbornly, go on liking the highbrow part that follows anyway. Starting off in "The Athletic Club", which compels the Glee club to cavort in a gym as if they were members, and then, at noon changes to "The Solarium", in which the Rockettes, in blue satin shorts and yellow jerseys, reveal that even when they exercise, even when they do wand drills—they're still as one. The Rockettes' solarium, right in the heart of Manhattan, is surrounded by skyscrapers (painted on the backdrop) who are so interested in what the Rockettes are doing, that they can just see them reaching for their opera glasses the better to watch the little darlings.

Brains Unnecessary

When, in "Life Begins at 40", Jane Darwell shows Will Rogers how her new modern electric kitchen works, explaining to him that its mechanical aids now permit women the time to think—Mr. Rogers, who is a news-caster, muller, and a comedian, you think, says, "You think so, Mr. Rogers, asking that question, isn't being mean. Anyone at all, watching the women in 'Life Begins at 40', would be startled to learn they think. 'Life Begins at 40' is a very folky picture in which Mr. Rogers handles all the thinking necessary. It's such a folky picture, in fact, that when Mr. Rogers says Peggy Lewis, the young woman, and no wonder will then, young, pretty, helpless Miss Hudson is a school teacher. Fortunately for the vertiges, there are no shots of Miss Hudson actually teaching school. She is shown only after school, as a wide-eyed girl in love and as a wide-eyed girl who believes Mr. Rogers is just the smartest man around.

Miss Darwell looks at home rocking on the front porch and whipping up things in that kitchen or, even, if such a bright new kitchen doesn't look quite at home in Miss Darwell's modest house. Miss Darwell, gruff exterior, heart of gold, is very likeable. Miss Hudson, gentle exterior, gentle heart, is likeable.

Bornie's S. A. Competish

The three hardworking acts which precede the Old Maestro at the State, and which throw into elegant relief his subtle comic, delicately suggested Lindy Hop, bent-elbow golf swing and debatable bows—daintily bending of his knees while lightly bowing from side to side—are themselves good enough to give you a sense of what women will do to prove they're just as good in this man's world.

Take Sylvia and Clemence, for instance, two noisy young ladies who emulate knockabout comics, with acrobatic tumbling and taps in reserve. Dressed in page boy costumes—blue trousers and red jackets—they enter singing with Peggy Lewis, the young woman, and no wonder will then, young, pretty, helpless Miss Hudson is a school teacher. Fortunately for the vertiges, there are no shots of Miss Hudson actually teaching school. She is shown only after school, as a wide-eyed girl in love and as a wide-eyed girl who believes Mr. Rogers is just the smartest man around.

Then there's the lady Martin, of Martin and Martin. Mustn't be fooled that she comes on in a tan crepe-evening dress with white fur-edged cape collar. That's only for a flash. She's back soon, stripped to yellow bras and shorts, encrusted with turquoise blue bows, silver gray stockings encasing her legs, and straightaway shines up to the trapeze where she balances herself in all directions both on the bar itself and on a chair placed on the bar, without holding on, while her partner concerns himself with his own special contortions on the bar above.

The lady Martin can take care of herself, too. And so can Peggy Lewis, of the young woman, and no wonder will then, young, pretty, helpless Miss Hudson is a school teacher. Fortunately for the vertiges, there are no shots of Miss Hudson actually teaching school. She is shown only after school, as a wide-eyed girl in love and as a wide-eyed girl who believes Mr. Rogers is just the smartest man around.

Modern Flash

It Happened in New York looked upon "Twentieth Century", found it good. And so its heroine, too, is a tempestuous star, a wilful, violent child, temperamental victim of her own caprice, who even hurries eastward on the very same train. Its heroine is, besides, Gertrude Michael, a hard, hard worker, an actress sincere and obedient to direction, with fine qualities even if they don't make up for Miss Michael's lack of the physical attributes necessary for the role.

Despite clusters of blonde curls, a French maid, a huge hotel suite, a black marble bath tub, a white toweling robe with monograms on two pockets—somehow glamorous eludes Miss Michael. The harder she pursues it, the greater the distance it places between itself and her. Good make-up doesn't nail it; can't, when curves, stifle, pictorial a.s., are wanting. And to make the chase still tougher, Miss Michael has permitted herself to be overlaid with clothes so fancy, so pointless, so uninspired that even what she's got disappears in the mass of wadding.

After Angel, who plays a New York switchboard sweetness, quickly explains her English accent by saying she's homesick for Canada. Because she's a working girl, "It Happened in New York" lets her wear simple clothes, meaning to contrast her plainness with Miss Michael's elegance. Which works out all to Miss Angel's good, since "It Happened in New York" idea of elegance is no unsure of itself it hopes that quantity will disguise its uncertainty. At any rate, Miss Angel is appealing.

Anti-U. S. Law

(Continued from page 15)

the nationalistic rider was inserted and the bill was reported favorably. Hadn't been thought that an attempt would be made to get a vote on this session, but anti-American interests planned a surprise ballot to slip it over.

Americans, tipped off, got busy. Their biggest argument against the bill, was the fact that the big French circuits, which can corner the good local made films, to the detriment of the independent exhibitors, are the fellows that the Chambre would really like to aid. But they need more than that and they found it in the form of a clause in the Franco-German commercial pact of July, 1934, providing that there should be no distinction in France between the conditions of sale accorded to French and German products.

This would mean that the discriminatory tax could not be applied against German films, because an international pact takes precedence over a domestic law. Thus American films would be taxed more, inside of France, than German films, and this would be discrimination against the United States specifically would be obvious.

This was brought to the attention of the Government and the bill was shelved at the last minute.

Anti-American lobby got busy again, and had the tax bill scheduled for hearing a second time. This time the Americans, in collaboration with French exhibitors, had time to act and were prepared. They got to the actual heads of the Government, who agreed that such discrimination was impossible. Edouard Herriot personally is understood to have asserted that if necessary he would oppose the measure in the Chamber, and Premier Flandrin also acted to squish it.

Seems unlikely now that another attempt will be made to bring the bill up. Results of rider, however, is that the French film trade, which was badly in need of general relief, will get none at all because this attempt was made to make it discriminatory against the Yanks.

Hollywood

(Continued from page 50)

nor Family, vaude, picked for part in Fox's "Red Heads On Parade". Fred Astaire will teach dancers to skirt about in Santa Monica, April 14. Bette Davis celebrated her birthday with a large party and a molar extraction.

Victor Watson, assistant publisher of the "Los Angeles Examiner", looking over the studios.

Pete Smith back from Palm Springs to dialogue his Metro shorts, then to the desert. Maria Eggerth disclaiming she's German Universal supporting her claim that she's not a German. Fred Jackson and Fred King getting golf tournament ready for cinematographers next month.

Vienna

Helmuth Krauss coming to the fore.

Uta cancelling contract with Marika Rokk.

Hungarian bass, Seckely, up sing at the Casino.

"Kiss Lear" with Werner Krauss revived at the Burg.

Richard Hagemann opera, "Capone" at the Burg.

Viktor de Sabata to direct revivals of Italian opera here.

Theatre an der Wien reopening with Fritz "Divorced Wife".

Grit von Eiben to play lead in Bus Fekete's "Birthday at the Volka".

Rosa Schmalz playing opposite Gustav Froelich in "Carnival Night", talker.

Hans Thimm to star in "Tomorrow Friday", by Ferus and Adler, at the Volks.

Pittsburgh

By Hal Cohen

Sally Gay back in town for a week with Charles Fox.

Charles Foxers heading new floor show at Joe Bennett's niter.

Arnold Berke directing shows now for the Grand Bohemian.

Charles Rich going to Hollywood in June for W-F-N sales convention.

Marie McSwigan back on the job as p.m. for her dad's Kenneywood Park.

Charlie Ryan called to Fort Wayne, Ind., by illness of his mother.

Mary Brian fired the starting pin.

Among the Women

By The Skirt

Best dressed woman of the week:

SOPHIE TUCKER

(Hollywood Restaurant)

A goodly dinner crowd greeted Sophie Tucker's first appearance at the Hollywood Restaurant. For a blonde, Sophie gathered an unusual tan while in Florida. It is very becoming.

You haven't heard "The Continental" until you hear Sophie sing it. She has an entirely different interpretation of it. And it is swell. Soph's gown is stunning. Of white crepe made very plain, the skirt sports two long ends at the back of periwinkle blue chiffon. Clips catch the bodice below the shoulder straps. A coat of the periwinkle is worn for a minute.

The show at this restaurant must have been going along for some time, the costume showing much wear.

Very British

Westminster Cinema is very British. A top-hatted gentleman takes tickets and the two ushers are in Eton suits. The film is a British-made production of "The Great Waltz". Jessie Matthews is starred and Fay Compton featured.

After the stage version now going on at the Center theatre, one would expect the picture would go it one better, but that's not the case. Exactly 29 people witnessed the first showing of this picture.

Miss Matthews is weak as Reel and Miss Compton is lovely, but doesn't suggest a countess. The full hooped costumes worn by Miss Compton are elaborate and unusual. The gown worn for the famous concert consists of white tulletoes with each center ornamented with a jewel. Another gown has a black lace bolero and more lace is introduced into the skirt in festoons. A black gown has a standing collar of velvet. The feather poke bonnets are very becoming to Miss Compton.

Miss Matthews, as a daughter of a caterer, wears several simple dresses of the full skirted variety and oddly enough is at work behind a counter in a most elaborate net costume.

More British

Jack Buchanan comes to the Rivoli in a picture version of Brewster's "Millions". Too bad it couldn't have been made in this country. The British picture industry hasn't as yet made an important musical, and Buchanan is much too valuable to be messed about. We have our Fred Astaire and England has its Jack Buchanan, who has been on for years and doesn't look a day older than he did 10 years ago. And he is the best dressed man on any screen.

Fortunately the picture has Lili Damita. She makes the English misses look sick. Miss Damita is a chorus girl at the start and is seen in very short, sock of black and white, with white champagne hair. A solid sequin gown has stars woven into the pattern with feathers over the shoulders cape fashion. A white lace frock is worn with a large hat, a bird lying flat on the brim. This miss is charming in a white wig and wearing a silver gown with much feather trimming. Practice shorts are worn, and also, long trousers.

Another O'Neill plays opposite the star. Sydney Fairbrother, an elderly miss, is rather a bore. The large chorus look best in white shorts with black tops with anchors at the breasts. The American stepping of the numbers amazes until the program is perused and then one doesn't wonder any longer. Dances arranged by Buddy Bradley.

Talk Comes Well Dressed

"The Case of the Curious Bride" at the Strand theatre is the talkiest of the talkies. Margaret Lindsay, the lead, looks well in a tailored suit of a light cloth. The three-quarter coat is belted and the hat is one of the new off-the-face effects. A black dress has for trimming two white ball buttons with the collar and cuffs lined in white.

Claire Dodd, as a wisecracking stenographer, is nicely dressed in dark blue with white and black designs in the collar. One cocktail frock is of black with a white front. Winifred Shaw, in a burlesque show, does a number in a white silk costume. She also shows a black satin suit worn with silver foxes. Chorus girls behind Miss Shaw are in costumes consisting of a set of bows, one at the throat, one at the breasts and still another around the loins.

Aviation Jitters

"West Point of the Air" at the Capitol leaves one quite jittery with the many crackups. Any one planning air trips will think twice before taking off. Commercial airlines will not be so pleased with this picture. Wallace Beery, who plays pilot on air wings, does a good job as an instructor at an army post. There must be love interest, so Maureen O'Sullivan is picked as the girl, with Rosalind Russell as the menace.

Miss O'Sullivan is seen in a series of plain little frocks. One evening gown is fussily made in white chiffon. She shows a plain skirt and knitted blouse and at a footstep in time is in a beaver trimmed coat. A black-and-white frock has a tucked blouse.

Miss Russell is seen in several well modelled gowns. One of white satin with fringe trimmed sleeves is particularly beautiful, as is an evening gown of a metallic material.

Varieties. Ted Shawn's male dancers scheduled for a one-day show here late this month.

Glenn Hughes taking a box for Pirates' home games at Forbes Field this season.

Charles Holtenbeck and Bianche Kobylak, both of the Variety, are now Mr. and Mrs.

George Tyson, who up New York over-acted on Broadway.

Joe Feldman to bachelor it in May with white and kiddies send the picture.

Elzi Covato's boys got back from Miami with a lot of extra poundage they blained on the beer.

Charlie Washburn, here short time ago ahead of George Owen, back beating drums for "Taming of Shrew".

Edith King, former stock fav here, coming back in "Lunt-Fontaine Taming of Shrew".

Florence Fisher Parry of Press back in town after week of show- going on Broadway.

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Buenos Aires

By Wally Downey

Willy Forest's Unfinished Symphony at Ambassador.

Sid Schwartz, Metro, arrives for one of his periodical o.s.'s.

Tito Lusiardo, Argentine film actor, in Gardel's last two Par pictures, due in RKO radio.

Ben Chumack, RKO radio foreign trotter, here on visit with the Gluckman boys, Argentine distributors.

Carlos Gardel, No. 1 Argentine tango songbird, now filming with Paramount, has been signed exclusively for Victor waxes.

New national picture, "Noches de Buenos Aires" (Nights of Buenos Aires) received generally good reviews.

South American Radio Broadcast Conference, with delegates from Argentina, Chile, Bolivia, Paraguay and Uruguay, opened here today by Argentine minister of Interior, Leopoldo Melo.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

East

Dr. J. Alfred D'Onofrio has leased the taxpayer at 190-196 Richmond avenue, Fort Richmond, Staten Island. Will raise and replace with a picture theatre. Lease is for 21 years with two renewal options.

The old Alexandra Palace, London, chosen as the first British television station. Former exhibition hall.

Harry P. Ferguson (he's dropped the Prince Mike stuff), may take a job on a dude ranch in Arizona. It will enable him to slide from under a charge of breaking his Federal parole.

Mrs. Julia Peters, concert singer of Scarsdale, in plenty again trouble. Monday (1), she was stopped on Riverside Drive for a summons. An hour earlier she had been given summons for driving recklessly with making unnecessary noises and failure to keep to the right. In traffic court the first trial was put over until Wednesday (17). At that time she will also answer other charges of driving while intoxicated, driving without a license and using improper plates. Outside of that she's in \$700 bail on other charges of kicking and hitting a car who stopped her car on Dykman street.

Arthur Hammerstein back from Florida with most of the manuscript on the life of his father, Lee Kugel. He's been sitting in the convalescent. Simon & Schuster are publishing. Nudist Theatre Guild of Mt. Vernon, which recently died. The annual prize was won by Gretchen Damrosch Finletter and Samuel Chotzinoff. Story of a prodigy who fends exploitation.

Cambridge committee of the Nat. Symphony Orch., Washington, fell short of its \$100,000 objective, but obtained sufficient assurance, since concerns this summer and activity next season.

United Union throwing a costume party at Webster Hall, Saturday (13) for the benefit of its public maintenance fund.

Sunday show passed at Albany. Will permit drama performances in N. Y. on that day. Board of Aldermen will consider Equity asks for veto by Governor.

American rodeo stars in Japan. Police during visit of Emperor of Manchukuo.

Sam Goldwyn back from London with the Mrs. Denes he arranged for British and French objections against California if the taxes are slapped on.

Sanitary Department orders that import duties must be collected on all food and drink sold on liners.

Department of welfare portable shops skedaddled to hit refectory parks around June 15. Five troupers will operate.

Edward P. Riley and his wife picking the home of Cardinal Hines in protest against his alleged suppression of a play Mrs. Riley had written. They said that the play or the producer they allege was induced to turn it down by the priests.

"Tobacco Road" to give daily matinees Easter week.

Westchester's Little Theatre turned out to be a bad advertising job. Evening will be given to winners of the last three nights.

Police raided an apartment at 560 Park avenue last night. Found a play, just across from the Colony Club, was allegedly running craps roulette, with a wheel with a wheel valued at \$1,500.

Baby abandoned in a New York room, probably had a Canadian sweetie ticket pinned to its blanket. Atlantic City leases its Convention Hall for another season of horse handicaps, but for actors are seeking to void the lease.

Universal Peace League awards Robert Kirby, conductor of the World-Telly, the statuette annually presented for the best work on behalf of peace.

Florida figures 1,750,000 tourists spent \$25,000,000. Best since 1929.

Davis & Hayes, Inc., formed to put stock into three out of town spots.

The Great Waltz' took in its millionth dollar at the Center, Radio City, Thursday night (4).

Summers' Columbia pickets at the Elvinge theatre from using unmen and statements by Allied and Empire. The house is non-union and are incorrect, declared Justice Dore. Ruling may affect other spots.

Morton A. Milman suing Jimmy Durante for commission alleged to be due from an air contract. Asks \$4,800.

Plainclothes men pinched the manager and the picket at the close of performance at the Gaiety. Charge that the girls removed their clothing during the second act. The girls were Bubbles, Yvonne and Marie Voe. Edwin Roland taken in for alleged permitting the performance.

Ball team formed by the 'Great Waltz' co. Guy Robertson, former college player, will captain.

Edith S. Sorel, Abronwitz and George Croke, exiled German dancers, passed through Ellis Island as artists, but Mrs. M. Chazen, their mother, was turned back by immigration. Retaliation for similar actions against American musicians abroad.

Claude Rains given a divorce at Trenton last week. Desertion offered as the cause. She is also on the divorce list of the Trenton (8), to Frances Proper, non-pro. of the Bronx.

The smooty Altman store giving shows. Punch and Judy one day last week. Has a children's theatre.

Clare Tree Major to captain the Carmel (N. Y.) summer stock. Nine of the 73 men arrested for plotting the Oxford burlesque theatre, Brooklyn, were fined \$5 each. Decision reserved until tomorrow (20) for the balance of the group.

Kenneth McKenna replaces Nicholas Hannen in 'Accent on Youth'. Hannen has gone to Larchmont for Jane Cow's 'Hear My House'. 'Lady Mabeth of Menzies' given in Philadelphia, Friday (6) with the house scene played behind scrim. Actor caught the curtain in a gesture and barbed the vision, but no one excited, though the house had been plenty protest in advance.

Court dismissed the suit brought against the French girl, alleging seduction and the paternity of her child. Evidence held insufficient. Settlement \$10,000.

Leslie Howard, who set one afternoon to clean up all requests for a new play, was called in for an interview, played to an audience of 800 at the Broadway.

Police looking for Eugene Denoe, violator of the anti-vice law, two years ago. His landlord appealed to the police last week when he became aware of the absence of the law.

N. Y. State supervisor warns that women of the theatre who are bootleggers, denatured alcohol is again on the upbeat.

Spotted into the 'Kind Lady' Theatre Club pines medal on 'The Good Maid' as the best play of the year.

Ringing show arrived from Sarasota and moved into the Gaiety for 25 times. Qued a geyser for Sunday diversion. Pipe broke at B-way and 46th and spouted steam five stories high. No one hurt.

Henry L. Young now manager and treasurer of the 58th St. Theater Island resort for a post-depression season. Luna Park is being brushed up. Steeplechase will operate.

Sam H. Harris back in town after a vacation. Says 'More Cheers' will be held here until they have a picture the composers are busy on pictures.

Louise Groody will come back to Broadway in 'Nothing But Her Sleeve', which M. S. Schlesinger will pilot. American Arbitration assn. last week awarded \$4,800 to William A. Brack, former Shumlin and George Barker, who were the judges, wrote off \$75 for depreciation.

Charles Foley, Fritz Kreisler's manager, ill in Paris. The violinist has been abandoned by his planned South American tour.

New Yorkers planning second annual music festival near Staten Island in the Barbours hills this summer. Want to make it an American Salzburg. Will start in August with an orchestra of 100.

Cornell University students to present eight original one-act plays in the college area during April.

Union City Passon Play has drawn 25,000 persons this season.

Rep. Connery of Mass. introduced in Congress a bill for the creation of a Fed. commission for the advancement of music and art. To give employment to idle musicians and artists.

Playland, Westchester amusement park, opened Sunday (7). Limited to Sabbath admissions until regular season opens May 18.

Ed Wynn escaped injury when another car crashed into rear of his bus in Little Neck, Queens, Saturday (4).

Legalization of beer had its second birthday Sunday (7). Brewers estimate there's a \$2,900,000,000 industry.

Members of Theatre Assembly meeting at a met for their 21st annual Spring get-together at the Astor Saturday (6).

Magistrate Brodsky freed two men and one girl with 101 witnesses of an alleged strip show which took place at a waiters' club in Greenwich Village. Jurist defended with comparisons to Broadway niteries, which in his opinion are not indecent, but artistic.

That a strip was in progress when John was raided. Clinton Whitney, producer, and Hassard Short, John Gunenhill and Greater Newman fined \$50 in police court. Members of J. Chamberlain who objected to two scenes in 'Stop the Press' ('As Thousands Cheer'). May also resist theatre license.

Coast

Studio Club in Hollywood, home of extra and bit players in pictures for the past year, will operate independently of Young Women's Christian Association, which formerly helped raise funds for its operation.

Mary Ardell, stand-in for Kay Francis, announced her forthcoming marriage to Charles Darwin.

Distraught over her husband's Christmas absence, Yola Ford explained his lengthy absences. Yola Ford, screen player, was divorced from L. A. from Edward Ward, writer.

Gloria Kemener, rodeo performer and holder of the world's record for stock roping, entered the University of Southern California to prepare for a law degree.

Kaxan, film, saved from auction block when L. A. judge postponed bankruptcy action of Jack King, owner of the pooch.

Barbara Leonard, picture actress, slugged by bandits who broke into her home and carried off loot valued at \$10,000.

Rodeo in Pasadena Rose Bowl, Sunday (31), drew 20,000.

James Cagney, 315,000 by Mrs. Guy Lombardo and lost at the Ambassador hotel in L. A. brought \$100,000 to his home.

Los Angeles Chamber of Commerce, 1,000,000, to protest against excess taxation of film industry.

Plans to legalize dog racing and make the state a partner in the enterprise placed before assembly at Sacramento.

Norman Church and H. H. Cotton withdrew their bid for a racing permit. Ground for the commission was political football out of applications.

Christine Maple, former Polles dancer, paroled from psychiatric ward of L. A. general hospital, to enter private sanitarium.

Board of Excise announced that auditors would check up on gambling establishments to see that the state gets 2 1/2 % sales tax.

Florence Curran, one of the first film actresses to have her name on the screen, found working as an extra.

Hielen Morgan filed suit for divorce in Los Angeles against Maurice Morgan, a player, from J. T. Ware, studio employee.

Widow of Don Lee, radio station owner, filed suit for three previous marriages in her Los Angeles.

Legal residence of Katherine De Mille, adopted daughter of C. B. De Mille, was being investigated by authorities on account of an error in transcribing the name of Lester instead of Lester.

Divorce decree granted to Mona Ware, a player, from J. T. Ware, studio employee.

Widow of Don Lee, radio station owner, filed suit for three previous marriages in her Los Angeles.

Announced by J. S. Madill, executive of the San Diego Exposition, that the Cafe of the World will be erected at a cost of \$100,000 and employ 250 persons.

Roselland Cull, actress, charged that her husband had been in a magazine, illustrating, embarrassed her by flirting with waitresses in

OBITUARIES

ADOLPH S. OCHS

Adolph S. Ochs, 77, publisher of the N. Y. Times and the Chattanooga Times, died in Chattanooga, April 8, of a cerebral hemorrhage. He was stricken while eating lunch.

Under Ochs' skillful management the N. Y. Times had been raised to a foremost position among the world's newspapers and gained international importance. He was one of the last of the personality newspaper editors, although strength of the Philadelphia Times and other organizations he built up. The Times' world news service is generally considered the strongest of any single newspaper, comparing to that of the more powerful news syndicates.

Ochs was for a while interested in Philadelphia newspapers also, having owned and operated both the Philadelphia Times and Ledger, which papers he merged. He sold the combination to the Curtis family.

Louis Wiley, Ochs' business manager, and several other managers died only a couple of weeks ago.

MEL KLEE

Mel Klee (Mel Lefkowitz), 42, died April 8 in Columbus hospital, N. Y. He had a series of paralytic strokes. Burial took place April 9 in Mt. Hebron Cemetery, Flushing, N. Y.

Klee was a vaudeville performer for more than 20 years, started as a piano-plugger with Al Herman, working from a box, and eventually inheriting Herman's act when latter went to the Coast. Klee became a character actor, both in white and blackface and in later years was frequently the topliner for Fanchon & Marco Ideas and girl-acts.

Surviving him are his wife, Fanchon, and two sons, Larry and Walter.

FRANK L. (BIDDIE) MARTIN

Frank L. Martin, 54, almost universally known as 'Biddie', who began his stage career with 'Hi Henry's Minstrels' 37 years ago, died in Flint, Mich., March 31, where since 1908 he had been in charge of various theatres. He went to the Stone opera house, in Flint, as a stage hand, was promoted to be stage manager and later took over other houses.

He was widely known to visiting professionals and for 20 years he was secretary-treasurer of the stage hands local, 21. His widow, a son and several brothers, are in Flint, survive him. Interment local.

RUBY LAFAYETTE

Ruby Lafayette, 90, who played grand old time picture since 1917, died April 3 in a sanitarium at Bell, near Los Angeles. Services were held April 6 in L. A., followed by cremation.

After a long stage career, which began in the early '70s, she came to Hollywood and made her first film appearance in 'Mother O' Mine'. Her husband, John T. Curran, also an actor, died in 1917. Two sons and two daughters survive.

AUSTIN KING

Austin King, 57, one of the best known horse trainers in the circus world, died of a heart attack when the Barnes Circus in Los Angeles, April 4.

King, who had been with the show for 20 years, broke all the high school records in the United States. Previous to joining the Barnes show he had been with the Barnum & Bailey and John Robinson circuses. Burial was in Los Angeles.

JACOB MAYER

Jacob Mayer, 61, stage carpenter of the Cass theatre, Detroit, died last week. Five years ago he was in an automobile accident from which he never fully recovered, but he was able to continue his duties. In earlier years he had toured with many companies as boss carpenter and was noted for his resourcefulness. Since then he had been carpenter at the Whitney, Garlick and, since 1928, the Cass.

restaurants, in suit for divorce filed in New York.

Edward Covell, dress extra, arrested by L. A. police on what they charged was an attempt to run down a car, his auto, of five extra men whom he assertedly declared were getting more work than he, died last week in the receiving hospital.

What police called an epileptic attack.

ARTHUR WINSTOCK

Arthur Winstock, 42, son of Melvin G. Winstock, who several years ago was president of the People's Amusement company, Portland, died recently. The son, also, had been active in theatrical affairs. For the past two years he had resided in Everett. He had been ill a long time.

Survivors include the widow, the father and two sisters.

ALBERT HALLETT

Albert Hallett, 65, long known in legit, died April 3 in Hollywood following a two years illness. Last stage play in which he appeared was with George Fawcett in 'Great'

IN LOVING MEMORY OF MAURICE ABRAHAMS

Died April 15, 1931.

BELLE and HERBERT

John Ganton, at the Vine Street, Hollywood, three years ago. Survived by his widow, the former Agnes Johns, stage actress.

LEWIS B. DOMAN

Lewis B. Doman, 67, nationally known in music circles as the perfecter of the piano, piano mechanism and inventor of the reproducing pipe organ player, died last week at his home near Elbridge, N. Y. He was founder of the Amphipiano company.

WINIFRED BARNES

Winifred Barnes, 41, who had started with George Edwards at the London Gaiety as a chorus girl and worked into star assignments, died in Eschbourn, April 6. She retired in 1924 to run a poultry farm.

BENNIE MOTEN

Bennie Moten, 38, colored orchestra leader, died April 2, in Wheatley hospital, Kansas City, Mo. He had gone to the hospital for a tonsil operation and died on the operating table.

EMIL MYNARSKI

Emil Mylnarski, 65, former director of the Philadelphia opera, died in Warsaw, April 6. He had returned to his native land several years ago.

LOUISE KIRBY MURPHY

Mrs. Louise Kirby Murphy, 74, sponsor of Urbana's famed Little theatre movement, died March 30 at her home in Urbana, O., from a heart attack.

JULIUS BIERLICH

Julius Bierlich, 53, former concert master for Los Angeles symphony orchestra, died April 1 in Los Angeles. He was uncle of Ferdie Grofe, composer.

ADA BEECHER

Mrs. Ada Beecher, 73, film character actress, died March 30 in Hollywood.

Mother, 67, of Walter Robinson, Warners assistant director, died April 4 in Hollywood.

Mother of Harry DeShon, agent, died of a heart attack April 1 in Los Angeles, aged 68.

Jean Papouin, employed in Paramount French publicity department, died in Paris, March 19.

Daughter, Jacqueline, of Edouard Pasque of Paris, Natan newsgirl, died in Paris home.

Mrs. Georgia Shores Aylesworth, mother of M. H. Aylesworth, died in Fort Collins, Colo., April 4.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. POSTCARDS, ADVERTISING or CIRCULARS WILL NOT BE ADVERTISED. LETTERS ADVERTISED IN ONE ISSUE ONLY.

Barre Tysell, McLeod Jean, Cynthia Blanche, Ryan Jimmy, Mary M. Shaw, Mary.

BARNES SHOW'S TANK ACT IN L. A. MUD

Hollywood, April 9. Barnes Circus ran into the worst lot conditions ever experienced here. Most of the ground on the Wilshire-Fairfax lot was under water from a three-inch downpour and 200 bales of hay had to be spread before the big top was stretched.

Two elephants sank in the mud and nearly went under in filled-in oil pits, requiring 20 bulls to pull them out. At the matinee several horses bogged on the hippodrome track and difficulties were experienced all around.

Show opened here Monday (8) after completing nine days in Los Angeles. With weather against it, business fell below last year's peak, but bettered the 1933 gross by 30%.

Cohan

(Continued from Page 1)
for Cohan, that happening in Erie on a Saturday.

Film Houses

Among the films were three auditions—Des Moines, Omaha and Louisville. In Pennsylvania houses which have continuously played pictures ditched the films for Cohan. Places like Erie and Bradford, Pa., and Jamestown, N. Y., had been visited before by Cohan, but it was so long ago that he denied playing 'em.

His last previous appearance in Madison, Wis., was in 1929, Cohan playing there in 'Peck's Bad Boy,' but he remembered that the kids threw stones at him when entering the stage door, just to prove they were as tough as he was. Cohan recalled, too, that his last jaunt through the sticks was in 'The Yankee Prince,' season of 1910-11. That, of course, was when he was one of the Four Cohans.

Low mark of the tour was Cleveland, where the gross was only \$11,000. That is said to have been an even break. At the time a chain store strike was in progress and many shops closed, fearing labor trouble. In the same spot the 'Follies' encountered the worst week of its tour, however.

State of Ohio

But, in Toledo, in the same state of Ohio, 'Wilderness' had its best single night, grossing more than \$5,000 at \$3.30 top. In all other stands the top was \$2.75. Paramount picture house was played, call for tickets—reversing the usual order—they all wanted tickets within the first 10 rows.

Toledo was at one time regarded as the worst one-nighter in the country. At Omaha the takings totaled \$4,300 in one night and at Louisville the figure was \$4,400.

The Cohan-'Wilderness' tour was much like old-time show biz, with the conservative Theatre Guild amused and pleased. Not one man was reported missing from that office. Billing included such trick printing as flat four-sheets, bull streams (half stands) and flat two-sheets, in addition to pictorial stuff. Banners, like election times, were strung across the principal streets of Boston, Baltimore, Chicago and Toledo.

Other highlights of the tour were the parade in Providence, with the mayor and Cohan heading it and the performance in the town hall of North Brookfield, Mass., where 'Wilderness' was done without costumes or scenery. Loud speakers were strung across the principal streets of Boston, Baltimore, Chicago and Toledo.

Sailing Lake Erie

Toledo, April 9. Steamer excursions on Lake Erie again will be promoted by H. E. Stalker here this year. The steamer 'Put-In-Bay' has been chartered to make weekly trips to island resorts. The first trip June 2.

MASS. PUPS AND PONIES

Permits Probable for Both Hound and Horse Racing

Boston, April 9. Construction on a dog track in Revere, Mass., five miles from Boston was started Monday (8), although the field is not yet absolutely clear for pup racing in this locality. The outcome of a zoning hearing April 24 will finally settle the question. A permit to construct the track was issued last week to George C. and Wm. E. State Greyhound Association; and Howard C. Davis of the Old Harbor Kennel Club. Both operators will merge their interest in the one track when they get the operating license.

There is little doubt expressed in local racing circles that the deal will go through in time for a series of 103 nights of racing, as planned. Races with pari-mutuel betting, are scheduled to start May 18. Only 25 more nights of racing this year are allowed under the present Massachusetts law; but it is understood that the Worcester Greyhound Association is interested in the balance of race nights left.

Reverse track will be located on the site of old Wonderland amusement park that saw its heyday 30 years ago.

It now appears certain that East Boston will be the site of a horse track to be constructed this spring, although final OK is still pending.

Rodgers for Dallas

Dallas, April 9. Nat D. Rodgers, director of amusements for a Century of Progress Exposition, has been appointed to head up the Centennial Exposition in Dallas for '36. Rodgers has been on exp's technical staff for two months already.

Buy shipping amusements code into shape, Rodgers says can't talk big to prospects for another month. He also has charge of all exhibits, temporarily.

Another Mudder Starts

Winston-Salem, April 9. Barnett Brothers Circus opens April 9 at Hickory and will play this city as its second date. The motorized show makes its winter headquarters at York, S. C., and will play the Atlantic seaboard and Canada this season.

The show will not play any towns west of the Mississippi on account of the drought and dust storms.

Protest Seaside Mutts

Atlantic City, April 9. The renewal of the option for the rental of the Municipal Auditorium for greyhound racing again brought protests from the Amusement Men's Association Saturday (6). The promise of Mayor Harry Bacharach that there would be no distribution of tickets to the track this summer and that he would induce the promoters to close at 11 p. m. fail to mollify the amusement men who contend that pari-mutuel betting is harmful to their business.

Likely that the city may create its own racing commission, inspectors and rules in accordance with the original enabling law passed by the Legislature last year.

Terrell Single O

Chicago, April 9. Zack Terrell, part owner of the Cole Bros. & Clyde Beatty circus, was granted a divorce last week from Mrs. Myrtle Terrell on charge of desertion.

Under the divorce decree Terrell agreed to pay his wife \$50 a month and to deed her their \$50,000 home in Owensboro, Ky.

New Title

Charlotte, N. C., April 9. Carolina's Fair, Charlotte, finding that the Central Carolina's Fair, at Greensboro was incorporated under that name, has changed its name to Carolina's Agricultural Fair for purposes of incorporation. H. W. Harkey is president, and the authorized capital stock is \$100,000.

CIRCUS ROUTES

Al G. Barnes Circus
Hollywood, Calif. 10-16: Santa Monica, 11; Pasadena, 12; Glendale, 13; Ventura, 14.

U. S. Shows Ready

Shreveport, La., April 9. The United Shows of America, which has been in winter quarters here, will hit the sawdust trail on April 18, and will be gone until October when it closes its season at the Louisiana State Fair and Centennial Exposition, Oct. 18-27.

William R. Hirsch, president, and John Castle, v. p., will travel with the show. W. D. Lohmar, secretary-treasurer of the unit, is in Montana and will handle the aggregation when it opens in Joplin, Mo., 22.

There will be 12 major rides and 16 individual shows and 10 giant floodlights, each capable of a million candlepower. They spray the heavens and carnival grounds.

Approximately 400 persons travel with the show.

CAST SUES FOR SALARIES IN ATLANTA

Atlanta, Ga., April 9. Atlanta's burlesque has wound up. The courts, criminal and civil, got it.

After braving censorship and one thing and another, the Atlanta theatre has gone dark and 15 members of the company have gone to court to collect two weeks' salary. The action was directed against G. Freeman, manager, and Mr. and Mrs. Dave Love, the largest stockholders. Love also was the orchestra leader.

Charges of public indecency were docketed against Freeman and a group of the principals. Freeman and four members of the company pleaded guilty to the charges. Freeman drew a fine of \$100 and 12 months on the chain gang, the gang sentence being suspended on payment of the fine. Suspended sentences of 12 months each were imposed on Charlotte Gray, Joan Frank, Monte Dale and Tamara Reine. Charges of Snookie Woods, Hazel DeVoe, Violet Spivey and Mrs. H. C. Gregory were dropped when it was brought out that they had left town to fill engagements elsewhere.

The financial collapse of the company occurred after a raid on the burlesque house. The strippers were heavily clothed after the raid and the yokels would not turn out to see the denuded burlesque. The stage hands were the first to quit and members of the cast gamely shifted their own scenery until the scenery was removed.

Parade was good until the gals were made to drap. Then the whole thing fell apart.

Booting Md. Pooches

Baltimore, April 9. Bill that proposed the licensing of greyhound galloping tracks in Maryland finally met defeat in the closing session of the State Legislature last week. Bitter pro and con fight over matter had been waging since January.

Dog tracks' proposal was vigorously opposed by pictures exhibitors and operators of eight Maryland horse racing plants.

Weadick in the Money

Calgary, April 9. Guy Weadick won his suit against the Calgary Exhibition Company, Ltd., in Supreme Court of Alberta recently when Justice Ives ruled that Weadick was wrongfully dismissed as Stampede manager following the Exhibition of 1932 and awarded him \$2,700 in damages.

Weadick produced the Stampede in connection with the Calgary Exhibition in 1932 and managed it each succeeding year until his dismissal.

BARNETT BROS. START

Charlotte, N. C., April 9. Barnett Brothers Circus, which winters at York, N. C., has booked several weeks of playing time in the two Carolinas and was to hit the road yesterday (8). Opening date is Hickory, with Winston-Salem second. The show has three rings, and parades each day.

NRA Refuses to Regulate Burlesque's Morals; Claims No Censor Authority

RIALTO, CHICAGO

Chicago, April 6.

After the house had been closed about a year N. Barger, operator of the westside Star and Garter, has ousted old seats of this, the only loop burlesque. Barger has been a troublemaker for some time to mean something to the burlesque patrons of this town and his name has box-office value. This was proven by the capacity biz in a house which was a burlesque loser for several years.

Barger is giving them plenty of show here. It ran 90 minutes, with plenty of costumes, lack of costumes and scenery seen around this town in a long time.

Barger has gone sort of musical comedy in the Rialto. Instead of straight burlesque, there is a lot of singing and an overdose of chorus numbers. Using 12 girls in this line and they work hard and often both in tableaux displays and in less formal numbers.

Strippers are not as much in evidence as at the Star and Garter. They finish their routine much more quickly and get down to epigrams as soon as possible and scam. Top strippers are May Brown, who gets a lot of work, and Ann Dore. Comedians are typically burlesque and here also demonstrate Barger's cleaning up of burlesque from the physical aspect. There are no tramp comics. But the gags and dialog are still as low as any anywhere.

Barger is not looking pictures as he does at the Star and Garter. Using the home-and-mother product instead of the horse opera since the war, his shows in the south street also feature the western. When caught, was showing 'Grand Canyon' (Radio), featuring May Robson.

Asking 55c top and is changing shows weekly.

Mutuels at Maine Fairs

Augusta, Me., April 9.

The Maine lottery bill was today indefinitely postponed and Maine state coffers will not be filled with lottery money for another two years, anyway.

But Gov. Louis J. Brann has signed the pari-mutuel betting system bill, and at least 13 Maine fairs and possibly 16 will make use of the system. Race track at Houlton, which has not recently been used for fair purposes, will at least come back into the racing game this summer and in all probability fairs will be resumed there in 1936.

Downie Bros. Ready

Macon, Ga., April 9.

Downie Brothers' Circus has scheduled its first performance of the new season for April 17 here, where it has been in winter quarters.

The local post of the American Legion is sponsoring the opening performance.

John Robinson Ill

Cincinnati, April 9.

John G. Robinson, 62, grandson of the founder of the former circus of that name, is in a serious condition at his winter home in Miami, Fla. He is suffering from a throat ailment, for which he underwent three operations during the past year. His wife is with him and several days ago she summoned their son, John G. Robinson, IV, local attorney, from their home here. Twin daughters of the elder Robinson, Mrs. Eleanor Needles, of Cincinnati, and Mrs. George Krehbiel, of Detroit, were with him upon his recent illness. Robinson junior has deferred plans of re-entering the circus field with a show this year on account of his father's illness.

Pontchartrain May 5

New Orleans, April 9.

Harry Batt will open Pontchartrain beach May 5. Resort has been renovated and landscaped and present plans call for introduction of acts that were at Chicago World's Fair. First week's attractions will include the Flying LeVans.

Washington, April 9.

Efforts to stamp out the Recovery Administration into protection of morals of burlesque fans are finding the government cool to suggestions that the burley code be amended to include a list of do's and don'ts for strippers.

Adamant in its refusal to become a watch-and-warrior, NRA is turning thumbs down regularly on all requests for government intervention in the burlesque field, passing the buck to local police and license agencies and explaining that the Recovery Act contains no authority for morale regulation.

With flocks of letters kicking about vulgarity in burley now tucked away in his files, Deputy Administrator William F. Farnsworth denied last week that the government has any intent to reopen the burlesque code or of issuing regulations governing the nature of entertainment. Burlesque wits stick to their own business and let municipal authorities handle this problem, he asserted.

Nearly all from New York, the new law have not singled out any specific complaints. They do not appear to be the result of any concerted reform movement. Aside from the fact that the law is continuous and the number is mounting, the NRA is uninterested.

9 N. Y. Arrests.

Two Times Square burlesque houses, Republic and Gaiety, were involved in backstage pinches on Tuesday night. The pinches were continuous and the number is mounting, the NRA is uninterested.

New York burlesque had not been molested all winter, running more or less under wraps compared to formerly, with most of the theatres adhering to the strip regulations of the house. Gaiety laid netted Bubbles Yvonne, Marie Voe and Buster Phillips of the show, and Edward Roland, house manager, of the house. Gaiety laid netted Bubbles Yvonne, Marie Voe and Buster Phillips of the show, and Edward Roland, house manager, of the house. Gaiety laid netted Bubbles Yvonne, Marie Voe and Buster Phillips of the show, and Edward Roland, house manager, of the house.

Arrested at the Republic were Margie Hart, Toots Browner and Gladys McCormick, all principal women; Jack Keller, stage manager, and Edward Goodman, of the front of the house. Gaiety laid netted Bubbles Yvonne, Marie Voe and Buster Phillips of the show, and Edward Roland, house manager, of the house. Gaiety laid netted Bubbles Yvonne, Marie Voe and Buster Phillips of the show, and Edward Roland, house manager, of the house.

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Miller Loses 101

Oklahoma City, April 9.

In the federal court at Oklahoma City Wednesday Judge Edgar S. Vaughn rendered a decision upholding creditors' claims to the famed 101 Ranch property and turning it over to remain 17,000 acres and all the ranch properties, including houses, real estate; also 101 Wild West circus equipment to the creditors. The John Hancock Mutual Life Co., Ltd., of New York, to satisfy mortgages totalling about \$500,000. Sid White, attorney for Miller, gave notice of appeal to the United States Circuit Court of Appeals.

Canton's Stock

Canton, O., April 9.

Canton's first burlesque in several years opened at the Grand Opera house last night. The show was a success. Two weeks of musical talk failed and the management made a sudden switch to burley. Company is headed by Babe Johnson, George Douglas, Al Gable and Pat Burns. There is a 12-girl line.

SYRACUSE STOCK

Syracuse, April 9.

Stock burlesque is to be shown at the Civic, formerly the Ritz, on Easter Monday. License to operate the theatre is held locally, but New York interests are providing the troupe.

Claudette Colbert's
Dark—

Joan Bennett's
Fair—



Both these lovely Stars guard against Cosmetic Skin this easy way—

"**U**SE COSMETICS? Yes, indeed!" says Claudette Colbert. "But to guard against Cosmetic Skin I use Lux Toilet Soap. It's certainly the simplest way to keep skin lovely!" Joan Bennett, who's as blonde as Claudette Colbert's dark, agrees.

Cosmetics Harmless if removed this way

Both these fascinating stars know that cosmetics need not harm even delicate skin if you *remove* them the right way. It's when stale cosmetics are left *choking the pores* that they cause unattractive Cosmetic Skin.

Guard against this danger with Lux Toilet Soap. Especially made to remove cosmetics *thoroughly*, its **ACTIVE** lather sinks deep into the pores, removes every trace of

dust and dirt, stale cosmetics. Use Lux Toilet Soap before you put on fresh make-up . . . *always* before you go to bed. This gentle soap is Hollywood's way to lovely skin!



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"Private Worlds"
Charles Boyer
Joan Bennett
A WALTER WANGER PRODUCTION
Now showing locally

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64 PAGES

CIRCUS DATE WAR BREWING

Musmanno's 'Black Fury' Film May Carry Him to Pa. Sup. Court Bench

Pittsburgh, April 16. It's freely predicted in political circles here that 'Black Fury,' the Warner Bros.-Paul Muni coal mining picture, will carry Judge M. A. Musmanno, of the Common Pleas bench, to the Supreme Court of Pennsylvania in the next election. Musmanno authored an original story, 'Jan Volkanik,' which was combined with Henry R. Irving's play, 'Bonhuk,' in the Muni flicker, and the local jurist has since collected reams of nationwide publicity through his threats to get injunctions against censor boards whenever picture has been banned.

In addition, Musmanno has been stamping the state's mining districts, speaking on the film and pointing out that he's fighting to wipe out the labor conditions as pictured.

The local jurist first came to attention several years ago when, as a rising young lawyer, he joined the legal force that tried to save Sacco and Vanzetti from the gallows. Since then his political rise has been fast. He was first elected a judge in County Court, and before his term had run out, waged a successful campaign for a place on the higher Common Pleas bench.

Although Musmanno hasn't yet announced his candidacy for the Supreme Court, his associates have said that he would probably do so just as soon as 'Black Fury' is generally released in this state.

'Toronto the Good'; Ming Toi's 'Nude' Dance in Flannels

Toronto, April 15. 'Toronto the Good' again became the laughing stock of Canada when Ming Toi, feature of the 'Fashion Follies,' sponsored by the Daughters of the Empire, expressed her indignation against police and show sponsors by dancing in red flannels after she had been forbidden to do her interpretive dances in the nude.

Trouble started when Inspector Sackett of the morality squad saw the Ming Toi stunts and said: 'No Daughters of the Empire are going to shock this city. No, sir. They're' (Continued on page 52)

BUSTANOBY TRIES AGAIN
Jacques Bustanoby, restaurateur, in retirement for 16 years, is opening a spot in Teterboro, N. J., April 24. Bustanoby's career as a caterer is associated with the Diamond Jim Brady days.

New spot is located six miles from the Jersey side of the George Washington Bridge, and will have a dance combo and floor show, with Norman Brokenshire m.c'ing.

FIXING UP SHAKESPEARE

Lunt and Fontanne Put Stooges into Bard's 'Shrew'

'Taming of the Shrew' being readied by the Theatre Guild for touring this spring and showing on Broadway in the fall, was rewritten from the Shakespeare original by Alfred Lunt and Lynn Fontanne, who are starring in it. Opens in Pittsburgh next week.

Lunts worked on the theory that the 'Shrew' was written as broad farce and presented in that fashion until the Bard's works started to be regarded as sacred. Included in their dramatic personas are acrobats, horses and stooges. There were three stags in the show, but it was cancelled at the Ben Hur stables during rehearsals last week.

COMICS DOUBLE AS SANDWICH TOTERS

Shreveport, La., April 16. To boost attendance at the Friday night see-hear show in the Municipal auditorium sponsored over KTSB by the Shreveport Railways company, the two blackface comedians of the cast, Lou Darby and Henry King, ride the street cars from morning until night day of the show.

Switching from one car to another they pause long enough on the neutral ground on the main drag to let motorists know what it is all about. Stunt started three weeks ago when free show competition got heavy and has kept up attendance marks.

Two comedians in full regalia display signs on their backs inviting the public to be their guests.

Legless Dancer

Youngstown, O., April 16. The loss of both legs several years ago in a traffic accident has not daunted Alverna Bennett, who dances and roller skates on her hands.

Left this week for New York to join Clyde Ingalls' Ringling-Barnum sideshow.

REVERSE

Place Piquale, class Broadway nitery, quashed its \$2 and \$3 covert charge a couple of weeks ago, figuring that the day of coverts went out with the speaks. But it didn't work.

Table rap is back on.

HAGENBECK VS. COLE & BEATTY

Day Apart at Dayton and Other Conflicting Cross-Country Bookings—First Major Tent Show Strife in Years—Clyde Beatty Motivating Cause

R-B&B OPENS WELL

First major circus war in years impends between the Hagenbeck-Wallace show and the newly formed outfit of the Cole Brothers and Clyde Beatty. Both are booked one day apart at Dayton, O., and other spots with indications the two big tops will battle it out across the continent.

Booking clash recalls that between the Ringling and Sells-Floto shows, in 1922, when both spread canvas on the same day and date in at least one stand. Feeling between those outfits subsided when mergers were consummated and eventually the Ringling brothers bought out most opposition circuses. Beatty, who has featured in the New York date of the Ringling show and on the road with the H-W trick, is named the motivating cause of (Continued on page 63)

George Lederer Ruffles Broadway Fur on WINS

George Lederer, veteran Broadway producer, who has been airing on Sundays over WINS, New York, with his Gossip, Gossip and Greasepaint program, is on probation due to squawks from Broadway sources. Lederer himself promised fireworks in his initial broadcast, and has delivered same on several occasions, it is said.

Latest complaint came after his Libby Holman program Sunday last week (?) when he related various steps in her career and life. Right after his spiel, Miss Holman's manager called Lederer and laid him on the carpet for his copy. Showman replied that it was gleaned from press (Continued on page 43)

Record Week

Hollywood, April 16. Last month Selznick-Joyce agency is understood to have turned in its record week for income since inception in 1928. Week's gross was \$35,000, all at 10¢. Most of the firm's top bracket clients happened to be working.

Figure is believed a peak for any theatrical agency.

Bonanza Biz in Texas Evidences Real 'Road' Comeback; 'Mary' 47G, 9 Days

A BARRYMORE LEARNS

Ethel Barrymore Colt Barnstorming in Old Mellers

Charlotte, N. C., April 16. The Jitney Players, touring barnstormers, featuring Ethel Barrymore Colt, daughter of the star, are in North Carolina for several scattered dates, mostly in colleges.

Alice Keating Chaney, founder of the company, is in charge as manager-director. In the cast are Douglas Rowland, Ellen Love, John Marony, Charles Atkins, Pendleton Harrison and Gretchen Dorch. Group is playing 'Adventures of Oz,' dramatization of the Oz stories for children, as a matinee, and 'Streets of New York,' an old melodrama, at night.

LEGITERS' RITZ STEAMS S. W. REPORTERS

Houston, April 16. Newspapermen here want to know whether there is a tacit agreement among stars of touring companies to ignore the press on the road.

Eva LeGallienne last season went completely Garbo. Dorothy Stone of the 'As Thousands Cheer' company slammed doors in the face of Texas reviewers. Helen Hayes, here with 'Mary of Scotland,' last week dodged local scuffles all day, and grudgingly granted an audience following the night's performance.

Reviewers, told they could ask one question each, turned the tables. All walked out, leaving the star waiting in her dressing room. State's largest paper next day devoted review column to play's historical ramifications only.

Prof. Jazbo

Boston, April 16. Roy Lamson, Jr., New England band leader, has been appointed to the faculty of Harvard University as instructor in English.

Bundman goes Crimson Sept. 1, 1935, for one year, with options.

'DE LAWD'S' THEATRE

Lynchburg, April 16. Lynchburg, where Richard B. Harrison, de Lawd of 'Green Pastures,' gave one of the last performances before his death, is to have a theatre named in honor of the Negro actor.

'If' will play films when not booking road attractions.

Most fertile roadshow territory in the United States at the present time is its largest state, Texas, where the Panhandle natives flock to the hotcha musicals and serious dramas alike. It's a territory that in the past two seasons has spelled G-O-L-D to every big show played there, at the usual rate of 15¢ for the attraction and 20¢ for the theatre.

Last year it was Katherine Cornell who brought gasps from New York's legit bookers, with the heavy sugar she took out of the big state. This year it was first the 'Follies,' which in 10 days grabbed approximately over \$48,000, and last week, Helen Hayes, Pauline Frederick and Philip Morviale in 'Mary of Scotland,' walked out with an estimated gross of \$47,000 in nine days of 10 performances at \$3 top. After the Federal tax was deducted, it left \$42,500 to be divided between the show and the theatres. Show claimed \$34,000 on the past week in Texas, Dallas (two days) having come ahead of it.

'Mary of Scotland' played the matinee and night of April 6, and night of April 8 at the Melba, Dallas, at an estimated net of \$12,500; in Houston, April 8 and 9, with matinee on the latter day, drama estimated \$12,000; April 10, one performance in San Antonio, show netted approximately \$6,100; one performance in Austin, April 11, was figured at \$4,100, while two shows in Fort Worth last Saturday (13) got about \$7,200.

All of the Texas theatres are interstate houses, which play straight pictures ordinarily. In Dallas, for instance, a film is considered very big if grossing around \$3,000 on a full week, yet the Hayes-Frederick-Morviale combo topped that figure by \$2,500 in three shows.

Lil Harvey Balks At Refugee German Directing Eng. Pic

London, April 16. British International is having plenty of temperament trouble with Lilian Harvey.

Started with salary, which was finally adjusted to \$85,000 for starting in 'Invitation to a Waltz,' written by Val Gilegud and Eric Maschwitz.

Having gotten over this, HIP suggested Dr. Meesbach, German refugee director, with Miss Harvey blankly refusing, but insisting Paul Martin, Austrian, who is to direct her for Ufa on her return there to do this one. HIP was just as adamant. After a lot of squabbling, the English film company won the second round, and Dr. Meesbach meg. But the picture is not finished yet.

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SI FABIAN AND K-A-O BIDS FOR FOX MET COMPLICATES FOX THEATRES-U.A. PLAN

Other Offers Impend—Schenck on Stand Adamant on Skouras' Value as Operators—Fabian Probably Would Install New Personnel

With one plan of reorganization pending, and Keith-Albee-Orpheum as well as Simon Fabian having announced their intentions of submitting prospective bids for control of Fox Metropolitan theatre circuit, a storm of considerable proportions seems to be brewing as the chances are that other bids from other parties may be forthcoming also.

The plan that is pending and on which a first hearing was held before Federal Judge Mack on Monday (15) is a plan offered by the receiver of Fox Theatres Corp. jointly with United Artists. This offers roughly 20c. in cash and 55c. in 10-year 5% notes to present bondholders.

It is clear that should the Fox Theatres-U.A. plan be accepted that it will mean that Halsey, Stuart, and those who may have been interested with this downtown firm in selling the original \$10,000,000 Fox Met note issue, will be out of the picture.

Joe Schenck, president of the United Artists, on the stand at the hearing remarked that this original note issue should never have been floated on the security which consisted mostly of leaseholds on the theatres. Schenck was testifying for the usual procedure of giving formal proof on the stand.

Samuel Rinzler, treasurer and head man of Randorff Amus. Corp., operating group of 88 Fox Met theatres, also testified that Fox Theatres Corp. may be resumed tomorrow (Wed. 17) before Judge Mack. Testimony by Schenck and Rinzler was mostly routine about their knowledge of the business and the particular Fox Met situation.

Attorney Ildor Kresel, counsel, appeared in the case for the first time at the hearing as special counsel to the receiver of Fox Theatres Corp. Prior to Schenck and Rinzler taking the stand, Receiver Milton Weisman, of Fox Theatres, outlined the details of the plan he was sponsoring with U. A. Schenck clarified many points not commonly understood about the film business by lawyers and laymen who are not conversant with the trade. He stated that he "wouldn't give 40c for the Fox Met group if the Skouras Bros. were not connected with its operation. He considered the Skouras the best theatre operators in the business, adding he was speaking not only from observation, but experience with Skouras in Fox West Coast, where they are jointly concerned.

Fabian was represented by Attorney Reeves, who told of sending a memorandum with a prospective bid for Fox Met to the downtown noteholders' committee, but receiving no answer from them. Letter's counsel, Morton Bogue, explained that the Fabian memorandum had been received only the Friday previous and no answer could have been definitely made since.

Fabian's 100c on the Dollar The Fabian plan is handed as contemplating paying 100c on the dollar to noteholders of Fox Met. However, it is unofficially stated that the Fabian plan means he would pay no more than 20% in cash, same as the pending Fox Theatres-U.A. plan. However, the Fabian plan would issue \$10,000,000 4% notes over 15 years rather than \$10,000,000 5% notes over 10 years, as contemplated by the Fox Theatres-U.A. plan.

It's for mathematicians to figure out how essentially different these plans may be.

In consequence it is felt that the KAO bid when forthcoming will possibly contain greater cash to greater cash to noteholders and offer additional an alliance with a major theatre chain which is affiliated with a major producing company, thus offering a chance for a film franchise, a matter of much moment in the situation.

The present U. A.-Fox Theatres bid contemplates the continued operation of Fox Met by the present operators. The KAO plan may do this also, or make separate employment contracts with the operators.

1st Runs on Broadway (Subject to Change)

Week of April 19
Capitol—'Reckless' (MG).
Music Hall—'Richelle' (UA) (18).
Paramount—'Mississippi' (Par) (17).
Rivoli—'Les Miserables' (UA) (20).
Rialto—'Stolen Harmony' (Par) (18).
Roxby—'Love in Bloom' (Par).
Strand—'Black Fury' (WB) (2nd week).

Week of April 26
Capitol—'Reckless' (MG) (2d wk).
Music Hall—'Richelle' (UA) (2d wk).
Paramount—'Mississippi' (Par) (2d wk).
Rivoli—'Les Miserables' (UA) (2d wk).
Rialto—'Black Fury' (WB) (3d wk).
Roxby—'George White's Scandals' (Fox).

on a basis other than exists presently. The Fabian plan, it is felt, would figure on eliminating the present operators from the Fox Met situation.

Assures U. A. Product There is felt to be no chance of Schenck retiring from his present joint offer with Fox Theatres Corp. Schenck on the stand stated he would see that Fox Met got U. A. pictures on fair terms in the regular course of business, and he promised that he would agree to stay with the Fox Met situation and not sell his stock interest to be acquired under the plan, for at least five years, or until the Fox Met situation was what he termed, an assured success.

These remarks were drawn from Schenck under questioning by Attorney Archibald Palmer. It is known that KAO has been figuring to make a bid for Fox Met for some time. It is felt that, with KAO bidding, that this means that under H. B. Swope the RKO and the Motion forces in KAO now see things eye to eye and that things are more harmonious. KAO is stated to have sufficient cash of its own to use in such a bid on Fox Met. No outside banking interests are stated to be involved.

Swope himself is stated to look upon the present situation as one with which KAO must necessarily concern itself. There are around 12 of KAO's first run neighborhoods presently pooled with Fox Met situations which might be jeopardized under any change of control of Fox Met.

Earl Daust Killed

Hollywood, April 16.
Earl J. Daust, 36, scenic artist at Fox studio, was instantly killed Saturday (15) when he fell 100 feet out of a plane while it was circling the Culver City airport. Daust was one of two passengers in the plane and was kneeling in the front cockpit urging the pilot to do stunts when he lost his balance and toppled out.

Widow survives.

ILLNESS HALTS 2 WB PIX

Hollywood, April 16.
Illness of cast members tied up two Warner pictures Monday (15). 'Alibi Ike' was halted, as Joe E. Brown is consulting a specialist on recurrent back injury. Adolphe Menjou's threatened pneumonia sleep in hospital is holding back 'Broadway Gondolier'.

HATHAWAY'S 'IBBETSON'

Hollywood, April 16.
Paramount has assigned Henry Hathaway to direct 'Peter Ibbetson', the third in a row for the director with Gary Cooper as tops. Assignment switches Richard Wallace to the direction of 'Annapolis Farewell'.

CROSBY'S CONTRACT

3 More for Par Before Contract Lapses—F. & M. Bid

Hollywood, April 16.
Bid for Bing Crosby by Fanchon & Marco for pictures is apparently closed, discussions having ended three weeks ago. F. & M.'s plan for film production are also still up in the air, Marco claiming there's nothing definite in view.

Crosby still has three pictures to make for Paramount, which would carry him on that company's payroll until December, at which time his contract expires. They are 'Two for Tonight', 'Big Broadcast' and possibly 'His Master's Voice', which was originally purchased for Lanny Ross.

FILM NAMES MAKING POTS 'N' PANS OPERA

Hollywood, April 16.
Monte Brice is in production at Mascot Studios on 'Three Women', full length commercial feature, bankrolled by General Electric with the object of incorporating into a regulation picture yarn a sly plug for the GE washing machines, toasters, dish-washers, irons, coffee pots, stoves and other gadgets that operate by snappy button pushing technique.

Brice is directing from yarn he scripted after getting suggestions from GE execs plug ideas. Script is a straight picture story, working in puns for electrical work-savers along lines of better type of radio programs. Electric concern will handle distribution, but through newspaper cooking schools, auditoriums and other channels.

Cast includes Johnny Mack Brown, Sheila Manners, William Collier, Inez Courtney, Hedda Hopper, and Bert Roach.

Col. Readies 'Georgiana'

Hollywood, April 16.
After many delayed production starts Columbia will put 'Georgiana' in work as one of the studio's top musicals.

Ethel Waters, recently here with 'As Thousands Cheer', is being overtured for a lead role.

RADIO BORROWS BOYER

Hollywood, April 16.
Charles Boyer, under contract to Warners, will play a radio personality, goes to Radio on a loan-out deal for one annually.

Washington Herald's Retractions About Matty Radin's Russe Pix

Washington, April 16.
Following threat of a libel suit by Matty Radin, operator of a chain of art film houses, the Washington Herald on Friday and Saturday (12-13) printed retractions of a previous column in the paper. A story published March 5 mentioned the Levrad Amuse. Corp., which Radin operates in connection with Charles F. Levine.

Radin has the Belasco here as part of his chain. In New York he operates the Acme and Cameo theatres. He plays mostly Amkino (Russian) films in his houses, also using some French and British product. He has been trying to get a retraction from the paper, which is Hearst-controlled, since the original yarn appeared.

Last Thursday (11) he informed other Washington papers that he would file suit on the following day. His local attorneys are Brashears, Townsend, O'Brien & Beasley. Next day (Friday) no suit was filed on the matter. A story published yesterday carried a page one story quoting Radin as denying all the charges in the first story. Following day Herald followed up by a still more distinct story. Radin claims that Herald also paid his attorney's fees.

National First Runs

METRO
'Reckless', Cap. N. Y. 19;
Polka, Bridgeport, 18; State, Boston, 19; State, Cleveland, 19; Grand Lakes, Buffalo, 20; Boyd, Philadelphia, 27; Palace, Memphis, 27; Polka, Meriden, Conn., 28.

PARAMOUNT
'Mississippi', Par. N. Y. 17; Buffalo, 19; Par, Toledo, 19; Palace, Columbus, O., 19.
'Love in Bloom', Roxy, N. Y. 19; Lyric, Minneapolis, 19; Mayfair, Portland, Ore. 24.
'Private Worlds', Palace, Evansville, 18; O. P. H. U. M., Omaha, 19.

RKO RADIO
'Star At Midnight', Orpheum, New Orleans, 19; Orpheum, Minneapolis, 19; Orpheum, Des Moines, 19; Albee, Providence, 19.

UNITED ARTISTS
'Richelle', Music Hall, N. Y. 18; Hipp, Buffalo, 20; Aldine, Philadelphia, 20; Midland, Kansas City, 26; Grand, Atlanta, 26; United Artists, San Francisco, 20; Albee, Cincinnati, 26.

UNIVERSAL
'Bride of Frankenstein', Pantages, Los Angeles, 18; Palace, Chicago, 19.

WARNER BROS.
'Go Into Your Dance', Strand, Albany, 18; Michigan, Detroit, 19; Keith's, Cincinnati, 19; Stanley, Pittsburgh, 19; Roger Sherman, New Haven, 19; Majestic, Houston, 19; Earle, Washington, 19; Stanley, Philadelphia, 20; Strand, N. Y. 26.
'Black Fury', Paramount, Boston, 18; Branford, Newark, 19; Stanley, Pittsburgh, 20; Metropolitan, Houston, 8; Warner, Memphis, 4; Capitol, Montreal, May 18; Warner, Milwaukee, May 18.

Cantor Canal-ing

Edythe Cantor takes the Canal route to Hollywood, May 4 following conclusion of his final Fox broadcast this spring. He resumes on the same commercial about the same time that his new Vinton Freedley-Sam Goldwyn musical goes into rehearsal. Goldwyn's financial interest in the stage production is accounted for because it will serve as a medium for Cantor's next pic.

Meanwhile, current trip west is for the producer-Cantor himself, based on a C. B. Kelland State-patent yarn. Harry Einstein (Parkways) goes along for a film chore, as does Phil Rapp, Cantor's radio scripter. Rapp also contribute some dialog to the film.

WB Staying in Legit Biz, Plans For Next Season

Warner Bros. already interested in three current Broadway shows, is going ahead with more legit projects. Film company has arranged to participate in production next season.

First deal concerns 'Sweet Myra', which will be presented by Herman Shumlin, with WB as silent partner, same arrangement as with 'Ceiling Zero', which was opened at the Music Box, N. Y., last week by Errol F. Farnham.

Top show with Warner backing is 'Three Men On A Horse', which Alex Yokel is presenting at the Playhouse. Warners was in on 'Fly Away Home' at the 48th St., but declared out unless there are profits.

Warner drama department has Barney Klawns, former manager, in charge. Jake Wilk is said to have okayed the 'Mystery' arrangement.

Radio, U Sales Meet to Chicago, WB in H'wood, Fox and Par in N. Y.

Los Angeles, April 16.
Dates for the annual RKO Radio sales conference, which is expected to be announced upon the arrival here later in the month of Ned Depinet and Jules Levy, with advance indications being the confab goes to Chicago sometime in June.

Warners is reported figuring on having its sales gathering in Hollywood, although no dates have been set so far.

Paramount sales reps gather in New York May 23-26, and Universal holds its gabfest in Chicago May 25-27. Fox convalesces in N. Y. the end of May.

SUE WANGER, CHARELL AS BREAKER-UPPERS

Los Angeles, April 16.
Eric Charell and Ludwig Charell, and Walter F. Wanger, are named in separate Superior Court suits as latest additions to the long list of picture folk charged with destruction of leased dwellings during their tenancy.

Plaintiffs against the Charells are John F. Huber and his wife, who assert they were solicited by the producers of 'Caravans' and 'Lost City' to private home, and that damages during the Charell tenancy for six months amount to \$4,325. In addition the Hubers demand punitive damages of \$10,000.

George Lewis has filed the suit against Wanger for \$3,277 repairs after his occupancy of the plaintiffs' Beverly Hills home for a year.

Ralph Blum, Agent

Hollywood, April 16.
Ralph Blum, industry attorney for the past six years, has turned agent and gone into partnership with Charles K. Feldman, also an extracting member of the bar. Later recently bought out the interest of Mrs. Ad. Schulberg for \$30,000.

Allan Miller and Clifford Carr, associates of Blum, will take over the law biz. Jack Gordon, Ben Wasson and Charles Wendling, former associates of the agency, continue in the past capacities.

First client placed by the new Feldman-Blum agency is Don Tetro, who at Metro to script 'I Am JoJo', which John Considine will produce.

Par Ups Binyon

Hollywood, April 16.
Paramount has revised the existing writing contract with Claude Binyon giving him a new five-year ticket with yearly options and jumping his salary \$250 a week. Deal was made by Charles K. Feldman.

Paramount is the only studio Binyon has worked in since giving up newspaper work three years ago.

2 TAHITI FILMS

Metro Ups 'Mala' Prod. Cost—More 'Bounty' Shots

Hollywood, April 16.
Metro has upped production budget on 'Mala' to double original amount, studio execs deciding on this move after viewing first batch of film shipped in from Tahiti, where the unit is now on location. As a result, Phil Goldstone, producer of the picture, has advised director Richard Thorpe to remain in the South Seas for another month, and to take his time and get all the shots necessary.

Thorpe has been shooting on location around Tahiti for the past six weeks, and under the new setup will not return to the studio until early June.

Following the return of Frank Lloyd from a two months' trip to Tahiti securing atmosphere and background shots for 'Mutiny On The Bounty' studio decided that additional scenes were needed. As a result, Urie Busch, originally along with Lloyd as unit business manager, sailed last week for the South Seas to pick up the necessary shots.

TWIN BILLS WEAR 'EM OUT

Atlas Investment Trust Offers to Buy Into RKO; RCA Still Mulling

Atlas, investment trust, has offered to buy into RKO. This investment holding company owns securities in several major film companies. The Atlas offer rests with RCA. Conclusion of a trade between RCA and Atlas would make the two associate investors in RKO.

The Atlas offer has been pending for around two weeks. Thus far there is no answer from RCA.

Wall Street sees in the Atlas offer a plan for the acceleration of the chances for early reorganization of RKO. Nevertheless, Wall St. figures that RCA will decline the Atlas bid, although early reorganization for RKO is desired. Filmdom sees the matter otherwise.

A principal reason for RCA negotiating the Atlas offer lies in the fact that RCA, on its books, places the RCA investment in RKO at \$1,000,000.

Settlement, amicably, of the existing controversy between the RCA-MKO forces on the one hand and the M. J. Meehan interests, on the other, is to be seen if RCA should accept the Atlas bid. That controversy over Keith-Albee-Orpheum is far from being settled definitely, at the present. Since Herbert Bayard Swape became chairman of the KAO board, relations between the controlling forces, however, are improved considerably.

WEBB RESIGNS OVER POLICY TIFFS

Disagreement over policy inspired Stuart W. Webb's resignation as president of Pathe Exchange, Inc. Monday (15) afternoon. Frank F. Kolbe, of Young & Kolbe, stock brokers and private bankers, was placed in temporary charge of company affairs. Kolbe probably will be named president of the directors later this week.

Pathe directors didn't favor Webb's policy of financing First Division and when the board continued their objections, Webb stepped down.

Webb's retirement as chairman of PD is also anticipated. When Pathe directors took this week Robert W. Atkins, director for about two years, becomes executive v.p. He's a member of Abbott, Froefer & Paine, brokers, of 120 Broadway.

Kolbe has expressed little desire to remain president, and undoubtedly will stay in as chief only until the new Pathe company, called for under the approved reorg. plan, actually has been formed. This organization is looked for in about two weeks or as soon as approval has been given by the Security Exchange Commission in Washington. Webb's resignation undoubtedly will call a temporary halt to plans for Pathe-financed Pictures to be released through First Division.

Skourases Coast Home

Los Angeles, April 16. Spyros and Charles Skourases are back from a tour of the Pacific Northwest, where they went to look over theatres operated by Evergreen Theatres, in which Fox-West Coast holds 51% of the stock. Mike Rosenberg accompanied the brothers north.

Spyros Skourases plans to plane out of here Thursday (18) for New York.

Cohen Back to Par?

A move to bring Emanuel Cohen back to Paramount is credited to John Hertz, now with Lehman Bros. Hertz is a director of the reorganized Paramount.

It was reported shortly after Cohen went out that he might come back to Par but nothing in that direction had been heard of since.

WB WILL HAVE 19 READY BY SEPT.

Hollywood, April 16. Approaching the peak of production for the current season, Warners will have ready for release between now and September, 19 pictures which have either been completed, are now in work or are on definite schedule, according to announcement by Jack L. Warner.

Productions include 'Go Into Your Dance' (Jolson-Keeler), Paul Mun's 'Black Fury', Cosmopolitan's 'Oil for the Lamps of China', 'The G-Men' (Cagney), 'Papa Miss Glory' (Davies), the Max Reinhardt roadshow feature, 'Midsummer Night's Dream', 'Captain Blood' starring Robert Donat, the next Munt picture, 'Doctor Socrates', 'Girl From 10th Avenue', 'Broadway Gondolier', 'Goose and the Gander', Joe E. Brown musical, 'Back to Broadway', 'Stranded', 'Dinky', 'Crashing Society', 'The Irish in Us', 'Case of the Lucky Legs' and 'Serves You Right'.

Preparing for a swing into heavy (Continued on page 43)

PLAN ANOTHER PROD.-DIST. CO.

Another production-distribution machine along the lines of the old First National franchise system is in the making, with Louis Berman declared to be the prime mover. He was originally in First National, when built up through franchise owners, and also was identified with Columbia in its early days.

Berman, a Philadelphia, is preparing to go ahead building a national organization patterned after the old F.N. in the belief that the time is ripe for such an organization following mergers which reduced the number of majors.

Zukor Summering East

Changing prior plans, Adolph Zukor now may start in New York this summer except for possibly a quick trip or two merely to check on production progress.

He has opened his home on the Hudson and has no immediate plans to return to Hollywood.

McNutt Fox Producer

Hollywood, April 16. Patterson McNutt, mentioned as a director at Fox last week, takes a double jump, going from writer to producer. McNutt came to the Coast four months ago to write for Fox.

First assignment will be an untitled drama which he and Arthur Beckhardt are writing.

FANS WEARIED BY TOO MUCH SHOW

For That Reason Knell of Dualism Seen Despite 50% of U. S. Theatres Now Double Billing—Singles with Shorts Not So Tiresome and More Acceptable

DEMAND A CHANGE

Dual feature bills are definitely on the way out.

The Hays office believes that it is only a matter of a short time until the single feature, plus the short subject and newswel, will be back as the standard entertainment in picture theatres throughout the U.S.

The policy of two-feature pic for one program appears to be doomed for relegation to the same category as vaudeville in the bulk of picture houses. This is in the face of a survey of the industry by the Hays organization which showed that approximately 50% of all picture spots now are double featuring.

Same check-up revealed the American public as wearying of dual feature bills, and the patrons as demanding a change. That producers are becoming increasingly aware of this shift is found in the trend for short subjects.

Initial moves towards improving the calibre of this product already have been taken by several major companies. They are starting to turn more attention to the making of their short subjects, a phase of film production that in recent years has been rapidly nearing the vanishing point.

With more comedy and musical variety short production in the East, ready call on current name, satellites for short films and general availability of players from current Broadway shows has helped endeavors to improve quality.

In the East, the lead in the exhibitor field towards the single feature bills is being taken by Wilmer & Vincent, circuit operators of houses throughout Pennsylvania and in Virginia. Long bitter opponents of the double pic program, operators of this circuit in recent weeks have shut down virtually 100% on all double bill alignment. It is a matter of plain economy with them, they say, and the fact that they find the single feature program as satisfying the public demands. Others are contemplating moves along the same line.

ALEX KORDA \$1,000,000 BUDGET ON WELLS PIC

London, April 7. Alex Korda has budgeted \$1,000,000 on his H. G. Wells futuristic film, based on 'The Shape of Things to Come', and to be called 'Whither Mankind'.

All studio visits are barred: show is going on at three studios, Korda's own, and two indie lots taken over for the miniature and trick work.

Leslie Baines, Ralph Richardson, and Raymond Massey cast so far. This is by far the largest budget outlay ever attempted by a British company, previous high being estimated for B. and D.'s Buchanan picture, 'Brewster's Millions', understood to have scored \$700,000 by life time it was finished.

Sid Kent Back at Studio

Hollywood, April 15. Sid Kent is back at the Fox studio, first time in over a week. He remains here a week longer than intended.

U. S. Films Will Not Officially Recognize Int'l Film Congress In Berlin; Ditto British Industry

Bets on Sheehan

Hollywood, April 16. Winnie Sheehan's ranch, about 35 miles from the Fox studio, has no telephone. So the boys on the lot are making book on how long before carrier pigeons show up.

The United States has finally decided it will not be officially represented at the International Film Congress, in Berlin, scheduled for April 26-May 1. All American film companies have been invited but thus far none has accepted.

Hays office, after considerable thought on the subject, decided not to attend and Harold Smith, European rep. has been cabled to stay in Paris. Whether or not any of the film concerns will attend individually is yet uncertain, although none has thus far shown any indication that way. Clayton Sheehan, Fox foreign manager; Phil Reisman, Radio foreign manager; and Sam Morris, Warner chief, now all in Europe at the moment, may decide to run over to the congress at the last minute, if late developments indicate the meet to tend towards importance.

Hays office in New York has received official communication from Rome suggesting that attendance might be advisable as European belief is that French, German and other European exhibitors and distributors at the get-together will cook up schemes against America. Hays office decided not to pay any attention to this, believing it inspired by Germany in the hope of stirring attendance from America, even if by way of coercive influence. France, too, has been rife with rumor that the Berlin meet will result in European anti-U. S. moves.

London, April 16.

Antipathy in London about the International Film Congress to be held in Berlin at the end of April.

One or two of the film papers have rapped the venture pretty hard, and have suggested the British industry withhold official recognition of the Congress, arguing that the new German regime had done nothing for film in Germany.

The Cinematograph Exhibitors Association, however, has recognized the Congress, and is sending four representatives.

One of two newspapers here are doing the same.

Renters, as a whole, have been pleasantly silent.

Studios' Location Clause Changed as Move Protection

Hollywood, April 16.

To protect themselves against a possible studio migration to other parts of the country, the majors are revising their contracts on the score of location obligations. Around 80% of the current pacts provide that if a player is taken on location outside of a 15 or 25 mile radius, studio must foot the bill for transportation and living expenses.

Should the studios move and players insist on a literal interpretation of contractual commitments, all the companies would have that extra expense to shoulder under the covenants as presently worded.

Fox is the first to take the contracts for a revamp, changing the wording to read that the studio will pay living expenses of a contractee not beyond a 25-mile radius of the Los Angeles studios or any other plant the corporation may operate in the United States.

MAYER HEADS PROD. ASSN 5TH YEAR

Hollywood, April 16. Will Hays, accompanied by Mrs. Hays, left here by train Thursday (11) for New York, after a three-weeks' coast visit. He left immediately after the annual meet of the Producers' Association.

At this session Louis B. Mayer was re-elected president for the fifth consecutive year. All other officers, with the exception of two directors, were also re-elected. Changes on the board are Henry Herzbrun for the spot previously filled by Emanuel Cohen, and Stanley Bergman in place of Carl Laemmle, Jr.

Those re-elected, aside from Mayer, were J. L. Warner, Winfield R. Sheehan, v.p.'s; Fred Beetsen, secretary-treasurer; and Harry Cohn, E. H. Allen, R. J. O'Brien, Sheehan, William R. Frazer, Mayer, B. B. Kahane, Hal Roach and J. L. Warner on the board.

DARMOUR MADE G-B H'WOOD REP

Hollywood, April 16. Michael Balcon, accompanied by Mrs. Balcon, left here Friday night (12) for New York, en route to London. Production chief of Gaumont-British made a deal with Larry Darmour, preliminary to pulling out, whereby Darmour will represent the British company in Hollywood on any future deals to be made with Hollywood talent.

Balcon will break his journey east by stopping off at Detroit to see Walter Huston, now in the legit 'Dodsworth', due to make Cecil Rhodes for G-B this summer.

Bacon effected an entente cordiale between British and American producers as result of his visit, which will see a general exchanging of players, directors and writers between the two countries.

Laemmle Sr. East

Carl Laemmle is expected east shortly on his usual spring visit, to be followed, in all probability, by a European trip.

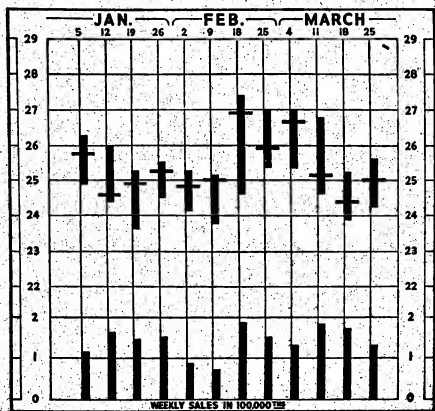
Anything further on any deal for Universal and Warner's would occur on Laemmle's arrival in New York.

Rivkin's Exec Rib

Hollywood, April 16. First assignment for Allan Rivkin as an associate producer at the Fox Western lot will be production of 'Private Beach', a travesty on film excess, recently done here by the Bliss-Hayden little theatre. Rivkin previously is assistant to Sol M. Wurtzel.

AMUSEMENT GROUP AVERAGES

(1st Quarter, '35)



Weekly high and low average of prices for 13 representative amusement stocks listed on the N. Y. Stock and Curb exchanges is indicated by the vertical bars in the upper portion of the above chart. Closing prices for group each week are shown by means of short cross-bar. Lower part of chart depicts trend in volume week by week.

The high mark for this three-month period was reached in the period ending Feb. 18 at 27½, while the low level was encountered in the week ending Jan. 19, when the Amusement Group dropped to 23½. Closing point for week ended March 25 was 26, less than a point below close for the first week in this quarter. The largest week in point of volume was that which closed Feb. 18, peak week of the quarter, while low week in transactions was the one terminating on Feb. 9, one of periods when stock prices were weak.

5 Stocks, 7 Bonds Hit New Peaks for Year; Amuse. Follow General Trend

Stocks were irregularly firm in diminished trading yesterday (Tuesday). Revival of street's interest in Amusements held them steady. Columbia Pictures went to 43½, but showed a fractional loss at 42½, the close. Radio Pict. B was a strong spot, rising to 42½, and showing a three-quarters gain at the finish. Radio common and General Electric were steady and active enough to get into active golden close.

Eastman Kodak common soared to a new 1935 peak at 128½, showing a 1½ point advance. Announcement of a new color process by the company was impetus that shot it up. Process was reported as limited to amateur films as it now stands, but will be further developed. Technical, which is credited with having a finger in this development, however, fell back a point to 19½.

Amusement stocks continued to follow the general trend in a week's time. Particularly significant was the result that five stocks hung up new highs for the year and seven others hit new 1935 peaks. The amusement group of 12 representative common and preferred averages showed an advance of .87 of a point over previous week.

There was steady strength in the stock market most of the trading days. The Dow-Jones industrial averages closed Monday (15) at 105.93 for a gain of 3.23 points in a week's time. Particularly significant was the manner in which these averages got past 100 and neared 105 in another 100,000 shares Monday. Some chartists feel that the 108-10 level in the averages is the nearest to be reached in the near future through testing of the 104 and 105 level in the week just concluded. Further backing of such a theory is found in the picture in trading when averages neared the 105 mark.

The amusement group forged ahead on the greatest volume since early in March. The low point as (Continued on page 19)

8 'Ziegfeld' Girls Land Metro Terms

Eight showgirls, plucked from the 'Great Ziegfeld' production number, were handed three-month contracts by Metro and spotted in its stock company.

Carol Windham, Wanda Pryor, Lorna Lovelace, Marion Lange, Connie Meyers, Bonnie Bannon, Diane Cook and Mary Lou Dix are the new contractees who drew notes without formality of screen tests.

BALTO DEFERS 'TIME'

Doesn't Need Monthly Reel As B.O. Boilester Easter Week

Baltimore, April 16. Local Loew theatre, Century, which first-runs 'March of Time', has arranged with the monthly newreel to postpone the April playing date from next week (starting Friday, 19) to subsequent stanza. Attitude of the Loew forces here is that the reel is not needed for box office bulwarking during Easter Week; could be used more advantageously when holidays are over. Reported other cities' first-showers of the reel are likewise trying to get same consideration.

The April 'March of Time' should actually be on screens current week, but the release date was shoved back because of Holy Week bugaboos.

PATENTS MUGULS SHY FROM SIROVICH QUIZ

Washington, April 16. Power to compel appearance of patent owners and users at his inquiry into alleged monopolies of basic ideas and processes is being sought by Representative Sirovich to further his look-see into control and licensing of film, radio, and other fundamental things.

Resolute giving Patents and Copyright Committee, which he heads, authority to summon witnesses and subpoena data was introduced in the House last week after inquisition encountered series of obstacles when the persons he wished to grill declined invitations. Whether or not authority is forthcoming, Sirovich threatens to continue his lagging survey and to turn heat on the radio and film industries. These topics will not come up, however, until after automobile and oil patentees have been griddled.

Klein Bows Out of U.

Hollywood, April 16. Julius Klein, Chicago newspaperman brought 15 months ago to Universal as Carl Laemmle's assistant, and then made associate producer to make 'Whisper's Mother', has resigned. Picture was called off schedule, with Klein then assigned on 'G Men' story which was also delayed, and Klein is quitting. Is considering a couple of studio writing jobs.

Yesterday's Prices

Sales	High	Low	Net
500 Col. Pict.	42½	42	42½
100 Gen. Film	42½	42	42½
100 Fox A.	42½	42	42½
10,700 Gen. E.I.	24½	24	24½
3,400 Loew	12½	12	12½
1,300 Par. Pict.	17½	17	17½
900 RCA	10½	10	10½
14,600 RCA	10½	10	10½
900 W. B.	3½	3	3½
1,000 W. B.	3½	3	3½
8,700 Tech.	20	19½	20
100 Trans.	2½	2	2½
80,000 Gen. T.	10½	10	10½
72,000 Gen. T.	10½	10	10½
38,000 Par. Pict.	17½	17	17½
7,000 Do.	17½	17	17½
48,000 Par. Pub.	79½	79	79½
2,000 Do.	79½	79	79½
21,000 W. B.	54½	54	54½

* New 1935 lists.

THREE PAR PETITIONS UP FOR A FINAL OKAY

Receiving approval from Special Master John E. Joyce, three petitions of the Par trustees are before Judge Cox for final okay.

They include the Marks Bros. settlement, ending long litigation arising out of Par's purchase of that chain several years back; the participation of Par into the reorganization over Long Island studio properties and a Par News lease to 1935; and dissolution of Elwood Amusement Corp., which owned mortgages on Florida property.

Cost of One Day Indie Shooting Set at \$3,329

Los Angeles, April 16. Blanking of a whole day's shooting on 'Jane Eyre', blamed on a faulty camera rented from General Service Studios, in made the basis of a \$3,329 damage suit filed against the rental lot by Monogram. Complaint says negligent inspection of the camera by General Service compelled expensive retakes.

WB's Cawthorn-Shean; Kennedy-Collins Series

Hollywood, April 16. Tom Kennedy and Monte Collins are to be teamed by Columbia in a series of six 'dumb detective' shorts. Comics were signed after the studio preview 'Stumbees'.

Warners has contracted Joseph Cawthorn and Al Shean for a series of shorts along Dutch-character lines.

No Dualer for Colman

Hollywood, April 16. David O. Selznick set the deal last week for Ronald Colman to play the part of Sidney Carlton in 'Tale of Two Cities' and at the same time killed the idea of having Colman play a dual role, the original plan.

Selznick is angling for Robert Donat to play the second part, that of Charles Darnay.

U's Prod. Layoffs

Hollywood, April 16. With only two films in work, Universal laid off around 50 people in various departments until production gets into full swing again.

L. A. to N. Y.

James R. Grainger. George White. Herman Zobel. Michael Balcon. Rex Cole.

Ruby Keeler. Will Hays. Ann Sothern. June Clayburgh. Manny Self.

George Blison. Harry Briggs. Ruth Chatterton. Bobby Dalton.

Mrs. James Looman. Spyros Skouras. George Skouras. Mitchell and Durant.

S. S. Barret McCormack. Elissa Landi. Rufus Le Maire. Rachel Crothers. Joan Bennett.

N. Y. to L. A.

Nate Manheim. Lew Brown.

Inside Stuff—Pictures

The chances of Elizabeth Bergner making a picture in Hollywood are at this writing exactly 5% to the bad. Unless the actress detaches herself from that figure there's little likelihood of her coming west. Myron Selznick doesn't mind signing her up at her stipulation of \$150,000 per pic, but when she insists on an added 5% of the gross intake then she's the one who's tossing around the monkey wrenches. It's no deal unless the percentage comes out.

Selznick planned east to talk it over with the foreign star on a straight salary basis, but it is reported that her business advisors are holding out for a cut of what comes in.

Even at \$150,000 over four weeks, studio execs figure La Bergner is a gamble as she is little known to American audiences.

The first credit line to appear on Paramount's Screen Souvenir shows up with its final issue, just released. The valedictory number carries the names of Fred Waller, production manager of Par's shorts, and Mil-Hocky, in charge of writers, both of whom concocted the original formula and carried on through all its 46 issues. Started as a commercial for Chesterfield cigarettes under the name of Movie Memories. When the commercial was abandoned Par put it on the regular release as Screen Souvenir. Subject was taken off the schedule when exhibitors reported that public interest had waned due to the many imitations on the market. Popularity of the old-time reel is credited by some with having started the vogue for the 'gay nineties' features which followed.

By July 1 it is estimated Paramount's reorganization will be in effect and the trustees, together with their attorneys, will be out of the picture. Before that occurs, the Par trustees will render a final accounting of the condition of the company under their jurisdiction and operation, including assets and liabilities. Another bill for fees will also go in on the windup. Claims, controversies and litigation affecting Par on a reorganization are being cleared up, together with readjustment of various subsidiaries which is necessary before the company can emerge entirely from bankruptcy.

Working with 160 different relief organizations to provide for the many extras who are unable to find sufficient picture work, Central Casting the last five months has found employment outside of the studios for 27 extras. Plus this employment service, Central arranged medical aid for 150; hospitalization for 60; transportation to former homes for 58; state aid pensions for 42; funerals for four, and other forms of direct relief for 1,086. Plus this, Central placed 10 children of extras in care of the Children's Protective Bureau.

Radio Pictures invited Dick Watts (N. Y. Herald Tribune) to the Coast for a couple of days, the studio wanting the film critic to see Robert Sisk's first completed film as a producer, 'The Informer'. Sisk, before going to the Coast, had talked to Watts about the yarn, a published novel, but expressing much liking for it. Watts is going to Russia next week and would have missed it as a result. He wrote a preview review of it for last Sunday's N. Y. Herald Tribune.

Paramount trustees have filed a petition asking for a court order adjudging an indeterminate claim for Tri-Ecnon to be rejected and expunged from the record, based on the U. S. supreme court decision holding T-E patents invalid. Recently Federal Judge Cox rejected an application of T-E to amend its claim. Trustees cite that the indeterminate claim of T-E, as filed, is based upon alleged infringement of patents and thus does not hold with a court decision against it.

Efforts to get Shirley Temple on the air have been and will be unavailing for some time. Fox studio has definitely said 'No' to all such bids for the young screen star.

A new network program launched a campaign to obtain the youngster as a guest star, but the studio stepped in with a refusal and added that it goes for radio in general.

Metro has started wide advertising in Chicago to break down exhibitors' resistance, particularly spreading on Sunday with large copy calling attention to the Metro flickers.

Punch-line of the ads is: 'Ask the manager of your theatre when the above pictures will be shown in your neighborhood.'

Al Johnson, and possibly Ruby Keeler, will make personal appearances with 'Go Into Your Den', WB musicals, as often as feasible as the pic opens up in the near-New York spots. Miss Keeler is due east to join her husband, this week.

HUTTON'S MISSION

So. Calif. Indies Allge F-WC. Violation of Decree

Hollywood, April 16. Frank Hutton, chief counsel of the Independent Theatre Owners of Southern California, goes to Washington April 21 to lay before the Department of Justice alleged violations by Fox-West Coast of the Government consent decree in the Clayton Act and Sherman anti-trust laws. Immediate action along sought relief from what are termed 'oppressive' conditions are expected by the indie operators. Harry Vinicoff goes east to represent TFO at the zoning clearance hearings.

Gold Rush Yarn Next

For Mae West at Par

Hollywood, April 16. Next Mae West opera at Paramount will be written around the Alaskan gold rush, with Miss West doing the screen play. Picture will carry the tentative title of 'Klondike'.

LeMaire's 4 Wks. Abroad

Rufus LeMaire hops for London Friday (19) for a brief holiday with George Raft on a next picture. Will be gone four weeks altogether. Quite a show bunch sailing Friday on the same boat including the Bill Goetztes (Edith Mayer), Michael Bulcom, the Jimmy Campbells (Betty Balfour).

MAJOR SCREEN CREDIT TO ONLY 248 SCRIBES

Hollywood, April 16. Although 2,000 persons in Hollywood lay claim to being scenario writers, only 248 writers received screen credit on pictures made by the major studios during the last nine months.

Figures in the latest Academy Bulletin demonstrate the fact that scripping is in the hands of a limited number and that, plus the 248 getting their names on the screen, only 125 others contributed to the scripts in a degree to be worthy of uncredited credit.

During the nine months 735 writer credits were recognized either on the screen or in the Academy Bulletin as 'contributors' with all these jobs being divided only among 375 different scenarios.

Metro's 'Ma Pettingill'

From Wilson Library

Hollywood, April 16. Metro has put Harry Leon Wilson on its writers' payroll and has optioned all its rights in this author's 'Ma Pettingill' stories. Wilson is expected to turn out a script, combining features from several of the yarns to be filmed under the title 'Ma Pettingill'. Likely Constance Collier will be in the name part.

DIME ADMISH FOR MIDWEST

Farnsie Tells Newsreelers to Hurry Up, or NRA'll Interpret Code For 'Em

Washington, April 16. Formal interpretation of film code clauses covering working time for newsreel cameramen will be issued if current negotiations between employers and unions about methods of computing hours reach a deadlock.

Uncertain of the possibilities of achieving an informal understanding regarding matters outside the scope of the code, Deputy Administrator William P. Farnsworth Monday (15) declared that if members of his special committee are "too far apart" he will attempt to settle the issue through the issuance of a ruling outlining just what code clauses intended to say.

Three Ways

Remarking that "I found there are three distinct ways of figuring hours in New York alone," Farnsie said he hopes to be able to get a mutually acceptable agreement through further conferences with the two groups, but that "grinders and bosses cannot see eye to eye he will be forced to 'stick to the code'." Much of the subject matter of current confab is clearly outside the range of the code, involving informal understandings as well as a few written contracts, but Farnsie is endeavoring to patch up these troubles for the sake of continued peace in the family.

Code specifies that camera and sound men shall not be worked over \$20 hours during any eight-week period, with the total employment period calculated from the time they leave the base of operation until they check in again or are required to stick in a single spot. Just what this language means in particular cases will be settled by formal interpretation. If disputing parties cannot come to terms over a formula.

After conferring with representatives of four producers in New York last week, Farnsie hoped to get the grinders' views in talks with week with Louis Krouse and other labor representatives. Then may call another joint meeting if he sees any hope of reconciling the two positions. Added talks are contemplated before Farnsie abandons his hope of a peaceful understanding.

FIRST COAST EXHIB DISOWNED BY NRA

Los Angeles, April 16. First exhibitor in the Southern California territory to feel the talons of the NRA blue eagle in penalty for asserted violation of the Motion Picture Code is C. J. Mullen, operator of the Little Florence theatre.

Mullen was penalized by withdrawal of his right to display any NRA insignia on the ground that he worked employees overtime and on less than the code-prescribed wage, according to Charles H. Connelley, executive assistant of NRA in this sector. Additional charge declared sustained against Mullen was that he summarily dismissed an employee, who reported the alleged lapse in time and wage.

Ruling comes three months after Mullen was accorded a hearing, and means that he cannot hereafter bring any complaints before NRA or receive any recognition from that body.

Breen's Vacash Will Be Two Months in Europe

Hollywood, April 16. Late in June Joe Breen may bump into his first vacation since with the Hays organization. Duration probably two months and destination Europe.

If Breen breaks away New York Hays office will appoint an exec to sit in from there. Breen a Hayfite for five and half years.

Just Letters

Paramount story department got a letter: "I'm just a plain citizen of Wilkes-Barre, but Sam Hoffmanstein, Louis Weitzsorn and Herman Mankiewicz came from here, so I'm sending you an idea for a film. Why not make a musical based on the life of Irving Berlin. If you decide to do this, send me a check."

Someone in Par wrote back: "We may use the idea, and thanks. We won't send you a check, but we'll send you Hoffmanstein, Weitzsorn and Mankiewicz."

FORMAL C.A. OK OF 1935 BUDGET

The Film Code Authority put its okay on the revised form of the first section of the 1935 budget at its session last Thursday (11). Not only was the assessment schedule for the first half of the current year approved, after the revisions made by administrative forces in Washington, but included in its passage was a proviso that the same schedule would apply to the remainder of 1935 if the NRA should be extended past June.

The revised budget calls for a total of \$339,775.01 for the full 12 months. The revision, which made it necessary for the Code Authority to pass on it, provided that producer-distributor members in the lower brackets, from Class 8 to 14 inclusive should be allowed the alternative of paying 3% of the actual 1934 gross.

Code members estimate that the producer-distributor who does \$200,000 gross, under the percentage setup, would pay only about \$500. Under the old arrangement, before the proviso was added, the payment totalled more than \$700.

The Blue Eagle division in Washington would not place its approval of the code assessment line-up on this alternative basis of payment was inserted. With its inclusion, it was sent back to New York with the result that the C.A. concurred last week.

Washington, April 16. Approval of the 1935 film budget and assessment plan substantially as originally presented was indicated today following withdrawal of objections that the very scheme violates NRA policies against inequitable distribution of costs. Official order putting system in operation is expected before the end of the week.

Waiver of order banning fixed minimum and maximum socks, combined with an alternative method of contribution for producer-distributors will clear the last remaining obstacles and end the cash-drought confronting the Code Authority.

Producers who do not care to file exact details of last year's grosses can follow the same method used last year, while Indies, who demanded a uniform rate, will be able to employ the percentage method.

Exhibits Skeds As Is

Exhibits' skeds, ranging from \$5 to \$50 per hour, will go through, although the method employed collides head-on with new recovery policies designed to insure equitable distribution through uniform percentage levies. Government authorities have been convinced that this is the only practicable manner of collecting from exhibitors, capitulating to exhibitors' demands for a waiver of the order which at first

SUIT SETTLEMENT WORLD OKAY CLIP

Out of Court Finish for Astor Theatre, Chi., Case—Defendant Exchanges, Circuits Offer 46th Release Week for All-Day 10c Admish — \$100,000 Damage Action Reported Dropped

WANT 36TH WEEK

Chicago, April 16. Settlement of the important Astor theatre case against the Chicago circuit and film exchanges is expected momentarily. Lawyers and execs are in a huddle and should reach a decision this week.

Balaban & Katz chieftains have headed the defendants in gathering this get-together and it's likely that the circuits and exchanges will okay most Astor theatre's demands and give the theatre its 10c pictures.

Wrapped up in the settlement discussion is the \$100,000 damage suit, which the theatre has against the same defendants. Understood that one of the main items in the settlement discussion is the withdrawal of the damage suit should the defendants agree to allow the theatre to run 10c flickers.

At present the theatre, it is reliably reported, has been offered the right to run dime flickers at the 36th week of general release for dime matinees and in the 46th week of release for all day matinees. Believed that before final settlement is reached that the time will be cut down to at least the 36th week of release for dime admission all day.

Out of Court

Case is due to reach the court roll by April 19, according to the docket, and it's known that the majority of the companies involved in the suit are anxious to settle the matter without the aid of a judge.

With the okaying of the dime duca for the Astor will automatically come the opening of the entire city to 10c admission. It will particularly bring dime tickets to the vast colored section on the southside. One colored house, the Public, already has filed a suit similar to the Astor theatre suit and against practically the same line-up of circuits and distributors.

Other than these two spots, the dime okay will spread to the transverse districts of South State street and West Madison, where they have been yielding for dime duca for some time. Many theatres here have two prices of admission, selling duca for 10c for the indie product that's available and then shifting to the 15c bottom limit for the major pictures. Switching of price has not helped these houses and they are understanding the right to show all flickers at a dime.

Expected that some 75 theatres in the city will avail themselves of the dime tickets. In general, it's expected that these will be so squawk about the 36th week of release. Many of these same theatres have been asking for dime pictures in the 52d week of release, but even without the court's protection offered, these houses have been allegedly refused product by major exchanges.

Only question now is whether the exchanges will okay dime admission of this year's product or will hold out until the 1935 product is out. All current contracts carry a 15c minimum clause.

glance threatened to prevent use of this scheme.

Recovery execs were swayed by industry argument that peck of trouble would follow effort to devise any other system, particularly in view of frequent changes of house policies, fluctuation of price scales, and numerous openings and closings.

C. A. Decides L. A. Zoning Sked Must Be Squawk-Proof; C. A. in N. Y. Meeting Sets April 23 Deadline

Bunch of Kids

Hollywood screen players were described as a bunch of kids by Alice Hughes, stylist of the N. Y. American, in her talk over WOR last week. Miss Hughes recently returned from Hollywood, said that she found many stars playing with toys and electric trains.

Admitted she did not like the film capital.

Los Angeles' zoning and clearance schedule will be squawk-proof when it is finally placed in effect. That was made apparent Friday (12) when members of the film Code Authority, meeting in New York in executive session, refused to vote on the L. A. sked until they had a complete transcription of all testimony heard at the Thursday hearing, and decided not to place it in effect until Tuesday (23) at the earliest. Typewritten transcript will cover 350 to 400 pages, but it thoroughly touches every phase in the Los Angeles situation.

While the Los Angeles sked, originally passed early this year and slated to go into effect last of March, has been buffeted about ever since Fox-West Coast theatres came in with a formal protest, leading Code authority members claim there has been no stalling. Their contention is that the L. A. alignment should be letter perfect if it is to serve as any sort of a model for setting up other representative schemes.

C. A. voted at its executive session to throw the meeting open to the public and to hear every phase of the situation. J. Robert Rubin, chairman for this confab, permitted all points to be touched on during the eight-hour gathering, but did not allow petty squawking.

F-W-C's Side

The F-W-C side of the picture was presented by Al Hanson, Los Angeles city manager for the company, assisted by W. T. Powers and Eddie Alpersen. Ben Bernstein appeared in behalf of the MPTOA of Southern California, claiming to represent 32 theatres. E. V. Vinocor, representative of the Independent Theatre Owners of Southern California, spoke in behalf of some 174 theatre operations. Harry Arthur interests were taken care of by Arthur in person.

In summarizing the situation, the Fox-West Coast representatives suggested that the hearing committee look into the situation personally, with the understanding that this committee's report would be okayed by the C. A. This idea got no place Thursday.

Indie organizations went on record before the meeting as being in accord. But the Independent Theatre Owners' representatives obviously were impatient over the (Continued on page 57)

NO PAR BOARD MEET DUE UNTIL NEXT WEEK

There probably will not be any meeting of the new Paramount board, until some time next week. Parties are engaged at present in squawking up the hearing committee for the Par corporation. In the meantime advice is authoritative that the terms of the individual members on the board have been agreed with the most important members being allotted two and three-year terms.

Confabs on the underwriting end of the Par reorganization continue in unofficial tones.

Kuykendall Hopes for An Improved Pic Code

While admitting that the code has benefited the small exhibitor, opinion that out of present controversy will come a revised Blue Eagle for the general industry that will be more blinding and less misleading, was made by Ed Kuykendall, president of the M. P. T. O. A. before leaving Saturday (13) for Memphis.

He went to attend a Tri-State convention.

Alger Calls Bd. 'Interested' in Chi Code Case

Chicago, April 16.

Long drawn out case of the Alger theatres in downstate Illinois comes up before the film code board again today (Tuesday). Alger has objected to the membership of the local board sitting in on the case, claiming that the judges are "personally interested" and that it's unfair for the plaintiff in the suit to sit as judge.

This refers primarily to Allan Usher, exchange manager for Paramount, Great States, a Paramount subsidiary, was the plaintiff against Alger's reduced admission.

Code board at its first sitting ruled against Alger and later issued a "stop service" order to all exchanges when Alger continued the reduced admissions. The "stop service" order was made out to E. E. Alger, while the film contracts were signed for the Alger Amusement company. When this was made known the code board hurriedly withdrew its "stop service" order.

Alger is still getting service and is understood ready to go to the Federal court where he should the exchanges cut off service.

U. DROPS SATEVEPOST ADV. AFTER 10 YEARS

After 10 years, during which it has spent \$1,500,000, Universal's advertising in the Saturday Evening Post has been withdrawn. U has used a one-column display ad in that national mag for this length of time, inviting opinions of readers concerning U pictures.

Recently, it stated offering \$50 weekly for the best letter written on any U picture or pictures by Post readers, Carl Laemmle, Sr. himself perusing much of this mail. Post ad was Laemmle's personal idea. Staff to handle Post reader mail is being abandoned.

Par Re-Signs Taurag

Hollywood, April 16.

Norman Taurag has been given a new two-year contract by Paramount, starting after the completion of "The Big Broadcast," with first picture on new deal being "Anything Goes."

Deal calls for three pictures a year, with privilege to make the Eddie Cantor picture for Goldwyn.

KANN THROUGH AT PIONEER

Hollywood, April 16.

George Kana has been relieved of his duties as production manager for Pioneer, with "Teechy Sharp" the windup.

Was at studio on a one-picture deal.

L. A. Can't Get Excited Over Film Bills, Grosses Dip; Stager Helps 'Bells' to 21G; 'Wedding' at \$12,000

Los Angeles, April 16. (Best Exploitation: RKO-Hollywood) Another one of those weeks when the local emporiums are not getting there from the take angle. Pictures on display for the public just do not seem to be of the calibre that excite folks toward the end of the Lenten period.

In some instances trade was a bit better, while in others it was considerably below the previous week. Paramount, having in the stage Pinks Tomlin and 'Fats' Waller, aided by a couple of previews, pulled through to top gross with 'Eight Bells' as the screen feature. On the other hand, Stage and Chinese having a rather dismal stanza with 'Wedding Night'. It seems as though locally Gary Cooper cannot cover up the Anna Sten draw deficit of last week, and RKO are having tough going with 'Case of the Curious Bride' and will be lucky to hit over the \$6,000 mark on the double showing.

Only outstanding feature in outside aid to sell a picture was tieup of Hollywood and RKO with distributors of Liberty Magazine for a three-inch circular sticker on front page of current issue, drawing attention to the fact that 'Case of the Curious Bride', which they are running, is another Liberty story.

Estimates for This Week:
Chinese (Grauman) (2,023; 30-40-55)—'Wedding Night' (WB). No interest here in this Cooper-Stein pic, which will be lucky to hit the \$5,000 mark. Last week 'Life Begins' (Fox). Little excitement caused by this Rogers, which just hit a fair \$7,200.

Meridian (Paramar) (1,600; 30-40-55)—'Don't Tell Me Who You Are' (Inter World). Drew less than \$1,000, initial showing. Not as lucky if it reaches \$800. Last week 'Unfinished Symphony' (GB).

Downtown (WB) (1,800; 25-30-40)—'People's Enemy' (Radio) and 'Unwelcome Stranger' (Col) split. Couple of bustlers that will fall off a \$2,200 take. Last week 'Florentine Dagger' (WB) and 'Dog of Flanders' (Radio). Even worse than calculated at \$2,300.

Umarke (Paramar) (900; 40-50)—'Runaway Queen' (U.A.). Looks as though this is unimportant for \$1,700, and will not hit over \$1,700. Last week 'Scarlet Pimpernel' (U.A.). (4th week). Another 'Scarlet' picture of town and will show around \$2,200 on the bow-out week. Last week third here, above expectations in doing \$3,300.

Hollywood (WB) (2,750; 25-35-50)—'Curious Bride' (WB). Not what the folks that patronize the house want and will be lucky to fan out on six days with \$3,500, bad. Last week 'Ladies of the Night' (WB) a natural bloomer to a \$2,400 fadeout. 'Panthers' (Param) (2,700; 25-40)—'Behind Green Lights' (Col) and 'Women Must Dress' (Monogram) split. Back to the old Panthers business of mostly drop-in trade, which will bring in about \$2,300 below \$2,300. Last week 'Mister Dynamite' (U) and 'Great God Gold' (Monogram). Came in with a lively good style to a \$2,200 windup.

Paramount (Paramar) (3,595; 30-45-55)—'Eight Bells' (Col) and stage show. It's the two stars and names, Pinky Tomlin and 'Fats' Waller that are drawing. Nice profit at around \$12,000. Last week 'Mississippi' (Par). Second stanza clicked even to the predicted \$15,000, plenty oke.

RKO (2,850; 25-35-55)—'Curious Bride' (WB). Running a little better here than in Hollywood. Last week \$2,800 on six days. Last week 'Ladies' (Radio). Just could not get started, and faded with a poor \$2,000 take.

State (Loew-Fox) (2,024; 30-40-55)—'Wedding Night' (U.A.). Pretty selling picture, but not as much as clailly without stage aid against Paramount opposition. House will be content with around \$6,500. Last week 'Life Begins' (Fox) and 'Wedding Night' (U.A.) through in great style and tuned off with shade over \$11,300.

Monte Carlo (Loew-Fox) (2,100; 25-30-45)—'Life Begins' (Fox). Brought over from the State, helping house gather in west-rust struggles and will bring in about \$3,300, which keeps out of the usual weekly red. Last week 'Times Square Lady' (Loew-Fox) and 'Mcadden's Flats' (Par), a poor \$2,200.

'WORLDS' OKAY \$6,000

Three of Five Indianapolis Houses Have Holdover Pix

Indianapolis, April 16. (Best Exploitation: Lyric)
Only two of the five downtown houses are showing new programs, and the remaining three are facing the expected Holy Week let-down with holdovers. It's a Small World, substantially above the 'Polles de Paree' unit on the stage, is doing a good \$8,000 at the Lyric. Town's only other new attraction, 'Private Worlds', is garnering a fairly good \$6,000 at the Indiana.

Best exploitation of an inactive week was offered by the Lyric, which had the three Jacksons, acrobatic trio, featured on its stage, do a couple of thrilling hand-balancing stunts at noon Saturday (13) atop the theatre building.

Estimates for This Week:
Apollo (Fourth Ave.) (1,100; 25-40)—'Life Begins' (Col) (2d week). Rogers is ace draw at this house, and holdover week is okay at \$4,500. Last week pic did take \$7,400.

Circle (Katz-Feld) (2,500; 25-40)—'Mississippi' (Par). Repeating after a good week at the Indiana; substantially above the 'Polles de Paree' unit on the stage, is doing a good \$8,000 at the Lyric. Town's only other new attraction, 'Private Worlds', is garnering a fairly good \$6,000 at the Indiana.

Indiana (Katz-Feld) (3,100; 25-40)—'Private Worlds' (Par). All right, but nothing to rave about at \$6,000. Last week 'Mississippi' (Par) did about \$6,500.

Lyric (Loew) (2,000; 25-30-40)—'Small World' (Fox) and 'Polles de Paree' unit on stage. Super Tracy is something of a draw here, the well-exploited stage show is aiding the house to a good \$8,000. Last week 'Small World' (Fox) and vaude was extra good at \$9,000.

Loew's Palace (Loew's) (2,500; 25-40)—'Small World' (Fox) and 'Polles de Paree' unit on stage. Super Tracy is something of a draw here, the well-exploited stage show is aiding the house to a good \$8,000. Last week 'Small World' (Fox) and vaude was extra good at \$9,000.

Doing okay at \$4,000 in its second week after first week \$7,000.

'Midnight' and Blackstone Beat Bugaboo; \$17,000

Baltimore, April 16. (Best Exploitation: Hippodrome)
Hippodrome attracted record week with seeming disregard of the Holy Week bugaboo, and graced the screen with 'The Best of the Best' spring list, 'Star of Midnight', which is Blackstone, and while the picture hasn't been here for so long, many do not remember his identity, he is giving a show that is getting fine word-of-mouth. Yesterday (Monday) house held a hold pic another week, thus making it first time around here that a picture has been shown for two weeks in a row.

Another strong one is 'Naughty Marietta', which Loew's shipped into the upstairs Valencia after it achieved a corking first-run week downstairs at vaudeville Century. The musical ended first session at vaudeville, which prompted the unusual policy of immediately cease-and-running it without a week's delay for something that usually finds going rough with any pic.

On biggest spree it ever had since turning into second run spot, stage for something \$7,000, which will be biggest figure since spot ceased first-running at 60c top. Public School, however, the Hipp concentrated on Blackstone on stage this week. Many tie-ins effected by ad stores played special. Easter goods, illustrated also appeared in person at various spots to whip up interest in self stage show.

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opened Monday. Concluding a six-day crawl, 'Princess O'Hara' (U) couldn't quite clock \$4,000, n.g. New (Loew-Fox) (2,500; 25-30-35-40-50)—'Dark till Saturday' (20) for refurbishing; then 'Our Little Girl' (Fox) starts a fortnight. Last week, second week 'Scandal' (Fox), poor \$2,400. Fortnight total, \$5,500. Stanley (WB) (3,450; 15-25-35-40)—'Midnight' (WB) (2d week). Rather was \$4,500; started second stanza somewhat spiritedly, but slumped off. First session fine \$10,400.

Valencia (Loew-U.A.) (1,442; 15-20-35)—'Naughty Marietta' (MG). After second week, \$2,500, at vaude film Century, shunted upstairs to this spot, where it is giving house \$7,000. Last week \$7,000. Another week. Last week 'West Point of Air' (MG) after moderate term at Century, moved to \$2,500.

'HOOD EM YALE,' \$7,500, POOR, NEWARK

Newark, April 16. (Best Exploitation: Loew's State)
Top figures actually, and percentage will be held by Proctor's this week for 'George White's Scandal' which is the only house drawing anything. It should be nice with \$9,000.

For 'West Point of the Air' Loew's has the best of the works. Kew's window will be given over entirely to models of planes used in the film, while the other two houses are all over the top department; 1,000 wings and 1,000 membership cards to the Junior Aviation Club distributed.

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Stage Shows Getting Attention in Detroit; 'Velvet' and Bacanova 16G

juve organizations and church groups canvassed by letter.

Estimates for This Week:
Central (Loew-Fox) (2,500; 15-25-35-40-50)—'Velvet' (WB) (2d week). 'People's Enemy' (Radio) and 'Frontier Days' (Cap); three changes, heading into nice \$1,000. Last week 'Shadow of Silver Creek' (Col), 'Shadow of Doubt' (Radio) and 'Wednesday's Child' (Radio), singly average \$550.

Lincoln (LTC) (1,600; 10-20-25)—'Ladies' (Radio). Heading for good money in spite of Holy Week. Looks like the leader with \$3,400. Last week 'West Point' (MG) eight days to a nice \$3,000.

Orpheum (LTC) (1,200; 10-15-25)—'Sweepstakes' (Lib) and unit on stage (three days). Then four days of 'The Bachelor' (Lib) and 'Princess O'Hara' (U). Should hit near \$2,400, not so bad. Last week 'Straight from Heart' (U) and 'Three Days' (Lib), followed by 'Lottery Lover' (Fox) and 'Edwin Drood' (U), four days, grabbed a nice \$2,400.

Stuart (LTC) (1,900; 10-25-40)—'Sequoia' (MG). Not so good. Pic has been heated and cooled several times, but it seems to be coming out of the woodwork, expecting to get a licking anyway. \$2,400 will tickle everybody. Last week 'The Bachelor' (Lib) eight days was a handsome grosser and trotted in with nearly \$4,700, something of a mark for this year.

Umarke (Loew-Fox) (1,100; 10-15-25)—'Once to Every Bachelor' (Col) and 'Ghosts Walks' (Indie), dual. So-and-so, three days, followed by 'Putty Lady' (Col) and 'Symphony of Living' (Indie), dual, \$700.

PROVIDENCE
PRETTY BLAH

Providence, April 16. (Best Exploitation: Albee)
Looks as though Lent is going to get away with at least one bite on the boys. Lenten season here has held no great fears for exhibitors, despite the fact that population is preponderantly Catholic, but Holy Week is going to spell bad news for most stands.

Some spots are going to come through okay. This is largely due to smart thinking on bookings. Coule's and the boys were wise enough to see that if they had the attractions they could get enough cash to cover the offset and any possible drop in biz later. Others were content to book anything at all, with the result that biz was very bad from the start.

Albee did swell job exploiting Don Redman and his band. House garnered big newspaper specials in the hinterlands, and plastered Providence and nearby vicinity with all kinds of pap. Music and department stores tie-ups were very much in evidence.

Estimates for This Week:
Far (Loew-Fox) (2,500; 25-40)—'Perfect Blue' (WB) and unit show. 'This Blue' (WB) came up and stage getting oke this week. As a matter of fact, the picture is doing very well, largely due to the gals on the stage being booked as 'Texas Guinan' the stage, that emphasis on the feminine lure in the bathhouse house should have no difficulty in grossing at least \$7,500 even with the anticlockwork drop later in the week. Figure is better than average. Last week 'It Happened in New York' (WB) (2d week) and 'The Avenue' on stage was dandy at \$8,000.

Loew's State (2,500; 15-25-40)—'The Bachelor' (Lib) (2d week). Splendid build-up late last week inspired holdover, but chances are it will be lucky if it gets \$5,500, which is about about the week's splendid gross of \$13,500.

Majestic (LTC) (2,500; 15-25-40)—'The Bachelor' (Lib) (2d week). Splendid build-up late last week inspired holdover, but chances are it will be lucky if it gets \$5,500, which is about about the week's splendid gross of \$13,500.

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Detroit, April 16. (Best Exploitation: Fox)

Knockout blow delivered by Lent reacted at box-offices this week. No chance for any big grosses, although major houses are offering fair pictures and stronger stage shows. Last week 'Velvet' and Olga Bacanova, and Donald Novis at the Fox. Reviewers here opened up their columns for more lengthy notices on the stage presentations offered hereabouts.

Broadway-Capitol opened under the management of Reinke, Block & Joffe, the Kansas City trio, who have been in the city for some time. They are going to town on their opening, with a big advertising campaign to sell policy and price to the locals. House has been successful in negotiating for first run product from Columbia and Warner Bros. Opening picture is 'Whole Town's Talking' (Col), with Mary Brian heading stage show. Plan is to offer a name with big bill, but no stage on second program. Policy of 5c for matinees and 40c top at nights, will command much watching from the street. House will have a g.m. c. and orchestra embellish the variety show.

Stuart (LTC) of the Fox lined up Board of Education to give 'Ladies' at special screening, receiving many favorable commendations. House has been successful in negotiating for first run product from Columbia and Warner Bros. Opening picture is 'Whole Town's Talking' (Col), with Mary Brian heading stage show. Plan is to offer a name with big bill, but no stage on second program. Policy of 5c for matinees and 40c top at nights, will command much watching from the street. House will have a g.m. c. and orchestra embellish the variety show.

Estimates for This Week:
Michigan (United-Detroit) (4,000; 25-45-55)—'Life Begins' (Fox) and stage show with Olga Bacanova, in person. Receipts will be about \$11,000. Last week 'Lenten wind-up, slipping to a \$16,500, not so good. Last week 'Marietta' (M-G) and 'Casino De Paree' (Fox) 2d week delivered a grim, m. c. and orchestra embellish the variety show.

Fox (Indie) (5,100; 25-35-55)—'Life Begins' (Fox) and stage show with Olga Bacanova, in person. Receipts will be about \$11,000. Last week 'Lenten wind-up, slipping to a \$16,500, not so good. Last week 'Marietta' (M-G) and 'Casino De Paree' (Fox) 2d week delivered a grim, m. c. and orchestra embellish the variety show.

United-Artists (United-Detroit) (2,070; 25-35-55)—'Traveling Saleslady' (P-N). Hugh Herbert's personal appearance three weeks ago at the Michigan, which resulted in a big gross, is a big factor in putting film over in view of holiday season. Satisfactory if it runs near \$8,000. Last week 'Sequoia' (MG) and 'Behind Green Lights' (Col) failed to click off more than \$7,500, below average.

Far (Loew-Fox) (2,500; 25-40)—'Perfect Blue' (WB) and unit show. 'This Blue' (WB) came up and stage getting oke this week. As a matter of fact, the picture is doing very well, largely due to the gals on the stage being booked as 'Texas Guinan' the stage, that emphasis on the feminine lure in the bathhouse house should have no difficulty in grossing at least \$7,500 even with the anticlockwork drop later in the week. Figure is better than average. Last week 'It Happened in New York' (WB) (2d week) and 'The Avenue' on stage was dandy at \$8,000.

Loew's State (2,500; 15-25-40)—'The Bachelor' (Lib) (2d week). Splendid build-up late last week inspired holdover, but chances are it will be lucky if it gets \$5,500, which is about about the week's splendid gross of \$13,500.

Majestic (LTC) (2,500; 15-25-40)—'The Bachelor' (Lib) (2d week). Splendid build-up late last week inspired holdover, but chances are it will be lucky if it gets \$5,500, which is about about the week's splendid gross of \$13,500.

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British Exhibits Squawk at Film Holdup to Fall

London, April 7.
Annual squawk among picture exhibitors is more pronounced this year than ever.

With the approach of summer most picture theatre owners are put on a picture diet almost to the point of starvation. Whether they be English renters or Americans, the alibi is the same—they cannot afford to release their best product during the hot months.

Exhibitors complain they cannot reduce their overhead, summer or winter, and it is unfair of renters to give them the go-by during the lean months and come in on the gravy. Especially did they expect some loosening up from the exhibitors this year on account of the Jubilee, when it is figured there will be a good many transients and the locals will also be in a better spending mood.

Most of the film companies are giving out revivals, and revivals are not wanted by exhibitors. Most accepted, including 'Coppertfield', 'Kid Millions', 'Clive of India', 'Brewster's Millions', 'Folies Bergere', 'The Dictator', 'Abdul the Damned', and 'Little Mister' are not to be released till the fall.

Only Paramount seems to have loosened on product. It is sending out 'Bengal Lancers', 'Ruggles of Red Gap', 'Wings in the Dark', 'All King's Horses', 'Rings of Misadventure' and 'Love in Bloom'.

PRE-REVIEW CUTTING OKAYED IN SINGAPORE

Singapore, April 7.
New law passed here gives distributors permission to take possession of and cut film prior to censorship.

Supposed to be a friendly gesture to avoid future quarrels on pictures as local representatives of foreign film companies are pretty well aware of what can and cannot be shown. Figured that by cutting and arranging the films on their own prior to submission, governmental censure will be avoided. Also believed that more films will be passed since the distributors can frequently fix films up which would prejudice the censors if seen without the deletions.

Previously distributors were forced to submit their films as they arrived.

Sir Malcolm Campbell Joins Brit. Movietone

Sir Malcolm Campbell, auto speed record holder, who has sailed to return to England after hitting a new high in Florida on wheels, has been signed by British Movietone News, affiliate of Fox-Movietone, as editor-in-chief.

He replaces Gerald Sanger, who has been with the company for five years, who is elevated to the post of producer.

Sir Malcolm's position with British Movietone will be similar to that of Laurence Stallings with Fox-Movietone, who is in line with Fox-Movietone's policy of securing names for its real organization.

DOYLE DENIES ALL

Sydney Exec Says Rumors of His Quitting Are Wrong

Sydney, March 23.
Rumors have been thick here that Stuart F. Doyle, co-director of General Theatres, will resign in the very near future.

Doyle says rumors are absolutely without foundation. Also emphatically denies that the stockholders are about to force a showdown with his resignation asked for. Says the majority of stockholders have agreed to follow the plans laid down by himself and Charles Munro. There has also been no trouble with the bankers and trade in general with the circuit is up to a pretty nice level, he insists.

'CLEOPATRA' AROUSES STUDENTS IN ITALY

Rome, April 5.
With few exceptions the critics here are lambasting 'Cleopatra' (Par), some calling it a travesty and a burlesque garbed in ridiculous pomp by De Mille.

At film's first projection at the Cinema Corso students viewing it instigated a near riot. About 50 of them sat in the theatre in three groups and voiced their opinions without heed of the remainder of the audience. Catcalls and derisive laughter greeted every scene, creating such a disturbance that the house had to be relinquished and the show stopped.

Police had to be called to quell the mob. At conclusion of the show the same group gathered outside the theatre and proclaimed their dislike for the picture by improvising a ditty which rhymed the title of the film with an odorous word in the native tongue.

AUSTRALIAN BIZ CONTINUES OKE

Sydney, March 23.
Biz is hitting high here currently. 'Bengal Lancer' (Par) goes into its fifth week and will be held over.

American pics are still coping the best trade all around with 'One Night Love' (Col) 3rd month, leading and other good b. o. numbers including 'Kid Millions' (UA), 'Bright Eyes' (Fox), 'Imitation of Life' (D), 'Painted Veil' (MG), 'Last Gentleman' (UA), 'What Every Woman Knows' (MG), and 'Age of Innocence' (Radio).

New Zealand, March 23.
Best biz here is being done by 'One Night Love' (Col), 'Bright Eyes' (Fox), 'Barretts of Wimpole Street' (MG), and 'Anne of Green Gables' (Radio).

Legit has dropped way down with pics now the only draw at the b. o.'s.

DUTCH GOV'T WATCHES FOREIGN FILM TALENT

The Hague, April 5.
Dutch film company, Hold Ltd., is having trouble with the government over permits for foreign members of the cast for its new film 'Cranky'.

Government has no objection to working permits for an alien producer and cameraman, but is of opinion that for several parts, allotted by the producer to aliens, Dutch actors are available whose talent is sufficient.

Studio work is being held up until the Minister of Social Affairs gives a final ruling on the matter.

Magyar Censor Busy

Budapest, April 5.
Censor here has nixed showing of 'Whoopie' and 'Rain' both United Artists' pics.

Another current offering here, 'Jew Suss' (Power) (G-B), fared badly, after one day, unless being allowed in with some minor scissoring.

Davis Expanding

London, April 7.
Jack Davis, who has a circuit of newsworthy theatres in London, has taken a lease of the Little Theatre which will form part of the new building in course of construction at the Strand, scheduled to open next September. It is designed to show unusual pictures to theatregoers whose brows are high.

Davis will have another newsworthy theatre in Shell Mex house on the Strand, which will be ready in June.

MANHEIM'S STUDIO CALL

Hollywood, April 15.
Nate Manheim, general manager of foreign distribution for Universal, arrived here today for his first Coast visit in three years.

He is at the studio for confab with Carl Laemmle and Fred Meyer on future production for foreign release.

Just to Keep Busy

London, April 7.
Tom Walls is the busiest actor in London. Besides legit appearances, he produces and acts in films for Gaumont-British.

He also is training horses for Gaumont-British executives on the side.

Spanish Tobis Pays 7%, Reich 5%, French, Brit. Companies Off

The Hague, April 6.
International Tobis, Ltd., has just published its yearly report for 1934.

Balance sheet shows a profit of \$46,000, against a 1933 profit of \$22,000. Tobis, Ltd., is a holding company and its gross dividend the dividends paid by the daughter companies.

German Tobis Tonbild is also a holding company, though a daughter concern of Tobis International. It received 5% over 1934 and four several companies which distribute films in Germany.

In the Lichtspielyndikat and Rota Films, Tobis International has 50% of the capital; in Tobis Tonbild the company has 92% of the capital. Business in Germany was satisfactory.

Tobis Sascha, the Austrian daughter company, showed a small profit, but not enough to pay dividends. Same applies to the French branch, Compagnie Francaise Tobis.

Spanish branch, Cinematografia Espanola America, which also operates in Latin America, paid a 7% dividend.

The two companies operating in England paid no dividends, but suffered no losses.

Report states that reorganization of the company, which started in 1932, is now completed. Directors propose to use \$40,000 of profit for writing off on patents and credit the balance of \$6,000 on reserve account. Total reserves, after being credited with these \$6,000, amount to \$122,000.

Garganoff's Benoit Pic

Paris, April 16.
Leon Garganoff has taken over film rights of an almost completed new novel by Pierre Benoit, member of the French Academy. Book is as yet untitled but Garganoff hopes to make it as his next film.

Benoit and Garganoff will both come to New York in the fall to talk over production of the film with United Artists. Garganoff will produce it in France, as he did 'The Battle' making both a French and an English direct language version. UA has distribution rights for France of the French film and an option for the world on the English.

M-G's Foreign Shifts

Capetown, March 23.
M. I. Davis, manager of the Metro office in Hongkong, has been moved up to complete charge of South Africa for the company, starting immediately. He replaces Carl J. Sonlin, who committed suicide several months ago.

F. Greenberg, an assistant in the MG office at Shanghai, also moves up, stepping into Davis' Hongkong spot.

Columbia to Release

Sackin's Spanish Pix

Hollywood, April 16.
Moe Sackin has closed a deal with Columbia for the release of a series of Spanish features to be produced at one of the rental studios.

Universal formerly distributed the Sackin foreign makes.

Antipodes 'Night' Run

Sydney, March 23.
'One Night of Love' (Col) goes into its third month and is set to stick well over Easter.

'Night big has been especially big, and particularly capably still.

Another Schlesinger

Capetown, March 23.
Estree Bio-Cafe, here, recently opened with a big fire of trumpets but fell flat.

Has now been taken over by African Caterers (Schlesinger's).

Much Disputed Australian Quota Law Passed; British Films Are Exempted

HOLLAND'S HOLLYWOOD

Film Colony Near The Hague Almost Ready

The Hague, April 6.

Holland's Hollywood near The Hague is nearing completion; offices are already in use and studios are progressing rapidly.

M. Barnsteyn has placed orders for the cameras and the sound recording apparatus. Reception plants are being installed in two motor cars, so that they can move from one studio to other and be used for outdoor shootings. Equipment by Kiangfilm.

MEX-SPANISH FILM PACT

Mexico City, April 16.

Mexico and Spain have reached a temporary agreement calling for mutual reductions in import levies on films produced in either country, pending the consummation of a pact that will make this reciprocity permanent.

First pics under this pact have already been received in Mexico and Spain. Understood duties on these pics in both countries will be halved, but at a rate much lower than those of other foreign film productions.

WORK STARTS ON NEW ALEX KORDA STUDIOS

London, April 7.

Active work starts at the end of the month on the building of the new Korda studios at Denham, Bucks, about 25 miles out of town.

Korda previously had an option on a large site at Boreham Wood, Essex, location of all the big British studios except one, and was to have built a large film factory on the big by-pass road going through the film village.

He then found he couldn't get frontage on the actual main road, and chucked the idea.

New studio is planned to have five sound stages.

Canada Further Favors British Film Imports

Toronto, April 16.

A further favor to British film producers is the action of the Canadian government in lifting the tariff on imported advertising matter concerning British pictures. Marks an important saving to Canadian distributors of British films in that the tariff on stills, posters and other accessories was 5c. a pound plus 15% of the value of the shipment. Snapper is that the material must be shipped from England direct to a Canadian port of entry and not via New York City if the benefits of the new ruling are to be enjoyed.

Same duty levies remain on U. S. film accessories.

Australian Native Pix in Competition

Sydney, March 23.
'Heritage', produced by Expeditionary Films, won the first prize of \$12,500 in the Commonwealth local pic competition.

'Silence of Dean Maitland' (Cine-sound) came second, getting \$7,500, and 'Clara Gittings' (Eftice), third with \$3,750.

Beery and Jr. Off

Noah Beery, Jr., who's making serials for Universal, planned in from the Coast yesterday (Tuesday) to join his father, who has signed to make a picture in England.

Father and son sail tomorrow (Thursday), Noah, Jr. to be gone three weeks.

Sydney, April 16.

Government of New South Wales Friday (12) passed the long mooted Australian film quota. It goes into effect as of July 1, but has a one-year completely exempting British films.

Quota, as passed, is pretty much along similar lines to the British quota law, but will prove more harmful to American distributors, it is believed. It calls for a 4% quota on the first year; 15% the second year; 74% the third year; 10% the fourth year, and 12% the fifth year.

An advisory committee of three has been appointed to control the situation for the government and watch the results and workings of the new measure.

There has been considerable quarreling here during the months since the quota, which the government, and a few local producers insisted on pushing through despite general reaction in film circles. When it was almost a coup of months ago, the British government stepped in and halted the proceedings, on the theory that the bill, as originally proposed would have proved harmful to Britain.

Patriotism Passed Up

Difficulty arose from the fact that the British quota law takes cognizance of the Dominions, but the Australian law, as originally framed, passed up patriotism. According to the British law a film made anywhere in the British empire could be used in England for quota purposes. Film made in Canada, Australia or elsewhere can thus be applied, although up to now only Australian films have been used in Britain for the purpose.

According to the Australian law, as originally framed, a definite Australian quota is called for, so that British films could not be applied against it. This ruling still stands in the Australian law, but British producers are exempt.

That would seem to mean, on the face of it, that Americans will be forced to produce or purchase quota films in both England and Australia, although it is possible that they may shift all their production for quota purposes to Sydney, these films being applicable to both spots. Whether English producers will stand for that, or whether the rule will be interpreted to work both ways, so that British made films are applicable to Australia as well as England, remains to be seen. Either way, there is considerable headache ahead, and with Americans the ones likely to reach for the aspirin.

Meaning that the new ruling outfits are rushing plans to open up and get started pronto on quick production, figuring that they are in for a lot of quick coin, since Americans are not likely to set up sense in opening up production on their own here, at least not until they find out if they really have to.

B&C LIQUIDATES WITH SHORTAGE OF \$100,000

London, April 7.
British & Continental Film Prod., Ltd., has gone into voluntary liquidation.

Company was formed a year ago by Sam Spiegel, French film producer, who worked for Metro in Hollywood some years ago, with a capital of \$15,000, which was raised to \$50,000 soon after formation. Object was to produce a film starring Clive Brook, an English adaptation of a French script, George Fitzmaurice was being negotiated with to come over to produce.

With these names in view, Spiegel got an introduction to Gaumont through a A. Fried, film broker, who was appointed sales agent for B. & C. Gaumont-British advanced \$10,000 on the strength of the picture. Meanwhile the Brook-Fitzmaurice deal fell through, both turning down the story.

Spiegel then got Buster Keaton and made a film titled 'The Invader', which is being held by G-B, who are the biggest creditors.

There are 30 other creditors, ranging from \$5 to \$20,000. Year's trading reveals a shortage of \$100,000.

HOFFBERG'S 'MARCH TALE'

H. Hoffberg has acquired for American distribution 'March Tale', Hungarian picture, produced by Ibuss, in Budapest.

This is Darryl Zanuck

Few producers have ever had the distinction of showing two of their greatest productions simultaneously. Darryl Zanuck will have this unique experience



OPENS THURSDAY, APRIL 18th,
RADIO CITY MUSIC HALL

JOSEPH M. SCHENCK presents

CARDINAL RICHELIEU

STARRING
GEORGE ARLISS

With

Maureen O'Sullivan
Edward Arnold • Francis Lister
Douglas Dumbrille • Cesar Romero
Directed by Rowland V. Lee

Released thru

2
CENT
PICK

Week on Broadway!

when he attends the New York premieres of two pictures, acclaimed by critics everywhere as the greatest to come out of Hollywood!

OPENS SATURDAY, APRIL 20th,
RIVOLI THEATRE

JOSEPH M. SCHENCK presents
VICTOR HUGO'S
Les
Miserables

Starring
FREDRIC MARCH
CHARLES LAUGHTON
CEDRIC HARDWICKE
with
Rochelle HUDSON • Frances DRAKE • John BEAL



10th
TURY
URES
NITED

ARTISTS

NEW YORK

CRITICS

GO

OVERBOARD

WITH

PRAISE!

...and Frisco Flashes...

**"Offering
the most
N.Y. Daily**

entertainment . . . good

. . . . "A happy break for

drama . . . A grand mystery

bright and easy it makes the story fresh and entertaining

"Jaunty, light-hearted, Springtime entertainment . . .

American . . . "Lively, amusing and effective, standing

sumptuous drawing-room background

. . . . "Diverting entertainment . . . The

N. Y. Evening Journal.

**"OPENING STAR OF MIDNIGHT SENSATIONAL
RAVE NOTICES MORNING PAPERS AUDIENCE
REACTION TERRIFIC NIGHT BUSINESS BROKE
EVERY RECORD EXCEPT ROBERTA AND JUST
MISSED THIS BY FIFTEEN DOLLARS JUDGING
FROM WAY PICTURE RECEIVED WE SHOULD
GET THREE GOOD WEEKS"**

CLIFF WORK

GOLDEN GATE THEATRE



mystery, suspense, humor and romance, 'Star of Midnight' is easily one of the most amusing and absorbing comedies to come out of Hollywood this season." . . .
 News . . . "The new film at the Music Hall is a sleek, witty and engaging comedy . . . recommended both as humor and as melodrama." . . . N. Y. Times
 Music Hall audiences . . . Mingled moods of carefree laughter and taut melodrama, one of the best." . . . N. Y. Sun . . . "Sparkles and entertains . . . Dialogue so . . .
 Powell and Miss Rogers a charming team." . . . N. Y. Daily Mirror . . .
 is bright a bit of wit and nonsense as the new season has seen." . . . N. Y.
 High among the examples of this enlivening school of cinema story telling."
 . . . N. Y. Herald Tribune . . . "Gay, witty and exciting murder mystery entertainment, a thriller de luxe . . . consistently clever . . . extremely ingenious." . . .
 N. Y. World-Telegram . . . "A neat and nicely turned out talkie . . . Has
 Ginger wears gorgeous clothes. Bill is a male fashion plate." . . . N. Y. Post
 Picture is handsomely mounted and nicely acted by its well-dressed cast." . .



TOP MONEY LOOMS FOR MORE
 THAN 100 KEY-RUNS EASTER WEEK



William
POWELL
 Ginger
ROGERS

with
 PAUL KELLY ★ GENE LOCKHART
 RALPH MORGAN • LESLIE FENTON • J. FARRELL MacDONALD

in

STAR OF MIDNIGHT

RKO-RADIO PICTURE

From the novel by ARTHUR SOMERS ROCHE
 Directed by Stephen Roberts

PENN, PITT.

Pittsburgh, April 12
There's more entertainment
the modest Rooney-Timberg u
than Penn's stage has housed
several weeks. Some semblance
continuity to the layout, as again
straight vaude fare here of la

Any dent Penn is likely to make in Holy Week can be laid to the new style Cohens and Kellys, since the flicker is 'Rumba' (Par). It's a case of a strong stage prop when one is needed most.

Stripped of that 'Trial of a Century' prolog and epilog, Roome and Timbergs are doing almost exactly what they did here last season in their individual units—smaller at Pitt. It's still fresh, however, and still good, which is what counts chiefly, and gagged dovetailing of the family elements is also extremely helpful. Not too much emphasis on this, which is wise, but what they do is legitimate and funny.

Only outside act is Four Albs Sisters, who come on immediately following prologue. Gals make neat appearance and do a little bit of everything, none of it too weak but overcoming with assurance what they lack otherwise. Best of their bits is the hoke 'Man on the Flying Trapeze' quartet, all of the wearing brown derbies and a curly-cue mustachio. Vigorous little mime on the end might develop into an okay commedienne with some needed polish.

Rooneys do their stuff first and pack a wallop with their experience hoofing, particularly at the end when Pat, the second, breaks in the inevitable 'Rosie O'Grady' and is joined by the junior Rooney late in the specialty. It's a sure-fire finish for them and the pace doesn't lag with arrival of Timberg.

Latter employing a collection of stooges, including his son, and a minute comic remains one of the most reliable laugh-getters in the business. He mixes 'em up effectively and result is a 20-minute state that never palls. Looks like Timmyberg has a worthy successor to Barbara (Snoony) Blair, his onetime femme aide, in cute Audrey Parker, who's been with him now for a couple of seasons. Gal is a cute eccentric with loads of personality and a style that fits in perfectly with her employer's brand of bufoonery.

ilda Ballet is seen in three numbers, of which the final is a plot-

the epilog when Timberg does Rooney with Pat, the third, and Rooney ditto as a Timberg with Herman, jr. They build it up nicely and gag finish, in which Judge sentences both clans, who have been fighting for top billing, to 90 days after seeing their show is an effective clincher.

Everything considered, including start of Holy Week and a still drizzle outside, opening wasn't so bad, with downstairs over half capacity and filling nicely at the finish. *Cohen.*

EMBASSY, N. Y.

ree-act vaude turn wi

(NEWSREELS)
Major spot news event that the
week's potpourri of newsclips ha

Y.

to offer is the arrival of President Roosevelt from his southern fishing trip in time to sign the \$5,000,000,000 relief and public works bill. In presenting this episode, the Embassy sculls from both Paramount and Hearst Metrotone, even though the stuff is repetitious. Paramount's version is the first lick at the subject, with Hearst adding to the fanfare by conjecturing how many navies, cities, Panama canals, Empire State buildings and whatnot could be bought with the Congressional appropriation. The computations were none too staggering for the imagination.

What impressed as odd about the week's editorial melange was the linking and skimpy treatment given the pourers there that took place at the Strand. Only recognition that this highly important event got was the linking together of some library clips of Mussolini, Macdonald and Flindlin, and an European map showing where the town was located. The comment that accompanied this Hearst contribution took little time out to make clear why the town was so important to the world. Woven in before the Streetbait was a Paramount clip pictorializing Capt. Anthony Eden's arrival in Moscow.

Only piece of film that got a partial rise during the runoff caught a "Parade" headline. It was the one James C. Emory, head of the American Manufacturers' Association, in an attack on the Wagner Labor bill. Emory's remarks faded out in the runoff. The bill was a compromise settlement of lisses. Although the newsreel company had on a previous occasion shown Senator Wagner giving his version of the bill, Emory's remarks were the first seen off the one-sided edge of the Emory piece. By parring him off with some advocate of the bill from labor's own ranks. Handled as it was, the Emory piece was a masterpiece of "balance" to the employers' was the only side.

(Continued on page 62)

STATE. N. Y.

Somerset Heads Jrs.
Hollywood, April 16

Somerset Heads Jrs.

Hollywood, April 16. Pat Somerset is the new president of Screen Actors Guild, junior section, succeeding Leo Phelps. Other officers are Bob Ellsworth, James Eaton and Nate Edwards, v.p.'s and Aubrey Blair, secretary-treasurer. Elected to the board of directors are Larry Steers, Orle Robertson, Robert Burger, Tom Ford, Edward Dahlen, Harvey Parry, Bill O'Brien, Charles Drubin and Bee Stephens.

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(Continued on page 62)

AMERICA
'S
GOING
RECKLESS

EXPLOITATION

By Epes W. Sargent

Decoration Day

Memorial Day offers some good angles for publicity, and about the best of the new ones is a benefit for the Legion to give it funds with which to decorate the graves and to provide for a parade. However, in a section where Sunday shows are so common, a benefit has been arranged for a Sunday night. The legion committee will select its own film and will raise up talent to support the single feature thus selected. The projectionist is a Legion member, who will dispose of the tickets, but the boys will staff the house with the exception of the electrician, who has volunteered.

Management supplies the house and the juice and underlines the show in its regular ads, with the paper contributing extra space on its own kick-in. Entire receipts, minus film rental, will go to the post, with the theatre figuring the balance as an offset to a possible loss of some Saturday business, though it feels that the change of day on Sunday will not be as hurtful.

Many houses are arranging the usual flower market, with free admission for poster. Not so handy this year, however, as Decoration Day falls on a Thursday. Better when it is nearer the week end, but one house will take the flowers the day before and give tickets for a spot Saturday.

In one town a theatre is making a special to-do about the grave of a veteran of the war of 1812. It located the grave several years ago and makes it an annual event now.

Undated Poster

MG has been plagued by "Reckless" in this burg for five weeks on 54 billboards throughout the town. Pic will eventually show the picture, but lists (Parker) but no date has been set. Frank Shea, here from MG studio, L. A., has arranged with J. L. Parker, Barker-Karpis leader, to keep the 24 sheets plastered up until a date is set. That may be seven weeks from now, but it is the first time in the history of these parts that a pic has been extensively plugged longer than three weeks in advance.

Smart angle to the indefinite exploitation of "Reckless" came more recently, when the picture was undated set, the house name (UA) has never been posted along the 24 sheets. Result of this lends a touch of mystery to the picture, but "Reckless" is being talked about, although gen. pub. doesn't know where, when or how to come. When Parker's UA finally plays in the house name it will be a surprise break that should be good at the box.

Repeat on Balto

Loew's publicity office in Boston cashed in on the picture, the Metropolitan Opera company was playing the town some week that "Naughty Marietta" was at the State theatre. Invitations were sent out to principals in the opera company, and several accepted. Newspaper publicity resulted. Baltimore used the stunt earlier.

Also tied in with WMEX on a scoring contest; management classified the picture as the Boston American; tied up with local radio leaders to feature scores from film in radio broadcasts; played several music windows around Boston. Theatre ran a six-day pictorial strip in Boston Globe; the film was given editorial in both the Post and Traveler, acclaiming it as an outstandingly clean production.

Business managers in the city circulated and secretaries given tabs of lip-stick tissues bearing copy on "Marietta."

Costs Nothing

Walter Lloyd, of the M.&P. Paramount, New Haven, is getting a weekly tieup with a laundry for his outings. The laundry, which is used on a four-page leaflet enclosed in all packages. Inside page gives an ad for the laundry attraction with the other two pages for the laundry's sales copy. Has been running a number of weeks and the laundry still likes it. So does Lloyd.

Underlying idea is that the appeal of the cut is to encourage to read the entire sheet instead of regarding it as just an ad. Which makes the cut ad far more effectively well printed to be attractive.

Thinking Back

Ernie Guyer, reviving an old stunt here for Loew's by getting a daily list from long-distance haulers of people whose effects have just been moved out of the city. Newcomers find a card of welcome at the new address and a pair of slippers for the current week. Guyer gets about 20 names a day.

All for McFadden

Walter Lloyd, manager of the Allyn theatre in Hartford and Don Chambers, publicity manager, blew the works on McFadden's Flats. A lobby display included a well equipped bar, serving Scotch and Scotch which was XXXXX Ginger Ale. A Memory Lane Contest was held in the lobby, with a local jewelry store which in turn boosted the picture on its own radio plugs three days for an angle. Candy Mint was placed in a green-wrapped package with an invitation to attend the McFadden party at the Allyn theatre. Barber shops boosted the McFadden Haircut and restaurants offered tickets with every order of Irish corn beef and cabbage.

A local Jewish newspaper featured a Jewish Irish Juice Contest and free admission was offered to bona-fide McFaddens and McTavishes living in this vicinity.

Old Teachers

Portland, Ore. "Grand Old Girl" (RKO) got a special boost from Andy Sato, who is a Jewish Irish Juice Contest and free admission was offered to bona-fide McFaddens and McTavishes living in this vicinity.

Reunion among old school teachers who had lost track of each other is another angle to this stunt, which has an appealing yen for a large section of people. Undoubtedly the greatest attraction to the "Grand Old Girl" and collected extra biz.

Starring a Stomach

Boston. Manager Phil De Petro of the Modern theatre, Boston, and John McConville of the P. P. theatre, publicity office took advantage of the widespread interest in Alvyce McHenry, the upside down stunt, and hired a woman to operate on a Fall River hospital.

Tremendous publicity has been given to the stunt in Boston papers over a period of four weeks. De Petro arranged with the Fox Theatre exchange for a poster and an autographed photo of Shirley Temple directed to the McHenry girl. Then tying in with the Boston Traveler he arranged for a two-column cut of himself presenting the photo to the city editor of the paper. The picture was the main feature in a lengthy story that accompanied. Newspaper actually delivered the photo to the hospital.

Shirley Temple's message, printed in capital letters on the picture, was: "I want to be brave and smile like you."

Boosting the Marxes

Salt Lake City. Despite the fact that he is handicapped with a small advertising appropriation, R. W. McCowan, manager of the Orpheum, Fanchon & Marco house, displayed an elaborate and original exploitation campaign for the Marx Brothers stage presentation.

Fireworks began at the railroad depot, where McCowan's tie-up with the local radio station, KSL, brought out a fleet of 40 new cars, forming a cavalcade, which paraded through the main district. The parade was decorated with plugs for the show and dealer. At the theatre where the parade ended, high local radio stations, including KSL, and Groucho was in prime with his bon mots. When a city official presented him with the key to the city, Groucho piped: "Be sure and don't change the lock overnight."

Burley Hustle

L. Wilkins sends in a book of card matches issued by the Trocadero theatre, Philadelphia, a business house. Front and back are three-color ads for the show, with the injunction to "look inside" for a theatre ticket admitting two with a service charge of 25c. Good for one week, the book is being sold Sunday midnight show, but not including Saturday and holidays. Getting people to the box, and presuming the book is a representation of the better seats.

Emo Expanding

Ell M. Crowitz, who started to chatter about pictures over the air in '24 from a Philadelphia local, has built his air chair up to a new set-up which became effective April 15, with 78 towns now listed, of which 14 stations are on the CBS chain and seven on NBC.

Emo supplies the continuity for the stations, and also supplies free requirements and also supplies free requirements. Service is free to the stations, which use it as a sustainer wave. Sponsor is not obtained, but in many spots the local theatre sponsor, Emo gets his through the companies publicized. The chief drag of the program is the answers to questions.

Nifties

Adding a new style to show print as usually supplied the exhibitor, Joe Weil has produced for Universal Pictures a new style of show print of three snipes, reproduced from 24-sheets. Done in three colors, with good presswork in approximately 15x28 inches, it will permit a town to be flooded at comparatively small cost. Even block snipes have no equal, but the colored strips will help much more.

BEHIND the KEYS

Chicago. Jimmy Winn comes in from Warner, St. Louis, to head local W.B. exchange, replacing Elsie Grosman.

M. A. Lightman has appointed Gene Oliver manager of Orpheum theatre, Wm. Ramsey manager of Strand theatre, Frank Maxwell manager of Palace theatre, and Elliott Johnson in charge of advertising and exploitation of his theatrical interests here.

Sharon, Pa. Disruption of a partnership of the city's three motion picture theatres negotiated this week gives Harry Stahl ownership of the Nubuna theatre, with the purchase of the interest of Phillip Messina, his partner for the past year. Associated with Stahl will be his business partner, Herman, manager of the Drake and Lyric theatres in Oil City, Pa., and Benjamin, now with the National Film Exchange of Pittsburgh.

Los Angeles. Four houses operated by Principal Theatres have just been remodelled and reopened. Houses include the Culver City, Brawley and Porterville, in California, and the Fox West Coast will lay out \$15,000 in remodeling its Golden Gate theatre, San Francisco, with alterations including a new marquee and a complete redecorating job.

Lincoln. Beatrice, Neb., sole town over 3,000 population in this state has had a banner week. The picture continues with six-day movies, since the April 9 election totaled 1,438 votes for the picture for the proposal to open the town.

Variety Here made a change this week of admission prices. Former scale was 10-15-25. Now it's 10-15 afternoons and 10-25 evenings.

Rochester, N. Y. Last reminder of Public regime in the Eastman theatre removed with installation of new valance and brand drapes for the stage. One of dark velvet is identical with one designed by Ezra Winter and installed when the theatre was opened in 1922. Required 425 yards of velvet and cost \$3,000. Metropolitan Opera, which has the theatre, first attraction in the new setting.

Regina, Sask. Frank Robson's return from six months' leave to Fort Arthur means a change in the management of the theatre management: Walter Davis, Port Arthur, Ont., to Capital and Regina; Ernest H. Theatrical, Man.; E. Retallack, Brandon, to Arlington, Winnipeg, Man.

An armed bandit took \$85 from the Metropolitan Players in a daylight holdup April 8. The robber tied the hands of Elma Shockey, a blonde, and then thrust her into a wash room and then took the money from the desk of Manager George H. Sallows. No clue.

Lynchburg, Va. Chancery order has been filed in court, naming the directors of Louisiana Savings Bank & Trust

This Is Good

Wollaston theatre, one of the M.&P. theatres, worked a good gag in '24. The gag was to be objected to by the Code. It ran with radio laboratory, otherwise, a repair shop, to present a \$100 radio set. The stunt was the show, but it was worked through the theatre, all patrons for a two-week period receiving gifts.

Big idea was that the cards would give the recipients a hunch to get their set overhauled. Cost the house nothing and the manager, McDermott, reports it boosted receipts.

Preview for a Fund

Omaha. Manager Bill Singer, of the Brantleys theatre, and Bill Wiseman, of the Sea News state got together on a tie-up for a special showing of "Go Into Your Dance" in advance of regular date. Daily staged the extra show, provided for its free milk and ice fund now getting under way for the summer. Midnight show Saturday (13) drew practical capacity.

From this arrangement theatre will go to town, while the actual date comes around with plenty of newspaper space and plugging behind the show. "Dance" set for late April.

Latest to the Knife

Latest to the knife was Paramount's "Four Hours to Kill." Censors got into a mixed vote on it; three wanted to reject it, one for "adults only" and two for a number of cuts. Picture was rejected, but exchange figures that on rescoring it may get by with a few slices.

Warners is in worst shape locally as far as censor trouble is concerned. Now has three pictures on the shelf: "The Sign of the Cross," "Fury," "Still tied up are Dr. Monica" and "Side Street" with Warners just about having given up hope of ever seeing these two pictures past the reviewing stand.

Chi Cops Chase Gangsters, Pix Get It In Neck

Chicago, April 16.

Chicago censor board is on its most violent rampage in years. Censors are tearing into flickers now which contain the slightest gangster or hoodlum business.

Uproar coincides with the new campaign by the Chicago police force against hoodlumism of all kinds. Police at present are in the midst of a thorough campaign on horse beat, ploughing the town but without book joints at present as the coppers swing in with axes against any of the rooms which are trying to sneak a betting play.

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PAR SALES AWARDS

Myke Lewis Cops \$1,000 — West Coast in Best General Shows

The West Coast territory is in the best condition right now, according to Paramount, which has the most bookings were made over a three months' period by Myke Lewis on the Pacific district. Lewis takes first prize for district manager, \$1,000, while George A. Smith, San Francisco, won over all other Par exchanges, for a bonus of \$750. Exchanges and branch chiefs rating second and third money, were M. R. Clark, Columbia, and A. R. Anderson, Slout Falls, S. D., respectively \$600 and \$500.

Among the film salesmen, F. Anderson, who has won first prize, \$500, while for ad sales managers, J. Wheatly, Jacksonville, copied \$200.

First among booking prizes went to San Francisco, which also gets a bonus for all its employees of two weeks' salary.

Drive was the first in Par carrying cash prizes since company went into receivership two years ago.

Foran's Fox Fold

Hollywood, April 16.

Following completion of "Farmer Takes a Wife," Fox and Nick Foran will announce the Foran asked for and got his release.

Same time, Fox picked up Jane Darwell's option for another year.

SID FRANKLIN'S ASST DIR.

Hollywood, April 16.

Samuel Goldwyn has signed Frederick Zinnemann, who directed picture for the Mexican government, as assistant to Sidney Franklin on "Dark Angel."

Will work on research. Production starts May 1.

'TIT! NOT FOR EDDIE

Hollywood, April 16.

Eddie Buzzell is off "Tit! and her Five Boy Friends" at Columbia and will direct, instead, "The Girl Friend."

Bussell ducked the former pie because he no like the yarn.

WEISFELD GOES MASCO

Hollywood, April 16.

Mascot signed Max Weisfeld to head the research department on stories to be made into specials with national release through a major outlet.

Weisfeld, formerly state-licensed animal pictures.

Educational Pictures

FOX

**FOX FILM CORPORATION
INVITES THE SHOWMEN
OF AMERICA TO THE**

**20th
BIRTHDAY PARTY
OF**

Educational Pictures

MAY 3 - JUNE 6

Special entertainment* provided by...

SYLVIA FROOS	WARREN HULL	JOE COOK	BUSTER KEATON	ERNEST TRUXX
BUSTER WEST	TOM PATRICOLA	TOM HOWARD	GEORGE SHELTON	DOROTHEA KENT
CHARLES CARLILE	NORMAN CORDON	JUNIOR COGHLAN	CABIN KIDS	PAUL TERRY-TOONERS

*New releases featuring these stars available for showing during anniversary celebration.

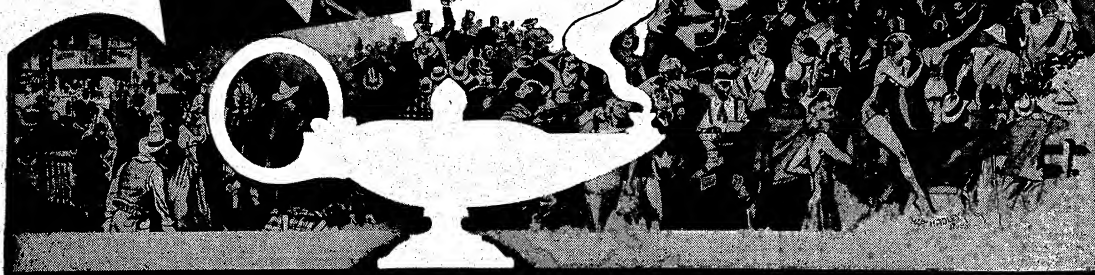


EARLE W. HAMMONS
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Years
OF
**SHORT SUBJECT
SPECIALIZATION**

**LEADING THEIR
OWN FIELD AL-
WAYS..CONTRIB-
UTING ALWAYS
TO THE SCREEN'S
PROGRESS THRU-
OUT THE PERIOD
OF ITS GREATEST
GROWTH.**



444G Conspiracy Suit by State Vs. Lincoln (Neb. Ths.)

Lincoln, April 16. Suit for \$444,000 was heard here Saturday (15) by the state district court, Inc., against the Lincoln Theatre Corp. here, and a number of film companies, as well as J. H. Cooper, New York, and R. R. Livingston, Lincoln. The suit charges combination and conspiracy allegedly resulting in ruining the plaintiff's business.

Petition charges that prior to 1931 the defendants, Cooper, Livingston and the Lincoln Theatre Corp. have used second-run pictures, and although were buyers of all the product available, did not show some of it, giving as reason the desire to withhold the same from competitors should any develop. The plaintiff corporation, according to the petition, was organized in January 1931, by President G. L. Hooper, Topeka, and George P. Monroe, defendant film companies that they would be sold second-run pics, a policy the house was set to adopt. At this the house was equipped at the cost of \$12,000.

In February, 1931, says the charge, Metro was presented with a signed contract asking for 48 pix to be made available, a move which was turned down. The M-G-M office after renewal of the cleared contract between J. H. Cooper and Metro. This same procedure was alleged to have happened in all cases with the defendant film companies.

Petition claims the LTC had previously kept closed the Lincoln, Orpheum, Capital, Liberty and Rialto, and in order to use the available product opened these houses to compete with and close the State. Admissions were dropped as low as 5c. In some cases, it is alleged the LTC group, and the double feature started. By these acts, says the filing, on April 30, 1934, the State was forced to shutter and go out of business. Because of the alleged acts of 1931-34, the State was able to profit \$15,000 which, if operated through the life of the lease, would have amounted to \$125,000. But that instead it had incurred debts in the amount of \$11,000, it was charged damaged in sum of \$148,000. Three-folded, and attorney fees added, brings the total to \$444,000.

In addition to pointing toward national conspiracy, the suit says that prior to 1932 LTC was a Delaware Corp. and with purpose to defraud film creditors, brought the assets over to the present Nebraska Corp., washing up the previous organization.

Suit was filed by Loren Laughlin and Paul Good. Good is the former state attorney general and the Younghaus protection suit. Defendant film groups named are Metro, Paramount, Warner, First National, RKO-Radio, RKO-Pathé, Universal, United Artists, Fox.

CALIF. EXHIBS TURN GUNS ON ADMISH TAX

Sacramento, April 16. Successful in getting the proposed film footage tax bill dithered in the legislature last week, industry now faces another hectic battle over a proposed admissions tax. Original bill exempted admissions to 20c, with theatre interests fighting either for no tax or to have all prices of admission included.

Hearing on the bill is set for tomorrow (Tuesday) before the revenue and taxation committee, with industry leaders hopeful of killing the proposed legislation in committee.

Final hearing on the two-men-in-the-suit measure is also set for Tuesday.

PAR AIRER DEMOTED

Hollywood, April 16. Paramount's 13 hours by Air has been temporarily called off due to story trouble and goes back to the story department.

Originally slated for Gary Cooper and Carroll Lombard, picture will be reduced to the minor classification.

FILM INFLUENCE

Some Par Bankruptcy Lawyers Giving Up Blackouts for Broadway

One of the Root, Clark, Buckner & Belland attorneys, name withheld, may join Paramount's distribution department. Final okay is being awaited. Others who have gotten Par-minded and are particularly versed in Par affairs through two years of bankruptcy, may also stick on.

Clark T. Brown, tax expert, has already switched from the Root-Clark payroll to Par, joining latter's legal department.

Several of the R-C attorneys, including Sam Isaacs, have gone back downtown, giving up Par offices.

N. J. MERCHANTS WANT A CINEMA TO UP BIZ

Newark, April 16.

Some 110 business men have petitioned the Harrison (N. J.) Town Council, to replace the fee of \$10,000 for a theatre so that Benjamin Butzel of N. Y. may open a house there. The prohibitive fee has so far prevented any house locating far removed from the city limits in the town. It was set by former Mayor Joseph P. Rordan over 15 years ago with exactly that purpose.

Business men now feel that the loss of film keeps business out of town and those who wish to start a film go to Newark or Kearny and see their shopping in the other spots at the same time. It is noticed that none of the 87 tavern keepers signed the petition.

The Council will take the matter up this week.

Musicians Godowsky, Jr., Mannes' New Colorfilm

Rochester, April 16.

Eastman Kodak's new color film, called Kodachrome, will be ready May 1. It is the first color film indicated there are still some difficulties in processing the exposed film, and so far the experimenters have not succeeded in making duplicates, but perfection of color detail obtained is said to be far ahead of anything yet achieved.

Present indications are that it will be some time before the film is made available for standard size motion picture cameras or ordinary still cameras.

Leopold Mannes and Leo Godowsky, Jr., musicians, are credited with the invention of the new process possible. Several years ago they began the study of color photography as a hobby. In 1931 they joined the research staff of the Eastman Kodak Co. and working with the research scientists here achieved a goal which, according to Dr. C. E. Kenneth Mees, head of the department, had been thought impossible.

\$43,500 Anti-Trust Suit

Des Moines, Ia., April 16.

Suit for damages of \$43,500 has been filed in federal court here by Don and Eunice Thornburg of Marshalltown, Ia., against Paramount, First National, Metro, Fox, United Artists, RKO and Vitaphone, the Hay's organization and the operators of two other Marshalltown theatres.

Petition alleges the picture producers conspired to deprive the Thornburgs of product. Mr. and Mrs. C. C. Dunsmore, M. C. Roskopf and Sam Horwitz are the Marshalltown defendants.

Metro's 'Boy' Ready

Hollywood, April 16.

Metro has completed the script for 'Shaughnessy's Boy', and producer Phil Goldstone is planning to get the picture into the work end of April.

Wallace Beery and Jackie Cooper will be teamed in the top spots, with Spunky McFarland featured.

WARNER'S FLATBUSH REOPENS

Warner's Flatbush shorts studio, under Sam Saxe's direction, opens up this week after the usual early spring lull.

Only important personnel change has been the hiring of the new dance director spot. Dixon, former vaudevillian, replaces Allan Foster.

TACOMA TEPID

'Ladle' and 'Night Life of Gods' Weak \$2,300

Tacoma, April 16. (Best Exploitation: Romy) Nothing extraordinary this week, with shows going light for Holy Week—each which makes a tough enough combo.

Romy has a special built-in front for "Ladle," which makes best exploitation gas, highlight being a big black boy who slams down on drums a la Darkest Africa, all in a jungle setting.

Estimates for This Week

Blue Mouse (Hamrick) (700; 25-35)—Scarlet Pimpernel (GB). May see \$2,500. Poor. Last week Ruggles of Red Gap (Par) went places for \$2,700, big.

Music Box (Hamrick) (1,400; 15-25)—Ladle (Radio) and vaude split with 'Night Life of Gods' (U) and Beverly Bill Billies. Expectations do not exceed poor \$2,200. Last week 'The Traveling Saleslady' (WB) and vaude, with pix a great pleaser, helping land great \$2,800 first run, of which \$1,000 was for prices and Gang responsible for immense \$4,400 in two days, for five-day week of \$5,300.

Romy (J-vH) (1,300; 25-35)—One More Spring (Fox) split with Sabonno (Fox). Weak trade, around \$2,000. Last week Life in the 40's (Fox), final five days of 12-day engagement, \$41,000.

Lent, Weather, Fishing, Auto Show, Ski Jump All Against Seattle

Seattle, April 16.

(Best Exploitation: Orpheum) Lent is bearing the zero hour and affects in bearing the warm weather, free Ford show, and jumping at Mt. Rainier, fishing season start are other injurious influences.

Liberty has attractive lobby display for 'Carnival' which brings out the carnival spirit without any covering up. Fifth Avenue is tying in with national Armour advertising for 'Mississippi' and has southern style. Missions at leading restaurants named for the pix. But most effective exploitation of week is that for Orpheum attraction, 'Ladle' and 'Night Life of Gods' mailed to 1,800 school teachers in town and all officials of Parent-Teachers association, and for the week of the approved pix, with appeal to youths and that the Porter book is on approved list.

Estimates for This Week

Blue Mouse (Hamrick) (860; 25-40)—'Ladle' and 'Night Life of Gods' \$2,300, not bad. Last week 'Polys Bergrers' (UA) 3rd and final week at \$2,000, little.

Coliseum (Evergreen) (1,800; 15-25)—'Lives of a Bengal Lancer' (MG) and 'Wicked Woman' (Fox) dual. Around \$2,000. Last week 'The White Parade' (Fox) and 'Wings in the Dark' (Par) dual, \$3,000, slow.

Sidney (Evergreen) (2,400; 25-40)—'Mississippi' (Par). Nice campaign and tieups, \$7,000, so-so. Last week, 'West Point of the Air' (MG) 4 days, \$6,000.

Liberty (J-vH) (1,300; 10-25)—'Carnival' (Col) and 'Death Flies East' (Col) dual. Expected to see \$3,500. Last week 'The Lies' (Col) and 'Happy Landings' (Mono) dual, no go, nose-dived in 10 days for poor \$2,000 when pulled out.

Music Box (Hamrick) (900; 25-40)—'Roberta' (Radio) (6th, final wk). Going well through Holy Week. Expectations \$2,500. Last week, same film, \$3,000.

Orpheum (Hamrick) (2,700; 25-35)—'Ladle' and 'Night Life of Gods' dual. Heading for \$5,000. Last week, 'The Traveling Saleslady' (WB) and vaude, pleased and went for big \$7,500.

Paramount (Evergreen) (3,100; 25-40)—'Love in Bloom' (Par) and 'Times Square Lady' (MG) dual, and vaude. Figure \$1,500. Last week, 'Vanessa' (MG) vaude and 'Gloria Minstrel' (a stage, fair, but didn't set town on fire.

Denver Slumps

'Saleslady,' \$5,000, and 'Diggers,' \$3,000—Others Way Down

Denver, April 16.

(Best Exploitation: Paramount) Aladdin and Paramount are the only houses above average, all though the Denham is at par with split-week on 'Mississippi', holdover for four days, and 'Love in Bloom', three days, which will stay four on next week. 'Gold Diggers' goes to the Broadway Theatre two weeks at the Aladdin for an indefinite run.

Paramount gave ten pairs of passes to department store salesgirls having best sales records, and

Holy Week Okay in Cincinnati

'Transient Lady,' \$10,500, Good—'McFadden's Flats' Around \$6,500

placed 2,500 cards in hotel mail boxes reading: 'You know how to pick a good hotel; now pick a good movie. See "Transient Lady." See "Transient Lady." See "Transient Lady." Both produced results.

Estimates for This Week

Aladdin (Huffman) (1,500; 25-35)—'Gold Diggers of 1935' (FN) (24 week). One of two houses doing above average, getting nice \$3,000. Last week film did double usual business at \$5,000, easily rating a second week.

Broadway (Huffman) 25-35-50—'The Winning Ticket' (MG). Getting poor \$800 in six days. Last week 'Mills of the Gods' (Col) and 'Men of the Night' (Col), dual did average \$1,500.

Denham (Cooper) (1,500; 25-35)—'Scandal Sheet' (Par). Four days following 'Ladle' last week, 'Love in Bloom' (Par), which will stay full week. Not hot at \$4,000. Last week 'Mississippi' (Par) did good \$7,500.

Denver (Huffman) (2,500; 25-35)—'George White's Scandals of 1935' (MG). Last week, poor at \$5,200. Last week 'West Point of the Air' (MG) and stage above average, getting nice \$3,000.

Orpheum (RKO) (2,500; 25-35-40)—'West of the Pecos' (RKO). B.o. freezing at \$4,000. Last week 'Little Miss Big' (RKO) proved disappointing, only \$4,500.

Paramount (Huffman) (2,500; 25-35-50)—'Traveling Saleslady' (FN). Rating comparatively big \$5,000. Last week 'Ladle' and 'Night Life of Gods' did only fair, closing with \$2,500.

Cincinnati, April 16.

Cinema trade at main stands by and large is ok for Holy Week, which rates wider observance here than in any other Ohio city. All state church stores will be closed Good Friday by official order. Opening of National League season another traffic diverter from theatres. Best b.o. currently at the Main, which is fetching \$10,500 on 'Transient Lady' and Gus Arnheim's store window stores will be closed.

Albino, held on afternoon biz by admiral, slipping inaugurated last week. Last week 'Naughty Marietta' (MG) and 'King's Horses' (Radio) and 'Life Begins at 40' downtown week. Keith's take on fetching \$2,500 at Grand for fourth week of Curious Bride \$4,200.

Capitol gave n. s. g. '10 Rials' was jerked after initial day in favor of 'Ladle' and 'Night Life of Gods' and \$3,000 will be high.

Estimates for This Week

Shubert (RKO) (2,200; 25-42-55)—'Transient Lady' (MG). 'Ladle' and 'Night Life of Gods' and 'King's Horses' (Radio). Cracks enthusiasm for both pic and flesh layout. Should hit \$10,500, good. Last week 'Poisoned Paradise' (Radio) and 'Mist Green', \$5,500, fair.

Albee (RKO) (3,300; 35-42)—'Marlene' (MG) 2nd wk. Not less than \$5,000. Last week 'King's Horses' (Radio) and 'Life Begins at 40' first eight days, fifty.

McFadden's (RKO) (2,800; 35-42)—'McFadden's Flats' (Par). Rating for \$5,500, all right; popularity of old stage title helps make up for lack of name. Last week 'Scandal Sheet' (Par), \$7,500.

Lyrio (RKO) (1,400; 25-30-40)—'King's Horses' (Par). \$4,500 pull. Some figure film will be a hit. Mystery, with build-up tug in last half.

Keith's (Libson) (1,500; 35-42)—'Curious Bride' (WB). \$4,200. Rating for story of aid in \$2,400, okay. Favorable notices. Last week 'Poisoned Paradise' (WB), nine days, \$5,500.

Capitol (RKO) (2,000; 35-42)—'10 Rials' (RKO). Displaced after first day by 'Night Life of Gods' (Fox), a returner, for b.o. welfare. Maybe \$3,000, light. Last week 'Mississippi' (Par) did good \$7,500. After \$12,500 in initial week at Palace.

Grand (RKO) (1,200; 25-30-40)—'Life Begins at 40' (WB). Rating for town week, \$2,500, slow following \$3,000 here last week. First fortnight was split between Palace and Capitol.

Patrons (RKO) (1,500; 15-25)—'The Moulton Mystery' (Par) and 'Roberta' (Radio). 'Ladle' and 'Night Life of Gods' have aided, \$2,100, normal. Last week \$2,200 on 'Cimarron' (Radio), and 'Shadow of Doubt' (MG), split.

Strand (Ind) (1,200; 15-20-30)—'The Best of Boys' (WB). Appearance on main line, \$800, mild. Last week 'Great God Gold' (Mon) and 'Nut Farm' (Mon), dual, \$1,100.

week in Hub and vaude (a. o. second week). Showing plenty punch, \$11,000. Last week, second frame of \$11,000 at this stand, and vaude \$14,400, only \$1,000 less than third week at the Memorial, exceptional. Final week for 'Roberta' will be an eight-day stand. 'Polys Bergrers' (Col) opens here April 20 for one week. Intense interest all over town as to what the picture will do with it; and Keith publicized \$15,000, low, so campaign, already beginning to blossom. Scale to be upped to 65c for one week.

Keith Memorial (RKO) (2,300; 25-35-40-55)—'Scarlet Pimpernel' (UA) (1st wk). Stopping off to \$10,000. First week satisfactory at \$16,800.

Paramount (M&P) (1,500; 25-35-50)—'Parade' (Par) and 'Curious Bride' (WB), dual. Promises \$5,500, okay for Holy Week. Last week 'Ladle' and 'Night Life of Gods' \$4,200. Last week 'McFadden's Flats' (Par) and 'Fierceness' (Dagger) WB double.

Fenway (M&P) (1,500; 25-30-40-50)—'Hold 'Em, Yalp' (Par), dual. Indicates \$4,000, okay. Last week 'McFadden's Flats' (Par) dualled with 'Dagger' (WB), a second week.

Scollay (M&P) (2,700; 25-35-50)—'Hold 'Em, Yalp' (Par), first run, and 'Roberta' (Radio), second run, dual. Flirting with \$5,000. Last week around \$4,000 for 'McFadden's Flats' (Par) and 'Dagger' (WB), double.

State (Loew) (3,600; 25-30-40-55)—'One Night Night' (MG) and 'Ladle' and 'Night Life of Gods' (Col) dual. On low side for about \$5,000. 'Naughty Marietta' (MG), running single, a disappointing \$13,500. Producers ads on 'Ladle' and 'Night Life of Gods' short on effectiveness. Created plenty comment in Hub film district on those angles.

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.....and a special bouquet to SAM BISCHOFF, associate producer, without whose supervisory genius WARNER BROS.' newest filmusical achievement, "GO INTO YOUR DANCE," would not have been so successfully consummated.

.....and another to the directorial artistry of which only ARCHIE L. MAYO is capable.



Dear Sam and Archie: This ad costs me another 100 bucks just because VARIETY and I made a mistake—and you're both nice guys.

CALENDAR OF CURRENT RELEASES

Chesterfield

Circumstantial Evidence. A mystery asking does circumstantial evidence convict the innocent? Chick Chandler, Shirley Grey. Dir. Charles Lamont. 67 mins. Rel. March 20.

Curtain Falls. The old actress impersonates aunt of a wealthy family to make old age secure. Proves a good genius. Henrietta Crosman. Dir. Charles Lamont. 67 mins. Rel. Oct. 1.

Ghost Walks. The a mystery comedy. Cast, John Miljan, June Collier. Dir. Frank Strayer. 67 mins. Rel. Dec. 1, Rev. April 3.

Port of Lost Dreams. Tragedy along the waterfront and on the tuna fisheries. Wm. Boyd, Lola Lane. Dir. Frank Strayer. 71 mins. Rel. Oct. 1, Rev. April 8.

Public Opinion. A drama of the greatest single force in the world today. "Public Opinion." Lois Wilson, Crane Wilbur, Louis Alberni. Dir. Frank Strayer. 68 mins. Rel. March 15.

Sons of Steel. A new deal drama of fathers and sons. Charles Starrett, Wm. Bantrel, Fred Perry. Dir. Charles Lamont. 61 mins. Rel. Dec. 1.

Symphony of Living. A drama of sacrifice against a background of symphonic music. Al Shean, Evelyn Brent, Charles Judels. Dir. Frank Strayer. 68 mins. Rel. Jan. 15.

World Accuses. The woman's fight against the world alone. Vivian Tobin, Russell Hopton, Dickie Moore, Dir. Charles Lamont. 60 mins. Rel. Nov. 1, Rev. March 27.

Columbia

Against the Law. Gangster mixup with an ambulance crew. John Mack Brown, Billy Batts, Arthur Hohl. Dir. Lambert Hillyer. 61 mins. Rel. Oct. 22, Rev. Dec. 2.

Al Fury. Ralph Bellamy, Tala Birel and Wiley Post. Dir. Al Rogell. Rel. April 26.

Behind the Evidence. Newspaper man smokes out a master mind. Norman Foster, Donald Cook, Sheila Mannors. Dir. Lambert Hillyer. 70 mins. Rel. Jan. 20, Rev. Feb. 6.

Best Man Wins. The Edmund Lowe, Jack Holt in a familiar outline. Florence Rice as the girl. Dir. Erle Kenton. 75 mins. Rel. Jan. 5, Rev. Jan. 8.

Broadway Bill. Race track story based on one of Mark Hellinger's yarns. Myrna Loy, William Bantrel. Dir. Frank Capra. 50 mins. Rel. Dec. 8, Rev. Dec. 4.

Call to Arms. Willard Mack, Sheila Mannors, Esther Ralston. Dir. Willard Mack. Rel. Jan. 12.

Carnival. Carnival story of a man's search for a mother for his child. Lee Tracy, Sally Eilers, Jimmy Durante. Dir. Walter Lang. 71 mins. Rel. Feb. 10, Rev. Feb. 10.

Death Flies East. Mystery in a transport plane. Conrad Nagel, Florence Rice. Dir. Phil Rosen. 65 mins. Rel. Jan. 19, Rev. March 6.

Eight Belles. Love and mutiny on the high seas. "From a stage play." Ann Rothman, Ralph Bellamy, John Buckler. Dir. Roy W. Neill. Rel. April 11.

Fighting Shadows. Tim McCoy, Geneva Mitchell. Dir. David Selman. Rel. April 15.

Hot News. Richard Cromwell, Billie Seward and Wallace Ford. Dir. Lambert Hillyer. Rel. April 25.

I'll Love You Always. A love that could not be crushed by adversity. Nancy Carroll, Geo. Murphy. Dir. Leo Bulgakov. 68 mins. Rel. March 26, Rev. April 2.

In Spite of Danger. Auto racer goes into the trucking business. Wallace Ford, Marian Marsh. Dir. Lambert Hillyer. 65 mins. Rel. March 8, Rev. April 10.

Jalousy. Jealous prize fighter has a vivid dream while taking the count. Nancy Carroll, Geo. Murphy. Dir. Roy W. Neill. 65 mins. Rel. Nov. 16, Rev. Nov. 27.

Law Beyond the Range. Tim McCoy Western. Billie Seward. Dir. Ford. Rel. March 26.

Let's Live Tonight. Love's indecisions on the Riviera. Lillian Harvey, Tullio Carminati. Dir. Victor Sertzerling. 69 mins. Rel. March 1, Rev. March 26.

Might of Men. Romance of a detective. Bruce Cabot, Judith Allen. Dir. Henry Freulich. 58 mins. Rel. Nov. 28, Rev. Dec. 4.

Mills of the Gods. Industrial story of the depression. May Robson, Fay Wray. Dir. Victor Jory. 70 mins. Rel. Feb. 15, Rev. Jan. 25.

Party Wipe. Victor Jory and Jean Arthur. Dir. Erle Kenton. Rel. April 27.

Prescott Kid. The McCoy western. Sheila Mannors. Dir. David Selman. 66 mins. Rel. Nov. 8.

Revenge Rider. The Tim McCoy western. Dir. David Selman. 67 mins. Rel. March 18.

Square Shooter. Tim McCoy, Jacqueline Wells in a Western. Dir. David Selman. 67 mins. Rel. Jan. 21.

Stranger in His House. Orphan comes the jinx in a racing stable. Jack Holt, Monte Barrett, Jackie Searle. Dir. Phil Rosen. Rel. March 23.

Swell Head. Baseball comedy. Wallace Ford, Dickie Moore, Barbara Kent. Dir. Ben Stoll. Rel. Apr. 8.

Unwelcome Stranger. Localized on a racing stock farm. Jack Holt, Mona Barrie, Jackie Searle. Dir. Phil Rosen. 66 mins. Rel. April 20, Rev. April 10.

Westerner. The Tim McCoy, Marion Shilling. Dir. David Selman. 67 mins. Rel. Dec. 10.

White Lies. Rich society girl falls for the big, brave cop. Walter Conolly, Fay Wray, Victor Jory. Dir. Leo Bulgakov. 63 mins. Rel. Nov. 27, Rev. Jan. 1.

Whole 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. 95 mins. Rel. Feb. 14, Rev. March 6.

DuWorld

Beast of Borneo. Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 15.

Blue Light. (Austrian and Italian.) Mountain romance among Italian Dolomites. Directed by Leni Riefenstahl. Rel. Sept. 15.

Craignebille (Fr.). Drama from Anatole France's yarn. Dir. Jacques de Baroncel. 67 mins. Rel. Dec. 1.

Dame aux Camélias (Fr.). Literal adaptation of the Dumas classic. Yvonne Printemps, Pierre Fresnay. Dir. Ferdinand Rivers. 85 mins. Rel. March 15, Rev. March 27.

Girl in the Castle. Drama in the Continental manner. Jimmy Ray, Eddie Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Oct. 1.

Kocha, Lubl, Szanule (Polish). Young love in Poland, with music. Dir. Lucien Wyznanski. 70 mins. Rel. Nov. 1.

L'Argonne des Ardennes (Fr.). Pre-Napoleonic drama. Dir. Roger Richebe. 70 mins. Rel. Dec. 1.

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

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

Romance in Budapest (Hung.). Franciska Gaal. Musical. 79 mins. Rel. April 15, Rev. June 15.

Tell Tale Heart (British). Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 15, Rev. June 15.

First Division

Curtain Falls. One-time famous actress uses her talents in an entirely novel role; and stages one final glorious comeback. Henrietta Crosman. Dorothy Lee. Rel. March 20.

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

Girl of My Dreams. College life and college romance. Mary Carlisle, Eddie Nugent, Creighton Chaney, Arthur Lake, Sterling Holloway, Gail Parrish. Dir. William McCarey. Rel. Nov. 8.

King Kelly. Dance director and his girl dancing troupe swap contracts on way to Paris, and bring prosperity to a mythical Bering kingdom via crooning, dance routines, etc. Comedy comedy with music. Guy Robertson, Irene May. Rel. Leonard Fields. Rel. Nov. 15.

One in a Million. Romance of a department store employee and the boss. Dorothy Wilson, Charles Starrett. Dir. Frank Strayer. Rel. Nov. 15.

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

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

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

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

Studio Placements

Hollywood, April 16.
Frank Craven. Dale Van Every, Jack Wagner screen play, 'Annapolis Farewell', Fox.
Grover Jones. Samuel Hoffenstein, script, 'Two for Tonight', Par.
John Calhern. 'The Pacemaker', Radio.
John Cromwell. Marian Marsh, Nora Bryant; Al Rogell directing, 'The Unknown Woman', Col.
Barry Barron. Lynn Riggs, screen play, 'Delay in the Sun', U.
Doris Malloy. Harry Clark, adapting 'Hangerover Murders', U.
Alfred Brady. Barry Trivers scripting 'Lady Tubbs', U.
Sarah J. Mason. Victor Heerman, George O'Connell, screen play, 'Masochistic Obsession', U.
Margaret Sullivan. Gladys Ungar adapting, 'Strangers at the Feast', U.
Niven Busch. reviving script, 'Three Kids and a Queen', U.
Hugh O'Connell. Jean Dixon, 'Unconscious', U.
John Johnston. 'Broadway Melody of 1935', Metro.
Robert Adair. 'Top Hat', Radio.
Brady Kline. Perry Davis, 'Hooray for Love', Radio.
Robert Adair. 'The Farmer Takes a Wife', Fox.
Charles Logg. 'Keeper of the Bees', Mon.
Dave Rubinoff. 'Sing, Governor, Sing', Mon.
Charles Logg. original and screen play for 'Make a Million', Mon.
Macq Gray. Federal Edick, Par.
Claudia Coleman. 'Anna Karenina', Metro.
Page Miss Gory. WB.
Lois Lane. 'The Great Ziegfeld', Metro.
Norman Phillips, Jr. 'Public Hero', No. Metro.
George Ruggs. 'Night Cargo', Peerless.
Lona Andre. 'Under the Pampas Moon', Fox.
Robert Willahack. 'Life Begins at 8:40', Metro.
Bartlett Cormack. screen play, 'Broadway Co-ed', Fox.
Fredric March. Herbert Marshall, Merle Oberon; Sidney Franklin directing, 'The Great Ziegfeld', Metro.
Lucille Watson. 'Masquerade', Metro.
Zelig Tibury. 'The Farmer Takes a Wife', Fox.
John Perry. Charles Follen, 'Diamond Jim Brady', U.
Clark Frank. Sheridan Tobin, Joe McCrea; William Selter directing, 'Orchids to You', Fox.
J. Farrell McDonald. 'Curly Top', Fox.
Sheridan Gihney. writing yarn on Louis Juster, WB.
John Ford. directing 'Front Page Woman', WB.
Kub Williams. 'Rose of the Rancho', Fox.
Leslie Fenton. J. C. Nugent, Grant Mitchell, Helen Shipman, Russell Clark, Frank Sheridan, Metro.
Taggart Phil Tead. Sam Godfrey, Jack Mulhall, 'Men Without Names', Par.
Frank Aron. dialog, 'Broadway Melody of 1935', Metro.
Jan Tollerhor. writing, original, 'The Great Ziegfeld', Metro.
Karl Brown. Louis Mosher, scripting 'Coast Patrol', Metro.
Sam Helman. screen play, 'Matinee Idol', Fox.
Larry Cahalan. 'Headhunts on Parade', Fox.
Reginald Owen. 'Tale of Two Cities', Metro.
Arthur Treacher. Vivienne Osborne, 'The Great Ziegfeld', Metro.
Frank Drinker. George E. Stone, (Continued on page 30)

Redhead. Romance of a disowned playboy son and an artist's model with a red head. Bruce Cabot, Grace Kelly, Burton Churchhill, Regis Toomey. Dir. Melville Brown. Rel. Nov. 20.

Studios: Burbank.
First National. Offices: 321 W. 4th St., New York, N.Y.
Abbott. Union Sincial's 'Main Street.' Guy Kibbee, Allyn McMahon. Dir. Wm. Keighly. 75 mins. Rel. Dec. 8, Rev. Dec. 13.
Case of the Curious Bride. The 'Whodunit.' Warren William, Margaret Lindsay. Dir. Michael Curtiz. 74 mins. Rel. April 13, Rev. April 16.
Flirting with Fate. Point story. Ruby Keeler, Dick Powell, Pat O'Brien. Dir. Frank Borzage. 86 mins. Rel. Dec. 1, Rev. Dec. 4.
Gentlemen Are Born. Four college boys battle the world. Franchot Tone, Jean Muir, Ann Dvorak, Margaret Lindsay. Dir. Alfred E. Green. 76 mins. Rel. Nov. 17, Rev. Nov. 27.
Go Into Your Dance. Al Jolson, Ruby Keeler, Benny Rubin. Dir. Archibald Mayo. Rel. April 20.
Gold Diggers of 1935. Dick Powell, Adolphe Menjou, Gloria Stuart, Allyn Brady, Dick Busby Berkeley. 96 mins. Withdrawn from general release to be sold separately.
Living on Velvet. Shock created 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, Allyn McMahon. 'Dir. Wm. Keighly. Rel. Nov. 2, Rev. March 6.
Maya It's Love. Gloria Stuart, Ross Alexander. Dir. Wm. Keighly. 62 mins. Rel. Jan. 12, Rev. Feb. 12.
Murder in the Clouds. Lily Talbot. Ann Dvorak. Dir. D. Ross Lederman. 61 mins. Rel. Nov. 2, Rev. Jan. 12.
North Shore. Barbara Stanwyck, Gene Raymond. Dir. Robert Florey. Rel. Feb. 16.
Red Hot Fries. Lily Talbot, Mary Astor. Dir. D. Ross Lederman. Rel. Feb. 2, Rev. Feb. 16.
Traveling Saleslady. The One of those Blondell-Guy Farrell romps. Dir. Ray Enright. 75 mins. Rel. April 6, Rev. April 8.
While the Patient Slept. Mystery in a millionaire's mansion. Guy Kibbee, Allyn McMahon. Dir. Ray Enright. 68 mins. Rel. March 9, Rev. March 6.
Woman in Red. Young wife faces scandal to save a man from conviction of murder. Barbara Stanwyck, Gene Raymond, Genevieve Tobin. Dir. Robert Florey. 68 mins. Rel. Feb. 16, Rev. March 9.

Studio: Fox Mills. **Hollywood, Cal.** **Fox** **Offices: 444 West 58th St., New York, N.Y.**

Baboo. Jungle film made by Martin Johnson, partly from an airplane. 73 mins. Rel. Jan. 23, Rev. Jan. 23.

Baby Take a Bow. The Fox child star comes through again. Shirley Temple, Bacher of Arts. From John Erskine's recent novel. Tom Brown, Henry Watnall, Anita Louise. Dir. Louis King. 74 mins. Rel. Nov. 22.

Bright Eyes. Story of two little girls. Shirley Temple, Gene Burvall, James Dunn, Judith Allen. Dir. David Butler. 53 mins. Rel. Dec. 23, Rev. Dec. 26.

Charlton Heston. The Oriental detective moves into new territory. Warner Oland, Mary Brian, Dir. Lewis Seiler. 70 mins. Rel. Feb. 1, Rev. Jan. 23.

County Chairman. The Will Rogers, Evelyn Venable, Kent Taylor. Dir. William Wyler. 75 mins. Rel. Jan. 11, Rev. Jan. 22.

Cowboy Millionaire. George O'Brien western. Dir. Edw. F. Cline. Rel. April 12.

Elmer. 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. Geo. M. Cohan, Wynne Gibson. Dir. Rowland Lee. 80 mins. Rel. Nov. 2, Rev. Dec. 11.

George White's Scandals. Second edition of musical. Allyn Faye, James Dunn, Ned Sparks, Geo. White, Lydia Roberts. Dir. Geo. White. Rel. March 15.

Great Detective Mystery. Flag and quilt as detectives. Dir. Eugene Ford. 78 mins. Rel. March 1, Rev. March 6.

Heaven's Gate. A Shirley Temple story. Joel McCrea, Rosemary Ames. Dir. John Robertson. Rel. May 8.

Hall in the Sky. Air story. Warner Baxter, Conchita Montenegro. Dir. John Hyson. 80 mins. Rel. Nov. 9.

Hollywood. Adventure in a ghost town. Richard Arden, Madge Evans, Ralph E. Busch, Henry Watnall. 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 25.

Life Begins at 40. Based on the Pfitkin book. Will Rogers, Rochelle Hudson. Dir. Geo. Marshall. 79 mins. Rel. March 22, Rev. April 10.

Little Colonel. Shirley Temple, Lionel Barrymore, Evelyn Venable. Dir. Louis King. 74 mins. Rel. Nov. 15, Rev. Dec. 11.

Lottery Lover. Naval cadet form love syndicate. Pat Patterson, Lew Ayres. Dir. Wm. Thiele. 82 mins. Rel. Jan. 4, Rev. Feb. 20.

Marie Callender. From the novel. Dir. George Cukor. 88 mins. Rel. Oct. 24, Rev. Nov. 27.

Mystery in the Air. Gloria Swanson, John Boles. Dir. Joe May. 81 mins. Rel. Dec. 1.

Musician Woman. Heroine saves her husband by procuring the papers. Mona Barrie, Gilbert Roland. Dir. Eugene Forde. 69 mins. Rel. Jan. 14, Rev. Jan. 22.

One More Spring. Three down and outers in Central Park. Janet Gaynor, Warner Baxter. Dir. Henry King. 87 mins. Rel. Feb. 1, Rev. Feb. 27.

Ten Days Wonder. Donald Everett Horton, Karen Morley. Dir. Geo. Marshall. Rel. April 8.

Twenty-four Hours a Day. Claire Trevor, Gilbert Roland. Dir. Hamilton MacFadden. Rel. Jan. 23, Rev. Jan. 23.

When a Man's a Man. From the Harold Bell Wright story. George O'Brien. Dir. Edw. F. Cline. 66 mins. Rel. Feb. 15, Rev. Feb. 27.

White Parade. The Loretta Young, John Boles. Dir. Irving Cummings. 88 mins. Rel. Nov. 16, Rev. Nov. 13.

G-B

Office: 1600 Broadway, New York.
Chu Chin Chow. Arabian tales in musical form. Anna May Wong, Frits Kerner. Dir. Walter Forde. 85 mins. Rel. Sept. 15, Rev. Sept. 25.

Evening. Musical dramatization from the Beverly Nichols novel. Evelyn Venable, John Hyson. Dir. George Cukor. 88 mins. Rel. Nov. 20, Rev. Nov. 20.

Evergreen. Musical adaptation from Cochran's stage production. Jessie Matthews, Bonnie Hale, Betty Enlow, Harry Mackay. Dir. Victor Saville. 82 mins. Rel. Jan. 15, Rev. Jan. 15.

Iron Duke. The Drama based on Duke of Wellington at Battle of Waterloo. George Arliss, Elaine Ferris, Gladys Cooper, A. E. Matthews, Allyn Brady. Dir. Victor Saville. 82 mins. Rel. Jan. 15, Rev. Jan. 15.

Jack Ahey. Comedy with song and dance. Jack Hulbert, Nancy O'Neill, Alfred Drayton. Dir. Walter Forde. 82 mins. Rel. Feb. 12, Rev. Feb. 12.

Little Friend. Drama of a child's devotion and influence. Nora Filbeam. Dir. Berthold Viertel. Rel. Oct. 18, Rev. Oct. 23.

Man of Aran. Irish story with preponderantly beautiful photography. Dir. Robert Flaherty. 70 mins. Rel. Oct. 15, Rev. Oct. 22.

Power Is in the Blood. Dramatization of Steno Fauststranger novel. Conrad Veidt, Bonita Hunt. Dir. Lothar Mendes. 106 mins. Rel. Oct. 1, Rev. Oct. 1.

Prince of Learning. Musical comedy in a mythical kingdom. Evelyn Laye, Yvonne Arnaud, George Greenmith, Max Miller. Dir. Maurice Elvey. Rel. Jan.

Unfinished Symphony. Musical romance based on Schubert's life. Martha Sargent. Dir. Willy Foster. 83 mins. Rel. Jan. 1, Rev. Jan. 15.

Liberty

Office: 1775 Broadway, New York, N.Y.
Dirty Dames. Musical. Theatrical boarding house locale. Marjorie Hameau, Mary Carlisle. Dir. William Wyler. 82 mins. Rel. Feb. 15, Rev. Feb. 15.

No Ransom. From Jamin Runyon's 'The Big Money.' Lelia Haynes, Phillips Holmes. Dir. Fred Newmeyer. 70 mins. Rel. Oct. 2, Rev. Feb. 15.

Old Homestead. The Modern version of famous novel. Mary Carlisle, Lelia Haynes, Dorothy Lee. Dir. William Wyler. Rel. not set.

(Continued on page 30)

"A thunderbolt of film courage! Muni's supreme achievement on the talking screen. Characterization stamps its star as a peer in his class. Follows up with a wealth of powerfully effective emoting by supporting players who are in their element in this gripping, daring, dynamic drama. It will be Michael

Curtiz's claim to a directorial award when they're being handed out late in 1935. It is a triumph for Authors Judge M. A. Mussmanno and Henry R. Irving, and for Adaptors Abem Finkel and Carl Erickson. It is a notable accomplishment for Cameraman Byron Haskin, for Art Director John Hugh and for Film Editor Thomas Richards. In fact, every one concerned with 'Black Fury' may take bows deservedly because it is, in all capacities, an excellent, unforgettable production—a valiant effort of the Warner Brothers, whose staff has turned out a socially important celluloid document which never fails to be genuine dramatic entertainment. Countless laughs as well as

"Grand, smashing melodrama. Writers and adaptors have handled a controversial theme with rare diplomacy, and the actors have given them magnificent assistance. Probably Paul Muni's most impressive performance. More effective than 'I Am a Fugitive.'" — Eileen Creelman in the New York Sun.

breathless gasps. The film leads up to a sensational, smashing climax. This concluding reel is so amazing and breath-taking that it just must be viewed to reap its deep, powerful significance. 'Black Fury' is really one of the greatest motion pictures ever made!" Irene Thirer in New York Post.

"Melodrama at its best. Although the film is by far the most courageous and vital social document that Hollywood has produced—it lashes forth with the fury of a wounded animal at bay—it is also a melodrama of the first order. Not only does it expose in an utterly plain, truthful, two-fisted manner the machinations of a group of professional strike breakers, who spread unrest among a group of reasonably satisfied miners, it is also a staunch example of melodrama at its best—a melodrama so tense and thrilling that it may leave you slightly blanched around the gills but also blissfully happy with excitement. Convincing and effective. Some of it is admirably, even brilliantly, played by Paul Muni, John Qualen and Barton MacLane and good performances are offered by Karen Morley, Vince Barnett and William Garfield. Michael Curtiz's direction is the best he has ever done—thoughtful, lucid and vivid." —Wm. Boehmet in N. Y. World-Tel.

"Dynamic film. Muni has set an acting standard that should win every Academy award. A rousing, exciting melodrama. Screen entertainment that will stir you as you never had been stirred. Striking film. By all means see this picture." Al Sherman in the New York Morning Telegraph.

The Greatest of All War

PAUL

"Paul Muni acts strong, daring role. Punch-packed as a power-house, a dynamo of drama. 'Black Fury' is earthy, elemental, brutally primitive; it is possessed of strength, suspense and daring seldom encountered in motion pictures and distinguished by what must be adjudged its star's most vital characterization. The tale that is told on the screen of the Strand will leave you gasping and quivering with the shock of its dynamite. Paul Muni undergoes a complete transformation. Here he assumes a character totally unlike any before portrayed in his extensive career. Terrifically suspenseful scenes match anything the screen has seen for sheer tense drama. The direction of Michael Curtiz imparts still further power to a Titan-strong tale."

Regina Crewe in New York American.

"Hollywood makes a trenchant contribution to the sociological drama in 'Black Fury.' Magnificently performed by Paul Muni. Tells a stirring tale of industrial war in the coal fields. Warner Brothers exhibited almost a reckless air of courage in producing the picture at all. It is for its brilliant picture of the industrial conflicts, the crushing realities of Coaltown during turbulent strike times, that 'Black Fury' commends itself. Mr. Muni is altogether superb in all the varied scenes which describe Joe Radek's climb out of peasant obscurity to the forefront of a crisis which he never understands. In the smaller roles there are a score of splendid characterizations. Both in Michael Curtiz's direction and in the screen play by Abem Finkel and Carl Erickson, the photoplay achieves a melodramatic vigor and an air of cumulative power which is so rare in the Hollywood cinema."

Andre Sennwald in the New York Times.

"Fine performance by Muni. It is filled with realism. Paul Muni's characterization stands clearly and forcefully. It is a memorable screen portrait. He lives and loves, fights and is justly proud of his physical superiority, as we imagine such a fellow would be in that hard environment. Highly melodramatic and is pictured on the screen with a breathless suspense that keeps the audience on the edge of their seats. Michael Curtiz moves his story along with the precision of a sledgehammer at work, and gets the maxi-

mum dramatic effect. He has hand-picked a staff that gives him and Muni splendid support."

New York Daily News.

ner Bros.' Trail-Blazers!

MUNI

"Powerful mine Muni's acting gives a dazzling a powerful melodrama disbrilliant acting. played a more effplayed with asm. The film is tion. It tells an enstory with effecand forthrightperformance is dazzling in its force and power. He assumes the character of the 'bohunk' miner, engaging, simple and heroic, with a skill unmatched by any actor in recent films. He makes the difficulties of Jan exciting. A spectacular cast supports him. It includes Karen Morley, J. Carroll Naish, John Qualen, Vince Barnett, William Gargan and Sarah Haden. Even the most insignificant bit player contributes a clean and stirring performance. Men, particularly, will find 'Black Fury' exciting. It is a rousing, he-man and action-packed melodrama that is excellently produced and brilliantly acted." Bland Johanneson in the New York Daily Mirror.

"A vigorous, powerful and effective melodrama. It is alive. Stirring and believable. Paul Muni is excellent as the Slovak hero, playing with power and conviction." — Richard Watts in Herald - Tribune.

melodrama. splendid. Muni performance in drama. It is a distinguished by Muni never has effective role or greater enthusiastic with actively plausible tive simplicity ness. Muni's performance is dazzling in its force and power. He assumes the character of the 'bohunk' miner, engaging, simple and heroic, with a skill unmatched by any actor in recent films. He makes the difficulties of Jan exciting. A spectacular cast supports him. It includes Karen Morley, J. Carroll Naish, John Qualen, Vince Barnett, William Gargan and Sarah Haden. Even the most insignificant bit player contributes a clean and stirring performance. Men, particularly, will find 'Black Fury' exciting. It is a rousing, he-man and action-packed melodrama that is excellently produced and brilliantly acted." Bland Johanneson in the New York Daily Mirror.

"Muni gives memorable portrayal. A powerful picture, an intensely real and thoroughly absorbing drama that takes its place as one of Hollywood's most arresting screen

achievements. And outstanding in the film is the work of its star, Paul Muni, whose characterization surpasses even his memorable portrayal in 'I Am a Fugitive from a Chain Gang.' 'Black Fury' is a drama of the coal mines. The Warner Bros. Studios which, more than any other, are alive to topical subjects, have made of it an important and courageous document. Dynamic in theme, emotionally stirring and pictorially exciting, 'Black Fury' is bound to become one of the most widely discussed productions in years. Muni plays the principal role and so brilliantly does he submerge his own personality to the demands of the part that an audience sees him, not as Muni, but actually as Joe Radek, a healthy, good-natured and slow-witted Slav who labors in the mines of Coaltown. The story of Joe Radek is impressive in its simplicity. The picture is almost entirely Muni's, whose performance is one that will not easily be forgotten. But the large supporting cast is able, with especially good work done by Karen Morley, John Qualen, Sarah Haden and J. Carroll Naish. The settings and mob scenes are admirably realistic, and Michael Curtiz's direction is splendid in its mounting suspense and action. 'Black Fury' is not to be missed." Rose Pelswick in N. Y. Eve. Journal.

Biggest Opening Gross i

"BLACK"

"Thrilling melodrama. 'Black Fury' is a photoplay which will compel your attention from beginning to end. Realistically mounted, brilliantly directed by Michael Curtiz and superbly acted by Mr. Muni and a carefully chosen supporting cast, the new film at the Strand is an impressive saga of men and mines, of love and hate, of mass cowardice and individual courage. One of the most thrilling climaxes the screen has offered in many months. A melodrama of the first class. For sheer pictorial sweep, the excitement of its spectacular climaxes and the unerring authenticity of its acting, 'Black Fury' in fact easily surpasses anything that has come out of Hollywood in the last two years. Fine performances by Karen Morley and Tully Marshall."—Martin Dickstein in the Brooklyn Daily Eagle.

"****.—In making 'Black Fury,' Warner Bros. have shown a great deal of courage. Yet something more than mere courage has gone into the fashioning of this superb film. For this sharp, penetrating and highly exciting study of hunky coal miners and their struggle for better conditions emerges not only as a ruthlessly honest document which no one who has the slightest social consciousness can ignore. . . . But imbued with that special knack that Warners have in making low characters come to life, the picture is as engrossing as any of the last few years and tells its powerful story with none of the preaching which has weakened so many of the crusading themes. . . . Paul Muni, giving the surest performance since his picture debut, is seen as a likeable, simple miner, used as a dupe by the strike breakers. The picture is certain to be included in the best of the year. . . . To miss it is to miss an unforgettable picture as fascinating as the slice of stark life it presents." . . . Liberty.

"'Fury' may well be considered one of the greatest dramatic pictures of this or any other year. Different drama, without any excusing or qualifying concessions, it rips, tears and crashes in honest, straight from the shoulder style into the powerful story it tells. In so doing, it is attention-holding and heart-quickening with a definite appeal for both class and mass and to the emotions and to reason. This is the kind of picture about which the truth must be told. Intelligently handled in every phase, it is as timely and important as to-

day's news. . . . Dramatic, showmanship entertainment . . . finely and authentically produced."—G. McCarthy, M. P. Herald.

18 Months at N. Y. Strand!

BLACK FURY



AL LICHTMAN presents



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THUNDER IN THE EAST

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"THE BATTLE"
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ISTS



CALENDAR OF CURRENT RELEASES

(Continued from page 31)

Furst Wenzeslaus (Ger) (Ufa). Romantic drama. "Brigitte Niels". Dir. Arthur Hohlmeier. 70 mins. Rel. Jan. 15.

Geheizte Menschen (Ger) (Fimclhoed). Drama of father love. Dir. Friedrich Felber. 70 mins. Rel. June 1.

Die Reigen der Welt (Ger). Domestic comedy. Gustav Fröhlich. Camilla Höhn. Dir. Carl Heinz Wolff. 70 mins. Rel. May 1.

Gräfin Mariza (Ger). Opera. Dorothea Wieck. Dir. Richard Oswald. 80 mins. Rel. Jan. 15.

Graceland (Ufa) (Ufa). Romantic drama. Conchita Montenegro. (Ant) Houlten. Dir. John Reinhardt. 70 mins. Rel. Sept. 1.

Der Zehnte grosse Los (Ger). Lottery ticket makes for comedy. Lucie Englisch. 80 mins. Rel. Boese. 70 mins. Rel. Feb. 1.

Heimat am Rhein (Ger). Romantic drama. Lucie Englisch. Dir. Carl Boese. 70 mins. Rel. Dec. 1.

Hochzeit am Wolfgangsee (Ger). Romantic comedy. Dir. Hans Behrendt. 70 mins. Rel. Nov. 1.

Im Hadergang (Ger). (Germania). Romantic farce. Dir. Carl Boese. 70 mins. Rel. Jan. 1.

In the Land of the Soviets (Rus) (Amkino). Newsreel compilation of past year. 45 mins. Rel. July 1.

In Wien Ham Ich Einmal Ein Mädel Geholt (Ger). (Germania). Military musical. Dir. Eric Schoenfelder. 70 mins. Rel. May 15.

Iza Beni Attany. Produced, written by and starring Carl Fedick. 80 mins. Rel. June 1.

Jo As Oreg a Hamaal (Hung) (Danubia). Farce with music. Szoke Szakali. Ernst Vörheis. Dir. Fritz Schütz. 40 mins. Rel. Feb. 1.

Johannsmacht (Ger). Love in the Alps. Ed. Dager. Dir. Willy Reiber. 30 mins. Rel. Feb. 15.

Juarez V Maximiliano (Ger) (Col). Mexican royalty's fall. Dir. Miguel Torres. 70 mins. Rel. May 1.

Juliets Compas un Hile (Sp). (Fox). Musical drama. Catalina Barrena. Gilbert Roland. Dir. Louis King. 70 mins. Rel. March 15.

Jungfer gegen den Kaiser (Ger). Romantic comedy (Ufa). Dir. E. W. Emo. 80 mins. Rel. March 1.

Kaiserswahn (Ger). (General). Musical with Johann Strauss tunes. Marita Fegert. Dir. Friedrich Zeinck. 40 mins. Rel. Jan. 1.

Kalte Marmelade (Ger). Comedy romance. Dir. Carl Boese. 70 mins. Rel. Jan. 1.

Kara Skaten (Swe) (Scandinavian). Romantic musical. Dir. Gustaf W. Gustaf. 70 mins. Rel. Nov. 1.

Liebe in Uniform (Ger). (Germania). Military romance. Harry Liedtke. Dir. Georg Jacoby. Rel. Oct. 1.

Liebe und die Schokolade (Ger) (Ufa). Romantic comedy. Dir. Hans Fehle. 70 mins. Rel. Feb. 1.

Lillem (Fr) (Fox). Mohar's play. Charles Boyer. Dir. Fritz Lang. 85 mins. Rel. March 1. Rev. March 27.

Lockvort (Ger) (Ufa). Mystery romance. Dir. Hans Hainhof. 60 mins. Rel. Jan. 1.

Madame Jeanne (Fr) (Tapierman). Falsified transcription of Flaubert epic. Dir. Jean Renoir. 70 mins. Rel. May 15.

Maryjake (Pol). Rural romance. Dir. Jan Nowina-Jasnowska. 80 mins. Rel. Dec. 1.

Mass Struggle (Sp) (Klematrade). Russian revolt. Dir. I. Kavalierze. 70 mins. Rel. Sept. 1.

Mäns Frau, die Schutzensknechtin (Ger) (Germania). Theatrical farce. Dir. Carl Boese. 80 mins. Rel. Jan. 1.

Melodie der Liebe (Ger). (Germania). Musical romance. Dir. Georg Jacoby. 70 mins. Rel. Sept. 15.

Mit Dir Durch die Dumm (Ger) (Stavaria). Comedy romance. Dir. Fritz Schütz. 70 mins. Rel. Nov. 15.

Moscow Laughs (Rus) (Amkino). First Rus. musical. Dir. G. Alexandrov. 70 mins. Rel. March 15. Rev. March 27.

Mother (Rus) (Danubia). Comedy with a Cocky novel. Dir. V. I. Pudovkin. 70 mins. Rel. June 1. Rev. June 15.

Mutter und Kind (Ger) (General). Mother-daughter drama. Honey Porter. Dir. Jean Renoir. 70 mins. Rel. Nov. 15.

My Wife the Miss (Hung). Inter-marriage farce. Dir. Steven Secker. 80 mins. Rel. Sept. 1.

Nada Mos Que Una Mujer (Sp) (Fox). Version of "Pursued". Dir. Harry Lachman. 60 mins. Rel. May 15.

Oed the Wanderer (Palestine) (Hebrew). Life in Palestine. Dir. C. Balahmi. 60 mins. Rel. May 15.

Ore's Place (Ger) (Sentiment). Romantic tragedy. Dir. Ramon Feen. 70 mins. Rel. July 15.

Pagot vom Daimass Hotel, Bar (Ger). Comedy with detective ramifications. Dir. Fritz Schütz. 70 mins. Rel. March 15.

Parade Reservisten (Polish) (Capital). Military musical. Dir. Michael Waszynski. 70 mins. Rel. May 1.

Paysages de la Vida (Sp). Love in a circus. Dir. Miguel Zacarias. 70 mins. Rel. March 15.

Petersburg Nights (Rus) (Amkino). Based on two Dostoevsky stories. Dir. F. M. Dostoevsky. 70 mins. Rel. Sept. 15.

Prinzessin Taraschka (Ufa). Adaptation of the opera. Koethe von Nögy. Willy Fritsch. Dir. Gerhard Lamprecht. 80 mins. Rel. Jan. 15.

Problem of Fatigue (Rus) (Amkino). Scientific study. Dir. P. Pavlov. 60 mins. Rel. Aug. 1.

Prokurator (Polish) (Capital). Tense court drama. Dir. M. Waszynski. 80 mins. Rel. May 15.

Rakoczi Indule (Hung) (Danubia). Musical romance, with Paul Abraham. music. Dir. Jean Renoir. 80 mins. Rel. May 15.

Rachiele (Sp) (Hoffberg). First Argentine-made film. Musical romance. Dir. L. J. Moglia Barth. 80 mins. Rel. Dec. 1.

René Elmer Nisch (Ger) (Bavaria). Romantic mystery. Liane Haid. Dir. Carl Boese. 70 mins. Rel. May 15.

Romance Tropical (Spanish). First picture made in Porto Rico. Romantic drama. 70 mins. Rel. Oct. 15.

S. A. Mann Berge (Ger) (Stavaria). Nazi espionage. Dir. Frantz Seitz. 80 mins. Rel. May 15. Rev. May 20.

Sangen Till Henna (Sve) (Scandinavian). Musical romance. Dir. Ivar Johansson. 70 mins. Rel. Nov. 15.

Schlemiel, Der (German) (Klematrade). Comedy. Carl Bels. Dir. Erich Engels. 60 mins. Rel. Nov. 1.

Schmiedeleiter, Bar (Ger) (General). Native drama on coast of Prinsland. Dir. Carl Heinz Wolff. 80 mins. Rel. Feb. 15.

Schloss Hubertus (Ger) (Ufa). Romance in the Alps. Dir. Hans Deppe. 70 mins. Rel. Feb. 1. Rev. Feb. 27.

Schwärze jagt die Weiss (Ger). Nationalistic journey in Napoleonic setting. Dir. Johannes Meyer. 60 mins. Rel. April 1.

Senora Casanova (Sp) (Fox). Musical drama. Catalina Barrena. Antonio Moreno. Dir. James H. Hanley. 70 mins. Rel. Feb. 1.

Sibyl (Ufa) (Prinzipal). Military comedy. Dir. M. Krawicz. 30 mins. Rel. Feb. 15.

Sonne Giebt Auf, Die (Ger). Musical romance. Charles Kielman. Dir. Willy Sander. 70 mins. Rel. May 15.

Soviet Gleitsch (Rus) (Amkino). Newsreel compilation. 60 mins. Rel. July 15.

Soviet Russia Today (Rus) (Amkino). Newsreel compilation. Dir. Edward Tises. 60 mins. Rel. Nov. 1.

Soviets Great New Turkey (Rus) (Amkino). Newsreel compilation. 60 mins. Rel. Sept. 1.

Spiel Des Dem Feuer (Ger). Domestic relations comedy. Dir. Ralph Arthur Roberts. 70 mins. Rel. Nov. 15.

Strosspunkt, 1917 (Ger) (Bavaria). War film. Dir. Hans Zieherlein. 80 mins. Rel. Feb. 1.

Tango on Broadway (Sp). Musical comedy. Carlos Gardel. Dir. Louis Gasnier. 60 mins. Rel. Dec. 15.

Tante Quitt Kommandiert (Ger). Romantic comedy. Hansi Niese. Max Adlert. Dir. Carl Heinz Wolff. 70 mins. Rel. May 1.

Three Longs About Lenin (Rus) (Amkino). Newsreel compilation. Dir. D. Vortov. 55 mins. Rel. Nov. 1.

Thunderstorm (Rus) (Amkino). Russian melodrama. Dir. V. Petrov. 80 mins. Rel. Nov. 15.

Topaze (Fr) (Par). Galle satire. Dir. Louis Gasnier. 80 mins. Rel. Feb. 15. Rev. Feb. 20.

Tres Amores (Spanish) (U). Heavy drama. Adela Campillo. Mona Maris. Dir. Jose Sacchi. 70 mins. Rel. Nov. 1.

Tres Berretines. Los (Sp) (Hoffberg). Argentine comedy. 70 mins. Rel. Jan. 1.

Und Verrückt Mich? (Ger) (General). Back-stage romantic comedy. Dir. L. V. Emo. 70 mins. Rel. Jan. 15.

Une Etoile Disparait (Fr) (Par). Murder of a film star. Suzy Vernon. Cor. stant Remly. Dir. Robert Villars. 60 mins. Rel. Feb. 1. Rev. Feb. 27.

Film Reviews

ROYAL CAVALCADE

(Continued from page 15)

(Continued from page 15) biggest element in the reign of the present king, it is probably necessary to a historical summary of the span of years over which the effort had upon the life of the populace. There is the beginning and ultimate success of the wireless, the first use of wireless for the capture of criminals, which resulted in the arrest of Crippen, the beginning and development of aviation: in fact, there is little of consequence and certainly nothing of great importance that seems to have been overlooked.

Whole film is an intelligently concocted effort and should make an interesting bit of entertainment for picture-goers.

Jolo.

Sanders of the River

(BRITISH MADE)

London, April 4.
London Film Production and United Artists release "Sanders of the River" by the late Edgar Wallace and Paul Robeson. Directed by Zoltan Korda. Adapted from book by Edgar Wallace. Running time, 110 mins. Leicester Square theatre, London, April 2.

This picture is certain of success in London, where the "Sanders" stories by the late Edgar Wallace were, and still are, highly popular. It should have tremendous appeal throughout the British Empire, the name character being another one of those empire builders about whom the British have always had a taste. It is somewhat along the lines of "Clive of India," only in this instance the hero is a modest little territorial commissioner in Africa who keeps the blacks in control by sheer force of personality. This part is admirably executed by Paul Robeson. Of equal importance is Paul Bosson, as Bosambo, an escaped slave who is shown the process of the story after the style of his Emperor Jones' characterization.

Entire action takes place in the wilds of Africa, showing the problems which the British High Commissioner has to solve, such as keeping peace among the chiefs of the respective tribes.

Sanders returns to England for a holiday and his successor is immediately killed by a treacherous chief. Two white men who sell gin and rum to the natives circulate the rumor that Sanders is dead and this starts the insurrection, counteracting 10 years of diplomacy. Commissioners are allowed to fly back by aeroplane and straighten things out once more, leaving Bosambo the most important of the native chiefs in the district.

Interesting thing in connection with the picture is the reproduction of African life, showing all sorts of religious and war dances and ceremonies. Life studied with crude villages. There is a little too much of this, and it will have to be cut drastically. Easily 2,000 feet could be dispensed with.

Jolo.

THE NUT FARM

Monogram production and release. Released by Monogram. Directed by Melville Frank. Producer, William T. Lachar. From the play by the same name by John C. Brown. Adaptation, George Waggoner; camera, Harry Newman. At the Criterion, New York, April 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

Slowly paced but the tale is studied with enough laughs to make it okay fare for the masses. Story deals with the Hollywood acting school racket and kiddingly reveals how the suckers are plucked. Wallace does a swell job by a none too fruity role, while the rest of the cast prove capable at building the laughs and making the most of them.

Oscar Apfel plays the part of the school teacher, and California to go into nut farming but is steered into picture making by a camera-astute wife (Betty Allen), while Bradley Page makes a good bit of trouping as the oily promoter who shears 'em clean and still has 'em begging for more. Another stand-out performance is that of Spencer Charters as the hard-of-hearing landlord who cuts himself into the story gyp for 10 grand and gets himself at least a good time out of the fleeing gimmick.

Ode.

Unsere Frauen Flitzten Uns Veran (Ger) (Ufa). Hitler propaganda. Heinrich Georg. Dir. Hans Steinhoff. 80 mins. Rel. July 1. Rev. July 17.

Viktor und Viktoria (Ger) (Klematrade). Smetana's opera. Adapted. Jamila Wokosch. Dir. Carl Heinz Wolff. 70 mins. Rel. May 1.

Viktor und Viktoria (Ger) (Ufa). Theatrical opera. Renate Mueller. Dir. Carl Boese. 70 mins. Rel. May 1.

Violetta (La Sp). Raquel Meller. Based on an old silent, with parts revised. 70 mins. Rel. Jan. 1.

Walz Time in Vienna (Ger) (Ufa). Musical based on Johan Strauss' life. Renate Mueller. Willy Fritsch. Dir. Ludwig Berger. 80 mins. Rel. May 1.

Wenn Herzen Sich Finden (Ger) (Germania). Romantic comedy. Charlotte Ander. Dir. Erich Engels. 80 mins. Rel. Nov. 1.

Wie Man Macht (Ger) (Stavaria). Musical comedy. Dir. Carl Boese. 70 mins. Rel. May 15.

Youth of Russia (Yiddish) (Sov-Am). Religious conflict. Dir. Henry Lynn. 70 mins. Rel. Nov. 1.

Key to Address

Acme, 56 East 14 St.
Adelphi, 100 West 42 St.
Bavaria Film, 485 Fifth Ave.
Capital Film, 350 Ninth Ave.
Cine, 100 West 42 St.
European, 154 W. 56th St.
General Films, 725 Seventh Ave.
German Foreign Sales, 725 7th Ave.

March Production Survey

Hollywood, April 15.

Major studies had 44 features in production during March, a drop of 14 over the preceding month. Greatest factor in the decrease was the delay of a number of pictures by the new studio regime at Paramount, with several scripts tossed out and others sent back for further development. This resulted in the studio dropping from nine film work during February to three in March, with only one picture starting and one finishing.

For April, outlook is much better, with Metro hitting at peak, and Warners preparing to swing along with near capacity. The independents carried through March on a even basis with February. Monogram, having five features before the cameras to rush through remaining picture for the current season preparatory to changing over to the Republic name and brand in May.

MONTH'S PRODUCTION ACTIVITY

Major Companies	Pictures Working	Pictures Started	Pictures Completed
Paramount	1	1	1
Fox	7	1	4
Warners	7	2	4
Radio	8	2	3
Columbia	5	1	4
Universal	6	3	3
Metro	9	6	2
20th Century	1	1	1

Major Independents for National Release

Picture	Working	Started	Completed
Pioneer	1	1	1
Charles Chaplin	1	1	1
Hai Roach	1	1	1
Small-Relliance	1	1	1
Atherton-Sol Lesser	1	1	1

Independents For State Right Release

Picture	Working	Started	Completed
Monogram	6	4	3
Mascot	1	1	1
Cameo	1	1	1
William Berke	1	1	1
Chesterfield	1	1	1
First Division	1	1	1
Select	1	1	1
Ambassador	1	1	1
R. N. S. (Novaro Spanish)	1	1	1
Quentin-C. C. (Novaro)	1	1	1
Willie Kent	1	1	1
Like-Weiss	1	1	1
Reliable	1	1	1

41 FEATURES COMPLETED IN MARCH, 1935

Paramount
"The Glass Key"—George Raft.
Warners
"Dinky"—Jackie Cooper, Roger Pryor, Mary Astor.
"G Men"—James Cagney, Robert Armstrong, Ann Dvorak.
"Oil For the Lamps of China"—Pat O'Brien, Josephine Hutchinson.
"Midsummer Night's Dream"—James Cagney, Dick Powell.
20th Century
"Call of the Wild"—Clark Gable, Jack Oakie, Loretta Young.
Radio
"Village Tale"—Randolph Scott, Kay Johnson.
"Break of Hearts"—Katherine Hepburn, Charles Boyer.
"The Informer"—Miriam McGovern, Heather Angel, Preston Foster.
Columbia
"Party Wire"—Jean Arthur, Victor Jory.
"Awakening of Jim Burke"—Jack Holt, Florence Rice.
"Air Hawks"—Ralph Bellamy, Tala Birell.
"Range Riders"—Tim McCoy, Billie Seward.
Fox
"Doubling Thomas"—Will Rogers, Billie Burke.
"Our Little Girl"—Shirley Temple.
"Daring Young Man"—James Dunn, Mae Clarke, Neil Hamilton.
"Ladies Love Danger"—Monna Barrie, Gilbert Roland.
Universal
"Bride of Frankenstein"—Karloff, Colin Clive.
"Mister Dynamite"—Edmund Lowe, Jean Dixon.
"The Raven"—Karloff, Bela Lugosi.
"Call of the Savage"—Seral.
Metro
"One New York Night"—Una Merkel, Franchot Tone.
"Age of Indiscretion"—Paul Lukas, Madge Evans, May Robson.
Pioneer
"Becky Sharp"—Miriam Hopkins.
Hal Roach
"Vagabond Lady"—Robert Young, Evelyn Venable.
Atherton-Sol Lesser
"Cowboy Millionaire"—George O'Brien.
Independents for State Right Release
Monogram—"The Healer", Hoosier Schoolmaster, "Paradise Ranch".
Mascot—"One Frightful Night".
Cameo—"Murder by Television".
"William Berke"—"Wagon Tracks".
Chesterfield—"Circumstantial Evidence".
First Division—"Rainbow's End".
Select—"Racing Luck".
Ambassador—"Red Blood of Courage".
R. N. S. (Novaro)—"Against the Current" (Spanish).
Paritan-C. C. Burr—"Kentucky Blue Streak".
Willie Kent—"Rancid Warfare".
Like-Weiss—"The Silent Code".
Reliable—"The Test".

BERT STEARN DIVORCING

Pittsburgh, April 16.

Mrs. Bert Stearn, wife of the United Artists exchange manager here, who successfully opposed her husband's suit for divorce two years ago, asked a divorce in her own right last week at a hearing before a master. Mrs. Stearn moved to Washington (Pa.) woman, she alleges desertion in August, 1932.

In Ste

SUES TO VOID PRICE FIXING

Dallas, April 16. Texas neighborhood group, headed by R. Z. Glass of Dallas, lost an appeal for an injunction to restrain Interstate Circuit and others from an alleged agreement that, Glass claims, enables them to set movie prices. Suit, representing over 20 movie owners in Dallas, Fort Worth, San Antonio, Houston and smaller Texas cities, will go to state supreme court if motion for writ of error is refused by appellate court, attorney said. Lower court refused to grant original injunction.

Named by Glass in original suit are Karl Hobbeltzelle (president Interstate Circuit, Inc.), Interstate, R. J. O'Donnell (v.p., Interstate), Texas Consolidated Theatres, Dent Theatres, Inc. and Southern Enterprises, Inc.

Glass alleges conspiracy prevents nabes from getting big producers' pictures for less than \$250,000. Suit is for \$250,000 for the price that drew 40c or over downtown. Nabes can't get more than 20c, they claim.



Dancing Stars of Paramount's "College Rhythm"

Evening News, London, England, March 20, 1935: "The best of this is contributed by a young American brother and sister, Billy and Beverly Dennis. There is a gaiety and freshness about their work which makes it look more spontaneous, and gives it a freer rhythm, than the mechanically brilliant tapping and spinning which is more often seen."

Now, the featured dancers in "Stop Press," at the Adelphi Theatre and doubling into the "Midnight Follies" at the Westchester Hotel, London, England.



FRED SANBORN

DR. NAT KALICHEIM



MGM STUDIOS CULVER CITY, CALIF.

SERVICE CHARGE MUDDLE

Detroit Exhibits Between Erpi, Allied and Operators

Detroit, April 16. What amounts to a three-cornered battle on service charges on sound equipment is in sight for this town.

Understood that Allied is attempting to offer exhibitors service at a flat charge of \$3 weekly. This is in contrast to current Erpi charges of \$15 to \$16 weekly, which is in face of battle, are said to be undergoing a reduction amounting to about \$2 from present rates. The film operators union entered the picture in a recent letter to exhibitors, stating that only an I. A. C. can service sound equipment and that the union charges would be \$7.50 weekly.

Warfield, Frisco, Drop To 55c Jazzes Up Scales

San Francisco, April 16. Warfield theatre, town's deluxe, and ace of the Frisco Fox-West Coast setup, threw a local bomb with an unannounced slash in admission tops. House has held to 65c top all through depression, but now will offer same policy at 55c, including tax. House features first run majors, Walt Roemer's overt with an ork of 14, line of 12, and from three to six acts weekly.

Slash will cause biggest headache to United Artists, which has been 55c top for single first runs. St. Francis, also Fox-West Coast, will slash price after run of "Rugles" concludes. St. Francis has been getting 55c for carryover of Warfield hits, running as single bill house.

Golden Gate is riding easily with policy and price unchanged. House provides first run majors, Horace Heidt's Californians, made up of band, sister quartet, dance club, and soloists, totaling 30 people, and three or more acts weekly at 40c top.

Not believed that Paramount (P-W-C) or Orpheum (P-W) will change. Those houses now carry double bills of first run pix for 40c. Fox (Leo) offers double bill of first runs, including both majors and indies, at two-bit top.

Theatres are still jockeying for opening days, with more changes a week than a protract act. All opening days this week are shot, with houses expected to duck Good Friday. Believed now that Warfield will go back to Thursday openings after Lent, and that will start the opposition hustling around again to dodge bucking dates.

Los Angeles, April 16. Fox West Coast is upping admissions 6-lfc in all first and second runs in all Southern California coastal towns from San Diego to Santa Monica. Indie operators are also expected to make the rise effective this week. Circuit claims tariff has been too low for quality of film shown.

PICKETERS SUMMONED

Rochester, April 16.

Three pickets at the newly-opened Hollywood theatre were ordered by Justice Clyde W. Knapp to appear in court to determine whom they represent. Central Trades and Labor Council and the Operators' Union denied placing the pickets or having any quarrel with the theatre owners.

The Hollywood, formerly the Pullman, which has been closed for two years, has been taken over by Arthur G. Stevenson. His son, Donald, is a licensed operator, but not a member of the union. They employ no help outside the family. One of the pickets bore a sign "Go to the Riviera theatre and see Claudette Colbert. The Riviera employs union labor."

K. C. VARIETY CLUB EXPANDS

Kansas City, April 15. Variety club, organized here a couple of years ago, and which has been occupying rooms in a downtown hotel, has leased a second floor location at 4708 Broadway, in the Country Club district. Five miles from the Main corner. New quarters will include a grill, lounge and card room; lobby, check room and kitchen with access to a large hall for the larger functions.

25c on the \$

(Continued from page 3)

ity property laws allowing married persons to split income reports into two separate returns, bringing a material saving to the beneficiaries. Figures, in all cases, have been trimmed to round numbers, but without allowing any important discrepancies.

After professional deductions of 20% the Fed tax chops off another slice, running up to 30% at the \$100,000 mark, shading higher for single and lower for married persons. From there up, the Fed tax free-weights upward, now reaching 50% and more. Add 3% or more for health, life and accident insurance to the professional and Fed chunks and the big coin glimmers away to half.

Next big bite to come out is for living expenses, including home, or rented place, city and county taxes, clothing, medical care, children, contributing to support of relatives, automobiles, entertainment and travel. These chop off another 25%, although the percentage varies surprisingly in the different brackets, with the average leaving the big money-grabber lucky to have one-fourth left for the rainy days. Expensive hobbies, such as air-planes and first-class travel, must come out of the final quarter.

Cross-section of talent earnings taken herewith, includes only the moderately conservative types, will spenders having been left out of consideration. Despite that living costs seep high, checkup reveals that stars, directors and writers, who maintain themselves on same social scale as execs and figures in other industries, must spend much more for that privilege. Cost of living and routine pleasure of life stands them almost double that of well-paid persons in lines outside show business.

The theatrical person must always live up to his press notices or his position in addition to being the sucker for the highest net no matter what his purchases. Another item heavily jumping the living cost percent, check-up reveals, is that most personalities having business managers handling their affairs show in their annual budgets from \$5,000 to \$70,000 and more laid out for support of relatives.

In connection with keeping up appearances and saving, specific case is illuminating: that of an actor, single, who is trimming close to the bone, while still striving to maintain his position as a major star. His budget shows \$20,000 for professional costs, \$20,000 living expenses, or \$250 a week, \$5,000 insurance, and \$20,000 taxes. This actor topped the list of those checked. He saved \$43,000 last year, \$57,000 being spent or taxed away despite care.

Result has the average personality whose career at the top, according to various estimates, may run from 10 to 15 years on the average, working his 10 years to pile up the comparatively modest sum of \$250,000 as a life-time nest-egg, providing the person is moderately conservative and is lucky enough to avoid bad investments.

H'WOOD RECOUPERS

Hollywood, April 16. Morris Fleckers, Universal executive, and Harry Chotiner, indie theatre operator, are both on the mend after undergoing operations Sunday (14).

STORY BUYS

Hollywood, April 16. Radio has bought the screen rights to "Shooting Star," by Joe Fields and Ewart Adamson; "Life and Early Adventures of Sylvia Scarlett," by Constance MacKenzie; "Portrait of a Rebel," by Netta Syrett.

From the publisher's galley, proofs Metro has bought Ben Ames Williams' "Small Town Girl," likely for Myrna.

James Galt has sold his novel, "The Whipaw," Liberty may yarn, and his services as adaptor to Metro.

TITLE CHANGES

Hollywood, April 16. Columbia's Jim Burke's "Boy" has the release sheet under the title of "The Awakening of Jim Burke." Aberton productions has switched over from "Hard Rock O'Brien" to "Hard Rock Kelly." Warner has switched title of "Women Are Born Newspapermen" to "Front Page Woman," co-starring George Brent and Betty Davis. Columbia's "Song of the Damned" gets a release tag of "After the Dance."

Commercial Film Producer Disputes Govt. Authority to Curb Its Release

Washington, April 16.

Test of the government's power to outlaw non-entertaining films under the misrepresentation powers of the Federal Trade Commission Act is brewing following refusal of Economic Pings, Inc., a New York firm, to knuckle before the Commission's hearing on the Commission's complaint that the propaganda production, "Forward, America," is deceptive and unfair mode of competition is scheduled.

Filing lengthy reply to Comish charges, Economic Pings and Frank R. Wilson, president, readily admit producing pic, which emphasizes alleged vices of chain stores and urges housewives to patronize independent merchants, but heaved a challenge of Government's jurisdiction and fired a cross-accusation that Comish is violating freedom of speech guarantees.

Answer contains admission that President Roosevelt's picture was produced without authorization that the sound-bite contrasts characteristics, advantages, and disadvantages of independent, chain, and national stores; that pic is distributed through trade groups, conditional bodies, and trade organizations; and that give-away systems is used to attract patronage. Otherwise, respondents deny Government accusations.

Use of President's Photo

With the contention that President's likeness in producer's advertisement is not a producer's statement is true, while producer added contention that discussion of chains vs. indies on the screen is comparable to either oral or written argument of the entirely legal. Argue that discussion of the said issues through the said medium, to wit, a motion picture, is not thereby or otherwise distinguishable from discussion of the said issues through other media, remarking that "the expression of opinion on controversial economic issues which is legal when expressed through other media, such as the press and the platform, is not illegal because it is expressed through the medium of a motion picture."

Similar counter-stance was used in justifying employment of the President's picture. Producer noted that photograph of the Chief Executive have been printed, published, and circulated and are being constantly printed, published and circulated through every established form and medium commonly utilized for the expression of opinion on public questions and pointed out that "comments by citizens upon the public acts of the present President of the U. S. have been made and are constantly being made, both through public journals, newspapers, and other established media of discussion." Any restraint upon reasonable exercise by private citizens of the ancient, recognized, and established right constitutes, producer claims, an unwarranted and unlawful abridgment of the right of freedom of speech and freedom of the press.

For further justification, producer states his film is not being exhibited in competition, under the commonly-accepted meaning of the term, since he neither engages in distribution or sale of any merchandise nor operates a theatre.

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Sig Marcus Moves Over

Hollywood, April 16. Sig Marcus, executive office manager for Selznick-Joyce agency, resigned effective May 1 after six years with the outfit. At that time he joins the Zeppo Marx agency as an associate with an interest in the business.

MISS FRANKLIN

CRAWFORD

AND JOSEPH CASKEY

This Week at Fox, Philadelphia with JACK DENNY

The Press Has to Say

... greatest musical met by the three stars. Crawford and Caskey in a really adaptable, charming and exciting musical comedy. ... -The Evening Ledger.

... stage number that with the most atmosphere, however, is the ballroom dance by Crawford and Caskey in the act of after-the-dance club. ... -The New York.

... Crawford and Caskey, the duetters in the Act of the Ardena Restaurant (with Kelly Walsh), a really charming and exciting musical comedy. ... -The New York.

... Crawford and Caskey are an excellent team. Crawford is a really charming and exciting musical comedy. ... -The New York.

New York Theatres

PARAMOUNT TIMES SQUARE

BING CROSBY

W. C. FIELDS

Joan Bennett in "Mississippi"

CAPITOL 15th St.

VANESSA

Robert Mays • Montgomery "Vanessa" Stewart

Katharine Star Night at Capitol Court

"The Great Dictator" • "The Great Dictator" • "The Great Dictator"

RIVOLI

World Premier Saturday, April 20

VICTOR HUGO'S "LES MISERABLES"

Produced by Darryl Zanuck, with Frederic March and Chas. Laughton

STATE

VICTOR HERBERT'S Naughty Marietta

"The Great Dictator" • "The Great Dictator" • "The Great Dictator"

RADIO CITY ROCKEFELLER MUSIC HALL

POWELL • ROGERS

in "STAR OF MIDNIGHT"

ON STAGE ... "THE GOLD RUSH" ... "THE GOLD RUSH" ... "THE GOLD RUSH"

ANY DAY 25c to 35c

ANY DAY 25c to 35c

RKO THEATRES

RKO 86th St. on Lexington Ave. RKO 81st St. on Broadway

Wed. and Thurs. April 17 and 18 "McADDEN'S FLATS" and "ENCHANTED APRIL"

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WJR, DETROIT QUILTS NBC IN HUFF; \$200,000 BOOST FROM CBS REPORTED

Columbia Considered Strengthened in Important Market and Among Influential Detroit Advertisers

WJR, Detroit, becomes a Columbia affiliated station Sept. 19, 1935. Five-year contract signed last week with CBS reportedly gives the Detroit outlet an annual guarantee of \$200,000 more than it received from NBC, and represents the first major casualty suffered by NBC since the latter network undertook to bring its associated stations within the provisions of a new uniform contract.

Columbia regards its affiliation with WJR as not only substantially improving its coverage position in the country's fourth largest market but entailing a prestige and influence that will prove valuable in bidding against NBC for General Motors and other Detroit accounts. George A. Richards, prez of WJR, has for many years been intimately associated with the Fisher brothers, while his studios and offices occupy space in the Fisher building.

Besides the added money inducement, Richard was actuated into the new tieup, as he let it be known during his visit to New York, by a smouldering resentment against the treatment accorded his station by NBC. Within the past two years the network has twice slashed its card rate for WJR. The last drop, which became effective Feb. 4, 1935, brought the NBC asking price for WJR down to \$140 from \$500.

CKLW's Position
Facing NBC's new line is the problem of finding another outlet in Detroit for its blue (WJZ) link. Chief among the stations available in Detroit in that city are CKLW, CBS' present release, and WXYZ, owned and operated by the Kunskey-Trendle interests and currently affiliated with the Mutual Network. What is believed to have played an important part in Columbia's switch to WJR is the inconvenience and cost Saturday nights by the Canadian Radio Commission's regulation of time on CKLW for political speeches. Because of this situation CBS has had to shift the Chesterfield and Studebaker programs to WXYZ and pay that station the full local card rate.

Detection of WJR from the NBC ranks may prove, it is figured in the trade, of significance in the discussions now going on between NBC and Richards on new contract for WJAR, Cleveland. Latter station is also on the basic blue network.

WJR's contract with Columbia stipulates that the station will take the necessary steps to have its power boosted to 50,000 watts. Outlets present license calls for 10,000 watts.

4 A's Elections

New officers elected at the annual session of the American Association of Advertising Agencies are: Chairman, J. B. Rayburn, Jr., Rubican; vice-presidents, Maurice Needham, Needham, Louis & Borby, Inc., Chicago; secretary, William B. Jones, Philadelphia; treasurer, F. De Witt Hill, McCann-Erickson, Inc.

New board members at large include: Arthur H. Kuttner, Edwin W. Coe, Jr., and Guy C. Smith, Walter Thompson Co.; Guy C. Smith, Brooks, Smith & French, Detroit. Also elected new members of the executive board representing councils follow: New York, Paul J. Gier-Cornell Company, New England, H. B. Humphrey, H. B. Humphrey Company, Boston; Atlantic, R. S. Simpers, Simpers Company, Philadelphia; Western, Merle Siderer, Siderer, Van Riper & Keeling, Inc., Indianapolis.

John Benson continues as president, and Frederic Gamble, as executive secretary.

Murray Bloom at NBC

Murray Bloom has joined NBC artists' bureau under D. S. Tutthill, to assist in handling theatre bookings for air talent. He will work directly with Ruby Cowan of the NBC apartment.

Floom took up his new duties Monday (15).

NBC Holdouts

First breakaway from NBC over the new compensation contract focuses attention anew on the hold-outs. Among those still reported unsigned and professing themselves as determined not to sign on the sliding scale arrangement as proposed by NBC are:

WEEL, Boston.
WTIC, Hartford.
WMS, Nashville.
WCKY, Cincinnati.
WLW, Cincinnati.
WTMJ, Milwaukee.
KWK, St. Louis.
WGAR, Cleveland.

STATION MAY REFUSE TIME —JUDGE

Portland, Ore., April 16.

Radio broadcasting stations may continue to choose their own clients Federal Judge McNary ruled last week in dismissing the suit of Henrietta B. Martin against Blanche Virginia, operator of radio station KMBZ, Medford, Ore.

Mrs. Martin, president of the Good Government Congress, Inc., sued Mrs. Virginia for \$25,000 plus \$1,000 attorney fees for Mrs. Virginia's refusal to allow Mrs. Martin to broadcast a New Year's message to her followers over KMBZ.

A legal issue of prime importance to all broadcasting was raised in a demurrer to Mrs. Martin's complaint filed by Attorneys for Mrs. Virginia. Mrs. Martin contended the radio is a common carrier, bound by interstate commerce rules to accept any applicant willing to pay for broadcasting time. The demurrer, which Judge McNary sustained, set forth that broadcasting is not bound by the interstate commerce rule.

Decision ends the case unless Mrs. Martin appeals the decision to the circuit court of appeals.

BROWN ON 100-WATT PETITION; FIRST TIME

Washington, April 16.

First examiner's report urging denial of authority to build a quota-exempt 100 watt station was filed last week when Examiner Ralph L. Walker told the Federal Communications Commission that request of Arthur Westland and Jules Choh for permit to establish a one-lunger on 1,000 kc. at Santa Rosa, Calif., should be nixed.

Conclusion was based on finding that applicants, who are managers of KRE at Berkeley and part owner of a radio supply store respectively, failed to demonstrate any substantial need for added broadcasting service, that sufficient program material is available, or that enterprise has reasonable chance of operating successfully from dollars-and-cents view. Walker said, however, that applicants are qualified and station could be authorized under provisions of the 1934 law giving Commish discretionary power to grant applications for additional 100 watters without regard to quota conditions.

Canada Talks Silent Sunday

May Follow Drastic Advertising Restrictions on Sabbath

Toronto, April 16.

With the Canadian Radio Commission slapping a ban on spot advertising on Sundays over all Canadian stations, and such legislation to become effective May 5, there is a possibility that Canadian stations, other than those operated by the federal-appointed CRC, will close shop for the day, according to Harry Sedgwick, president of the Canadian Association of Broadcasters. Although the ban does not apply to time signals and certain public services, feeling among independent station operators is that, despite the fact they let the churches have Sunday time at a low fee, level of ecclesiastical move represents revenue that was offsetting part of

the loss on church service broadcasts.

In announcing the spot advertising ban, CRC Chairman Charlesworth admitted that the question of the legality of radio advertising on Sundays and the terms of the Lord's Day Act had been raised by "certain influential groups."

Former decision to exclude all sales talks on Sundays, including those of NBC and CBS over Canadian outlets, will have to be given further consideration, certain national advertisers having contracted for Sunday time. Canadian Radio Commission, however, is aiming toward the restricting of publicity in Sunday broadcasts to goodwill advertising from which the element of sales promotion for the sale of commodities has been eliminated, stated Chairman Charlesworth.

New York Radio Parade

By Nellie Revell

Wendell Snow Gibbs was a guide at NBC some short time back. A clever kid even though only 28 and a wife at sneaking French since he was educated in that country. Recently a call came through to take a Frenchman around on a tour. Gibbs was assigned and did a swell job, giving the entire trip in French. The foreign gent was a big French radio mogul. Liked Gibbs and made him the American representative of his company, Radio-diffusion Europeenne of Paris. The ex-guide has a year's contract with the dough in advance in an American bank, a complete office and staff and expense account. Job is in nature of a barrier-breaker. Payoff is that Gibbs left on his honeymoon last week, headed for, you're right, Paris, France.

Bobby Benson with Circus

Bobby Benson of show that that name on CBS each dusk is now a paid performer at the circus doing a matinee each day. Sister Polly of the radio troupe is also with Bobby. The Benson show gets plugged in daily ads and circus program. Trick angle in the past year Bobby Benson show tied-in with circus as promotion stunt with the tent operating plenty of plugs over air during Benson spot. At present time the Benson script has Bobby in African jungles and so circus gets no plugs. Benson will not travel with circus, appear only in Ny.

That Miriam Hopkins Piece

Miriam Hopkins-Dorothy Parker script heard on the first Al Johnson show for Shell on Saturday night. Though considerable revision before the Monday eve rebroadcast for California, NBC had plenty to comment on the script's robustness and saw to it that the script was toned down.

WMCA in Garden

WMCA is doing a daily broadcast from Madison Square Garden while the circus is on stand there. Dick Fishell and Don Kerr will do short wave stuff from acrobat's stands up above, elephant's back, charlots, etc. However, the boys have to wear clown get-ups since they must look like part of the show.

Ethel and Johnny Are Pals

Ethel Mermun and Johnny Green deprecate stories circulated that she demanded Al Goodman's ark as a condition of coming Heloise. Instead of the Green ark. The stories were false—the reason Green couldn't take the job was he couldn't go to the West Coast from where the programs will originate this summer. Ethel and Johnny are best of friends.

Short Shots:

On the new Italian Bldg. in Radio City the plate glass has been placed in store windows and bound-and-out windows at corner of 51st and Fifth some one finger-wrote the following: Vote for William White on Bowes Amateur Hour, WEAF, Sunday at 8... Users of RCA Bldg. were tallied last week. Lads squatting on chairs tabbed each door user. Virginia Verrill, West Coast singer brought East by CBS, has been set by Pete de Lima for a network off company commercial starting in May with Mark Warnow, etc. Rosalind Green is off Lint show. Nick Dawson is still a member of the Billposters Union, Montreal Local. Rellie of his old circus advance car days... Humber says his ark is set to start new commercial on May 11. Special permission from Studebaker to do the RCA-Victor Savate show. Humber will do two shows and miss two to make it seem like he is guest-starring... Nancy Noland is the new member of the Don Hall Trio, replacing Grace Donaldson, who is California bound... Roy Atwell supposedly is reading a series of Fairy Tales at the Arabian Nights for an NBC audition... Mae West will guest-star on the Hollywood Hotel show on April 26.

Scrambled Notes

Lou Frankel, assistant to the writer of this column, was married Sunday to Blanche Goodman of Brooklyn... Lucky Strike show has to do another audition. Seems at supposedly final audition G. W. Hill, Lucky prexy, was called out of room early in program and never returned... Columbia Concerts, new series of musicals, Hedy's program who airs on Thursdays over NBC... Larry Ross to Bermuda Friday last for four-week vacation. First time off in six years of radio, returns for May 13th Showboat... Thelma, an interpretive dancer, managed by NBC Artist Bureau, has been rehearsing her performance in a broadcasting studio on eighth floor of NBC... Humber, on the new CBS show, is now a one-half hour announcer at WFIL in Phila... On April 25 WOR will air a one-half-hour show and thence weekly by Isben Theatre Players Troupe. First show is Isben's 'Ghost'... Patti Pickens, Benay Venuta and Virginia Verrill at Bob Taplingers Rose-Dor Health Farm.

Stand By:

'Titty Bitty Kiddie Hour' now on WHN may go CBS... Regale Childs has been given three WJZ spots from the Essex House in Newark... Three X Sisters are off air for three weeks while playing East and Rochester and Providence... Vincent Lopez has been signed for six weeks at the Hollywood Club in Galveston, Texas, starting April 24... Lilyan Bell is the new vocalist with Jan Augustoff's ark... Al and Lee Reller will renew for their third six-week series for Conti Soap on WOR effective April 21... Jack Berger signed for eighth straight summer season at Astor Hotel... True Story is replacing Arnold Johnson's ark with a pipe organ during the spring and summer... Marie Chamlee and George Frame Brown will make two Showboat appearances in connection with the new series of musicals, Hedy's program who airs on Thursdays over NBC... Their product will not be plugged during their Showboat appearances... Frank Proctor, manager of CBS owned-stations, left on the 16th on a one-month swing of the circuit traveling by auto and carrying his bride... Lux will do 'Little Women' on Easter Sunday with Dot and Lu Glah and Helen Chandler... Jack Shilbert will have a mild script for that week-end... Jack Shilbert ark resigned for second by Bond Bread.

Nemo

Herbert Akerberg of CBS stations relations dept. on 142 to Wash. D. C. Josephine LeSueur of CBS press at Little House since its opening returned to main office... Birthday greetings to Vivienne Segal on April 16... Edwin C. Hill on April 23, Pete Woolery on April 24... Helen Gleason as most conventional of American Dope will present Gatti-Casazza on a trophy on April 27... Rosalind Callahan of CBS back to Europe on Ile de France on May 18... Vic Knight and Larry Harding preparing an original musical script but strictly a one-shot-ark... Norman Brokenshire doing vaude at Pkly Fox... Dangerous Paradise with Elsie Hitz and Nick Dawson set on June 28... Hitz and Dawson are to open their own one-half hour Sunday eve spot... George Levy is back from the Coast... Arthur Snyder of CBS commercial program dept. switched to Los Angeles from N.Y. one month ago, suffered severe facial injuries in auto smash... Bill and Ginger off air on April 19 for the summer... Olga Verden of WMCA to Chicago to settle her mother's estate... Rich Beiz of CBS press is niece of Frank Braden the Ringling Circus advance man... Dick Fishell of WMCA to Phila for opening ball game.

HEARSAY HALL OF NEWS

WLW's Ingenious Engineering Twist Designed to Shield CFRB, Toronto

Cincinnati, April 16. Shielding system by which Station WLW seeks restoration of 500,000-watt transmission at night, except for a power reduction of 50,000 watts in the area of Toronto, Ont., is undergoing several days of testing. Data on the experiment will then be submitted to the Federal Communication Commission.

Joseph A. Chambers, technical supervisor of the Crosley Radio Corp., who designed and directed original installation of the WLW super-signal plant, is the thinker-up of the counter-type and the 1230 frequency that the counter-radiation will receive an okay from Washington in time to officially begin operation of it by Sunday (21).

Chambers method of muted broadcasting in a particular zone, without fading in other sections, is regarded as an entirely new engineering trick in radio. By his plan, WLW will have a 50-k.w. signal within a radius of 150 miles of Toronto and 500-k.w. power elsewhere. A peculiar feature of the system is that the two counter-radiations designed to unbrella the Toronto district are aimed in an opposite direction.

Cost of the system to WLW will be about \$30,000.

The shielding set-up is the result of a complaint by CFRB, Toronto, to the F. C. C. that the 500,000-watt power of WLW interfered with its signal. The commission allowed WLW to continue with the 50-k.w. signal during daylight, but cut the night power to 50 k.w.

Rainy weather delayed completion of the remedial system, which was scheduled for early this month.

Pending resumption of 500,000-watt night-time operation WLW is relating to advertisers the difference between the old 50-k.w. signal and the super-power hike. Printed rates are unchanged, but the lower rate is conveyed verbally by salesmen. Reason for following this procedure is that the \$1200 rate is intact so that, upon resumption, it will not seem like a boost all over again.

Printed Vs. Broadcast Gossip Has Cleveland Very Scoop Conscious

Cleveland, April 16. Since a couple of weeks ago started a policy of using gossip commentators on the air a battle has sprung up between these radio columnists and the brethren of the printed word that threatens to become bitter enough to embarrass publicity seekers.

Fueled in getting news scoops is the new reaching point where newspaper boys refuse to use any material supplied by press agents if on the air before deadline of rags. Retelling printed word still seems more impressive to their accounts than a quick mention on either the p.a.'s and amusement spots are being flunking to think twice before releasing stuff to station gossipers. Latter are retelling by throwing out insinuations which aggravates situation.

Two stations now have daily gossip acts, including Sidney Andron's "Confidential Speaking" over W.C.B. and Jimmy "Murdock's" "They're Telling Me" at WJAY, and WTAM plans to inaugurate another. WKYC also juggling the idea. Three radio cracks and two chatter columns are included on the three dailies, each of whom carries on a life-long feud with his rivals.

BOB SWAN'S NEW JOB

Los Angeles, April 16. Robert Swan has been appointed program manager of KFAC, KFI, the ABC on West Coast station, succeeding there in the position of KFI.

DESIRABLE EDW. MacHUGH

He Will Be Shown How to Become Citizen

Edward MacHugh, NBC gospel warbler, and native of Dundee, Scotland, whose U. S. residence was being investigated by immigration authorities, had been granted permission to leave voluntarily before June 1, so that he may have the privilege of applying immediately for legal re-entry. MacHugh has been in this country for the past 13 years entering as a student by way of Canada.

Last summer he crossed over again to play a benefit performance in New Brunswick, Nova Scotia, and remained there on a few days' vacation. This brief but continuous residence exposed him to deportation. Washington hopped on this and took his case under consideration.

Hearing was held recently and the investigators seemed to be up on their radio, confining most of the palaver to other activities. After the session, officials found that MacHugh was a desirable citizen, and granted him the right to straighten out the entanglement pronto.

'SACRILEGE' IS CRY ON SHELL BROADCAST

Heaviest flood of complaints that NBC has experienced in many months was that which followed Miriam Hopkins' delivery of a monolog on Shell's debut broadcast a week ago Saturday night (6). Letters and phone calls received by the web direct and through its associated stations, described the screen player's material written by Dorothy Parker as profane and offensive to both religion and decency. The flood of protests led to not considering the young who might be tuned in.

As a result of this vigorous kick-back, orders were issued last week by the commercial program department that a sharp optic be kept on the Shell program. Network will now not only insist, upon getting the show's script well in advance, but make certain that a delegate from the c.p.d.'s censorship staff attends the stanza's dress rehearsal as a double precaution against anything untoward slipping through. NBC's explanation for the previous Saturday's incident was that the proper authorities had overlooked checking up on the show's complete script.

Miss Hopkins' recital was an old piece by Dorothy Parker which sketched the emotional reactions of a blonde while waiting for her errant boyfriend's promised telephone tingle. In it the belly and Saviour were addressed familiarly and repeatedly.

Labor's Coast Move

Los Angeles, April 16. American Federation of Labor is reported to be seeking a license for a Los Angeles radio station through a allied corporate name. Apparently the Federal Communication Commission is for a 3000-watt frequency. Reported A. F. of L. intention is to give Coast labor a voice on the ether.

Harry Witt Moves Up

San Diego, April 16. Harry Witt, former advertising man, has been named general manager of KJLB, the new station of KJLB.

WANTS LIBERTY OUTSIDE PCT

Drastric Revamping of Existing Publishers Agreement with Broadcasting Due in Next Few Weeks

MOORE'S SLANT

Strained situation existing between radio and newspapermen over the spread of radio news service among broadcasting stations was marked last week by an attack on commercial newscasting by James W. Barrett, editor of the Press-Radio Bureau, before a meeting of the Women's Radio Committee and by the report that Hearst's International News Service proposes to seek a revision of its position in the press-radio pact when the American Newspaper Publishers' Association convenes next Monday (23).

INS' quest for an amendment to the agreement will be included in the report that the Press-Radio Committee is slated to meet before the ANPA convention. Understanding in the trade is that if the publishers refuse to permit this separate servicing of Hearst stations the web break away from the pact altogether and make a radio news service available to all spots where competitive situations do not exist.

Regardless of what move INS may make, it is expected in both newspapers and radio circles that the publishers' radio committee will urge that radical changes be made in the type of service accorded stations by the Press-Radio Bureau. Anticipated from the convention floor are resolutions attacking the sponsorship of news and warning against the passing of control over news into the hands of advertisers.

Barrett in his talk before the Women's Radio Committee in Town Hall, New York, referred to Transradio Press as the "commercial news agency" and sought to prevent permitting commercials to disguise their advertising copy as news. Barrett cited as a case in point the Blackstone Clear broadcasts, which interpolated advertising reading like news items with date-line and all.

Sponsors As Editors?

Barrett declared that it had become a practice among advertisers to reserve the right to reject any item of news which they feel to be adverse to their interest, and also the right to pass upon or edit the news copy before it goes on the air. All this, he asserted, Barrett presages: a condition inconsistent with the freedom of the news which the press of America has always fought to uphold. Broadcasting of the news, said Barrett, is also subject to the ever-growing authority of the Federal Communications Commission. Since a station's license is conditioned on the pleasure of the FCC, it was easy to conceive of a station, which apparently broadcasts news reflecting unfavorably on the government or the P.C., being declared by the commission as no longer serving a public convenience or necessity.

Commenting on Barrett's remarks, Herbert Moore, head of Transradio Press, declared Monday (15) that there was nothing to fear from the passing of news responsibilities from newspapers in radio stations. Moore admitted that the publisher engaged in B. commercial, such as Blackstone's plan of dubbing their plugs was inimical to the broadcast news trade and that he had admitted such to eliminate the risk from Transradio program. Moore said that he did not intend to run a fake institute, in which a news copy could be used to edit the news as it is broadcast. He said he was interested in getting away with Transradio contrasts with stations.

World Discs Jam Chevrolet Deal; NBC Rejects 'Em; Stations Cut 'Em

CBS GOES HORSEY

Extensive Reporting of Race Tracks This Year

CBS is increasing its coverage of horse-racing this year. Thomas Bryan George, NBC chief, has casta for the spring and summer racing. Empire City track at Yonkers which has not been covered before is included.

Long Island tracks begin their series on April 20 when Jamaica opens. Aqueduct and Belmont Park follow in order then. CBS's concentrated efforts in this field also evidenced by its obtaining exclusive broadcast of the Kentucky Derby on May 4 under the commercial sponsorship of Brown & Williamson, cigarette firm.

Line charges from Empire City course, costly but executives willing to gamble.

Chicago, April 16. Worst setback that World Broadcasting outfit has received was administered by NBC last week, when three network controlled stations rejected the Chevrolet discs which had been turned out by World. Rejections occurred in three spots, WENR here, WTAM, Cleveland, and WBZ, Boston.

NBC stations rejections came as the result of World's recording on the discs which are tagged with the line: "This is the World Broadcasting system." NBC refused to permit the tag to be used on its stations claiming that the public would think it was another network.

This endeavor of World to secure a free plug has caused some grumbling among stations. Some stations are not permitting the disc to finish the World Broadcasting line and are yanking the needle off the player.

NBC at first thought they might keep the show by yanking the needle at the last half-minute, but then decided that this would be poor programming and figured out to kill the show entirely rather than mess it up with such tactics. World has recorded the discs so that the credit line dies in with the closing program music which makes it difficult for the stations to cut the credit line, but they are doing it anyway, claiming that it was up to the sponsor to see to it that the discs were recorded properly in the first place.

AYLESWORTH'S 'SURPRISES' PROPHECY

Omaha, April 16. M. H. Aylesworth was put on the air by station KOIL on its news flash interviews of celebrities and notables from the remote hook-up at the Midland airport. NBC chief was on route to New York from Denver accompanied by Rex Cole.

In a five-minute chat with announcer Bob Cunningham, Aylesworth touched upon the subjects of television, educational broadcasts, and mentioned that the network would be breaking out with some innovations and inaugurations soon; what they were he didn't say.

Aylesworth remarked that it was the first time in a career made up largely of radio speeches that he had broken out with their informality and extemporaneity.

United Artists Radio Stuff Is Camouflaged Advertising, Sez C.A.

Washington, April 16. "Last Minute Plashes" from United Artists Pictures Corp. is disguised advertising and cannot be broadcast on a sustaining basis. This is the latest decision of the Radio Code Authority. Warnings to this effect were sent last week to all radio stations.

Previously film gossip service supplied radio stations by Paramount and Columbia were similarly banned by the C. A. as violating rules forbidding unpaid advertising. Warners program service to radio stations is apparently not affected in the latest ruling.

avered Moore, specifically stipulate that even though the station has the right to use whatever items it chooses there must under no circumstances be any altering of the text of the story.

Pot Calling Kettle
Moore declared that the mixing of news items with publicizing blurbs from advertisers should not be anything startling to newspapers. Latter have with the many years of experience become more deft at disguising their plugs than the radio. The only difference being that the radio sound waves that they took Moore said that it is easier to deceive for the advertiser in radio stations as they are not required to be as explicit as in newspapers. Moore pointed out that the radio station could be more easily deceived than the newspaper.

Mason-Dixon Regional Would Uproot WKJC in Favor of Easton, Pa.

Lancaster, Pa., April 16. Mason-Dixon Group has bought WKJC, owned by the Lancaster Broadcasting Company. Clair R. McCullough, general manager of the station, has filed a petition with the Federal Communication Commission asking permission to move the station to Easton, Pa.

WKJC was originally licensed and operated in connection with the Mason-Dixon company, local music and furniture concern. Later, Lancaster Broadcasting company was created.

WGAL, owned by Lancaster Newspapers, Inc. in key station of the Mason-Dixon group, which was built up around it. The group now includes WGAL, Lancaster; WORR, York; WAZL, Hazleton; WDEI, and WILM in Wilmington, and the prospects of WKJC in Easton.

DELAYED START OF 100-WATTERS ASS'N

Lynchburg, Va., April 16. No decision yet as to when Edward A. Allen, head of WJVA, is to call for regional meeting of the 100-watt broadcasters. Allen said he hadn't made up his mind fully what the next step should be in his plan to organize a nationwide trade association of one-lungers.

Nothing set on proposed meeting in Pittsburgh originally projected for April. Allen hopes to have the organization firmly established by the time the NAB convention is this summer.

Cox, Wilson Back Home

Dayton, April 16. James M. Cox, owner of WHIO, newly opened here, and the Dayton News has returned from a three-week fishing holiday at his winter home in Miami, where he operates WHIO and publishes the "Daily News".

Improbable Broadcasts

No. 15—Sustaining but Not Nourishing

By Bob Dandry

Mr. Chips—Ladies and gentlemen, Station Q-P-E-U, owned and operated by the Bingleville Daily Bugle, takes the air with a monster three-hour inaugural program of speeches, more speeches and some extended remarks. When you hear the official start of Q-P-E-U, it will be the official start of Q-P-E-U.

Sound effect—A noise.

Mr. Chips—I'm sorry, ladies and gentlemen, there has been a slight misunderstanding. The noise you just heard was the station manager hitting the ceiling on account of the new chimneys we ordered arriving G.O.D.

Publisher—What, no chimneys? Making a thinnish sport out of a big publisher like me in front of my distinguished visitors from New York? Do you realize that the head book-keeper and the chief announcer of the network are here?

Manager—I'm not sure about the chimneys, but the business office of the Bugle doesn't talk to me.

Publisher—You're fired! This is a fine start for a new station Mr. Chips, from now on you're the manager.

Mr. Chips—Please, Mr. Publisher, I'd rather not stick out my neck.

Publisher—Now, now, don't argue with me. You'll be very happy as manager of Q-P-E-U.

Mr. Chips—Couldn't I please have my old job back as window washer instead?

Publisher (sotto voce)—Stop squawking. Introduce the chief announcer while he's still able to talk.

Mr. Chips—Ladies and gentlemen, we have a great honor poured on us tonight. Clifford Hokeky, chief announcer of the Super-Skunko network, is here in Bingleville.

Hokeky (slightly plastered)—Hello, hello, hello, and how are you? Sure having a great little time in your great little town, and I predict a great future for this great little station; and I think it's great of Super-Skunko to send me out here so I can say hello, hello, hello, hello.

Mr. Chips—That was Mr. Hokeky saying hello.

Hokeky—Say, this isn't in the script, but I just thought of a funny story. I heard about Mae West (with full details).

Sound effect—FCC rep squirming.

Mr. Chips—We will now hear the pride of Station Q-P-E-U, the brand new, three annual, super-bellows, 14-pedal full chorus organ with special thunder and lightning sound effects.

A noise (figures fly in and out of temporary control booth).

Sound effect—Mr. Chips fighting off apoplexy.

Sound effect—Publisher fighting off nervous breakdown.

Mr. Chips—Um, sorry, folks, the

organ number will have to wait. It seems that the engineers forgot to let it in to this small cockpit, and worst of all—there isn't any wall socket. Ha, ha, these little over-ights will occur in new studios. We will now hear from Mr. Slick, our station representative.

Mr. Slick (whispering)—Wait here, wait, while I switch the lights of these clocks. And don't ogle any bookworms airmen while I'm un-loading.

Toots—Okay, ducky wucky!

Sound effect—Applause.

Publisher (sotto voce)—Is he paying his own expenses?

Mr. Chips—Yes, sir.

Publisher—Sound applause.

Mr. Slick (for 10 minutes)—and in conclusion, I wish to congratulate station Q-P-E-U for its intelligence in appointing me as representative.

At this point the mayor, the state senator, the president of the Chamber of Commerce, the high school principal and the publisher give their talks.

Mr. Chips (an hour later)—And now we will have some entertainment. We will hear Johnny Jones, the harmonica virtuoso.

Solo—Harmonica.

Sound effect—Applause.

Johnny—Mr. Chips, who do I see?

Mr. Chips—What do you mean?

Johnny—Who do I see about my check?

Mr. Chips—Oh, you don't need a check. Just hang your hat up anywhere.

Johnny—Don't I get paid?

Sound effect—Johnny being hurried out.

(More Speeches Start)

Publisher—Have the refreshments arrived?

Mr. Chips—Yes, sir, but I'm afraid there isn't enough beer and sandwiches to go round.

Publisher—How much is there?

Mr. Chips—It figures out as one sandwich and a third per head; and each half a inch of beer.

Publisher—We'll have to put a 72-point head on the beer.

Mr. Chips—Why don't we take the important people up to Mr. Slick's suite to be brought along a bit of liquor from New York. Then we can call room service on his phone for sandwiches.

Publisher—Chips, that's using the needle. I'd like to meet Mr. Slick's gal anyhow. Let the radio editors and other riffraff have the swiss cheese and suds while we sample Slick's whiskey. How do you think the dedication program is going off?

Mr. Chips—I don't know. I just got a report from the two film theatres that they've had a sudden increase in paid admissions during the last hour and a half.

Publisher—Oh, we're not competing with the theatres. Where'd you get a silly idea like that?

There was no conflict of products, since one commercial involved a hand lotion and the other hard liquor; and that it was not clear to him how the performance of the G. & W. contract would hinder or Jergens' contract had with Winchell. The opinion also pointed out that the Thompson complaint did not contain the allegation that the G. & W. contract was a copy of Winchell's prior testimonial affiliation or any bad faith on the part of Fletcher & Ellis & G. & W.

In his opinion Justice Martin recited the fact that no attention was paid to P. & B.'s request for a copy of the Winchell contract, after Thompson complained to the former agency that the columnist's Jergens agreement prevented him from endorsing the product. Also incorporated in the Appellate Division's review of the case was the assertion that after receiving a warning from Thompson, Winchell notified the agency on the G. & W. account that he could not go through with the deal and returned its check for \$5,000. Fletcher & Ellis refused to let Winchell cash and mailed the check back to him.

G. & W. has not decided whether to turn the balance of the proposed series of ads with the Winchell name and picture included or call the whole thing stage.

Victor Moore, stage and screen star unfolding dog stories on the "Be Kind to Animals Week" program via WJZ Wednesday night.

NBC SALESMEN MUST FILE DAILY LOG OF ALL CALLS MADE AND RECEIVED

Visiting New York

Burt Squire, WHK, Cleveland. George Storer, WSPR, Toledo. Frank King, WBBB, Jacksonville. Thompson Thompson, WLBB, Baltimore.

Robert Braun, CBS, Los Angeles. Kenneth Ormiston, KNX, Hollywood.

Tom Fialda, Chicago. Clarence Wheeler, WHCC, Rochester.

NAB Tells Stations To Keep Cool About New Record Royalty

Baltimore, April 16: Four local stations late last week got letters from newly formed American Society of Recording Artists, of Los Angeles, requesting the broadcasters to join organization and pay royalties for every platter played that was recorded by an artist who is member of the ASRA; and there are plenty of big-time ones in organization according to the long list printed on the letters.

Four of the stations here all play records to a varying extent; all would be subject to tax. However, as yet none has even answered letter, although according to the mislabeled check received all stations should have been enrolled by yesterday (15).

One reason for indifference shown by broadcasters is that they have been told to keep cool by N.A.B. till the association has had a chance to investigate the legality of the ASRA's demand for royalties on records radiod.

Transradio in Brisco

San Francisco, April 15: Transradio, independent news service, has opened. Pacific Coast headquarters here.

Offices are in the Chronicle building, next door to the Associated Press, which is a member of the Press Radio group.

Pedagogs Revive Pigeon-Holed Idea Of Government-Operated Network

Washington, April 16: Colverts are being brushed off the old plan for creation of a Government-operated radio network to provide adequate facilities for non-commercial broadcasting. Plan is marked for revival next month, when Federal Communications Commission holds conferences to map out plans for more comprehensive educational and cultural uses of radio resources.

Beaten in attempts to chisel a 25 percent statutory allocation, other reformers are trying to stir up interest in the plan through the idea of putting the Federal Government directly into the broadcasting business and will offer this suggestion as the most practical means of insuring opportunity for religious, agricultural, civic, educational, cultural, and other non-commercial programs.

License Sets

Present idea is to raise necessary funds for both construction and operation of a Federal web through direct taxes on radio. Two schemes are being doped out, one to impose annual licenses for a Europe on all receivers and the other to ask all commercial stations with either heavy charges for their franchises or some type of income tax.

Idea probably will meet cool reception all along the line, especially since the Commission has registered its opinion that adequate provision for non-commercial interests can be made through agreements with present licensees. Cost would be one objection, while political ramifications offer additional obstacle. Understood neither key men in Congress nor the Roosevelt administration will go for such a proposal, fearing any sympathetic reception would boomerang and lead to serious political consequences.

Edgar Kobak Wants Full Details—Similar to Policy Instituted in Publicity Department by Mason

KGBZ, York, Sued

Three Allge Promisees of Employment: Not 'Kopt'

Lincoln, April 16: KGBZ, York, Neb. was named this week in a suit for \$4,450 by James H. Reynolds, William R. Franz and Louis Nault. Each plaintiff states that the station conspired to obtain sums of money by radio, promising employment to all those who would invest \$5,000 the employment to be with a proposed Radio City project at Fremont, Neb. Plaintiffs claim they were unable to get that employment after investment was made.

San Diego Expo To Be Radio Hot Spot on Coast

San Diego, April 16: Coast stations are on impetus to commercial broadcasting this summer through the San Diego exposition, which is expected to attract between 3,500,000 and 5,000,000 persons to that city during the season. Both NBC and CBS will broadcast directly from the exposition, with lines being connected into 18 of the exhibition halls.

Several national programs are expected to spin back from the coast during the exposition, with the Ford Symphony already set. Indications are that the San Diego Symphony orchestra will be on this program during the season here.

Also several coast programs will be brought here for one time.

WINS BAFFLED

Corriere D'America, Stale on Copy Until: Cancelled!

Corriere D'America, Italian newspaper which signed for a daily series of English broadcasts over WINS, New York supposedly to begin on April 15, has given the station a big headache after to the decision to get under way. Series was to be an hour's spread nightly from 7:45 to 8:45 p.m., presenting guest stars. Vincent Story's orchestra and a choir, and was scheduled to run 52 weeks.

Program was readied for the initial broadcast, but no commercial copy was submitted by the newspaper. Station waited up to the last minute, and then sent the program out as a sustaining effort. Paper kept stalling until the deal was finally cancelled altogether.

Corriere has signed for an Italian series over WOV, where it has aired in the past.

NBC HUDDLE ON NEW HOLLYWOOD PLANT

Hollywood, April 16: National Broadcasting officials from Frisco and the east are here to arrange for the taking over of the Consolidated Laboratory Building as their new headquarters. B. H. Brown, chief engineer, and Frank Mason, vice president, are here from New York.

Lloyd Yoder, Walter Bader and Don Gilman came from Frisco.

New system for keeping a close check on the fellows that sell time and service the clients has been put into effect at NBC. The boys now must make up a daily log showing what they called on during the day, who called on them, what telephone calls they made or received, and just what was said on all these occasions. Edgar Kobak, v.p., in charge of sales, has ordered that a digest of all the doings and sayings of the staff be turned over to him each day.

Log is also to be maintained by the sales execs that come under Kobak's supervision. In the case of such logs there is to be a synopsis of what the salesman imparted to the execs, and what the exec said in return. The sales logs will include the various conversations, via-vis or via telephone, the boys got themselves addressed to personal items, and what happened at the party one of them attended the night before, or the birdie that one made in four-down and three to go, well-things will have to be left to their discretion. The sales logs will have references to parties, golf and what-not, do not come under the head of contacting business.

Network's press department has a similar rule in effect for years. Log in this division was introduced by Frank Mason when he was brought in as v.p. in charge of publicity, and the p.a.'s are required to record on a daily basis a list of their phone and vis-a-vis conversations with radio columnists, agency and other classes of p.a.'s and miscellaneous callers. Also included is account of how the day was otherwise spent.

PHILLY PANELMEN IN UNION HUDDLE

Philadelphia, April 16: After a midnight lock-out session last weekend, Philly engineering situation may be due for a complete unionization soon.

Technical boys around town are bating up for a complete union, but it is believed that purpose of the meeting was to decide between company unions and joining of American Telegraphers Association. Their marks the first time in almost a year that local engineers have met; in any manner, previous studio dickering being done through individual efforts.

Report has it that WIP staff now are the aggressors in the current discussion, with the likelihood that this station's engineers will form a company union in order to talking membership in any national labor organization. Boys are said to be demanding a \$40 wage scale plus semi-annual raises. This is an average of 25% over their present stipend.

No action is expected from WIP or any other station before next week. Opinion here is that a concerted move on the part of all studio engineers is the present aim before any separate groups begin independent conference with studio execs.

Merrick Blows KHJ

Los Angeles, April 16: Mahlon Merrick, producer and former musical director at KHJ, leaves that station under resignation April 27.

He is the sixth former department head to exit the organization in the last two months and depletes the outfit of virtually the staff that was operating the station at the time of the death of Don Lee.

Grinalds to Baltimore

Charlotte, N.C., April 16: Archie Grinalds, in charge of all Charlotte programs for Crazy Water Crystals, has resigned to accept the post of a divisional manager for Crazy at Baltimore. Grinalds left a regular berth as announcer on WFT to direct radio for Crazy Water.

Replacing Grinalds as chief of all Charlotte programs is the Baltimore and announcer of the programs is Frank Galtner, from WGST, Atlanta.

Law Decides Winchell Didn't Endorse G. & W. Vacates Injunction Writ

Appellate Division last week vacated a temporary injunction that J. Walter Thompson had obtained in the New York state court against Walter Winchell, the Fletcher & Ellis agency and the distillers of the G. & W. brand of liquor. In overruling the lower court the Appellate Division held that Winchell had not violated his exclusive testimonial contract with Thompson because the use of the columnist's name and photo in a series of G. & W. newspapers ads could not be construed as endorsement of the G. & W. products.

Thompson brought its court action after the first of the 13 ads Winchell had contracted for, at \$5,000 for the lot had appeared in the New York dailies. Presiding Justice Francis Martin, who wrote the Appellate Division's opinion, asserted that Thompson had not shown that it would suffer irreparable damage if the series were permitted to continue and that if Thompson were to lose the Andrew Jackson Co. account as a result of Winchell's action there should be no difficulty in computing the extent of this loss and bringing suit against the columnist for any damages it may sustain.

No Conflict

Justice Martin pointed out that

Radio Chatter

New York

Hokey Sinclair over WJLN now. Paul Kest forming his own orchestra for airing.

Clayton Nazzari to make a Paramount short.

Leslie Huxton's new band to be sworn to 25 minutes.

Lydia and Joreka back from Florida dates.

Joe Robbins new staff pianist at WARD, Brooklyn.

WNXN, Bronx, has supplied three winners to Fred Allen's amateur hour, including Don Casanova, Fred and Bud, and Nancy Dennis.

Harry Lang of Lang & Squire is gathering talent for Walter's New Jersey amateur hunt, which eventually winds up at the Branford theatre where Gus Edwards sings.

Bill Barry has composed "Partner, It's the Parting of the Way," which E. B. Marks will publish.

Victor Schaffer recording sophisticated melodies over WINS.

Ed Cleland scripting new show for Playhouse Pippins over WJLB.

Wm. Philly dancer music now showing through WMAN, New York for its inter-city dance program.

Joe Lamm's orchestra, Dave Van Horn's and Charlie Kerr's.

Two WOR sustainers which air on Thursdays, the "Tale of the Hour" and "Witch's Tale" serial, are now carried over the Mutual network.

One new program, "The Secret Service," which originates at WXYZ, Detroit, is also given special airing on Tuesday nights.

Wm. C. Congress, president-director of WGY, was one of the two principal soloists in a cantata, "The Creation," produced by the Metropolitan church Sunday night.

Shedden Weir, studio manager of WOKO, rival of WGY, is the author of a new radio play, "The Cigarette," a tenor, and Welz, a baritone, also debuted.

Good Friday services, the New York Y. M. C. A. is turning to Oscar Wilde's "The Happy Prince" for presentation.

New York, "This a fantasy! Henriette K. Harrison, radio director of the association, to be among those present in the hall."

Dick Weaver of WARD, Brooklyn, spending his week-ends at the home of Beach Club, Atlantic Beach, L. I.

New England

Dick Prentiss, baritone, now airing over WCAU, Burlington, Vt.

Bobby Upton, boy soprano, on WJLB, Burlington.

John Reilly, announcer-in-chief of WMEX, Boston, back from sicked out. Chinese food for life.

John Sinatra, the comedian, Joe playing piano for Morey Saxo orchestra, airing nightly over WMXB, Boston.

"Boston Braves Round Table" a new feature over WHDH, Boston.

Mr. E. C. Tovey reviews sports celebrities and baseball coaches from the colleges.

Boston Chamber of Commerce Art Week will be publicized.

Boston by two broadcasts, Tuesday and Thursday.

Frankly Kitchen Observer, five minute bit from WJBL, Boston, celebrating first anniversary this week.

"Ten and Abner" (Horlicks) now Monday through Friday, 6:30, WJBL, Boston.

Deane Moore, former Kay's Rhythmic Reporter now doing "Alexander's Dabla Town" over WJBL, Boston, weekday mornings at 8:30.

Alex (Uncle Alex) Stomcombs coming to WHDH, Boston, to manage the artist bureau there.

Henry Gladstone, on the one time of the WNAC sign, is the new announcer at WHDH, Boston.

Frank McGarran, petite switchboard gal at WJBL, Boston, peg Parker's buttonhole carnation after the Denny broadcast the other night.

Grace (Eddie) Edmonds, hostess at WJBL, has had much to say about the new decorations in the reception room at WJBL.

Weathering a storm of joshing from some of the boys she embraced the winner in a skit due to joshing. Result: it was due to joshing—that's very oke.

John Carver, of the Federal Housing Commission, is planning an ambitious musical show for presentation over WBZ, Boston, and WJLB, Springfield.

Norwich University musical clubs broadcast recently over WJLB, Boston. Lads wore white jackets and blue trousers in the public user manner.

Knox Manning, who recently resigned from WJBL, Boston, because he thought he was "going stale" in the Yankee Network routine, bounced back almost immediately to a sponsored commentator, at double salary.

Jack Benny, while doing his usual date at the WJBL, Boston, played backgammon often between shows with the hottest of the checker sisters. In other snappy moments, the Jello co-ed planted himself under a sun lamp

to win that desired makeup effect for his next picture which he begins work on soon.

Lessons in Loveliness, a new song by Rose Laird over WEEL, Boston, is oke. Airs Mondays, Wednesdays and Fridays, 9:15 a.m.

Carole (Gemma) is continuing the "Meddlers' Club" series over WEEL and WJBL, Tuesday nights.

Ray Giardi, announcer for WEEL, Boston, take on a side-line: a dance org.

Late Sunday eve organ concert by Jesse Crawford, now clearing through WEEL, Boston.

Bob Dwyer, of the WEEL, Boston, program department, is an aviator with a few dozen hours to his credit.

Victoria Herbert is the latest soprano to join the ranks of WEEL, Boston.

"En Joyment in Art" featuring Ella Munsterberg, of Mass. State, Art, opened Friday (6) over WEEL, Boston.

Eddie Deas and George Tynes doing a commercial (Blanchard's) over WHDH, Boston.

Wm. Dwyer, dramatic soprano, formerly with WNAC, now warbling for WHDH, Boston.

Paul Loma and Hal Kemm, the "Revelers" trio, and Tarquinio manages the "Bachelors' male quartet. Both broadcast from WACB, Boston.

WICC, Bridgeport, blushed when Robert Landeman, home-town impersonator who won "Home Prize Playhouse" amateur just last week, repeated on Fred Allen's "The Town" local serial.

Wm. Dwyer, dramatic soprano, made good in the big city as Wesley Hitchcock, with Major Bowes, and Freeman Clark, with Ray Perkins.

Added to New Haven's WICC roster: Melody Four, with Norma Rostor.

George Bowe switched announcing address from WICC, Bridgeport, to WICC, New Haven.

Lou Brustin no longer with WICC newscasters, Bridgeport.

Mal Hallett leaves Sundaying at WICC, Bridgeport, after week on New Haven stage. One-nighting next month at Ritz with the "Tale of the Hour."

Little Jack Little due next Monday in Bristol, Conn.

WJLB, Boston, now opens up at 7 a.m. Tower Health setting up exercises went off the dawn air last week after 10 years.

Wm. Dwyer, dramatic soprano, will air weekly on the new Coward Shoe program over WEEL, Boston, starting April 22 at 10 a.m.

Eg LaCentra, local gal, will be on "Stars of Tomorrow" airing in Boston through WJBL, starting April 22.

New Lucky Strike program on NBC red net will clear through WJBL, Boston, starting April 22.

Plano duo of George Creamer and Jean Wilkins over WEEL, Boston, Saturdays at 7:15.

Louisiana

Senator Huey P. Long, Louisiana's Kingfish, was allotted a radio broadcast over WJBL, Saturday night (13). This is some kind of a local record for continuous broadcast.

In course of the broadcast, remarks Huey told listeners to call up their friends who had radio sets make sure they were listening, too.

Audrey Charles, feminine songster, on two consecutive gaily-billed over WJBL. She sings straight popular tunes on the one.

Sylvia Sheen, WSMB's staff accompanist, put in eight hours during the amateur auditions one day last week, with time over only for dinner.

Ray Parker, director of Broadway Radio, has been named gaily-billed over WJBL. So she's now Mary Ann Parker of the River Revelers' highly revered. She is known to her home folks here as a Kissy Howell.

Captain Arthur C. Fritchard, WJBL, has been so well with his first literary effort in the Little Theatres of the South Magazine that the editor has asked for another contribution. In his first effort he killed the directors. In his second, his fellow hams get the rub.

"Isle of Capri" is the favorite song of contestants in the WSMB amateur competition. Audition board says 10% trotted out that number.

The diamond jubilee celebration of the Louisiana State University was broadcast from the state capitol at Baton Rouge over WDSU. Senator Huey P. Long, Ambassador to the Russo Rosso of Italy and other dignitaries spoke.

Mr. Black introduces Mr. Black who introduces Mr. Black. The program goes on the air each Thursday night from the studios of the Louisiana State University.

Mr. Black, presents Marvin M. Black, information agent of the FGA, who he introduces the speaker of the day.

WJBL is picking up broadcast

from the Food Show in the Municipal Auditorium. Show topped Pete Underwood's Baltimore orchestra with Betty Elliott as soloist.

Jack Halliday, WSMB sports announcer, is doing a series of vocal chords for a full season of baseball broadcasts from Heinenkamp Park home of the New York Yankees.

Wm. Dwyer, dramatic soprano, will be under sponsorship of Coca-Cola. Halliday has just completed series of vocal chords for Coca-Cola as part of the baseball tie-ups.

WJBL has only one line into the ball game.

Tony Backlund, wop comedian, hand on WWL with monologue and band.

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Pennsylvania

Warwick Sisters leave WCAU for an Atlantic City nitty date.

Janet Lane in from Cleveland to handle women's club over WPT.

Betty Goodwin of NBC also auditioning.

Whitehead back at the Arcadia with Vince Padlin, replacing at the Anchorage helm for brother Art, the boss.

Leslie Marshall of WNAC and WMCA newest announcer at WIP, replacing Bill Wallis.

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Georgia

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Manitoba

CKY, Winnipeg, opens day at 8 instead of 8:30 a.m. now with "Bright Moments" and "Western Broadcasting Bureau" (commercial) studies. Uses both live talent and recorded.

Radio commission's "Youngbloods" of Beaver Bend serial moved to 8:30 instead of 9 p.m., effective April 8.

Rev. J. A. McKenzie with incidental music, is new radio commission program from Saskatoon, Sask.

Harmony Highway, male quartet, replaces radio commission's "Moonlight Madness," mainly Lillian Linn, pianist, CFQC, Saskatoon, on the air.

GKCK, Regina, and Metropolitan theatre tied for a "Hollywood opening" of western Canada premiere of "The Great Escape" on television.

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Michigan

Father Coughlin will have completed his eighth year of radio broadcasting over WJR this week.

Brooklyn Eagle Gets Examiner's Nod; Silencing WARD, WBBC, WLTH, WVFV

Washington, April 16. Deletion of four Brooklyn part-time stations and granting of sanction to full-time transmitter contemplated by the Brooklyn Daily Eagle was received today by the Federal Communications Commission Monday (15) by Examiner George H. Hill.

Passing the two-year tiff over allocation of Brooklyn facilities into the Commission, Hill announced his opinion, following protracted hearings and study, that public interest would be served most completely if WARD, WBBC, WLTH, and WVFV were silenced and their 1400 kc. channel turned over to the Brooklyn Daily Eagle Broadcasting Co., which has planned a full-time 500-watt station.

Winding up months of hearings and rehearings on miscellaneous pleas by 16 rivals for the 1400 and 1500 channels, Hill told his bosses that:

1. The Brooklyn radio public would be best served by one full-time transmitter rather than by four time-sharers.

2. Both the Eagle and Arde Bulova and Norman K. Winston are fully qualified to take over this channel.

3. Shift of WFAB, New York; WBER, Brooklyn, and WHAZ, Troy, to the 1400 channel and allocation of that frequency for full-time use by WEVD, New York, should not be authorized.

Without summarizing his reasons beyond the usual statement about public interest, convenience, and necessity, Hill fired numerous indirect and implied criticisms against WARD, WBBC, WVFV, and WLTH and the plan to throw all four stations into a single organization. Complained of programs, operating policies, condition of equipment, labor relations, and other matters as substantiation for his opinion that renewal of licenses would not be wise.

The Eagle received the nod over Bulova, principal owner of Bulova Watch Co. and of WNEW, Newark, and Winston, New York real estate operator, because the sheet has been closely connected with Brooklyn's social, civic and economic life and because granting of the Bulova-Winston plea would result in too much concentration of radio facilities in the Brooklyn-Newark area.

Bulova 2nd Choice
Both outfits are legally, technically, financially and otherwise qualified to construct and operate the station, Hill explained, and the public interest would be served by granting permission for new transmitter to either group. Consequently, examiner urged that if the Eagle plea is turned down and the channel be given to Bulova and Winston.

Bulova's connection with WNEW boomeranged when Hill pointed out that the Jersey transmitter, located 12 miles from Brooklyn and using 1-1/2 kw. power, renders "a measure of service" to this area. Examiner remarked that "as a consequence, the granting of the application of the Brooklyn Daily Eagle Broadcasting Co. would tend to distribute the radio facilities available to this area."

Debs station, WEVD, which has rendered meritorious service, is fully competent and qualified to operate on an unlimited basis, Hill said, but if it were given exclusive use of the 1300 kc. channel and WHAZ, WFAB, and WBER were moved over to the 1400 channel, interference would be caused other stations using the same and adjacent frequencies. Transmitters upstate and in the mid-west would be explained.

Discussing the Eagle application, Hill noted that preliminary arrangements indicate an adequate supply of cash would be available, that facilities of the paper could be used, and that technical plans are sound and up to date. In analysis of the Bulova-Winston plea, he pointed out that \$150,000 would be forthcoming for construction, operation and that well-qualified personnel and modern equipment would be provided, while resources of WNEW also would be available.

Clanking around the four time-sharers whom he feels should be sagged, Hill charged that WARD has been used for personal attacks upon political candidates and its

Fox, Wilson for Cash

Philadelphia, April 16. General Fox, through its agency, Blackett, Samuels & Hummel, signed Jimmy Fox and Jimmy Wilson, stars of the Philly American and National teams, for a series of games resumes during the sport season.

Show will be local via WCAU here, ten minute spots six nights weekly, at 6:45. Broadcasts are retransmitted from the ball park dressing rooms, and contract commences this week.

Major league schedules call for home games alternately between the Phillies and A's, with Wilson and Fox dividing the season.

NBC PLAYING DOWN NEW YORK BASEBALL

NBC is staying out of the New York baseball picture this year. Daily scores and averages will be confined to press-radio releases. Ted Husing will handle baseball for CBS.

General Franks' contract with NBC Mills is for play-by-play descriptions of all Newark home and out-of-town games. Sponsor is plugging its Wheaties product this way. Earl Harter and Al Grobe handling the job. For 15 minutes prior to the start, players and guests are to be interviewed over the air. Program then on steadily until 5 p.m. This is also the first station to have down the line broadcast descriptions of the games in New York. Station started this two weeks ago with two exhibition games.

Kidder Distilling Corporation is sponsoring Jack Fraser's thrice weekly talks over WMCA. This is for 15 minutes only with intimate dramatizations of the day's season. Opening of the ball season between Brooklyn Dodgers and the Phillies yesterday (16) was broadcast direct from Baker Bowl with WIP feeding.

Ted Husing and Pat Flanagan opened CBS schedule yesterday also from Wrigley Field where the St. Louis Cardinals met the Chicago Cubs. On April 23, Husing will repeat the chore when the Philadelphia Braves at the Polo Grounds. Looking ahead, NBC says of KMOX, St. Louis, will split the all-star game on July 9 over the network.

WOR's daily batting squibs are handled by Stan Lomax at 7 p.m. nightly. Jack Fliman pinch-hits here on this job now and then.

Briggs' Sports Review of the Air on NBC will present Fred Frick, president of the National League, and William Harridge, head of the American League, on April 20. This will be an impersonal survey of the national game, with no definite pointers on the team, players or prospective pennant winners. NBC seems indifferent to baseball at present.

Chicago, April 16. NBC still trying to sell baseball on its co-operative station here, WCFB, the Chicago Federation of Labor union. Sent salesmen up to Battle Creek last week to contact Kellogg.

Is submitting Hal Totten as sports announcer with the season's gross price stated at \$25,000.

financial evidence contains discrepancies; that WBBC does not have a very good financial position, having netted only \$4,318 last year; that WVFV has carried programs not entirely on the up-and-up; and that considerable evidence was presented about labor difficulties at WARD, WVFV, and WLTH. The plan to pool resources of this quartet got thumbs down because of Hill's doubts about the financial backing, among other objections, while the examiner called attention to withdrawal from the proposed board of directors of Representative Emanuel Celler, who will not attend the hearings, at which he objected to granting the Eagle's application.

Tangle now confronts the three-man broadcast division which probably will not decide the issue for several weeks due to the complex middle and political pressure being exerted in behalf of various applicants.

Pathe Newsreel May Air On Pacific Stations

Brome Seltzer (Emerson Drug Co.) may add the west coast to the area in which it sponsors Pathe newsreels. Only station outside of the Mutual Network now broadcasting the newreels for the headcheese powder is WCAU, Philadelphia.

Programs fed Mutual are piped out of Pathe's studio in New York, while WCAU, which is equipped with a film-sound projector, broadcast, sound tracks direct from its own plant.

CBS DONATES DATA TO NBC STATIONS

NBC station affiliates are being furnished by Columbia with copies of the latest tabulation of the number of radio homes by counties and principal cities. CBS decided to make no distinctions about the distribution after several NBC affiliates put in a request for the data, with the explanation that a similar compilation could not be made available to them by their own network.

Columbia has maintained this set tabulation for several years, basing its figures on info gathered from the U. S. census, set manufacturers and the research facilities of McGraw-Hill.

WBB Affiliates with Kansas City Journal

Kansas City, April 16. Don Davis' WBB (860 kilocycles) is affiliated with the Kansas City Journal-Post and has secured three regular news programs daily; at 7:20 in the morning, 12 noon, and 4:15 in the afternoon.

Newscasting done by John Cameron Swartz, radio editor of the paper.

Dutch Television

The Hague, April 5. Three of the four big broadcasting associations of Holland have sent in a collective request to the Minister of Public Works for a concession to send out television. The associations are: V.A.R.A. (socialist), K.R.O. (Roman Catholic) and N.C.R.V. (Protestant).

Biggest of the four A.V.R.O. (neutral), which has more members than all the others together, has not sent in an application yet, because A.V.R.O. considers the time not as yet opportune and many of others premature because television is not so far perfected, that it could be sent out in Holland. It may soon be a paying proposition in States and England, where the scope is not so limited as in Holland, but expense of television broadcasting for such a small country as Holland is still too high to make it pay at present.

Program Recommendations Drop Off; Fans, Local Sponsors Pestiferous

Squawks from both advertiser and listener sources about the programs selected have caused many newspapers around the country to drop the practice of recommending certain shows to their readers. Of 576 newspapers tabulated in a recent survey only 156 were found to be still listing the radio ed's choice of the day's air entertainment.

Most ornery in their complaining have been the fans themselves. They can't understand why the paper doesn't include such and such a program in the box which is frequently captioned "Pick of the Day's Radio Programs." These readers write that they and their friends think this and that show the best on the air and there's no reason why the editor shouldn't overlook his peculiar likes and dislikes and help put the fans here to some great stuff that they might be missing. Occasionally a national advertiser might suggest a favor pertaining to the box through the business office, but as a rule class of squawks de-

Congoin Co.-MPPA Seek Adjustment Over Unauthorized 'Grand Rights'

Bradley Stays at WINS

Roland Bradley is to stick at WINS, N. Y., as program director after all. Announcement was made two weeks ago, that he was heading southward for an extended vacation, but advent of Jesse Kaufman, taking over the station, has changed his plans. He will continue in the same post per usual.

Dorothea Krauss, former secretary to R. L. Ferguson, station manager before Kaufman has been transferred to the executive offices of Hearst Radio, Inc., Kenneth Robinson, formerly an announcer, returns to the station as continuity writer and relief speller.

COPS GUARD HARLEM AMATEUR PROGRAMS

Police still watch crowds on Wednesday nights at WMCA's Amateur Night in Harlem broadcasts which originate from the stage of the 125th street Apollo theatre. About 20 cops parade before and after the show to keep things in town. Theatre is located in the heart of the recent race riot district, so management is taking no chances.

With this week's program, the Harlem hour swings into its spring season by discarding the guest band stunt. Now a regular house orchestra will be used regularly with Ralph Cooper still in as m.c.

Airs from 11 to midnight, EST.

Socony to Spot KMBC Show on 30 Stations

Kansas City, April 16. Station KMBC, Kansas City, has sold transmission rights to its "Red Horse Ranch" program to Socony-Vacuum. Sponsor will spot waxings on 30 stations to plug its White Star Lubricant brand.

Same station originated "Easy Aces."

KWKH, Shreveport, Sold

Shreveport, La., April 16. KWKH, Shreveport, has been acquired by the International Broadcasting Corp., by the Shreveport. Same interests own and operate the local 1,000-watt, KWKH.

KWKH is licensed to operate at 10,000 and to share time with WWL, New Orleans, which is owned and operated by Loyola University. WWL is slated for a shift to the channel now occupied by WCCO, Minneapolis, as part of a deal which will make WWL Columbia's New Orleans outlet.

Adjustment is being worked out between the Congoin Co. of Los Angeles and the Music-Publishers Protective Association over the fees allegedly due from 28 musical recordings distributed among some 100 stations by the beverage manufacturer. MPPA decided last week to obtain an accounting of the records played and where and try to salvage the situation, rather than go through any of its original attempts to warn all stations against airing the transcriptions.

Series involved in the jam have been tagged by Congoin "Melodious Melodies," with each running 18 minutes. The shuffling was done at the Freeman Lang studios in Los Angeles. What caused the complications with the MPPA was the fact that a number of the discs contained restricted numbers for which no permission had been obtained from the copyright owners or the MPPA and also excerpts from musical comedies and operettas which have any authority. Permission for the use of a grand right can be obtained only from the copyright owner direct or through his personal agent.

Trading idea
With the extinction of one instance the Congoin Co. has not made direct sales of the series. "Melodious Melodies" were produced with the purpose of trading them to stations for their original broadcast announcements, with the latter used to call attention to Congoin broadcasts on the same outlet. On some stations these programs are dramatic, while others are either Transradio news bulletins or hillbilly combinations. The trading idea received the approval of the Broadcasting Code Authority in a bulletin issued the trade several months ago.

KTAB'S NEW SETUP UNDER PHIL LASKY

San Francisco, April 16. KTAB opened its new studios here Thursday (11) with 50-minute music. Transmitter is still located in Oakland and the studios are about one-fifth of the broadcasts are from that side. Main offices, etc., are now in Frisco.

New general manager of KTAB is Phil M. Lasky, formerly of KYLL in Salt Lake City, responsible for most of the new setup.

Publishers-WIP Regulate Repetitious Song Plugs

Philadelphia, April 16. WIP, which is piping two hours of dancipation to WMCA nightly, is faced with the acute songplugging problem. Studio discovered on checking music schedules that tunes were being skeddod on programs following each other.

Studio has now ruled that no tune can be plugged more than once nightly. Ordinance raised such a squeak among the music men that WIP called a conference of all publishers' representatives last Friday (12) to settle the matter. Men agreed to play cricket and final deal a squeak among the music men that WIP called a conference of all publishers' representatives last Friday (12) to settle the matter. Men agreed to play cricket and final deal a squeak among the music men that WIP called a conference of all publishers' representatives last Friday (12) to settle the matter. Men agreed to play cricket and final deal a squeak among the music men that WIP called a conference of all publishers' representatives last Friday (12) to settle the matter.

Jim Keeny Sponsored

Philadelphia, April 16. Jim Keeny, Philadelphia Record chatter columnist, reaps a commercial show this week on WIP. Series of three-weekly five-minute gossip shows being bankrolled by Major Publications.

Keeny writes under the nom de plume of "Gee! Pennyfeather," column called "Perchips It's News" and one of the few newspaper chatters in town. Localized story.

Peculiar angle is that Morning Record is in an advertising squabble with the Glimbal Brothers store, and nixed all WIP publicity several weeks ago.

Seven-Year-Old Hillbilly Broadcasts From Dad's Living Room Over WHAS

Louisville, April 16. — Asher and Little Jimmie is the name of a unique hillbilly attraction now broadcasting over WHAS, Louisville. Originated three years ago by L. E. Wynn (W.C. Cinnatti), and piped from WHAS to KMOX, St. Louis and WSM, Nashville. It's Jimmy Sizemore, aged seven, and his dad.

Senior Sizemore plugs his song book, now in its third yearly edition. Gets thousands of orders for 25 cents a throw. Little Jimmie has repertoire of 200 songs. Most popular—'Chawin' Chawin' Gum,' 'My Little Rooster,' 'Shake Hands with Mother Again.'

In order to keep within state laws governing employment of children, Sizemore broadcasts from living room of his home, in Louisville, every day. Little Jimmie is told that Little Jimmie has put aside his toys for a few moments to entertain you of the radio audience, and some of his little friends whom he has invited in to hear the broadcast.

Act excites a homey atmosphere, particularly when the little younger brother, Buddy, is introduced, in a childish rendition of 'Old Granddaddy.' Commercialism was circulated about year ago, when rumor made the rounds that Asher and Little Jimmie had been killed in a motor accident. Tremendous volume of mail necessitated station printing form to answer the thousands of inquiries, advising that the pair were alive and well.

Wiederhold.

MAE DESMOND PLAYERS

Time (Dramatic) 30 Mins. Sustaining.

WFL, Philadelphia.

Mae Desmond, who several years ago was Philly's outstanding purveyor of the stock theatre, is making a return via the ether after a long absence of many seasons. With her is Frank Fielder.

Debut last week offered a radio adaptation by Howard E. Rader of the hoary work of some 35 years back. Cast, although billed as Miss Desmond's company, was actually crated from the WCAU dramatic staff, with the duo handling the leads.

Choice of drama was a poor one for a debut was not helped by an afternoon spot, sub-par casting and a few mispronunciations. Notwithstanding that the Augusta Evans novel was a rip-roaring one, no question as to whether that enforced over-acting qualities of the Gay Nineties have limited appeal today, especially via radio, which is bounded on all sides by modern thrillers and love dramas. In addition, Miss Desmond and Fielder have reached the age of the onics of the earlier school, and as a consequence, a play of this type is a straight song with an underdone burlesque with the show missing.

Religious aspect of the 'St. Elmo' play played by the two young gangsters and repeal, was unfortunately handled without restraint in the program, and the radio laughs where the script calls for more serious things. It was a bad piece of cutting.

Both Miss Desmond and Fielder suffered in comparison with their surrounding cast, all being radio veterans and familiar with the technique, since a bare studio is hardly receptive to mugging and gestures. Couple made the mistake of beginning a series without sufficient preparedness with radio niceties to carry along dramatic bits in the general run. Too much was forced, over-played and jumbled to create a quality impression.

Program was backgrounded nicely through the half-hour by orchestral interludes, but this was not enough to supply what the show obviously lacked.

'IN THE OLD BARN LOFT' With Joe Krashing Sustaining.

WJVS, Washington, D. C.

Program goes on each Saturday at 11 p.m. and is a series of requests in each time seems to indicate huge audience from National and local points of view. Bill Evans, young announcer from North Carolina, calls numbers and takes onus out of commercials by referring to sponsor as 'Goslin George.' Sponsor is George's Radio Stores.

Show-topper is Joe Krashing, recently found in the States. Ten-tensers seem to go for him in a big way. Has clear, high tenor, untrained but true, and has knack of making a song his own.

Music furnished by several local groups of former farmers now in the States. Program caught (10) Studio picked with observers at each show. Plan to move broadcast to real barn when weather warms up.

AL SIEGEL AND CAROLYN MARSH

Piano, Songs 10 Mins. Sustaining.

WHN, New York.

Al Siegel has a distinct flair for being a piano player. He has a hit tunes and boiling the whole mixture down into a cording arrangement. His style has assisted several items warblers up the ladder via this trick pianology. Ethel Merman being the best known. Carolyn Marsh who filled the vocal job here is no slouch either.

Her vocalizing goes up and down depending again on the arrangement. A flexible set of pipes is necessary to do justice to the score, and Mae Marsh delivered one. Duo filled in on a variety show having just a single spot. They could have returned easily.

YVAN HEUSEN With Dr. Louis K. Anspercher, Vera Brodsky, Harold Triggs Talk, Piano

WJZ, New York

Yvan Heusen's piano-comedy idea led in a haberdashery store the Phillip Jones Corp., maker of the Van Heusen suit, and a shirt, has a new twist to ghost stories. Program is released at a late hour Sunday nights and, despite the suave staccato of the piano, is a real treat. The skill of Vera Brodsky and Harold Triggs as a piano duo, it turns up as an inconspicuous entertainment. Dr. Anspercher, playwright-lecturer, formerly did his act of psychic mumbo-jumbo over WMCA, New York.

For his spectre recital last Sunday night (4) Dr. Anspercher chose an apocryphal anecdote of Abraham Lincoln. It had to do with a White House piano alleged to have the attributes of a Mexican jumping bean. There was no keeping it down even after Lincoln and three of his friends piled aboard it. Probability that the dancing piano might have been a dud was not considered by Dr. Anspercher. To him, the incident, written by one of his friends at the time, contains all the evidence of a supernatural influence.

Brodsky and Triggs play their duos before and after the ghost tales. Ad copy stresses the claim that the Van Heusen is woven as tight as a drum, and perfectly and repeats the Van Heusen slogan, 'The World's Smartest Оде.

ALEX HYDE ORCHESTRA

Music 30 Mins. Sustaining.

WHN, New York.

Alex Hyde's musical outfit succeeded in playing a low-keyed house band over WHN's Monday night variety spread. Program itself was a full hour but Hyde's orchestra was cut off after the first half of that time. In addition to directing Hyde also steps in as pianist and vocalist. Ed Lowry, who m.c.'s the show, has had two liberal spots, playing piano and vocal, but there has been a vague attraction of long standing so knows his men and women. Much here in the tapping and distinct to one station. Array of talent which is presented in between.

BROADCAST TO FISHERMEN AT SEA

15 Mins. Sustaining.

WGB, Boston.

One of the most unique broadcasts from the Boston territory, 'With Anchor and Line' is a daily service for fishermen at sea has made this station tops among the men in the hook and cod line, a platter of Anchors.

Run off first as a tuning aid, then the announcer plunges into a list of the latest arrivals on the market. Fish Pier. Not only are the vessels named, but their cargoes itemized; then the price of the catch, and the fish are clearly announced, slowly enough so that the boys out there can make their bets. And then, according to one station, the announcer actually made the trip to check up on listener interest. The latest catch was a big difference in sailing orders, and this service is a greatly appreciated bonus for the fishermen who cannot afford the new ship-to-shore phone service installed on three of the bigger Boston boats.

Latest weather report from the U. S. Bureau is given; and also an account of the latest catches sighted, etc. Occasionally vital messages are sent to the fishermen at sea. The broadcast is caught (10) the period was completed with band discs and the correct time announcement. Airs 10:30 a.m. and 4:30 p.m. Fox.

DOLLY SISTERS

Interview 15 Mins. Sustaining.

WHN, New York.

Jenny and Rosie Dolly are back in the States after a number of years' absence and passing through N. Y. one to Chi for a family visit, the other on a Hollywood tour. Professing no American professional interests, with emphasis on a new London show for next fall, the Dollys intend to perform some under the category of innocent diversion, although it was a foreboding and brightly lit. It was that solely because of the girls' inherent show values, including the orchestral and stuff with personality pseudo-and-bisism, a little French chatter, some color concerning Jenny's latest auto crackup which confined her two and one-half years, a reprise of past Broadway, London and New York stage success.

Hinting broadly at their vocal accomplishments, with mentioning of the tough, builder-upper, song hits, they dodged any vocal reprise, something usually expected from sustainers of this caliber, and instead, the sole entertainment values to the straight interview spot. Probably wise to avoid the bungle that must probably be disappointing for average expectations, although the girls' personality and vocal interest ans any vocal hoopla. Their make ups are oke and a hint of possible future ether entertainment in but also a little. Probably the Dollys own editing wisdom on some of the q's and a's and the girls' own editing wisdom. Impression along those lines. Caught last Friday (12) at 6:45-7 p.m. Abel.

PAINE'S PAGEANT OF PROGRESS

With Harold Casey, Helen Barr, Dwight Meade Historical and Music 30 Mins. COMMERCIAL.

WEEI, Boston.

Serious thought went into this one, inaugurated Wednesday night (10) at 8:30. Idea is to in the past century (the company) century as a Boston business with important historical events and their significance. Repute in this territory and snags most of the carriage trade, therefore, the program and agency men are but conservative listeners throughout. Program is the essence of dignity and decorum, and that makes sense in this selling problem. No reason to appeal to the gum chewers because the store doesn't sell gum.

Harold Casey conducts the concert orchestra. Helen Barr, soprano, soloist, Dwight Meade presides as emcee. All three presentments excellent; and throughout it was manifest that the company rehearsed and rehearsed. Results were worth it.

First historic bit (a local R.R. episode) was dramatically by a small company of actors, unidentified. This was followed up by a scene of a business meeting between two business men of 1835 announcing their intention of opening up the original Paine factory in the city. The scene was featuring a melody of Stephen Foster numbers, well played by the orchestra. A solo of 'Swanee River' a high spot.

Other brief dramatic sketches followed, including a scene of a Boston Common in 1836; bearcat speculation; panic of 1837; and the orchestra have their innings with 'Lucia' and a 'Bohemian Girl' medley, in which Miss Barr is again spotted. Compact commercial dialogue fits with the pace, portraying the company founders as confident of the future in spite of the black business depression. A conventional mid plug; but on the end the parting shot is very light and amusing. The program was picked up from the store itself. Capacity estimated at 500.

Wm. the value of the program as a logical medium for the product. Fox.

NATIONAL CAPITAL AMATEURS

With Arthur Godfrey, Orchestra 30 Mins. COMMERCIAL.

WJLA, Washington, D. C.

Very passable for amateur show. Arthur Godfrey is local fav and show plays to capacity studio audience. The program is more than is generally expected in town of this size and well handled by Godfrey. The orchestra is led by Ray Perkins' CBS broadcasts.

Godfrey calls himself 'Public Amateur No. 1,' and tinned on him the value of the program. He must say in application what they think of radio editors, which gives the program a touch of realism. New group of judges each week makes it easy on performers and few get the hook, but nobody seems to mind. The program is a good one is signal to stop and tie in nicely with dairy sponsors, Orchestra very good. Fox.

ENO PENTHOUSE

Hal Kemp, Peggy Bernier Flynn, 15 Mins. COMMERCIAL.

WJZ, New York.

This new edition of Eno's air series might be another sector of any dance parade, as a good 22 of the material, Regional Forsythe's distinguished synopsized one, 'Dolores,' played after the opening stanza.

Two musical numbers stood out head and shoulders above the rest of the material. 'Dolores,' played to the hilt, and a Spanish piece, which was sung by a femme in the native tongue. Kemp's music is quite popular around the city.

Comedy is dismal in the hands of Peggy Flynn and Harry Jans, who play overworked and gets nowhere. With better lines the duo may do something, but their efforts here seemed all for naught. Next weeks attraction is to be Babe Ryan and her fraternity boys, which may mean that the guest comedians (a) can be a bolster for the 30-minute spread. This one limped noticeably.

Monday night program at 8 p.m. EST.

MEDDLERS CLUB

With Arthur Bucknam and William W. H. Portland, Maine 15 Mins. COMMERCIAL.

W. H. Portland, Maine.

As a rustic dramatic serial, with hay-shaker dialog and a simple, easy-to-take plot, this rates as a notable bit of after-dinner entertainment. Originators in Portland, Maine, where talent of this sort can be easily grabbed off the street. The duo, Arthur E. Bucknam, a batch of nasal jing by leaning out the studio window. Obviously the duo is not a dramatic team. The result is that none of the stuff sounds forced and faked as in many of the type of this type. Listeners who appreciate the colloquialisms, would certainly be glad to fall in line as regular tuners-in.

'Meddlers Club' consists of two character members, 'Squire Kent' and 'Lemuel Ellings,' who do legitimate meddling to help townsfolk caught in the rough. The duo is William H. Evans.

On Tuesday afternoon caught (12) the duo, brewing a scheme to help a fishing tackle maker in the home town who was about to be ousted by 'slicker' competitors. The duo was going to give a showmanly demonstration of his tackle before a group of 'folks from New York state' at the shore of a lake.

While the meddlers are hatching their scheme, the character 'Rance,' unidentified, announces that the slick fish tackle guy has become mired in a ditch outside his house, thus jolting up the demonstration and saving the day for the local boy and his helpers who are easily characterized as directly in need of the biz. Skits are that simple; and are complete episodes, although the duo continue on serially once a week.

Sponsor is a large bakery with plenty of breadstuffs, and their agency has deftly trimmed the before-and-after copy to a minimum. Flugs simply call attention to the bakery, with all superfluous hoopla conspicuously omitted. Announcer oke. Fox.

SHEPHERD BOY

George Seymour, Songs in Greek 15 Mins. Sustaining.

WOL, Washington, D. C.

Ancient folk songs and short pieces in an idyllic setting sounds like eye-wash but it's creating a mild sensation in N.Y. The young shepherd boy, Shepherd Boy, is a young high school lad, Greek in entage, strums guitar accompaniment to his songs in tongue of his people.

Announcer introduced 'Shepherd Boy' alone with his flocks in his Greek. George Seymour, the lad's name, enacts the role to perfection. He sings with a natural ease and abandon. After first introduction, he introduces his own numbers, first in English with a tiny lisp, and then in Greek.

GEORGE STONE 'Rock and Roll' Duke's Dialectic Comic COMMERCIAL.

WJZ, New York

George Stone, playing straight stooge to Joe Penner's wisecracks, looks like a happy addition to this program. He employs broken Greek dialogue in the routine with Grand Duke. On the program caught (14) Stone was favored with with stone's own gas lines. Comparison with other Greek dialect funsters on the ether is inevitable and Stone stacks up well.

Doing a standard routine with Penner, he showed a punchy delivery. Looks like a character that may build.

ALGONQUIN LUNCHEONS

Wo's Kaufman, Thomas L. Stix 15 Mins. Sustaining.

WOR, New York.

Most improbable broadcast of any kind in Manhattan, was the 'Algonquin luncheon' at the B. & O. being introduced over a breaded yeast cake and the Mutual network by Thomas L. Stix. Wo's (not George) Kaufman is on duty, the London Times' staff and by all the rules of mugg-don should talk like somebody the mugg. The mugg is a mugg, understand. Instead of which the mugg turns out to be a baritone passy.

It seems the mugg wrote a book. And a couple of literary critics read it. Nobody else did. But that gave the mugg ideas, and he started hanging around the Algonquin where the real writers with their editors. Stix got stuck for some-thing to interview and he started hanging around the Algonquin where the real writers with their editors. Stix got stuck for some-thing to interview and he started hanging around the Algonquin where the real writers with their editors. Stix got stuck for some-thing to interview and he started hanging around the Algonquin where the real writers with their editors.

The mugg told 'em how Variety reviews radio programs. Wo's (not strictly) conception of writing radio (a) can be a bolster for the 30-minute spread. This one limped noticeably.

Monday night program at 8 p.m. EST.

EDISON SALUTE Music and Skit 15 Mins. COMMERCIAL.

WEEI, Boston.

Because WEEI is owned and operated by the Edison Electric Illuminating Company of Boston, one would expect the utility organization to grab off some of its ether space to do its own commercial advantage. This is one of those things, aired early Sunday and Wednesday nights.

Talent consists of a soprano, baritone and an accompanying organist on the musical end; and on the other end, a man and woman talked out a brief, homely skit into which was tied some advertising for the appliances.

Some of the sketches were 'gardens,' and all songs contained that word in the titles: 'Garden of To-morrow,' 'Fashioned Garden,' etc. Three-minute dramatic sketches done in unbelievable, ultra-nasal Yankee dialect, was laid in some of the sketches. In very corny dialog the old lady inveigles her mate into spading the garden and she goes on drinking planting by selling him the idea of digging for worms. Announcer then points out to his invisible (or perhaps non-existent) audience that the women like her electrify their kitchens.

Some of the singer of the sentimental ballads, in either solo or duo work, could be classified as distinguished, except negatively; and their arrangement of the songs is a straight from the sheet, without the slightest taint of originality or distinction. The program is a good one. Tone rating must go to the organist, who in his thankless role of playing the piano, his performance deftly throughout. None of the performers were identified.

Even though commercial angle is commendably light on the Salute, no stretch of imagination could it be construed a builder-up of loquacious followers. Strictly for relatives of the talent.

MILLION DOLLAR SMILES With David Broekman's Orchestra 15 Mins. COMMERCIAL.

KHJ, Los Angeles

Stranaka Toothpaste offers 55 prices valued at \$10,000 in a mimicry of the Russian Revolution. It has an imitation of a film or radio artist and listener send in the answers in an essay on the dentrifice's value.

For the initialer, a gal does a Zazu Pitts routine; a chap croons a song; and another croons a number that some one is a nasty man—so he must be imitating Joe Penner. The orchestra opens and closes and has one more bit. That's all to the program for the so-called entertainment value.

Program was backed up with repeated announcements of the contest and the marvels of the toothpaste. At a peak hour, 7:30 p.m., the program was a success. It has nothing to offer the listener, unless he's a contest hunter.

Program was a good example of bad judgment all around. Patently the station holds no restrictions on the artists and the plugs are so heavy that the station suffers from listeners not only on this one but on programs that follow. Stan.

Here and There

Charlie Wilson, signaturer to head the local Pluto and French Lick Springs show. Will ride on WBBM every Sunday night.

Los Angeles broadcasters planning to bring some of the delegates from the NAB convention at Colorado Springs in July to the Coast for a Hollywood look around and a week-end at Caliente.

Sam Pierce new chief of the KHL, Los Angeles, sound department.

Maurine Marcellis, former Chicago night club singer, has the spot on the Pacific Coast Mobile Magazine formerly filled by Virginia Verrill.

William Cantwell Cowles, formerly at NBC and KFRC, San Francisco, appointed voice coach at KHL, Los Angeles.

Kenneth G. Ormiston, KNX chief technician, in the east contracting for equipment for KNX's proposed new studios in Hollywood.

Wayne King has sold his aeroplane.

Isobel Carothers, Lu' of 'Clara, Lu and Em', has adopted a three-month old baby boy.

Ralph Atlase back in Chicago from San Antonio and sunshine.

Walter Preston back to New York after a quickie look-in on Chicago.

Los Atlase spending more time with his stable of ponies now that spring is here.

James McDonald is teaming with Annice McCullough as 'Radio's Sweetheart' on a morning commercial over WGY, Schenectady.

Louis Dean, of Campbell Ewald Agency, making friends a new cocktail, learned on his recent honeymoon trip to Bermuda.

Gordon Swan, traffic manager of WBZ, Boston, laid up with flu.

Edward MacHugh, the Gospel singer, has been so busy on his tour at Pennsylvania, and elsewhere, that he is seldom seen in Boston, his broadcasting headquarters.

Wadsworth Wilbur joins NBC offices, Boston, from the home office.

J. A. Holman, general manager of WBZ, Boston, packing in preparation for moving to Cape Cod for spring and summer.

WVO, New York, is instituting a new special events department. These will all be in English, although station has mostly a foreign listening public. Alan Courtney, newly appointed program director, working with Ed Ducoff, p.m., in building new department.

Roseline Kress agency is setting Countess Olga Albani, recently on Realistik program for 35 weeks, for a spot in the Rainbow Room atop Rockefeller Center.

Yankee Network now has 11 New England stations with the recent addition of WRDQ at Augusta, Me. New Yankee station, 100 watts, operating on 1370 kilocycles.

Lou Goodkind and missus in Illinois for vacation.

Quin Ryan, of WGN, Chicago, footed east for the Gridiron banquet and New York.

Ed Wood, WGN, has switched to Cocktail Hour cigarettes.

Don Davis around Chicago rusting up for WBH, Kansas City.

Fred Palmer visiting Chicago agencies for WBNS, Columbus.

Bob Becker riveted to the Red Heart dog food show for another year.

'Belly of the Talkies', Sunday afternoon dramatic sketch (com. material) moved up from 8 to 2 o'clock starting time, over NBC red net. Shot fired from Chicago.

Harry Tugand, scripter for Fred Allen, may continue with the Ipana Sal Hopalong show while Fred Allen goes on a 10-week vacation at the end of June. Idea is to have Tugand author the backlogs which

the account is thinking of interpolating between band and song numbers.

Robert Stone, director of drama and comedy writer for WGY, Schenectady, taking a fling at composing. A fugue from his pen on an English sailor-drinking number played on 'Morning Melodies' over the NBC red.

Al Duffy, former p. a. for Shuberts in Boston, and now personal representative for Phil Baker, stopped for the 'Jester' Friday night (12) on the Armour program at Boston.

Tacoma's world-wide radio telegraph station constructed by RCA Communication, Inc. is now in operation to the Orient.

Jack Ingersoll, formerly of Yankee Network at WEEB, Boston, to inaugurate a ten minute 'Sports Review'. Ingersoll will script and broadcast his own material.

Barkley Schroeder, publicity director for WLW, Cincinnati, made his air debut (13) on 'Who's Who at WLW'. Drew no squawks and no bouquets.

Bob Newhall, sports spieler, back at WLW, Cincinnati, following a month's vacation in Florida, his first offtime in five years.

Elissa Landi with Al Jolson on the Shell Chateau program over NBC 40-20 and 22.

Irene Rich in New Orleans this week to make twice daily appearances at the Food Show and Home Exposition.

Lou Holtz has been renewed by J. Walter Thompson for Kraft Cheese for the balance of 1935 at a salary of \$1,100 a broadcast.

Bob Lawrence, baritone with Paul Whiteman, joined 'Thumbs Up' Broadway musical, Monday (15).

Verne E. Sawyer of Seattle has joined the announcing staff of KGVO, Missoula, Mont.

Lederer

(Continued from page 1)
and court reports so that nothing was off color.

Some weeks ago Lederer went into Joanne Eggers' life, tracing her career up to the time of her sudden death. This was followed by a call from a chorine, who declared that her own life paralleled that of Miss Eggers' so she was going to end it all. Station was thrown into a panic, and called police who managed to put their finger on the right party in time. The next thing the staff heard was that the girl had been admitted to Bellevue hospital for observation.

On the occasion of reviving Lillian Russell memories, Dorothy Russell, daughter of the late actress, raised a fuss. But she softened when the station suggested that she play her own mother over the air with Lederer, which she did.

Evelyn Nesbit, Marie Dressler and Ruth Henshaw are other personalities who have been discussed. Recordings of three programs have been sent to KYA, San Francisco, also a Hearst station, for repeat broadcasts.

WB's 19

(Continued from page 5)
production during the next month. Warners has set several directors on forthcoming pictures. Michael Curtiz has been assigned to direct 'Front Page Woman', under the production wing of Sam Bischoff. Curtiz has previously been set to handle 'Captain Blood', which was forced back on the schedule due to drying of Robert Donat in England recently.

William Keighley draws direction from the next all starver, 'Scottie'. Busby Berkeley is to handle dramatic, musical and dance sections of 'Back to Broadway' (Joe E. Brown musical). Robert Florey directs the murder mystery, 'Case of the Lucky Legs', and Ray Enright will pilot Joan Blondell and Glenda Farrell in 'Serves You Right', an original by George Billson.

Harshbarger Starts

Hollywood, April 16.
A branch of the NBC artists bureau has been set up here to sell radio talent to the picture studios. Dema Harshbarger has been brought from the Chicago office to take charge.

It's first time the chain has located a representative here, its former talent desks being made by former talent desks. Organization will compete with CBS, which has an agreement with the Thomas Lee artists' bureau on talent deals.

WBS Pooh-Poohs Charge Discs Taken Off Air

World Broadcasting System is not taking seriously an investigation that the New York musicians union has launched in connection with a complaint about a band recording allegedly included in World's Library service. Union claims that the McCann-Erickson agency has also interested itself in the matter.

Members of the Kel Murray dance unit, which is part of the National Biscuit Co.'s 'Let's Dance' program over NBC Saturday nights reported to the union that while listening in to WOR recently they heard a World transcription which contained a pop arrangement which sounded exactly as one they did on a recent broadcast. What, said the musicians, made them sure it was their rendition was the fact that the recording contained the same musical mistakes they recalled that the band made while broadcasting the composition.

R. C. Stearn, v.p. of World, declared that the union's inquiry would develop nothing of significance to bear out the Murray instrumentalists' allegations because every item in his company's library service was recorded by World studio units. If the number sounded familiar to Murray's musicians, said Stearn, it was probably, due to the similarity of arrangement.

Up to press time yesterday (Tuesday) the musicians union had not called upon WOR to produce the record which the Murray instrumentalists thought they heard.

WCAU CUTS HR. RATE TO \$500

Philadelphia, April 16.

WCAU puts into effect May 1 the station's first hourly rate. Up to now the outlet's maximum unit of time listed in its rate card has been a half hour. In a letter issued to the trade this week by WCAU it is explained that wherein the past an advertiser seeking an hour's rate would be quoted \$800, the same unit of time may from May 1 on be obtained at the list price of \$500. Later, it says, per hour figure.

WCAU in its letter describes the new rate setup as a 'reduction in the cost of an hour program.' Station has, effective May 1, adopted the network method of allowing an extra 10% discount if the contract runs for 52 consecutive weeks.

FCC's Washington Hearings

Unable to drum up a quorum for its weekly broadcast division meeting, Federal Communications Commission last week was unable to take any important action on pending applications. Files were swelled by presentation of 10 new requests for power boosts, frequency moves, and new transmitters.

Applications received were: WMC, Memphis, Tenn., increase from 500 watts night and 1 kw day to 1 kw night and 2 1/2 kw; KGBZ, York, Neb., facilities of KMA, Shenandoah, Ia.; KMED, Medford, Ore., frequency jump from 1310 to 1410 kw and power change from 100 night and 250 day to 250 night and kw; WPRO, Providence, R. I., frequency shift from 1210 to 630 kw and power increase from 100 to 250 watts; WMWN, Elmwood, W. Va., increase from 250 night and 500 day to 1 kw; WMBD, Detroit, Mich., change frequency from 1420 to 1380 and power from 100 night and 250 day to 600 night and day; Ford Industry Co., Cleveland, Ohio, new station on 850 kw with 250 watts; KFJM, Grand Forks, N. D., change frequency from 1870 to 1390 and increase power from 100 to 1 kw night and 8 kw day; Charles C. Thels, Wichita, Kan., new station on 1210 with 100 watts.

Horse Results Okay Between Innings, But Not Big League Baseball Scores

Triumph

NBC artists when regularly employed at Radio City get provided by uniformed page boys who never know them. Staff sticks to the letter of law and demands to see passes. Goodman Ace recently was halted downstairs for his pass and the two young stalwarts only gave in after long argument and with growing cold fact when Ace declared missing the broadcast would be the flunkies' fault. Later the same flunkie entered the studio where the Aces work. Whereupon Ace got hunk and demanded the page boy's credentials.

PHILLY UNION OFFERS TERMS

Philadelphia, April 16.
Stations vs. musicians' union situation cropped up here again this week.

Labor body, over the week-end, created a furor in radio circles by capitulating to the demands of WFIL and WIP almost 100%, at the same time withdrawing starting time restrictions which were part of the Union's counter-proposal several weeks ago.

Entrance of WIP into the affair as an aggressor, changes the complexion of the dickering. Station, now allied with WFIL in New York, is in the position of needing a house unit badly, while WFIL, which originally made voluntary studio band proposals, believes it is now able to get along without any by adhering to present policy of spot programming.

Union, in its new proposition, sticks to a required 18-man staff for WFIL, which that station previously suggested, at a \$70 weekly fee, men to be used at studio discretion for five hours daily on ten-hour call. For WIP, labor group demands a 12-man staff and it is believed that station will agree if scale can be lowered to ten.

Local is likewise submitting for WFIL and KTW along similar lines. Wants WCAU to augment its current 10-man unit to 13 and KTW, with no music, will be required to have a minimum of 15 men. Latter studio is 10,000 watts, WCAU's 50,000 and WFIL carries only 1,000 watts. WIP operates on 500.

Erva Giles at WFIL

Philadelphia, April 16.
In line with the new WFIL policy of signing sustaining acts, studio has brought on Erva Giles, former NBC veteran, as staff soprano with a salary-guarantee billet.

Miss Giles was with the network for more than seven years, leaving last year for WGB. She was on initial NBC commercial, and worked under Keith McLeod in the old days. McLeod is now program director of WFIL.

Singing contract calls for one year.

Baltimore, April 16.

For fifth consecutive season WCBM will broadcast play-by-play descriptions of all baseball games played this summer by local International League Orioles. Season starts tomorrow (Wed.). WCAO approached Chetley Knapp, proxy of local club, and had a sponsor set to bankroll the set-tos while WCBM had none, but was anxious to carry games sustaining. Knapp, in view of fact WCBM was first station here to air games decided in favor of WCBM. WCAO will not divulge identity of willing sponsor, and is now hard at work trying to sell the client another type of program.

The WCBM set-up for broadcast descriptions is rather complex. Has tied-in with Daily Sports Bulletin, local sheet that is published late in evenings with sports news only as contents. During descriptions of games from local ball yard, the Bulletin is given a few free plugs. In return for this the station offers off station to race results as soon as results come in over telegraph. Only the track results from Maryland oval will be announced during the games' broadcasts, and these between innings. When the local team journeys out-of-town for a swing around the International League, no one from station will follow. However, Western Union ticker will be installed in station and play-by-play descriptions thus made available. An announcer will relay the results over the other right from the studio. The Sports Bulletin will also foot-bill for the wire ticker, and will be returned by having the station give the rag some "free" space.

Charlie Knapp, of the Orioles, doesn't mind the station announcing other sports results over air during games broadcast, but must refrain from speaking of the big-league ball clubs when play-by-play spelling local games; when ball team is away he doesn't care what big-league results are reported.

WHN, NEW YORK, NOW CLASS 'B'

WHN, New York, is slated to assume the status of a regional network source as far as the musicians' scale is concerned. Radio committee of the New York musicians' local will recommend this week to the union's executive board that the scale for the station be upped from C to B scale, or a boost from \$55 to \$115 a day. New salary figure covers both sustaining and commercial broadcasts and allows for a maximum of 24 hours a week. WHN is now feeding its sustaining program to WJAZ, Boston; WPRO, Providence, and WBX, Waterbury.

Because of its connection with the Loew circuit, WHN enjoys a special distinction among New York outlets when it comes to broadcasting name talent gratis. Station's programs are studied with talent affiliated with the NBC and Columbia artists services, and the fact that these name contracts are being served by WHN is okay with the latter bureau, since they both do a substantial booking business with Loew theatres.

Brewer's Wife Gets Job

Fort Wayne, April 16.
Mary Berghoff, wife of Berghoff Brewer's chief, has just been named to a new commercial over WWOV. Kroger Grocery, chain is sponsoring the twice weekly programs.

Sharp and Flat, organ and piano duo, also appear on the same program. Mrs. Berghoff was one of the Campbell Soup winners last summer.

Tufta Hires Winters

Boston, April 16.
Nate Tufta, of Ruthrauff & Ryan, in Boston last week to line up successor to himself for handling Ken-tucky Club Tobacco's big league baseball broadcasts.

Closed deal with Roland Winter, freelance Hub announcer, to handle agency end of daily broadcasts over Yankee Net by Fred Hoey.

New Business

NEW YORK CITY

Coty, Inc., five 15-minute periods weekly for an indefinite period, presenting Miss Complications. Placed through **Blow Co.**, WNEW.

Irving Schatzberg Fur Co., seven 15-minute periods weekly, for 13 weeks. Placed through **Bess & Schill, Inc.**, WNEW.

United Drug Co., five 15-minute periods weekly, for an indefinite period, presenting Magic Hour. Placed through **Street & Finney, Inc.**, WNEW.

Orderella Hat Co., five 15-minute programs weekly, for an indefinite period, presenting Easter fashions. WNEW.

Fos, 15 spot announcements daily for six weeks. Placed through **Pack Advertising Agency**, WNEW.

Dogflow Products Co., one spot announcement daily during **Make-Believe Ballroom** series. Placed through **Loewy Advertising Agency**, WNEW.

General Motors Corp., two spot announcements daily, for an indefinite period. Placed through **Campbell-Ewald Co.**, WNEW.

Bitotah, four spot announcements daily, for an indefinite period. Placed through **Bess & Schill, Inc.**, WNEW.

Thomas J. Lipton, one spot announcement daily, for six weeks. Placed through **Frank Presbury Co.**, WNEW.

Hibbs-Worth Laboratories, two spot announcements daily, for 52 days. WNEW.

Ritzy Rhoe Polish, three weekly starting June 3, for 10 weeks, presenting **Gay Lee** and her program, **Thrifty Tricks** and **Penny Stretcher**. Placed through **Blackett-Sample & Hummert, Inc.**, WINS.

Steelcase Manufacturing Co., series of announcements for nine weeks on the **New York and Cocktail Hours**.

Placed through **Anfenger Advertising Co.**, WINS.

S. Barton, 15 spots, time signals for 52 weeks starting April 23. Placed through **Bess & Schill, Inc.**, WINS.

Holland House Coffee, daily series, presenting **Black Clock** program, for 52 weeks. WINS.

Empire Food, renewal for 52 weeks. Placed through **Friend Advertising Agency**, WINS.

Fairview Cemetery Co., series of **Stars**, with **Joseph Penzelsohn**, **Cartoons**, and **Bele Rosen**, for 10 weeks. WINS.

Teutophone, Inc., renewal for 13 weeks, presenting **Earl Harper's** news commentaries. Placed through **Samuel Miller Agency**, WINS.

Clark Rhoe Co., one announcement daily, for 52 weeks. Placed through **Friend Advertising Agency**, WNEW.

Frederick & Gamble Co., series of announcements for six weeks. Placed through **Blackman Co.**, WMAA.

United Drug Co., series of spots for an indefinite period. Placed through **Street & Finney, Inc.**, WMAA.

Corriere d'America, six days weekly, for an indefinite period, presenting **Eugene Cibielli**, tenor, and **Amelia Samanias**, soprano. WJOL.

Modern Industrial Bank, presenting **Gabriel Heatter** twice weekly, for 52 weeks. Placed through **Schick Advertising Co.**, WOR.

Antrol Laboratories, starting June 10, series of five-minute spots, three weekly, for an indefinite period. Placed through **Blackett, Sample & Hummert, Inc.**, WOR.

Gold Star Corp., daily announcements except Sundays, for an indefinite period. Placed direct. WENX.

Retardo, series of daily announcements, for an indefinite period. Placed through **Broadcasting Abroad**, Inc. WENX.

Consolidated Co., renewal for a year, presenting **musical hour**. Placed direct. WENX.

Royal Scott Studios, half hour musical broadcast for 52 weeks. Placed direct. WENX.

Ideal Importing Co., series of announcements twice weekly, for an indefinite period. Placed direct. WENX.

Stanton Street Merchants, half-hour programs twice weekly, presenting **Yiddish music**, for an indefinite period. WARD.

Manishevitch Bread Co., half-hour musical program on Wednesdays, for 26 weeks. WARD.

Wurtzberger Clothing Co., 15-minute program on Wednesdays, for an indefinite period. WARD.

Brenner Bros. Apparel Co., half-hour musical program on Thursdays, for an indefinite period. WARD.

Empire Salvage Co., series of daily announcements in **Yiddish-English** and **Italian**, for 12 weeks. WARD.

Stuhmer's Bread, series of weekly announcements in **Yiddish** for an indefinite period. WARD.

B. Fisher & Company, renewal for 52 weeks on the **Martha Deane** hour, starting May 23, three weekly. WARD.

Scholl Company, Tuesday program for 13 weeks, presenting **Arthur Tracy**, to **W.A.B.**, Boston. WOR.

Empire Gold Buying Service, renewal, twice weekly, for 13 weeks, presenting **John Rara** and **Louana Rudd**, singers. WOR.

Daggett and Ramsdell, three weekly, for 13 weeks. WOR.

Canada Cruise, placed through **McCann-Erickson**. WOR.

HARTFORD

Scars-Reebuck Co., daily announcements on **Shoppers**, from April 3 to June 1, 1935. Placed direct. WDRB.

Smart Shoppe, Hartford, women's apparel, daily announcements on **Shopper's Hour**, total of 300 announcements. Placed direct. WDRB.

Harrington-Hudson Motor Co., Hartford, daily announcements. Placed direct. WDRB.

Olds & Whipple, Hartford, advertising **Luxura**, soil fertilizer, daily announcements. Placed by **Charles W. Hoy Co.**, WDRB.

David Miller, Inc., specialty shoppe, announcements daily. Placed direct. WDRB.

Milton's Beauty Salon, Hartford, announcements daily on **Shopper's Hour** and **Ad-Liner Hour**. Placed direct. WDRB.

A. C. Spark Plug Co., starting April 17 for 52 evenings, **Shoppers**. Placed by **D. F. Brother Agency**, WDRB.

Waite & Bond (Blackstone cigar), one-minute announcements, five a week for 52 weeks. Placed by **B. B. D. & Co.**, WDRB.

Dennett & Popp, Inc., Hartford, 52 announcements each evening, Monday, Wednesday and Friday, starting April 15. Placed direct. WDRB.

De Luxe (renewal), 50-word announcements Monday, Thursday and Saturday, starting May 28, plus one announcement each day on **Ad-Liner Hour** for one year. WDRB.

Graham Motor Car Co., 50-word announcements seven days a week.

Placed by **United States Advertising Co.**, WDRB.

Maryland Pharmaceutical Co. (renewal), 15-minute announcements on Monday and Friday and two each Sunday plus one announcement daily on **Shopper's Hour**, starting October 1 and ending March 31, 1936. Placed by **Joseph Katz Agency**, WDRB.

Reichlin & Levin, two announcements each week between 6 and 9 p.m. Placed by **Wilbur Randall Agency**, WDRB.

Hygrade Oil Co., Hartford, two 15-minute broadcasts in tie-up with **Jimmy Allen broadcast**. Placed by **Hammer Advertising Co.**, WDRB.

Roberts, Furriers, Hartford, daily announcements on **Ad-Liner Hour**, starting August 1 and ending March 31, 1936. Placed direct. WDRB.

Pierce Carpet Co., Hartford, 15-minute program, starting April 1, 1936. Placed direct. WDRB.

Hammer Advertising Co., Hartford, 15-minute program, starting April 1, 1936. Placed by **Hammer Advertising Co.**, WDRB.

French Dye Works, Hartford, Bristol and New Britain, three announcements each week for 13 weeks on **Radio Bazaar**. Placed by **Hammer Advertising Co.**, WDRB.

American Coal Co., Hartford, 15-minute electrical transcription on **Ad-Liner Hour**, starting July 1 by **Julian Gross Agency**, WTRIC.

CLEVELAND

Vaporine Company of Cleveland, 15-minute program Wednesdays for thirteen weeks, with **Clarence Kante** as "Singing Beautician." Direct. WHK.

Staley Company (starch and corn syrup), 14 announcements ten times weekly, starting May 1, on **Radio** and **Osborn**, New York. WGAR.

Gold Bond Beer, five five-minute spots daily, for an indefinite term. WJAY.

H. W. Baltes Company, 20 announcements daily, for an indefinite term. WJAY.

(Continued on page 46)

John Shepard, Angered at Union, Seeks Restraining Injunction

New Name

NBC's latest dumb-bell letter carried the following address: "30 Rocky, Fellow Closet." Someone in the North Carolina hill country wanted a name to play for a spring event, and copied down the address as it sounded coming over the ether.

WPAY, Portsmouth, Starts

Portsmouth, O., April 16. Portsmouth's first broadcasting station WPAY went on the air last week. Station on 1370 kilocycles and has 100 watts.

Formerly known as station WEHD and located at Mt. Oreb. Several central Ohio stations sent artists here to participate in the opening ceremonies.

M. F. Rubin is president of the operating company.

Sam Cook, president of the WFBL (CBS), Syracuse, has returned to his post after a Pinehurst, N. C. sojourn.

Jack Shannon, program director of WFBL (CBS), is lecturing at Syracuse University on "Showmanship in Radio."

Boston, April 16. John Shepard, 3rd, head of the Yankee Network, is having a tussle with the Boston Musicians' Union (No. 9) over the ban of **Stan Kenton**, pianist and orchestra leader, from the air waves last week.

Kendis, holding a New York card, picked up 11 Boston men for a new ether program called the "Band wagon," airing nightly from WNAC. Local union officials promptly gave him the office to get off the air until his credentials were straightened out. So irked by this stumbling block was Shepard that he immediately knocked off all musical programs from his stations and told the union that no other band leader, **Kendall** would do. At the same time he threw his case into court asking for an injunction against the union for interfering with his program. **Bandwagon** is now being transcribed by another outfit, and the original **ork** and **Betty Bryant**, vocalist making her debut in this territory, are marking time.

Frank net office maintains that Kendis has been playing in this district for the past four months, and therefore does not rate as a transient. On that point the union officially based its move. **George Gibbs**, president of the Boston local, states that Kendis violated a national union rule by opening with the radio show without consulting the officers of Local 9. Kendis negotiated his contract without notifying the local, and we were compelled by our national laws to suspend him pending an investigation," Gibbs states. Local 9 officially regards Kendis as a transient who has not lived within the Boston jurisdiction for three months, the legal residence period.

Pickens Sisters have been assigned to a Friday evening spot on the NBC red (WEAF) link.

Inside Stuff—Radio

Steve Fitzgibber, radio editor of the Boston Record (Hearst tab) is conducting a private battlefront for a telegraphic feud between **Edith Cantor**, ether star, and **Harry Hershefeld**, cartoonist. Feud opened up March 27 when Fitzgibber quoted **Hershefeld** in a ladies' night meeting of the **Ohabel Shalom Temple**, Boston.

Cartoonist at that meeting said Cantor was going off the air and his sponsors had received 15,000 letters of complaint based on racial discord. Informant was Cantor, himself, **Hershefeld** said. Peabody representatives immediately denied this allegation by wire to Fitzgibber, saying that he was only leaving the program to work on a new film, and that he was already denied for a new series for late fall and early 1936. Publication of this signal in the Record brought a prompt counter-wire from **Hershefeld**.

In this he claimed that Cantor before 1,200 witnesses at the Hotel Astor on March 24 said anti-Semitism in America was growing by leaps and bounds and for first time in his career he was actually afraid of outcome. A few minutes later, **Hershefeld** wired, he personally told me that Peabody had received 15,000 letters attacking him on racial grounds and demanding his removal from air program.

Cantor's answer to this one: **Hershefeld** must carry a lot of zeros with him because to date we have received 15 letters from cranks, a condition that is normally expected regarding any radio program. He admits the same few crank letters every so often while on the Chase & Sanborn shows, with the sponsor likewise ignoring them.

Eugene "Ship of Joy" Alemitte, broadcast nationally over Columbia from KFCB in Frisco, now will be known as **Horace Heldt's Alemitte**. Program started by **Heldt** and **Hugh Barrett Dobbs** ("Capt. Dobbs") with **Heldt's** band and entertainers from the **Golden Gate** stage providing the entertainment and **Dobbs** doing the commercial. **Heldt** denies quarrel with **Dobbs**, who is understood to have received something over \$6,000 when contract was torn up by mutual consent. Program is now 15 minutes twice a week, and expected soon to go on half hour weekly.

Chicago stations are preparing for their long-contemplated rate boost. First rise will hop the local rates to even level with the network rate which now, for the first time, tops the local charges.

NBC figures to lead the march to higher local ground by June 1 with the hop of local prices to \$600 on both **WENR** and **WMAQ**. **WBBM**, the local Columbia outlet, will stall its rate boost until September 1 at least, figuring that the hot weather is no time to raise rates. If and when hoped the **WBBM** uppage will be from the present \$480 to \$600.

A flimflam's radio commercial 'appearance' in the east usually insures the satellite's cuff to New York from Hollywood to see the shows, etc., the radio stipend covering all expenses attendant to the coast-to-coast excursion. That's the sales' argument the ad agencies use and at the same time a good norm of compensation. The average Hollywood's periodic yen for a Broadway fling has been figured out as more or less surefire to lure the flimflam actor, also serving as satisfactory reason for the studio releasing the player for the brief vacation.

Fowell Cronley, Jr., president of **Cronley Radio Corp.**, operator of **WLW**, Cincinnati, knocked down a \$24,000 salary in 1934, according to statement made to **Federal Securities and Exchange Commission** in application for permanent registration of company's stock. **Lewis M. Cronley**, vice-president, received \$15,000, while **L. A. Kellogg**, another vice-president, collected \$5,522.

Salary is nominal and only a small part of broadcaster's income.

Los Angeles Times recently published an account of **Page Gilman**, 17-year-old son of **Don Gilman**, NBC's Coast v.p., having discovered that the advertising claims of an NBC client were not chemically verifiable in a laboratory. **Gilman** was the young Gilman did some private investigating of the product's a **Consumers Research** and spread the news of his findings rather widely until **Papa Gilman** sat down hard on **Sonny**.

Mrs. Irene Castle McLaughlin in New York this past week to lecture on **Foreign customs** gave out her annual about a professional coming back to the press again. This time it is the stage. Last year it was pictures. And the year before, the dance spotlight.

All for the sake of her pooch farm which she operates at **Deerfield, Ill.**

Boston is reported a bigger market for the securities of **Columbia Broadcasting** of New York. Financial houses up there have been pushing the stock which is unlisted.

AL SHAYNE

Radio's Ambassador of Song
HEADLINING
LOEW'S DELUXE THEATRES

WEEK APRIL 19
LOEW'S STATE
NEWARK, NEW JERSEY

Broadcasting Every Sunday
5:30-8 P.M., WOR, N. Y.

FOR SALLY'S STUDIO
America's Leading Theatrical
Producers

7 West 44th St., New York City

MONDAYS
8 to 9 P.M.—WHN

**ALEX
HYDE**

AND HIS MUSIC
Dir., WM. MORRIS ARNEY

**LEON
BELASCO**

ARMOUR HOUR
FRIDAY—WJZ—9:30-10 P.M.

Director, ALBERT BERNIE
3619 Broadway, New York

RUTH ETTING

Kellogg's
Pop
WJZ-NBC
FRI 8:50

EXCLUSIVE MANAGEMENT
ROCKWELL-CRUELL, INC.

BING CROSBY

Woodbury's
SAP
WABC-CBS
TUES.
8-9:30 P.M.
EST

EXCLUSIVE MANAGEMENT
ROCKWELL-CRUELL, INC.

Victor Young

SHELL
OIL
SATURDAYS
WEAF
8:30-10:30 P.M.
EAST

EXCLUSIVE MANAGEMENT
ROCKWELL-CRUELL, INC.

BARRY McKINLEY

Thirty-Ninth
Week
P. & G. Amay
"DREAMS COME
TRUE"
WJZ-NBC
FRI 8:30 P.M. EST
Thurs.

EXCLUSIVE MANAGEMENT
ROCKWELL-CRUELL, INC.

New Business

(Continued from page 45)

Treatment for drinkers. H. W. Kastor Company, Chicago. WGAR.

Chevrolet Motors, six announcements for ten weeks. Campbell Ewald Company, Detroit. WHK.

H. J. Heinz Company, five 15-minute programs of children's shows weekly, for indefinite try-out. WHK.

Bernard Perlmutter, 52 spot announcements, three a week. Elmer V. Swenson, Chicago. WHK.

Johnson Candy Company, three 15-minute broadcasts on Mondays, Wednesdays and Fridays, for 13 weeks. WHK.

B. W. Smith Company, 15 quarter-hour programs for Watermark Washers, three weekly. Strauss Radio Program Producers, Des Moines. WGAR.

Chevrolet Motors, 15-minute broadcasts Monday, Wednesday and Fridays, for 13 weeks. Campbell Ewald Company, Detroit. WHK.

Greek Cultural Club, half-hour every Sunday, for year, with instrumental music. WJAY.

Master Drug Company, 130 five-minute newscasts on La Palma Cigars, five a week for 40 weeks. Gotham Advertising Company. WGAR.

Tocohonias Oil, 15-minute programs by Smiling Ed McConnell each Tuesday and Thursday, with

half-hour show every Sunday. WHK.

Standard Oil, out-of-town base-line broadcasts by Jack Graves, with direct wire to station. WHK.

Procter and Gamble, 26 announcements on Lux Soap, Monday, Thursday, for 13 weeks. Blackman Company, New York. WGAR.

E-C Spark Plug Company, two announcements on Spark Plugs, Friday, for 26 weeks. D. F. Brother Company, Detroit. WGAR.

Goldado Company, indefinite number of announcements on Tuesdays, Thursdays and Saturdays. H. W. Star Company, Chicago. WGAR.

Kellogg Sales Company, 52 announcements, including 24 weekly, mornings and afternoons, for four weeks. Edward Perry Company, WGAR.

Chrysler Motors, four ET announcements for five weeks. Through J. Sterling Getchell. WGAR.

Morris Plan Bank, 52 announcements once a week. Direct. WGAR.

Des Moines Pressing Company, 128 five-minute baseball spots for summer season, five a week. Direct. WGAR.

W.D. & H.O. Wills, 77 announcements, one daily. Hubbell Ad Company, Cleveland. WGAR.

United States Bakery, 52 announcements, including twice daily six days a week. Alfred Rooney Ad Company, Cleveland. WGAR.

I-T-S Company, three 15-minute programs for indefinite term. Carr Liggett Company, Cleveland. WGAR.

Doud Fede Company, 13 announcements, twice a day. Humphrey-Prentiss and Scheel Company, Cleveland. WGAR.

Sidney Rose Company, 200 five-minute announcements, two a day. Direct. WGAR.

Lake Shore Electric Company, three programs a week. Mondays, Wednesdays and Fridays. Oscar Boys. Through Campbell-Sanford Company, Cleveland. WGAR.

PHILADELPHIA
Supply-Will-Jones Milk Co. (ice cream), Philadelphia, participation in Circle Wipe Sunday Hour once a week, contract runs until June 18, 1935. W. A. Zyer and Son, Inc., New York. WIP.

John J. Fells & Co., Inc. (packagers), Philadelphia, announcements daily except Sundays, participation in "Breakfast at Eight Hour, contract expires April 12, 1935. A. Paul Leaton Co. WIP.

Dr. Clapp (Dentist's Supply Co. of New York), 15-minute program on dental service. W. Advertising Co., Inc., New York. WIP.

Diamond & Co. (clothing), Philadelphia, 15-minute program twice a week, contract expires May 10, 1935. Bass & Schifflin, Inc., New York. WIP.

Fitch Publishing Co., Inc., New York, five-minute program Monday to Friday, inclusive. E. C. Van Dyke, Inc., New York. WIP.

Watch Tower (religious), New York, 15-minute program once a week. Royal P. Spatz, Philadelphia. WIP.

Fox-Weiss Co. (furs), Philadelphia, spot announcements 300 or more in period of one year, contract begins April 15, 1935, expires April 7, 1936. Harry Feigenbaum, Philadelphia. WIP.

Perfection Products (Vigrah, hair oil), Philadelphia, announcements on Magazine of the Air, three times a week, contract expires July 10, 1935. Kennell-Zook, Inc., Philadelphia. WIP.

Watte & Bond, Inc. (Blackstone cigars), one-minute announcements four times a week. E. C. Harrison, Durstine & Osborn, Inc. WIP.

Max Ras Products, Inc. (Foot Balm), participation in Homemakers Hour three times weekly and alternate Thursday afternoons, indefinite. Atlantic Advertising, Philadelphia. WIP.

Schulte & Co. (wallpaper), 15-minute program once a week. Inclusive. Philip Klein, Inc., Philadelphia. WIP.

BALTIMORE
Chevrolet Motors, three quarter-hour programs weekly for 13 weeks. Placed by Campbell-Ewald Agency. WHK.

Procter & Gamble, five-minute transmissions, 13 weeks. Placed by Blackman Agency. WHK.

Ford Motors, 13 spot announcements weekly for four weeks. Placed by McCann-Erickson. WBAL.

Consolidated Gas & Electric Co., two quarter-hour programs weekly for 26 weeks, one quarter-hour program weekly for 13 weeks. Placed direct. WBAL.

"Two in One" (shoe polish), 24 spot announcements per week. Placed by B. B. D. & O. Agency of New York. WBAL.

National Wall Paper, spot announcements 13 weeks. Placed direct. WBAL.

Northwest Advertising Agency, WBAL.

Cheapeake Storage, spot announcements 10 weeks. Placed direct. WBAL.

Globe Brewery, 78 announcements. Placed by Joseph Katz Agency. WBAL.

Union Wallpaper Co., eight spot

participations. Placed by Harry Patz. WBAL.

New Howard Hotel, five announcements. Placed direct. WBAL.

Bernard Perlmutter Co. of St. Louis, announcements. Placed direct. WBAL.

E-C Jewelry Co., announcements. Placed direct. WBAL.

Charles E. Moynan, four quarter-hour service. Placed direct. WBAL.

Howard W. Jackson, five quarter-hour talks. Placed direct. WBAL.

Enterprise Insurance Co., announcements, one year. Placed direct. WBAL.

Chrysler Motors, one-minute s.t.s. 10 times a week. Placed by Ruthrauff & Ryan. WBAL.

Fred Pears (egg dyes) of New York, four weeks of announcements. Placed direct. WBAL.

Crazy Water Crystals, quarter-hour musicals, 31 times. Placed by Abernathy Agency of Washington. WBAL.

Balto Paint & Color Works, 75 announcements. Placed by Joseph Katz Agency. WBAL.

PORTLAND, ORE.

Clark Cadillac Co., 25-word announcement service, starting March 31. KGW.

United States Bakery, announcements service, three days, Friday, Saturday and Sunday, started March 23. KGW.

World & Goldberg, jewelers, 13 day-time announcements, Sunday and Monday. KGW.

O. Kober, jeweler, 50-word announcement service. Service program, every Thursday. KGW.

Graysons, 50-word announcement service. Service program, every Thursday. KGW.

Vancover Fur Factory, five-minute program, Monday, Wednesday and Friday, starting April 1. KGW.

R. M. Wade & Co. (Fordson Tractor), 50-word announcement service, seven days a week. KGW.

Kraft's Grocery, 50-word announcement service, 13 times, starting April 2. KEX.

Brooks Clothiers, 30 50-word announcements each month, one-year contract. KEX.

Miller Products Co., seven five-minute programs on Better Gardens program. KEX.

Thompson Old Age Pension Plan, 10 15-minute programs, starting March 28. KEX.

Haushausen Free Trade Service, 13 five-minute programs every month for one year, starting April 1. KEX.

J. G. Hill Co., 10 half-hour programs, every Monday, Tuesday, Wednesday and Friday, starting April 1. KEX.

Brooks Clothing, 15 one-minute electric transmissions, split schedule, starting March 24. KGW.

Fidelity Reserve & Loan Co., quarter-hour program, Sunday, starting April 1. KGW.

Gilmore Old Co., 50-word spot announcements, every night, started March 23. Placed by Botsford, Constantine & Gardner, KGW.

W. B. Housh, 13 night-time programs. Placed by Gerber & Crossley Advertising Agency. KGW.

Rogers Food Store, spot announcement service on Oregonian Home Institute, Friendly Chat and Cobwebs and Nutty Nuts. KEX.

Dr. J. J. Clontz, dentist, 15-minute program Sunday, Tuesday and Thursday, starting March 22. KEX.

Silberman-Becker Corp. (Wards Raw Fur Marketing Service), five-minute program, Fridays, 13 weeks, starting November 1. Placed by Neisser & Nayerhoff, Inc. KGW.

Lambert Gardens, evening and afternoon spot announcements, service, 50 words. KGW.

Portland Crematorium, 25-word spot announcement service, Sunday, starting April 7. KGW.

Chrysler Corp. (Plymouth Division), Chrysler Electric Inc., transcription programs, starting April 8. Placed by J. Sterling Getchell Advertising Agency. KGW.

Bedell Co., evening announcement service, starting April 8. KGW.

United States Bakery Co., daily announcement service, starting May 4. KGW.

Soil-Oil, Glendale, California, 50-word announcement service, Monday, Oregonian Home Institute, eight times, starting April 6. KEX.

Elmwood (Gleason), quarter-hour program, Tuesdays and Fridays, Nulore's Clinic of the Air, electric transmissions, 13 weeks. Placed by McCann-Erickson. KEX.

Eason's Soap, Inc. (Nu-Bora Soap), spot announcement service on the Oregonian Home Institute, Mondays, Wednesdays and Fridays, one year, starting April 1. Placed by Associated Advertising Service. KEX.

DES MOINES

Sargent Shoes, six 15-minute programs per week. Through Fair Ad Advertising Agency, Des Moines. KRNT.

Des Moines Ice & Fuel Co., five five-minute programs per week. Coolidge Advertising Agency, Des Moines. KSO.

Zee Moines Seed Co., six 15-minute programs per week. Direct. KXNT.

Norge Corp., two 15-minute and one one-minute programs per week. Through Cramer-Kresett. KSO and WMT.

Gutley's Credit Clothing Store, six one-minute programs per week. Direct. KSO.

Carl White Funeral Home, six 15-

minute programs per week. Direct. KRNT.

Henry Field & Co., six 15-minute programs per week. Direct. KRNT.

Stearns Products Co., six 15-minute programs per week. Direct. KRNT.

Robuck & Co., six 15-minute programs per week. Direct. KRNT.

The New Ulica Clothing Co., one 15-minute program weekly. Direct. KSO.

Younkers Jr. Broadcasters' Club, one-hour program per week. Direct. KSO.

Plymouth, announcements, 23 one-minute transmissions. J. Stirling Getchell. KSO.

Ungles Bakery Co., six 15-minute programs per week. Through Stoner-McCarthy, Des Moines. KRNT.

Continental Baking Co., 10 news-broadcasts per week. Through B. B. D. & O. KRNT and WMT.

Studebaker Corp., seven 15-minute programs per week. Through K. Williams & Dunningham. KRNT.

Colonial Baking Co., one-hour Sunday program. Through Fair Ad Advertising Agency, Des Moines. KRNT.

Dodge Motors, 52 one-minute transmissions, through Ruth, Roth & Ryan. KSO.

Yorg Brewing Co., three announcements per day, eight weeks. KSO.

Des Moines Electric Light Co., three announcements per day, four weeks. Direct. KSO.

ATLANTA

Ooca-Cola Bottling Co., sponsorship of baseball games in Southern League. WGST.

Dr. Pepper Bottling Co., 13 weekly 30-minute night-time programs. WBST.

Cotton Club, series of spot announcements. WGST.

Stone Baking Co., time signal service eight weeks, booked by Freitag Agency. WGST.

Nation Wide Stores, Inc., one quarter-hour day-time program weekly for 13 weeks. Through Dr. Herring's Ginger Ale, daily announcements. WGST.

H. M. & Ready-to-Wear, daily announcements. WGST.

Chevrolet Motor Co., three 15-minute transmissions, night programs a week for 13 weeks. Campbell-Ewald Agency. WSB.

Moskin Department Store, daily announcements, 13 weeks. WGST.

Brooks-Shatterly Co., time signal service, 52 weeks. Rawson-Merrill Agency. WGST.

W. B. Housh, 13 quarter-hour programs weekly for six weeks. WGST.

Southland Loan Co., six quarter-hour programs weekly for 13 weeks. Rawson-Merrill Agency. WGST.

Christian Manufacturing Co., for Colonshine, 15 five-minute transmissions, two a week. Van Sant, Dugan. WSB.

Procter & Gamble, for Ivory Soap Contest, six five-minute transmissions, starting April 10, 1935. The Blackman Co. WSB.

A-C Spark Plugs, 25 one-minute transmissions, two a week. D. P. Brown. KWSB.

General Motors, 13 100-words, two a day, ballooning local GM show by Campbell-Ewald. WSB.

Atlanta Baking Co., for Bamby Bread, 90 day-time time signals. WSB.

Plymouth Motors, 10 one-minute transmissions, J. Sterling Getchell. WSB.

SALT LAKE CITY

Parish Department Co., 1,000 announcements. KDYL.

Columbian Optical Co., five-minute program for 26 weeks. KDYL.

Western Association of Railroad Executives, 52 announcements. Placed through Relneke & Ellis Agency. KDYL.

Covey-Amusement Co. (danc hall), 600 announcements. KDYL.

Freccurion, Inc., night-time announcements for 52 weeks. KDYL.

Western Macaroni Co., 15-minute program weekly for 13 weeks, featuring KDYL. Lone Pine Rangers. KDYL.

Congo, 300 announcements, and 300 15-minute programs. Placed through Lockwood-Schackelford, Los Angeles. KDYL.

Wesley Milk Creamery Co., five-minute program, for 26 weeks. KDYL.

Dusse Clothes, three daily announcements for 52 weeks. KDYL.

Northwest Brewing Co., 15-minute program, twice a week, for 13 weeks. KDYL.

Erath's, 15-minute program weekly, for 26 weeks. KDYL.

Person's Baking Co., 15-minute programs weekly for 26 weeks. World Broadcasting System transcription. KDYL.

Norville Motor Co., five-minute programs for 26 weeks. KDYL.

Union Pacific Buses, five-minute programs for six weeks. Placed by Ernest Bodder Co., Omaha. KDYL.

Wasatch Battery Co., five-minute program weekly. KDYL.

J. B. Burnham Co., 132 announcements. KDYL.

K. Williams, Inc., 78 announcements. KDYL.

Jo-Day Beauty Parlor, 78 announcements. KDYL.

Wesley Milk Creamery Co., 15-minute programs for 26 weeks. KDYL.

Plymouth, 10 one-minute spots. KEX.

General Mills (Jack Armstrong Transcription), 250 quarter hours, 50

weeks. Placed by Westco Advertising Agency, San Francisco. KSL.

Beil Tailors, two quarter-hour weekly, indefinite contract, program produced by KSL.

Gardner Nursery, 12 quarter-hours. Placed by Kraft Advertising Agency, Seattle. Program produced by KSL.

W. F. Fuller & Co., one quarter-hour and spots. KSL.

Utah Cycle Club, 13 quarter-hours, remote control from the Music Hall Cycling Bowl. KSL.

Whedding Corrugating Co., 18 spots. KSL.

Baile Foods, one additional quarter-hour weekly, indefinite contract. KSL.

CHARLOTTE, N. C.

Charlotte Laundry, 26 15-minute programs. WSOB.

Found & Moore Co., 100 announcements. WSOB.

Charlotte Package Co., announcements. WSOB.

Seminole Tissue, 10 five-minute programs. WSOB.

My Shop, announcements. WSOB.

Sears-Robuck Co., announcements. WSOB.

Edarrington Hotel, Washington, one 15-minute program and announcements. WSOB.

J. B. Fox Department Store, announcements. WSOB.

Pollock's Shoe Stores, announcements. WSOB.

Mason's, announcements. WSOB.

Club St. George, 300 15-minute programs. WSOB.

UNCLE EZRA
(Pat Barrett)

Featured Comedian
Sponsored by
ALKA SELTZER

BLANKETING THE KEY CITIES
OF AMERICA. NOW DOUBLING
ON 2 NETWORKS; OVER NBC.

ROY FOX
AND HIS
BAND

ON TOUR

B.B.C. NETWORK

NBC • ENO • WJZ

HAL
KEMP

And His ORCHESTRA

NIGHTLY
PENNSYLVANIA HOTEL
NEW YORK

Every Wednesday, 8-8:30 P. M.

RADIO'S OWN
VAUGHN

DELEATH

DIOXOGEN CREAM
STARTING APRIL 3,
WJZ, Wed, 10:45 A.M.-Thurs, 4:15 P.M.
Sustaining Life Network
Mon. and Fri., 2:40 P.M.

101 CONSECUTIVE
WEEKS

KEN ENGLAND
Hour for Phil Baker

Park Central Hotel, New York

COLUMBIA
ARTISTS
BUREAU
PRESENTS

LITTLE
JACK
LITTLE

And His Original Columbia Broadcasting
Orchestra on Tour

Sat. April 21, Salem, Mass., Sun., April 21, Boston, Mass., Mon., April 22, Bristol, Conn., Tues., April 23, Elmira, N. Y., Wed., April 24, Pittsburgh, Pa., Thurs., April 25, Fairmont, West Virginia.

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WARD

DORCHESTER HOUSE
AND
BRITISH BROADCASTING
COMPANY
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EASY
ACES

NBC
7:30

Monday-Tuesday-Wednesday

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CHAS. ALLEN
OF CURTIS & ALLEN IS
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200-West 51st Street, New York
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110 West 47th Street
Seaside studio, completely equipped
with tap-dance floor, studio room,
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suitable for school purposes.
Reasonable rent to responsible party.
Apply HERMAN GLECKMAN & CO.,
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Radio Directory

(Executive of the NBC, CBS and Mutual networks are listed below, together with personnel of stations in New York, Chicago, Los Angeles and San Francisco.)

New York City

NBC
(Stations WJZ-WEAF)

80 Rockefeller Center
City 1-7800
M. H. Aylesworth, President.
Richard C. Patterson, Jr., Executive V.P.
Mark Woods, Asst. Executive V.P.
A. Ashby, V.P. and General Affairs.
Edgar Kohn, V.P. in Charge of Sales.
John F. Rouse, V.P. in Charge of Programs.
George W. Winter, V.P. in Charge of Artists' Service.
Roy M. Williams, V.P. in Charge of Eastern Sales.
Louis Rosenbaum, V.P. & Treasurer.
Lewis MacDonagh, Secretary.
C. W. Horn, Dir. Research and Development.
Frank E. Moon, V.P. Administrative.
G. W. Payne, Commercial Engineer.
J. de Jara Alamo, Evening Gen. Mgr.
Donald S. Shaw, Eastern Sales Mgr.
Alfred B. Morton, Mgr. Program Dept.
Phillips Carter, Sustaining Prod. Mgr.
Bertha Brainerd, Commercial Program Mgr.
L. P. McCleary, Mgr. Traffic Dept.
Thomas Bolivio, Charge Music Library.
Quinton Adams, Office Manager.
John R. Carey, Service Manager.
W. D. Blochman, Purchasing Agent.
R. J. Tushnet, Assistant Treasurer.
H. P. McKee, Auditor.
H. M. Kelly, Assistant Auditor.
Irene M. Beville, Mgr. Station Relations Dept.
R. M. Brophy, Mgr. Station Relations Dept.
W. S. Hedges, Mgr. NBC-operated Stations.
G. B. Hanson, Chief Engineer.
C. F. H. James, Adv. & Sales Promotion Mgr.
D. E. Tushnet, Asst. Mng. Dir. Artists' Service.
Harold Kemp, Artists Service Bnd.
Lloyd C. Egan, Transcriptionist.
Wayne L. Randall, Mgr. Press Dept.

CARL FREED
FOR
HARMONICA
AND HIS
MUTUAL BROADCASTING SYSTEM
Radio City 7-119 P.M. E.S.T.
WJZ-WEAF 1-140 P.M. E.S.T.
Pw Dr. C. L. O. 2
Columbia 5-1300
HARMONICA HARLEQUINS

GRACIE BARRIE
PLAYING
DE LUXE THEATRES
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

THE ULTIMATE IN
NOVELTY PROGRAMS
BORRAH MINEVITCH
WOR, 8-8:30 P. M.
Every Tuesday
REID'S ICE CREAM

ABE LYMAN
AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABC—Tuesday, 8:30 to 9 P.M., EST
(Phillips Dept.)
WEAF—Friday, 9 to 9:30 P.M., EST
(Phillips Mktg)

EMERSON GILL
AND ORCHESTRA
HIS
HOTEL WEBSTER HALL
DETROIT
MCA DIRECTION

Chicago (Station WABC)

455 Madison Ave.
Wichersham 2-2000

William S. Paley, President.
Edward Kuebler, Executive V.P.
Sam Pickard, V.P.
L. H. B. B. Boice, V.P. in Charge of Sales.
Lawrence W. Lowman, V.P. on Operations and Secretary.
Paul W. Keaton, V.P.
John C. Carville, Production Mgr.
W. M. C. Gittinger, Sales Mgr.
William H. Smith, Asst. Sales Mgr.
H. F. Hayward, Comm. Program Mgr.
Edwin P. Seashell, Program Operations.
J. G. Gude, Publicity.
Edwin K. Cohen, Technical Dir.
Paul White, Special Features.
Robert Stephenson, Local Sales.
John C. Carville, Production Mgr.
Frederic P. Willis, Educational Dir.
Julius Mattfeld, Music Library.
Hugh Cowham, Commercial Engineer.
Courtney Davies, Dramatic Dir.
Ralph J. Wonders, Mgr. Artists' Bureau.
Paul Ross, Mgr. Personal Bookings.

MUTUAL

1410 Broadway, N.Y.C.
Pennsylvania 4-8818

WOR, Newark
WGN, Chicago
WLW, Cincinnati
WXYZ, Detroit

W. E. Macfarland, Pres.
A. J. McCook, Chairman Bd.
J. C. Carville, Treas.
E. M. Antrim, Sec'y.

WOR

Alfred J. McCook, President.
Theodore C. Streibert, Gen. Mgr.
Walter J. Neff, Sales Manager.
G. W. Johnston, Dir. Public Relations.
Theodore C. Streibert, Musical Director.
Adolph Oppinger, Program Dir.
Ralph J. Wonders, Mgr. Artists' Bureau.
Philip Thorn, Continuity Editor.
R. N. Poppo, Chief Engineer.

WMCA

Kickerbush Broadcasting Co.
1697 Broadway
Columbia 5-5600

Donald Flamm, Pres.
William Wetnam, v.p. and Counsel.
Sydney J. Flamm, Asst. to Pres.
Bertram Lohr, Sales Director.
Fred Dyson, Business Director.
Lewis Kald, Program Director.
George Houston, Production Director.
Harry Carson, Continuity Director.
Elizabeth P. Quinn, Publicity Director.
H. E. Fabel, Sec'y.
Paul Blackman, Musical Director.
Philip Barron, Dramatic Director.
Harry Herschfeld, Theatrical Dept.
A. L. Alexander, John Frazer, Chief Announcers.
Frank Marx, Chief Engineer.

WJZ

Marcel Louis Looking Corp.
150 Broadway
Bryant 9-8900

Louis K. Sidney, Gen. Mgr.
Philip Watters, Asst. Mgr.
Paul Lasker, Sec'y.
Fred Raphael, Asst. to Gen. Mgr.
George Kohn, Asst. to Gen. Mgr.
George Kohn, Asst. to Gen. Mgr.
Ben Benway, Asst. to Gen. Mgr.
Benny Leonard, Sports.
Harry Carson, Chief Announcer.
Nicholas Doris, Mgr. Dir.
Nancy Ador, Mgr. Dir.
Ferry Charles, Publicity.

WNEW

601 Madison Ave.
Plaza 3-3000

Milton Bow, President.
Richard O'Day, V. P.
Paul Blackman, Musical Dir.
Bernice Judd, Sales Mgr.
Max Vesseler, Chief Eng.
Bill Warren, Chief Announcer.
Mack Miller, Publicity.

WINS

American Radio News Corp.
114 E. 56th St.
Edison 8-1000

J. L. Kaufman, Station Mgr.
Roy Preston, Sales Mgr.
Roland Bradley, Production Mgr.
N. H. Peterson, Sales Promotion.
Vincent Sorey, Musical Dir.
Edward Cleland, Continuity.
Edythe Messard, Press.

WLWL

Universal Broadcasting Corp.
415 W. 30th St.
Columbia 5-1000

H. F. Riley, Dir.
P. K. Krierson, Business Mgr.
L. W. Block, Sales Manager.
George O'Brien, Program Dir.
Rudolph Fort, Musical Dir.
Joseph Deppa, Chief Engineer.

Chicago

NBC
Merchandise Mart
Superior 8300

(Stations WENR-WMAQ)

Millie Trammell, V.P. in Charge.
Ben Koney, Asst. to V.P.
P. G. Parker, Asst. Gen. Mgr.
Roy Whoolley, Office Mgr.
Sidney Strat, Program Dir.
Roy Shild, Chief Musical Dir.
C. L. Menner, Production Dir.
Alex Robb, Asst. Program Mgr.
Willie Cooper, Continuity Eng.
W. E. Depps, Director of Agriculture.
Kenneth Carpenter, Sales Mgr.
Milo McDermott, Local Sales Mgr.
Emmett Carlson, Sales Research Dir.
W. H. Rife, Chief Field Engineer.
A. Williamson, Maintenance Mgr.
A. Williamson, Publicity Mgr.

CBS

Wrigley Bldg.
Wichard 5-0000
(Station WBBM)

H. Leslie Adams, Vice-Pres. in Charge.
R. King, Asst. to V.P.
Loyard Lattin, Eastern Sales Mgr.
J. Kelly Smith, WBBM Sales Mgr.
Bill Williams, Radio Sales Jr.
Richard Elmore, Sales Research Dir.
Neil Conklin, Band Director.

Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc.
410 North Michigan Ave.
J. H. North
P. G. Ibbett.

Batten, Barton, Durstine & Osborn

221 N. La Salle St.
George May
Blackett-Sample-Hammert

221 N. La Salle St.
Bob Hotz.
Roscoe Barrett.

Dornus & Company
208 S. La Salle St.
H. Ray Henderson.

Erwin, Wasey & Co.
520 N. Michigan Ave.
J. E. Atley.

Fredericks & Mitchell, Inc.
360 N. Michigan Ave.
Karl Frederick.

Frey & Ayers
333 N. Michigan Ave.
Henry Klein.

Gundlach Advertising Co.
400 N. Michigan Ave.
Irving Washbloom.

Hart-Meiser & Co. of Ill.
520 N. Michigan Ave.
S. J. Andrews.

Hays McFarland
353 N. Michigan Ave.
Hays McFarland.

Henri Hurst & McDonald
520 N. Michigan Ave.
N. L. Pumpham.

Frances Hooper
400 N. Michigan Ave.
Frances Hooper.

Kantor
360 N. Michigan Ave.
Ed Alshiehr.

Kirtland-Engel
646 N. Michigan Ave.
R. M. Kirtland.

Kird & Thomas
515 N. Michigan Ave.
George Isaac.

Lewis Goodkind.
Matteon, Fogarty, Jordan
307 N. Michigan Ave.

Tom Davis
McCann-Erickson
510 S. Michigan Ave.

Raymond Atwood.
Mejunkin
228 N. La Salle St.

Gordon Best.
Morris, Windmuller & Ezinger.
230 N. Michigan

George Ezinger.
Carroll Dean Murphy
35 E. Wacker Drive

James Sheel.
Needham, Louis & Brorby
360 N. Michigan Ave.

Helen Wing.
Heiser-Mayhew
400 N. Michigan Ave.

Walter Rubens.
Reincke-Elie-Youngren-Finn
520 N. Michigan Ave.

Russ Williams.
Rocha, Williams & Cunnyngham, Inc.
Strauss Bldg.

John Pierre.
Rogers & Smith
20 N. Wacker Drive

Everett Opie.
Ruthrauff & Ryan
360 N. Michigan Ave.

Dale Carroll.
Sellers Service
8 S. Michigan Ave.

George Couper.
Stack-Goble
8 S. Michigan Ave.

Ralph Goble.
J. Walter Thompson
410 N. Michigan Ave.

Dick Marvin.
Tower Adv. Service
Strauss Bldg.

Nate Caldwell.
Wade Adv. Agency
208 W. Washington St.

Walter Wade.
Young & Rubicam
221 No. La Salle St.

D. G. Scheider.
Holland, Engle, Program Dir.
Ben Paley, Asst. to Program Dir.

Ray Applby, Dramatic Prod. Mgr.
Howard Neumiller, Music Dir.
Henry Klein, Continuity Editor.

Frankman, Chief Engineer.
Ben Kaufman, Publicity Mgr.
Edna Markey, Educational Dir.

Arthur Wiener, Community Concert Mgr.
McClure Bellows, Columbia Concert Mgr.

WCFL

Furniture Mart
Superior 5-0000

John Fitzpatrick, President.
Edward N. Nickles, Gen. Mgr.
Francis Anderson, Bus. Mgr.

Maurice Leach, Treasurer.
V. J. Dillert, Office Mgr.
William Andrews, Chief Announcer.

Roy Frothingham, Sales Promotion Mgr.
Merleith Wright, Chief Engineer.

WJJD

Lake and Wells Sts.
Superior 5-0000

Ralph L. Allen, President.
Arthur M. Lark, Gen. Mgr.
Herbert Friedman, Sales Mgr.

Joe Althaus, Program Mgr.
Harry Wolpert, Publicity Mgr.
Ben Koster, Musical Dir.

WLS

1820 W. Washington
Haystack 1500

Burridge Butler, President.
Glenn Snyder, Gen. Mgr.
George Biegl, Chief Engineer.

Walter M. Davidson, Asst. Mgr.
Tom Rova, Chief Engineer.
Clemens Leger, Adm. Mgr.

Publicity Dir.
Earl W. Kurze, Bookkeeper.
WGN

Drake Hotel
Superior 6100

W. E. Macfarlane, Gen. Mgr.
Quin Ryan, Station Mgr.
Ed Wood, Commercial Mgr.

Edward Barry, Production Mgr.
Carl Myers, Chief Engineer.
Frank Schreiber, Publicity Dir.

W. E. Innis, MBS Production Mgr.
WGES
128 N. Crawford

Gene Dyer, Station Mgr.
Charles Lamphar, Production Mgr.
Joseph Brubaker, Chief Engineer.

John Van, Musical Dir.
Don Croston, Chief Announcer.
WIND

201 North Wells
State 5400

Ralph Allam, President.
Bert Metcalf, Manager.
Reynold McKewen, Chief Announcer.

Dave Newman, Continuity and Pub. K. C. Shirk, Chief Engineer.
Roy Dodge, Musical Dir.

Los Angeles

CBS
(Station KFIH)

Columbia 2-1000 (Radio West System)
1076 West 13th Street
Vanday 7111

Thomas Lee, President.
C. Ellsworth Wylie, Gen. Mgr.
Raymond Paley, Mgr. Dir.

Scott Perkins, Production Mgr.
Charles Hamilton, Chief Announcer.
Ruth Barnett, Traffic Mgr.

Bert A. Phillips.
Thayne Miller, Publicity.
Thomas Lee Artist Bureau, Robert Braun, Mgr.

NBC

(Hollywood Office)
6521 Marathon St.
Hollywood 3681

John Swallower, Mgr.
Ozell Underwood, Production Mgr.
Clay Caldwell, Chief Engineer.

821 Richmond Bldg.
Michigan 8607
Harold Bock, Press.

(Stations KFI-KECA)
Earle C. Anthony, Inc.
1000 G. Hope Street

Richard C. 0111
Earle C. Anthony, President.
Arthur Kales, V.P. and Gen. Mgr.

Glen Dalters, Program Dir.
Don Haverlin, Commercial Mgr.
Guy Caborn, Production Mgr.

Jose Rodriguez, Publicity.
KFWB
Warner Bros. Pictures Corp.

Warner Theatre Bldg.
Hollywood 6318
Gerald King, Gen. Mgr.

Chester Mittendorf, Commercial Mgr.
Jay Hoy, Program Dir.
Kay Van Riper, Charge Dramatic Prod.

Harry Myers, Chief Engineer.
Frank Murphy, Supervising Engineer.
George Fleisher, Publicity.

Don Allen, Asst. Production Mgr.
KNX
Western Broadcasting Co.

Otto K. Olson Station, Hollywood
Bentwood 4101
Guy C. Earl, Jr., President.

Naylor Brown, Asst. Gen. Mgr.
Carl B. Niemi, General Manager.
Charles C. Ormiston, Technical Supervisor.

Van C. Newkirk, Production Manager.
Wilbur Hall, Chief Engineer.
Arthur Kemp, Promotion Mgr.

KMPC

(Beverly Hills)
3000 C. Avenue, C. Inc.
951 Wilshire Blvd.

Richard Connor, Gen. Mgr.
May Jones, Publicity.
Bernon Von Selby, Program Manager.

KMTR

KMTR Radio Corp.
915 No. Vermont, Hollywood
Hillside 1161

Reed E. Callister, President.
Owens Dresden, General Mgr.
Salvatore Santalucia, Charge Dramatic Prod.

Elmer Horner, Program Director.
Buckley Oxford, Publicity.
John Hilliard, Chief Engineer.

KGFT

1417 So. Figueroa Street
Prospect 7118
Ben S. McLaughlin, owner.

Duke Hancock, Mgr.
KRKD
Radio Broadcasters, Inc.

441 South Spring Street
Madison 2281
Frank Oberly, President.

V. G. Freitag, Gen. Mgr.
KTM
Pickwick Broadcasting Co.

218 So. Vermont
Exposition 1200
C. A. Shedy, President.

George Martinson, Manager.
KFAC-KFYD
Los Angeles Broadcasting Co.

945 Mariposa Ave.
Staney 1231
Don T. Smith, President.

Calvin Smith, General Mgr.
Burton Bennett, program director.
Chauncey Haines, Jr., musical director.

Arthur Tibbels, Charge Dramatic Prod.
NBC
(Stations KPO-KGO)

1111 Sutter St.
Walter
Don E. Gilman, V.P. and Western Div.

H. J. Maxwell, Asst. Div. Mgr.
Lester Frank, Prog. Dir.
Harry Anderson, Sales Mgr.

A. H. Saxton, Mgr. of Plant Operations
and Engineering.
Lloyd E. Yoder, Press Dir.

V. J. Dillert, Office Mgr.
William Andrews, Chief Announcer.
Roy Frothingham, Sales Promotion Mgr.

Merleith Wright, Chief Engineer.
CBS—Don Lee
(Station KFRC)

1000 Van Ness
Prospect 1000
Fred Phillet, Don Lee, Gen. Mgr.

Phillet, Don Lee, Gen. Mgr.
Harry Anderson, Sales Mgr.
Lloyd E. Yoder, Press Dir.

V. J. Dillert, Office Mgr.
William Andrews, Chief Announcer.
Roy Frothingham, Sales Promotion Mgr.

Merleith Wright, Chief Engineer.
KFAA-KFYD
Los Angeles Broadcasting Co.

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Lloyd E. Yoder, Press Dir.

V. J. Dillert, Office Mgr.
William Andrews, Chief Announcer.
Roy Frothingham, Sales Promotion Mgr.

Merleith Wright, Chief Engineer.

KYA

(Heart Owned-Operated)
Examiner Bldg.
Prospect 3450

Edward McCallum, Pres. Dir.
Alfred Holman, Pres. Dir.
Harry Boehl, Chief Engineer.

Cy Trobe, Musical Dir.
H. C. Connetto, Chief Engineer.
E. A. Cosgrove, Comm. Mgr.

KJBS-KQW

(Julius Bruns, Chief Owners)
1880 Bush St.
Orchard 3446

Ralph Bruns, Mgr. Dir.
C. L. McCurdy, KQW Mgr.

(Golden State Broadcasting Co.)
Olympic Hotel
Orchard 3446

Robert J. Criss, Pres.
W. N. McGill, Gen. Mgr.

KTAB

(Associated Broadcasters)
Rust Building
QA 4100

Wesley I. Dunn, Pres.
Phillips G. Lusk, Gen. Mgr.

Fred Haglund, Prog. Dir.
R. V. Howard, Tech. Dir.
Ed Murphy, Press.

Takes Option on Cradle

NBC has placed Three Baby DeMarco of Boston, N. Y., under optional contract. Ages are 6, 8 and 10 years, with two younger ones at 2 and 4 years, held in reserve for any vacancies which might occur. All girls, their father Salvatore DeMarco, plays the guitar while his brood warbles in juvenile rhythm. Threemore is the youngest talent NBC has

By Abel Green

THIS WEEK, APRIL 12th
WAFFLE IRON, 47th and B'way
Direction, HARRY BESTBY

ASCAP'S \$7,000,000 DIVVY

Dance Orchestras on Nat'l Hookups

Columbia Broadcasting System

Casa Loma	Essex House	New York City
Claude Hopkins	Cotton Club	New York City
Freddy Berrens	Flying Trapeze	New York City
Art Jarrett	Sherman House	Chicago
Kath Beecher	Hotel Stevens	Chicago
Lotho Panico	Canton Tea Gardens	Chicago
Herbie Kay	Edgewater Beach H.	Chicago
Freddy Bergin	Meadowbrook C. C.	Cedar Grove, N. J.
Jacques Renard	Cocoanut Grove	Boston
Will Rysanek	Hotel Schenley	Pittsburgh
Denny Thompson	Mayflower Hotel	Akron, O.
Orrville Knapp	Beverly Wiltshire	Los Angeles
Ray Horbeck	Cafe de la Paix	Los Angeles
Luigi Romanelli	King Edward Hotel	Toronto
Charles Dornberger	Mt. Royal Hotel	Montreal

National Broadcasting Co.

Paul Whiteman	Paradise restaurant	New York City
Jolly Coburn	Rainbow Room	New York City
George Duffey	McFarair restaurant	Cleveland
Ralph Bennett	Trilanon Ballroom	Chicago
Jimmie Garrigan	Oriental Gardens	Chicago
Gene Marvey	Arcadia Cafe	Philadelphia
Stan Myers	Terrace Garden	Chicago
Leonard Koller	Hotel Blumark	Chicago
Enric Madriguera	Ches Paroe	Chicago
Gene Beecher	Lido restaurant	Cleveland
Charles Stenroos	Lotus Gardens	Cleveland
Tommy Tucker	Hotel Stadler	Cleveland
Tom Conoley	Palace Hotel	San Francisco
Joe Reichman	Hotel Stadler	Boston
Paul Pendavis	Hotel St. Paul	St. Paul
Reggie Hall	Lord Baltimore Hotel	Baltimore
Reggie Childs	Essex House	Newark, N. J.
Bob Chester	Wm. Penn Hotel	Pittsburgh, Pa.
Herb Waldman	Cosmopolitan Hotel	Denver
Dick Fidler	Hotel Syracuse	Syracuse
Manny LaPort	Anchorage restaurant	Philadelphia
Leo Zollo	Benj. Franklin Hotel	Philadelphia
Joe Rines	Mayfair	Boston

SOC.'S BIGGEST ROYALTY PURSE

'35 First Quarter Beats Same Previous Year Period by 10% — \$2,900 for AA Writers — \$12,000 to \$20,000 for Top Publishers

RADIO TAKE UP

American Society of Composers, Authors & Publishers last week split up the largest royalty purse in the history of the organization. Distribution, which went over the \$700,000 mark, was for the first quarter of 1935 and represented a boost of almost 10% over what the members got for the first three months of 1934.

Compared to the final quarter of 1934, the increase came to around 46% for the writers and 30% for the publishers. Double A writers received \$2,900 for the first quarter of this year while for the same period before their divvy was \$2,700. Last quarter of 1934 brought this classification in the writer contingent about \$2,000.

Society's income from radio for the first 1935 quarter was far from what had been anticipated. Commercial broadcasting in general had during this period topped the previous year's take by around 30%. Music should have got at least 25% more than it did a year ago because of the fact that its tax on commercial programs had in the meantime had gone up from 4% to 5%, or a difference of 25%, but the actual boost from this source came no nearer than this percentage.

Cut for the top strata of publishers ranged between \$15,000 and \$20,000, largest sum going to Harms, Inc. Because of the general readjustment of the higher classifications and the boosting of Harms by a substantial number of points when the new classification system went into effect last summer, the shares received this time by several of the lower bracketed firms was about equal to what they got the same period the year before (1934).

Industry-Wide Legal Battery Forces Gov't Investigation of Can. Soc. Into Hotel; Courts Too Small

K. C. Symphony Needs \$105,000 to Continue

Kansas City, April 16. Kansas City Philharmonic orchestra has completed its second season and plans are under way for the third. An attempt will be made to underwrite \$105,000 needed for the budget for another season of 20 concerts from November until April. Board of trustees has announced that unless this amount is assured by the first of May the project will be abandoned, at least upon the present scale, and by the present organization.

Radio concerts, which have been a source of revenue to the organization this year, will end in October, with the possibility of a renewal or the securing of another sponsor to be worked out.

Toronto, April 16. Detailed statements of royalties collected, disposal of this revenue, right to levy such toll and, most important, the substantiation of alleged title to more than 2,000,000 musical works, will be ordered by the Canadian government in its probe into the activities of the Canadian Performing Rights Society, collection agency in the Dominion for American Society of Composers, Authors & Publishers and the British Performing Right Society.

Present plans for the conduct of the Royal Inquiry, procedure similar to a Senate investigation in America, set the opening date for April 24. With every branch of the entertainment business affected, and legal counsel being arrayed by the various complainants' classifications, it has been decided to set apart a section of a downtown hotel for the inquiry proceedings, as it is expected that no courtroom here is sufficiently large enough to accommodate representatives of the film, theatre and radio industries, as well as those appearing for hotel, restaurant and dance spots, who will be here from all parts of Canada to file complaints against CPRS.

MPPA'S \$10,000 AIR ROYALTY, NEW HIGH

Distribution of royalties from radio sources for April by the Music Publishers' Protective Association will be the largest in the history of the organization. Divvy among publishers for the current month is due to go over \$10,000.

MPPA's previous record purse, \$8,500, was split up during last month. Billings at hand indicate that the fees on transcriptions will bring the pubs another \$10,000 for May.

Wholesale Action

Action by the amusement groups following the levying of new increases as high as 100% in fees by CPRS. Hardest hit were the theatres, with CPRS demanding 250¢ per seat per theatre per annum. Famous Players Canadian was first to jump into the fray, with the Canadian Radio Commission and the Canadian National Exhibition quick to get behind. Also in the ranks are the musicians, with CPRS boosting its fees from \$1 to \$5 for the instrument and from \$2 to \$5 for the band performance, depending upon size of audience.

Hotel men and restaurateurs took up the challenge when the new schedule doubled the rate for eat-eries and raised from \$10 to \$30 the minimum fee payable for an annual license to present occasional entertainments. Minimum charges to hotels are also doubled in the new CPRS schedule, while a sliding scale for radio and motion picture spots this at a minimum of \$75 a year for a 250-room hotel.

Scope of the probe was indicated at the preliminary meeting when counsel appeared for the following groups: Famous Players Canadian, Canadian Radio Commission, Canadian National Exhibition, Allied Exhibitors of Ontario, Theatre Holding Corporation, Music Publishers' Protective Association, Canadian Association of Broadcasters, Hotel Association of Canada, Motion Picture Distributors & Exhibitors of Canada.

To give vent to an opportunity to air his grievances, the various groups will hold separate meetings, between now and the opening of the probe and will then present their arguments before the Royal Commission, of which Judge Parker of Toronto will be chairman. First to be given a hearing will be the broadcasting industry of Canada. During the Federal probe, Canadian Performing Rights Society will be asked to produce its letters of patents, by-laws, list of members, detailed statement of royalties collected, disposal of such monies, operating expenses of the Society, right to levy toll and proof of title to 2,000,000 compositions which it claims.

ized by L. Wolfe Gilbert, vice-president, to use its influence to get Jerome Kern to reconsider his resignation from the ASCAP board.

Letter is intended as a round-robin statement of confidence and esteem in which Kern is held by all songwriters.

Name Bands Ducking New York Hotels for Jersey's Wired Niteries; Hostelrys and Tooters Still Apart

With the New York Hotel Men's Association still refusing to get together with the New York musicians union and discuss a way out of the \$3 broadcast tax, name bands are taking out of town stands in preference to local spots in order to get a network release. In the case of the New York hotels, name combos are declining to accept engagements unless the hostelry guarantees them an additional sum to cover the union's broadcast tax for at least two programs a week.

Bands realize that without air contacts their value as one-night attractions on the road can be seriously handicapped and, since a non-wired hotel spot in New York has come to mean little to them from the prestige angle, the dance maestro have elected in many instances to accept engagements in New Jersey, where connections not only make wires available to them, but serve as a not too distant place from which to keep in touch with the commercial program manager.

Providing that the \$3 tax remains in effect through the summer, the operators of Jersey dine and dance places figure on having call at just union scale on the cream aggregation of the business located in the east. CBS Artists Bureau is having no difficulty whatever in getting its bands to accept bookings at the Meadowbrook Country Club, Cedar Grove, N. J. Piece of the latter alterio is owned by one of the CBS bookers. Reggie Childs is going into the Essex House, Newark, largely prompted by the fact that the job would make an NBC wire available to him.

Only five New York spots, as shown by the lists in adjoining columns, are being picked up by networks. NBC's local pickup consists of the Paul Whiteman and Jolly Coburn units, while the three cleared out of New York by CBS are Casa Loma, Claude Hopkins and Freddy Berrens.

Shep Fields takes Freddie Martin's place at the Palmer House, Chicago, May 30.

Olsen-Shutta, Dayton

Dayton, April 16. Ethel Shutta and George Olsen and his band booked for one night at Lakeside park, May 7, but may be changed.

Gerald Nierman is manager of the park, which will have a Garden of Eden' outdoor dance floor this season.

Coast Musikers Fight Bill to Curb School Bands as Competish

Los Angeles, April 16. Musicians union execs from here, San Diego and San Francisco, will descend upon the state legislature at Sacramento in force Wednesday (17), prepared to fight a bitter battle against proposed passage of a bill that would enable school bands and other amateur organizations to compete with bands affiliated with the American Federation of Musicians.

President Frank D. Pendleton, of Local 47 and C. L. Bagley, attorney for the local and a vice-president of the A. F. of M., returned here Saturday (13) for a couple of days, after helping in San Francisco, where representatives of San Francisco Local 406, in killing the original bill covering such competition.

Charge is made by musicians' execs that legislation, such as contemplated, hits at the livelihood of organized musicians, and every pressure will be brought to bear to kill a substitute bill that has been drafted by a sub-committee of the committee on education, sponsoring the move.

Musicians charge that proposed legislation would pave the way for the San Diego exposition, starting in May, to utilize non-paid school bands and other amateur outfits, thereby depriving organized bands and orchestras of jobs.

Jimmy Campbell Back Home with M. Balcon

Jimmy Campbell (and Connolly), English music publisher, is in New York for a week before returning to London in the company of Michael Balcon. Latter, Gaumont-British's production head, was in Hollywood on a general period.

Campbell and his wife, Betty Balfour, were in Balcon's company, as the music firm and G-B have a financial publishing tieup. Reg Connolly returned to London a fortnight ago, unable to defer his sailing for his partner's advent from Hollywood.

CINCY MILL BURNS

Cincinnati, April 16. Green Mill, large dansant on the Little Miami river, east of city limits, was razed by fire early Friday (12). Chas. Burns, owner and manager, estimates damage at \$35,000, of which 40% was insured. Origin of blaze undetermined.

Place, idle during winter, was recently opened for season after undergoing extensive reconditioning. Played local bands.

JONES PINGSTON—SPEEDING

Yonagstown, O., April 16. Inham Jones, en route from Cleveland to New York, was arrested here on a charge of driving 45 miles an hour and failing to observe a school bus stop. Jones paid the fine, shook hands with the J. P., and resumed his journey east.

Buck Coastbound to Soothe H'wood Members; Fears an Open Break

Gene Buck, prez of the American Society of Composers, Authors and Publishers, is leaving next week for Hollywood to patch up resentment caused among the local contingent of writers by the way a petition of theirs was received at the recent annual meeting of the society. While on the Coast Buck will also seek to induce Jerome Kern to reconsider his resignation as a director of ASCAP. Kern was one of the petitioner's signators.

Buck feels that the differences in viewpoint between the Coast members and the writers on the New York should be straightened out before the situation develops into a serious breach. In their telegram to the annual meeting the Hollywood writers urged that the society's present method of self-perpetuating its officers and directors be abandoned for a system of election from the ranks. Speakers at the annual gathering scored this suggestion, A. indicating a weak-kneed morale on the part of the Hollywood writers.

Irving Caesar, who was among those that took the telegram's signators to task, remarked that the Hollywood writers may consider the ASCAP money as so much ice cream and cake, but to the boys on Broadway it is still their bread and butter.

Because of his scheduled absence Buck has brought the monthly meeting of the ASCAP board of directors forward a week. Get-together is set for this Thursday (17). Instead of the customary last Thursday of the month.

Hollywood, April 16. Songwriters' Protective Association membership is being circular-

UNIT REVIEWS

HAPPY LANDINGS

(ORPHEUM, LINCOLN)

Lincoln, April 13.
Not a terrific show, but one that does a lot more general entertaining than many with more pretentious billing. Name itself is a misnomer. Patrons may expect an aviator or a sailor to pop up somewhere in the bill, but they never do. Instead, costuming is all on the gay-Venetian order and the music is too.

Peggy George, fair tapper and singer, shares the opening with the band, but it's all right for a starter. Little heavy on her feet. Cantu, on second, gets 'em with his cigaret tricks of the Cardini type. Her's a Mer led working in full costume, which is different than the general sleighters in full dress. Anna Rose, acro, comes through in fair shape next.

Ben and Rita, stepping out the band, do a number in this spot on accordion and violin. Sid Marion, ventriloquist, follows on. Has a good act of kind and knocked the neighbors for a loop. Peggy George comes back for a short tap-toe and is chased off by Skeeter and Ray, comedy team. The girl is good.

Alexander Bros. and Evelyn, old-timers at the ball bouncing game, are the closing number. Use all the reverse English tricks, etc. Got a big hand. Then finale. Unit is built more as a variety show than most excavating through this territory, and this house clientele eats that sort up. It'll be a welcome relief to any house which has seen a steady string of girl lines-and-dance.

Runs 55 minutes, but could be cut eight or 10 without suffering. It's owned by Marion and is on the sixth month of Cushman theatre management. People and a very good back drop as well as incidental scenery.

Barney.

Man. Merry-Go-Round

(METROPOLITAN, B'KLYN)

Although coupled with "Vessels" (Metro), day and date, with the Capitol, Broadway, biz was weak here opening night (Friday) at supper time. Looks like remnants of the radio background, the b.o. import of this "Manhattan Merry-Go-Round" unit is still to be determined. Nothing outstanding.

The stage is cluttered with milkers for the performance. Doesn't help the general appearance and presentation, although voice recaptions may be aided. Altogether, the impression that is left

is one of mechanical and forced entertainment.

Andy Sanella and his band, plus Jerry Mann, ride on the top intro. Sanella shows off his handling of several instruments; two that could be overlooked are the violin and piano attempts. At Mann's first entrance it's a cinch he will impersonate either Chevalier or Jester. He does both. Ordinary. Also does Bernie and others. The Merry-Go-Rounders, singing trio of males, offer a song intro.

Pierre Le Kreun is apparently French, as is Miss Rachel Carley, but Le Kreun sings Irish. Miss Carley sings both in English and French, and well in both. Le Kreun, Sanella and an m.c. wear tails and somehow look overdressed on this stage with all that goes on before them and around. The m.c.'s announcements are not always as distinct as might be desired, but he interposes his handclapping unobtrusively.

Gaylene Sisters, eccentric acro experts and high kickers, are good. And some girls they are unusual performers.

Shan.

MELODY CRUISE

(PARAMOUNT, OMAHA)

This show travels as a unit and is not one of those made up here, as have been the presentations for the past few weeks. Runs 10 minutes. Barry and some of it fast tapping by Miss White, who is on and off the stage throughout, mixing patter, the piano system announcing later amateur standing and victory, but the fact that she's a novice is soon evident after she steps before the mike on the platform over the pit.

While possessing an exceptionally nice and evidently trained soprano, Miss Cirillo lacks stage presence and salesmanship. She especially doesn't know what to do with her hands. Sang three numbers here in the dance, all ballads, to but fair results, and of arrangements not helping her any. Nor does an up-dattering red gown enhance her act.

Academy evidently gambled on her, but then didn't go through with it. Though the theatre is in a predominantly Italian nabe, and Miss Cirillo seems to be of that descent, the house did not exploit her out front. As a result she was just another act, and as such she's quite weak as yet.

Sch.

15 YEARS AGO

(FROM VARIETY AND Clippings)

First issue of VARIETY without its green cover, April 18. Paper carried front page title on the back page, too. Just for identification.

General railroad strike crippling show movements. Some trains running, but few schedules adhered to.

Mrs. Gus Edwards, who had discovered and adopted Lila Lee, featuring her as "Cuddles" in her husband's company, faced a suit by the 15-year-old star's mother, Mrs. Gus Edwards, claiming guardianship. Edwards said he was through with Lila. She was working for Jesse Lasky. Mother said not enough coin was being sent her. Court found for Mrs. Edwards.

"Vaudeville News," ostensibly the NYA house organ, made its nod. Backed by E. F. Albee and edited by Glen Conrad.

Music publishers ass'n. issued orders that no member was to advertise in any jobber's bulletin.

Keith office shaking up the agents again. Told to justify their jobs or get out.

Dangerous Hours' taken out of Keith circuit. Too much bolshevism in the labor story. Touchy subject.

Report First Nat'l. and U.A. (then known as Big Six) cabo flared up again, but still nothing to it.

Burley circuit cut "Prohibition" and "Woman Suffrage" as show titles for the fall. Too serious to be kidded.

Producing managers hankering for a \$5 top. Said if specs could get it, why not they?

John Barrymore quit "Richard III" at the Plymouth and house had to refund \$35,000 advance sale.

Martin Beck, visited "Frisco and told 'em to cut out smoking on the (Continued on page 52)

New Acts

CARMEN, BELL BROS. AND GRACE (4)

Dances, Songs, Music
15 Mins.; Three (Special)
Orpheum, New York
Sawella shows off his handling of several instruments; two that could be overlooked are the violin and piano attempts. At Mann's first entrance it's a cinch he will impersonate either Chevalier or Jester. He does both. Ordinary. Also does Bernie and others. The Merry-Go-Rounders, singing trio of males, offer a song intro.

Of the stepping, it is mostly of the acrobatic school, with one girl tapping on her toes and executing some difficult back turns with ease. Another time the two femmes are before a flashy drop, shaking rhinestone gowns in modernistic rumba fashion.

The boys handle most of the musical and playing a violin, saxophone, etc. These are discarded when the four start in on their rhythmic dancing. Costuming is tasteful and catches the eye. Bad lighting on the part of the house rears its head, of the interest here, but enough was seen to show that the offering has the goods. Used as closer, but should fit in easily on any spot.

ANN CIRILLO

9 Mins.; One Academy, N. Y.

This young woman from Feen-academy's national radio amateur contest and this is her first resultant stage date. An off-stage voice over the p.a. system announcing later amateur standing and victory, but the fact that she's a novice is soon evident after she steps before the mike on the platform over the pit.

While possessing an exceptionally nice and evidently trained soprano, Miss Cirillo lacks stage presence and salesmanship. She especially doesn't know what to do with her hands. Sang three numbers here in the dance, all ballads, to but fair results, and of arrangements not helping her any. Nor does an up-dattering red gown enhance her act.

Academy evidently gambled on her, but then didn't go through with it. Though the theatre is in a predominantly Italian nabe, and Miss Cirillo seems to be of that descent, the house did not exploit her out front. As a result she was just another act, and as such she's quite weak as yet.

Sch.

Inside Stuff-Vaude

A letter scoring the Berg-Neustein theatre bills permitting Sunday legit shows in New York, inasmuch as they exempt the variety actor from the "one day rest in seven" provision, was sent to Governor Lehman last week by I. Robert Proder, theatrical attorney.

Among Proder's written objections was his opinion that the bills violate the 14th amendment of the U. S. Constitution in "that these bills deny to all performers within the jurisdiction of the State of New York the equal protection of its laws."

Bills exempt from the "one-day rest" provision "any place wherein motion pictures, vaudeville or incidental stage presentations, or a combination thereof, are regularly given throughout the week as the established policy of such place." Proder pointed out to Gov. Lehman that, if anybody needs a day of rest, it's the vaude performer, who gives from three to six performances a day against the eight performances a week by the legit actor.

Popularity of the books of magic given away to members of Eddie Cantor's Pebebo club as a tie-up for his Sunday night radio programs has sent many vaudevillians, who had mystic acts on the stage at one time, and retired magicians, digging into their trunks for material to be submitted to other commercial sponsors. Mel Benson, card trickster, is one of those who is getting together his portfolio of magic tricks. D. Lustig, who is known to the profession as La Veilma, also is considering publication of a new set of mystic feats.

Two downtown Los Angeles semi-deluxers have gone in for a weekly amateur night, both houses proffing at the box office on first week of the venture. Houses are Warner's Downtown and the Orpheum, both of which run duals, with the Orpheum also playing six acts of vaude. Ted Leary is handling the amateurs at the latter house, and Warners is getting its unit direct from the KFWS studio, where an amateur night is staged every Sunday.

Feds had Dick Henry (Curtis & Allen office) down at the Customs House, New York, for a grilling recently after intercepting a cable he had sent to London, "Diamonds and Castles, He de France."

What Henry meant was that two acts he had booked for the Palladium, the Diamond Bros. and Casting Pearls, were on that boat, but it took some time to explain that.

Vode in Western Canada
On Upbeat; 1 to 4 Acts

Live talent and vaudeville is staging a comeback in Winnipeg, Man., theatres. Three houses are now featuring American vaude acts plus local talent. West April 8-13 saw Begon with Park and June, dance team; Amella Rogers, variety; Dorothy Webster, songs.

Starland had Edward Bros.; Bijou, Skating McGowans and Cleo and Wally, dance team. Beacon paved the way.

Early Bird Claire

Ted Claire, vaude m.c., goes on a sustainer for WHIN starting Monday (25) for 15 minutes every 7.30 a.m. for an indefinite period. His palaver, will open the station every morn.

Claire hasn't made up his mind yet to drop sleep before or after the "early bird gets the worm" session.

F&M Mulla Routes

Los Angeles, April 16.

After two months in the east and Midwest last up playing time for small Fanchon & Marco units and vaude shows, M. P. (Doc) Howe, general booking manager, returned here latter part of the week.

Invasion of the territory covered by Howe with F&M, stage shows will not be decided until after local execs have had an opportunity to go over his report and determine if sufficient playing time will be available to provide consecutive routings.

Ray and LaRue Split

London, April 7.

American dance act of Ray and LaRue splits here after playing the Rex and Gaumont Palace, Paris, following their 20-week run at the Palladium. Both will seek new partners.

Turn originally came over as a trio, Raye, Ellis and LaRue, but Ellis died during the Palladium run.

Sherman Booking Fay's

Change of mind on the part of M.E. Comerford leaves the booking of Fay's, Philadelphia, in the hands of Eddie Sherman.

Originally intended for the house to go over with the rest of the week, Comerford-Edd Fay vaude theatres to the Almagamedat booking office.

CUSHMAN ADDS 35
DAYS OF BOOKINGS

Seattle, April 16.
Bill Arms, rep for Wilbur Cushman units, has just swung through western Canada and reports 35 additional days for the circuit in that region.

Amalgamated's Tishman Unit, Harry Puck Staging

Harry Puck's first staging job for the newly revived Amalgamated Booking Office (M.E. Comerford-Edd Fay) will be a unit for Irving Tishman, indie producer, to open at Fay's, Providence, May 3. Tishman provides the scenery and costumes, the Amalgamated books the talent and Puck stages according to the requirements of the Comerford theatres.

Unit will consist of Charlie Foy and Co., Buster Shantz and Olive and George Braamo (midgates), Birdie Dean, Tony Rivers, an 11-piece orchestra and one comedy act to fill.

After Providence, it will play Wilkes-Barre, Scranton, Binghamton and Rome, N. Y.

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MARVIN H. SCHENCK

BOOKING MANAGER

VAUDE COINBACK VIA AIR

ASK CONGRESS TO OKAY CHILD ACTORS

Washington, April 16.

Change in local labor laws to permit kid actors and artists to appear on local stages without molestation by cops and school authorities has been proposed in Congress by Representative Mary Norton of New Jersey. Follows sensational test case involving a youthful pianist, in which the promoter was held guilty of violation statutes against exploitation of youngsters.

Norton bill would permit juveniles with permits to appear in any professional traveling theatrical production not deemed offensive to public decency. Official sanction would be required for any girl under 18 or boy under 16, while hours would be restricted to four daily and 28 weekly with no appearances after 11 p.m.

Application for certificate would have to be made by parents or guardian or duly authorized agent at least three weeks before scheduled performance. Veto power would rest in Board of Education, which could nix requests if not convinced that child is receiving adequate education and that health and morals are not properly safeguarded. Manuscript of plan would have to be filed on once-over before action is taken for permit plea.

Sam Hearn's 600% Salary Increase Through B'casting

Sam Hearn, former vaude single but lately on the air, best known as "Shipperman" on the Jack Benny broadcast, is returning to vaude Friday (19) at the Metropolitan, Boston, at a 600% increase over his last stage salary in the same town. Hearn played Loew's Orpheum in the Hub six months ago at \$250. At Paramount's Met he will receive \$1,500. Myer North and Joe Plam set the deal.

When a standard vaude single a number of years ago, Hearn's salary was \$600. At one time recently he was Marking's house records by grossing \$30,000 on first week's visit and is setting up another precedent by being brought back for return engagement this week.

Nate Blumberg flew in from New York to check show which did such phenomenal turnaway biz first days that he decided to repeat it in Cleveland after a week in Columbus. Revue is now doing five-a-day.

Former house record was held by Earl Carroll's "Vanities," which drew about \$25,000.

'Hello Paris' Breaks Cleve. Record, Repeats

Cleveland, April 16.

"Hello, Paris," unit broke all of RKO Palace's house records by grossing \$30,000 on first week's visit and is setting up another precedent by being brought back for return engagement this week.

Nate Blumberg flew in from New York to check show which did such phenomenal turnaway biz first days that he decided to repeat it in Cleveland after a week in Columbus. Revue is now doing five-a-day.

Former house record was held by Earl Carroll's "Vanities," which drew about \$25,000.

Chinese Staging Again

Hollywood, April 16.

Stage shows will go into the Chinese in three weeks with the hope of building business. First presentation will probably be "The Miserables."

Budget for the production, musicians, stage hands and talent will be held down to \$5,000.

Benefit for Jack Inglish May 19 at Amba's, N.Y.

Jack Inglish, former vaudevillian, both of whose legs have been amputated, will be given a benefit May 19 at the Ambassador theatre, New York, May 19. Sam Scribner will handle the show, also all expenditures and receipts. Proceeds are to be placed in a special fund at the French hospital, having again been operated on, this time for hernia. It is proposed to set him up in a small smoke and newspaper shop in the Times Square district.

STRAIGHT PIX FOR ALBEE, B'KLYN

RKO's Albee, Brooklyn, is scheduled to go straight pictures for the first time since the house was opened 10 years ago. Definite date for the switch in policy has not been set, but probably within three weeks.

House, which for the past few years has been a five-act, full-weeker, has always been one of RKO's major vaude stands, playing the shows previous to or after the Palace, New York, when the latter was in straight vaudeville. It's book by Arthur Wills.

Whether the Albee will play single or double features is also undecided, though reported that the RKO then the operating heads are leaning towards duals despite an agreement with Loew's to the contrary. Not officially apprised of RKO's intention to change policy, so Loew's is not saying what counter steps it will take.

Albee stands in the center of two opposite stances. Loew's Metropolitan and Indie Fox. Also nearby is the straight picture camp which from the Brooklyn Paramount and Strand.

Crime Pays for Parents Of Notorious Outlaws

Shreveport, La., April 16.

Crime doesn't pay but the United Shows of America have found that the parents of slain desperadoes, using this as their theme, bring plenty of lure into the coffers. Again this year the Crime Exhibit, headed by Mrs. John R. Castle, show vice-prexy, will have Mrs. Parker and Mrs. Barrow, mothers of the dead-year Bonnie Parker and her companion, Clyde Barrow, in tow when they leave here April 18.

Both women have just completed 30 days each in federal hogewog for aiding their fugitive children to escape authorities. Were with show last year and prove immense drawing cards. Understood strings are being pulled to have John Dillinger, Sr. join the brigade when they swing northward for their winter quarters here.

Ralph Farnum Sues for Marriage Annulment

Hollywood, April 16.

Suit for annulment of his purported marriage to Adele Thomas Farnum has been filed by Ralph Farnum, agent. Previously she had asked for a divorce on the grounds of mental cruelty.

Farnum filed his complaint on the discovery that she ascertains was never legally divorced from a former husband, having received a Mexican decree, which, Farnum holds, is invalid through recent ruling of the Appellate court.

Farnum asks custody of an infant daughter.

ETHER'S VARIETY TALENT DEMANDS

Vaudeville Routine and Typical Ingredients Regarded Favorably as General Policy for Radio—Strong Support to Save the Headliner—Talent Development

THE SKETCH

Vaudeville is coming back. But through the new medium and in an ultra-modern guise—radio.

The radio variety show, with its extended talent demands for next season, and thereafter, points to a rehabilitation of vaudeville paring the halcyon era. From this, the more vaudeville optimistic even foresees a relative benefit to the living variety theatre. It portends the increased usage of lesser acts and the opening up of greater opportunities to these acts which, as the trade knows, have had too limited opportunities to get by the front of the secretaries.

This revival of vaudeville as the next big thing in radio is seen.

The Headliner
The star is the headliner. But there must be an opening act. The No. 2 "sister" or "brother" team, the No. 3 sketch act, the next-to-shut comedy team in the first half, etc. That's the growing field for the great ingredients. The visiting Hollywood star or the between-legs' Equitistic can do that playlet where the sketch act used to be. There are any number of other specialties to supply the other component parts.

What's more significant is that by the very nature of radio's bigness and scope, these momentary fill-ins are the morrow's radio headlines. It's the same thing all over again in the production of vaudeville. It's a fountain-head and a source for new talent.

Radio's far-flung influence has already had its many repercussions along the lines of adapting certain known and unknown personalities into income potentialities exceeding everything in the past. The same thing, but with greater attitude, is expected to happen with next season's radio variety programs.

Sponsors and agencies are unanimous on the principle that today there are a handful of great talents. Overplus of talent is not soon to be seen. The radio magic which skyrocketed them into fast fame and sudden fortune may prove as quick an undoer.

Preserving Names

The new idea is to preserve the names by not draining their talents but building up good support around them. The most significant instance of this is obviously the Vallee-Fleischmann show. The thing to be done is to pass as the crooning era, which first brought Rudy Vallee to attention, the variety program, with the bandman-crooner as m. g., has unquestionably taken along more legit lines.

Ditto the Cantor and Joelson shows. What even some in the trade think is Eddie Cantor's extraordinary generosity in having "made" Rubinoff and Jimmy Wallington, and now Parkyakakas and Ted Husing, is really good showmanship. Following the buildup to the stooge is the old stage box plant routine all over again. Phil Baker's Beetle and Bottle is only Sid Silvers and James Muldowney all over again, excepting in finer disguise. Cantor's tolling for Harry Einstein (Parkyakakas) is a case in point for greater microphone longevity.

The Joelson show, "Elli, Chateau," is another manifestation. The guest

Summer Vaude Expected to Hit New Low; RKO, Warners, Indies Cutting Playing Time Way Down

Mitchell-Durant's Vaude Tab Flyer Between Pix

Los Angeles, April 16.

Mitchell and Durant head eastward tomorrow (Wed.) to join Earl Carroll's "Vanities" tab unit opening at Loew's State, N. Y., May 3, then Loew's Philadelphia, Washington, Baltimore.

They return here in four weeks to resume Fox contract, having two pictures to go.

WB CUFFS ACTS INTO BALTO NITERY

Baltimore, April 16.

Through co-operation of Warner Bros., which circuit is his landlord, Lou Becker, operator of the Pent house, is effecting a cut-off show every Wednesday night. Acts are sent over from Warners' Earle, Washington, making the 40-mile trip after the regular theatre performances there and doing the nitery show here for traveling expenses only.

Not all the talent playing the Earle has been willing to commute, but in recent weeks Dorsey Bros. band, Bob Crosby and Mitzel Green have been among those accepting. Becker advertises the acts in the dailies with no mention of the Washington connection.

Becker rents the 'enthouse from Warners, in whose State Theatre building the club is located.

Boston, New York, Increase Vaude Projects on ERA

Boston, April 16.

Emergency Relief Administration has renewed the two vaudeville projects operating out of the Hub, renewing a special division for colored performers and augmenting the white project employing around 225.

New appropriation to carry on the relief work via free shows at CCC camps and Institutions in Massachusetts totals \$59,319. Tom Senna stages the ERA shows.

Three more vaudeville units, entailing close to 50 performers, have been put into rehearsal by the Emergency Relief Administration in New York.

stars, with Joelson as confederator and the cliché dial-attention-center, only means that Joelson doesn't wear out the mythical ether mat which welcomes the radio faves into the home and hearth of a nation.

Whether radio or Hollywood, the death of new faces, new talents, new stars is well-nigh appalling. There must be a developing ground and radio sees in the new variety show an intra-trade means of insuring all over again. Phil Baker's Beetle and Bottle is only Sid Silvers and James Muldowney all over again, excepting in finer disguise. Cantor's tolling for Harry Einstein (Parkyakakas) is a case in point for greater microphone longevity.

The Joelson show, "Elli, Chateau," is another manifestation. The guest

Summer vaude in 1935 will probably hit its lowest point for that barren stage season. From all present indications, even the indie time, the standby for acts and agents in the past, will be missing.

RKO will be out of the picture almost entirely. Circuit's operators are again talking of limiting its playing time to only two weeks, the Palace, Chicago and Palace, New York, to be booked by the three buyers, Bill Howard, Arthur Will and Danny Freundlich. Straight pictures will, if present discussions become fact, become the order in all the rest of the RKO houses starting in the first of June.

RKO spots which will revert to films include the Albee, Madison and Tilyou, Brooklyn; Keith's, Boston; Shubert, Cincinnati; Palace, Cleveland; Colonial, Hartford; Fox, Detroit; Orpheum, Minneapolis; Keith's, New Brunswick, N. J.; Providence; Keith's, Rochester, Syracuse, Troy and the Coliseum, N. Y.

Another circuit which will probably undergo a wholesale shut down of vaude will be Warner Bros., though latter's spots to go straight picture will be mainly the long strings of one-nighters now booked out of New York. The Earle theatres in Philadelphia and Washington, full-weekers, will stay as is through the summer months.

Farmouth's vaude time, seven weeks jointly booked out of New York and Chicago, will also stick, except perhaps in one or two places. Least Par will have after June will be five weeks.

Loew's, however, will, as usual, make no changes in its theatre policies because of summer. Circuit currently has 11½ weeks on its books and that's the way it'll stay.

Beider the time there are also three Poll houses in Connecticut which play occasional attractions and units.

Indie time will be most drastically affected outside of RKO. According to present plans of most indie operators who must stick to a low nut, vaude will go out right after daylight saving time sets in the last Sunday in April. Notable dropouts will be the M. E. Comerford time, now being booked out of the revived Amalgamated booking office, consisting of Wilkes-Barre, Scranton, Reading and Pottsville.

At most, it will leave acts and agents in these parts with 25 weeks top between the circuits and indie offices.

Bert Levey Sues for 50G in Vaude Tiff

Los Angeles, April 16.

Charging conspiracy to break a contract he had with Denny Best and W. M. T. Pickard for vaude spots over a protected period. Bert Levey booking office has filed \$50,000 damage suit. In Superior Court against Al Wager. Theatrical agent, and Popkin & Ringer, operators of the Million Dollar theatre.

Levey asserts in the complaint that Best and Pickard, included as defendants, had agreed to give him three months' protection within a mile radius after performances at a competing theatre, but that they had been solicited for employment by Popkin & Ringer with connivance of Wager.

Jack Powell's Film

Jack Powell is heading for Hollywood and a Par picture via a week at Chicago, Chi., opening April 26, and possibly in New Haven. Par chore doesn't start until May 15. It's the Burns and Allen film.

NEW LEGIT MOVIE SPREADS

Still Doubt on Legit Code Status; Action Now Depends on Washington

Status of the legit code appears to be in doubt and its continuance will not be determined until Congress takes action on the proposed continuation of the National Recovery Act. Despite differences as to the workability of the code, however, showmen generally favor the idea of the various groups of the theatre getting together and discussing problems, which the code provides for, rather than hit and miss disputes as formerly.

It is certain that the ticket situation has simmered down and the system control devised in the revised code may not be tried until next season, if it all. Ticket agencies are on their own, but with attendance dropping there are few tickets held for fat prices.

Code Authority worked out a budget for its financing, only to discover that it was wrong after being submitted. Budget called for weekly payments to the CA of \$5 per show and \$5 per theatre, when operating. It was discovered, however, that this method of raising funds was contrary to the provisions of the NRA, and another budget is to be submitted. That will call for payment of one-tenth of 1% of the gross, which levy would be split between the house and the attraction.

Understood that until the budget is approved by Washington the code will be virtually inoperative.

Broadway Awaits Gov'nor's Action On Sunday Bills

With the Assembly winding up its session in Albany, Broadway awaits the action of Governor Herbert Lehman concerning the Berg bills which would legalize Sunday legit performances in the state of New York. Equity's request for a hearing before the governor signals or vetoes the bills was acknowledged but showmen doubt whether a hearing will be granted, since the pro and con of Sundays was threshed out before the Assembly committee.

Among professions there is a growing sentiment in favor of Sundays by those who did not care one way or another previously. They figure an escape from the flood of requests to appear at benefits, nearly all of which are staged on that night. That is an angle which Equity has not greatly considered because the players in straight shows have no benefit problem. Many in legit musicals and specialty people, most of whom are Equity members, inject Equity into the situation.

Managers are not certain whether Sundays will eventuate until next season, if and when the measures become law and the city's Board of Aldermen puts on the final legal okay. Governor has 30 days after the Assembly suspends to dispose of all legislation not acted on by him during the session.

It is figured on Broadway that before Sundays are legalized hot weather will have arrived and Sundays during the summer are not expected to mean much to legit.

Albany, April 16.—It was stated at the executive mansion that Governor Lehman has made no decision on the Sunday legislation but that he would probably act within a few days.

De-Cussed 'Lefty' Back In Boston; Cops Silent

Boston, April 16.—New Theatre Group reopened 'Waiting for Lefty' last night (Monday) at the Tremont Temple, after the script had been thoroughly revised and all the cussing taken out. Show had been produced as written a week previous and four of the cast members arrested for 'cussing in public.'

Police were present last night, but did not interfere. Proceeds of the performance are to be used for the nucleus of a defense fund for the actors arrested. Hearing on that case is set for Wednesday (17).

PHILLY'S NEW THEATRE AT LOCUST

Philadelphia, April 16.—Local theatre outfit known as the New Theatre has leased the Locust, 1400-seat film house operated by A. R. Boyd for Fox in this city, for the purpose of presenting production of the play, 'Too Late to Die,' by Christopher Wood. Little theatre group first announced 'Too Late' for its own experimental playhouse and workshop at 311 North 16th street last week. Then things started to happen. City Fire Marshal refused to sanction the presentation of the play there and the city authorities let it be understood that they would not permit its opening at any mid-city theatre.

Frieda Nurenberg, secretary of the New theatre and an LWD dramatic director, announced that a copy of the play had been sent to Henry Starr Richardson, local Philly censor. She went on to say on inquiry as to his decision she was told that 'because the economic situation in the play is altogether wrong, like it—he will be forced to turn it down.'

Richardson was further quoted by Miss Nurenberg as saying 'the economic situation today is so complex that even Tolstol couldn't solve it.'

He declared that the scene in the courtroom depicting the district attorney and the judge does not adequately depict the situation and that he, on to say, speaking for workers in general that they are not oppressed; their condition is just due to ignorance. The situation could be solved if everyone did his best. It would be dangerous at a time like this to present a play like this. Although, of course, I am not an official censor, I must reject this play. If the Mayor hears about it and doesn't like it—and I know he won't like it—he will revoke the license of the theatre.'

No official statement has been forthcoming from City Hall since the lease of the Locust theatre.

Becker Takes Over

Wee & Leventhal, who started operating the revival of 'Potash and Permyuter' at Park, New York, are out, and the show is now being managed by Irving Becker. No ads in the dailies early this week, but the slow is slated to continue, with a publicity campaign planned.

Salary bond was filed with Equity by the United Players, the corporate handle used by several in the cast who financed the current P. & P.

THEATRE LEAGUE HAS 300 STANDS

Taking Over Established Semi-Pro Organizations—74 Affiliates in N. Y. C. and Others All Over Country—Supporting Other Groups

LEFTIST LEANINGS

There are now more than 300 theatres in the United States affiliated in what is known as the New Theatre League. Most of these are amateur groups, but almost all include in their membership one, two or more professionals.

It's a new type of legit that's sweeping the country and making itself felt in all the key spots.

Movement is taking over a great number of established semi-pro organizations and rates as the first legit activity in recent years to showing real strength and spreading qualities throughout the U. S. It is somewhat radical in viewpoint and is generally calling itself 'new theatre.'

From a Broadway standpoint, although there is some dissatisfaction around over the leftist viewpoint, the legit revival, even in this form, is generally hailed because it is waking up general interest in a type of entertainment of show business that has been otherwise fading. Belief among some showmen is that this may be the means towards a legit comeback all down the line.

Sympathy Group Theatre and the Theatre Union in New York are not affiliated with the League, but are sympathetic and have League sanction. Similarly the New Theatre group in Philadelphia is independent and on its own.

There are 74 groups in New York City connected with the League, all working on legit production all the time. Mostly this consists of workers' organizations and there are some Y.M.C.A. groups attached. According to League officials it is noticeable that, throughout the country, what formerly were little theatre groups have lined up in the 'new theatre' movement.

Among the League's regular member groups, the Arctif (Yiddish) theatre with a house of its own off Broadway, is one of the most successful and the nearest to professional. Theatre of Action is the strongest English speaking branch in New York. Contemporary Theatre of Los Angeles is the strongest on the West Coast.

Censorship

Organization is now pretty thoroughly settled and working. Bumping into censor trouble in several quarters and is handling these as much as possible out of New York. Member organizations, the New Theatre groups in Boston and New Haven, got into trouble with local officials during the past two weeks over production of 'Waiting for Lefty,' although the New Haven troupe got itself considerable honor by winning the George Frickard Eaton trophy at Yale.

New Theatre of Philadelphia, which is encountering trouble with civic authorities over the production of a new play, 'Too Late to Die,' is getting legal help and advice from the League, although not an affiliate.

'Waiting for Lefty,' which is getting into most trouble, is being produced at the country, they are getting a great deal of newspaper and publicity attention in most spots, in some cases even more than professional legit companies.

Showdown on Pay for Rehearsal Periods Due This Week at Meet Between Equity and Managers

Subtraction

From the road, where in some spots throwaways are myriad, comes the slogan of a cast nearly all on minimum salaries: 'All for Forty and Two for One.'

Yale Gives 'Lefty' Prize, but N. Haven Kicks Play 'Round

New Haven, April 16.

'Waiting for Lefty' hit the heights and the dumps all in one week here. Entered by the Unity Players, a contestant in the eighth annual New Haven Drama Tournament held at Yale University theatre, play won the George Pierce Baker trophy. Following the tourney, the one-act was scheduled to be given Monday (15) in local public school building in connection with an unemployment insurance rally, but authorities revoked the permit for use of the building on the ground that the play was 'unfit to be given in a public school building.' Objection was based on the profanity and blasphemous expressions.

A controversy immediately followed, with the New Haven Action Committee for Genuine Social Injunction (sponsors of the rally and play) seeking an injunction against the Board of Education restraining members from preventing staging of the play in the building, rental for which had already been paid. Committee also sought \$500 damages for printing of tickets, posters, and other expenses incurred.

Injunction was denied and damage claim rejected until brought as an action at law. A second injunction was then sought to prevent the local chief of police from mixing the play in any public building here. Chief read the script and stated the play was contrary to the state law, being both blasphemous and indecent, and he would pinch any sponsors and participants who tried to put it on anywhere.

While the action was on, in Superior court, members of the cast picketed in front of Board of Education offices. At this hearing the chief witness for the committee was Fred Frickard Eaton of the Yale Drama School, who defended the play, denying it was propaganda and expressing the opinion that the play itself was neither blasphemous nor indecent, although it did contain profane expressions in its dialog.

CLEVELAND SUDDENLY WAKES UP; SIX PLAYS

Cleveland, April 16.

After being drama-starved all season, Cleveland is getting a batch of six plays all within a month. Hanna, the only legit house still open, has penciled Ruth Draper in for three days beginning April 22. Lunt and Fontaine in 'Taming of Shrew' are followed on May 2, and on May 13 the Abbey Irish Players are slated for four days of repertory.

Cleveland Play House is now putting on 'The Play's the Thing' and are following with a version of 'Faedchen in Uniform' in its two auditoriums. Theatre, directed by Frederic McConnell, is finishing its eighth season in new quarters with 'Much Ado About Nothing.'

Showdown on pay for rehearsal will come this week when a managerial committee will confer with Equity. Understood the managers will stand pat, rejecting the proposal entirely. Chances of a compromise arrangement appear slim because producers regard the move as radical.

Idea originated with the younger group within Equity, called the Actors Forum. Proposal calls for rehearsal pay as a subsidy, but some of them are now viewing the matter differently. Several producers have agreed that the cost of putting on a show would not be materially increased if the subsistence money plan is agreed on. It appears, however, that a majority of managers refuse to change their view.

Actors contend that under present conditions and low salaries it is virtually impossible to remain in the profession. That is borne out by the short engagements of the majority of legit presentations. Pointed out, too, that in films players are paid during rehearsals.

Managers always regarded the rehearsal pay as a subsidy, but some of them are now viewing the matter differently. Several producers have agreed that the cost of putting on a show would not be materially increased if the subsistence money plan is agreed on. It appears, however, that a majority of managers refuse to change their view.

Younger Equity group has been working for rehearsal period pay since its inception. It met with some resistance by older Equity people, but the latter were won around. Argument against the move has been that pay for rehearsals might tend to further decrease the number of productions. It is now generally conceded, however, that while short bankroll producers may be kept out of the field, there will ultimately be no damage because of the percentage of flops from such sources.

Problem of the actors' what with the tendency of some showmen to pare salaries towards the code minimum, appears unsolved. Alternate plan of raising the minimum, which has been raised in at least some cases, appears to be recuscitated. Those managers who are inclined to favor rehearsal pay at the same time figure the actors will really pay for the subsistence coin because, in at least some cases, salaries will be reduced to balance the added outlay.

NO SCENIC MYSTERY IN STAGE WHODUNIT

Atlantic City, April 16.

'If a Body,' new mystery play by George Rovers and Edward Knoblock, will open at the Globe Theatre Saturday night (20) for a run of eight evenings and two matinees.

The six scenes of the play will be set on platform and moved into place in full view of the audience. As the action on one platform ends, the next will be moved into view, so that there will be no break in the continuity of the story.

Cast includes Joseph Allen, Katherine Locke, Harry Manteyer, Morgan Conway, Greta Grantland, Earl Pleasent, Hal Conklin and Courtney White.

'Pastures' Off

'The Green Pastures,' colored classic, winds up an eight week return engagement on Broadway at the 44th Street theatre, Saturday (20). Attraction was originally booked in for three weeks and, despite the death of its star player, Richard B. Harrison, shortly after the show came in from the road, business was satisfactory until the last variety.

'Pastures' will tour again next season, starting Labor Day although definite dates have not been arranged.

Stock Erlanger Promised Relatives Belongs to Estate—Supreme Court

Evident aim of the late A. L. Erlanger to divert claims to his estate after death was voided last Friday (12) by the Appellate Division of the New York supreme court. Decision is that the contested gift stock of the showman's incorporated projects belongs to the estate and not to the prospective heirs. Court affirmed the decision of the surrogate without opinion.

Decision is a victory for Paul Baron, administrator of the estate, and the creditors. Further appeal to the Circuit Court of Appeals is possible. However, it is not believed the decision will be upset and when the estate is liquidated, nearly \$1,000,000 will thus go to the administrator to satisfy judgments in excess of those which Paul Baron claimed the stock had been given.

Showman's sisters and brother, former Judge Mitchell L. Erlanger, contended that stock in the Erlanger Amusement Co. and the Erlanger Realty Corporation had been given to them in 1925, five years before Erlanger died. Administrator countered with the claim that the stock was never in his possession and that the showman kept the shares in his safe and could have reassigned them back to himself at any time if he wanted to.

Surrogate, appointed Judge F. Dunne to act as referee, he deciding in favor of Erlanger's kin. Surrogate refused to agree with the report and ruled the stock was part of the estate. Higher court now upholds that decision.

When the stock was supposed to have been given the plaintiffs, Erlanger had embarked on theatre building enterprises in New York and other cities and the supposed transfer of the shares is thought to have been a protective measure. Attorneys concerned with the Erlanger estate appear to have no accurate estimate of the estate's actual assets. There is apparently little or no cash in sight, while the theatre properties are of questionable value at this time.

BANKERS NOT SET YET ON HIP REMODELLING

While the plan to remodel the interior of the Hippodrome, N. Y., for 'Jumbo' is being considered, it is understood the banking interests who control the property have not yet put the okay on the deal. Hip is in the hands of the City Bank and Farmers Trust, a subsidiary of the National City Bank.

Official is quoted saying the bank is ready to make the expenditure if assured of getting the investment back by a straight-up payoff on the house. Indications were that a percentage sharing is not favored.

Billy Rose, who proposes to present 'Jumbo', also has the idea of establishing the Hip for a permanent one-ring circus spot along European lines. There is a possibility of 'Jumbo' first showing at Atlantic City this summer.

'Co-respondent Unknown', comedy by Mildred Harris and Harold Gold, may get Fall production by Crosby Gilge. Rehearsals start late this summer. Stage will open at Louis Bromfield's 'Here Today Gone Tomorrow' in September.

HEADLINING
PALACE, NEW YORK
This Week (April 12)

CAREFUL

The Suave Deceiver

Just signed to appear in the leading role of Frederick Jackson's new play, 'The Ascending Dragon.'

OPENING EARLY IN SEPTEMBER

Three Closings

Three Broadway shows were added to the closing list last Sunday (13), all having stopped after brief engagements.

'Lady of Letters' was withdrawn from the Mansfield after playing three weeks. It was panned and got little coin, except from cut rates.

'LADY OF LETTERS'

Opened March 28. Gabriel (American) did not appear for this one, but, if he believes his eight colleagues, he didn't miss much. Farce was roundly panned. Brown (Post) saying 'it opened like a bad egg.' Variety (Ibex) said: 'Probably won't make the grade.'

'A Woman of the Soil' at the 49th Street received a critical drubbing. Also played three weeks at the insistence of its backers.

'WOMAN OF THE SOIL'

Opened March 25. When Mantle (News) declared it 'pretty hard to believe that play called as 'A Woman of the Soil' can find production on Broadway, even during Lent,' he spoke for the rest of the first-stringers, too. Variety (Ibex) said: 'Won't last.'

'The Dominant Sex' was withdrawn after playing two weeks at the Cort. English comedy drew little mention and that sort of business.

'THE DOMINANT SEX'

Opened April 1. Only one of the nine major critics deemed this an entertaining play. Garland (Telegram) called it 'an outspoken and hilarious comedy.' Others disagreed except on the performances. Variety (Ibex) said: 'Too gabby and argumentative.'

Definitely slated to close this week is 'The Green Pastures,' which returned to Broadway for a fairly successful repeat engagement, this time at the 44th Street.

Robt. McLaughlin Going Nite Club Impresario; Quitting Legit Stock

Cleveland, April 15. Robert McLaughlin, author and stock producer here for more than 20 years, is turning to the niter business by promoting an exclusive club that will include three levels and a decorative stage.

Tentative title of the project, slated to open around May 1, is Players Club of Cleveland, Inc. Wayne Scranton, wealthy artist and decorator, reported to be one of the backers.

Spot, which used to be owned by the swank Hermit Club, will have a grill and bar on first floor, dining room on second and small theatre stage on third. Intimate entertainment planned for latter, with promoters trying to pencil in Ruth Draper as an opener.

McLaughlin, who authored 'Pearl of Great Price' and 'Decameron Nights' besides managing legit Ohio for some 15 years, will be manager. His last stock venture was at Hanna, where he organized a company two seasons ago.

Edna May Home

Syracuse, N. Y., April 15. Return of Edna May (Mrs. Oscar Lewisohn), who in 'The Belle of New York' was a stage favorite in New York and London in the gay '30s to her home city for a first visit in 14 years, was made something of a civic holiday, with welcome in committee, welcoming luncheon, receptions, etc.

Mrs. Lewisohn, who retired from the stage upon her marriage to a British millionaire in the early years of the century, remaining in Syracuse over Easter, sailing early next week for her home in London. Accompanying her is her sister, Jane Pettis, also a former actress.

Since her arrival, the former star, now 57, has rejected proffered contracts for a return to the American stage and a Hollywood debut, she says.

Benefit Control Gaining as Name Actors Insist on T. A. Percentage

SHUMLIN ON COAST TO SET 'CHILDREN'S HOUR'

Los Angeles, April 15. Homer Curran will go into a huddle this week with Herman Shumlin on a coast production of 'The Children's Hour,' which Curran would do. Shumlin came west to discuss picture production with Warners.

Curran has no other production plans slated for the balance of the season, but figures that with 'As Thousands Cheer' and 'Tobacco Road,' each good for three or more weeks at his Curran theatre in 'Erisco, he is well fortified with legit for the next few months.

Just when Equity had decided it would be best to step into the benefit situation to aid the Theatre Authority, which is virtually an arm of the Actors Fund, several name players came forward threatening not to appear unless the sponsors of benefit shows secured licenses from the T.A. Such okaying has the stipulation that all events must pay 15% of the takings to the T.A., which would be half the dinner and entertainment.

Sophie Tucker and Eddie Cantor were the first to take action. Benefit staged in a Brooklyn armory last Saturday (13) by a group called the 'Hospitality Club' and the Theatre Club stalled on securing a license. Equity was informed of the matter and telegrams were about to be sent to players advertised, warning them not to appear unless the dinner word to those in charge of the affair that she would not go on unless the show was authorized by the T.A. It was not until Saturday afternoon, however, that the dinner was signed. Miss Tucker was burning over the stalling and threatened to pull out the Ritz Bros. and others billed.

At the Waldorf-Astoria on the same evening, the dinner was held and show for the Sydenham Hospital was properly licensed, but only after Cantor had told the sponsors that such an okay was required.

Next was the dinner committee, headed by Gloria Vanderbilt and her sister, Lady Furness. About \$400 is the share which will go into the Actors Fund.

In addition to the Fund of participating in benefits other than those strictly for professionals, is indicated by its percentage of the Brooklyn event. More than \$1,100 was approved over to the actors' charity from that source alone. Show at the armory is reported drawing 12,000 people at \$1 admission.

Players, now apparently aware that the Fund will participate in benefit coin, are figured to succeed in cutting down the number of allegedly phoney benefits, for, in addition, the T.A. is designed to protect professionals from illegitimate affairs.

Since the holidays the T.A. has gotten more than \$15,000 by means of the benefit show percentage. About 60% of the affairs in hotels and ballrooms to which actors are asked to appear gratis are not being checked by the T.A. as yet, however, because its staff is not large enough to cover the field.

Roberts, Miss Sheridan Set for Elitch Stock

Denver, April 15. Roy Roberts and Nancy Sheridan will carry the leads in Elitch stock in the 11-week season this summer. Romaine Callender will be second man and Millicent Hanley will return as the second woman part.

Others in the company will be Adrian Marden, Ingenue; Eric Woolencott, juvenile; William J. Kelly, character; Harland Briggs, comic; Edith Greenman, character; Lucian Self will be stage manager, and Addison Pitt will return as director.

'Accent On Youth' will be the opening play and the season will open June 15.

Third 'Horse' Opry

Third company of 'Three Men on a Horse' started rehearsal Tuesday (15). Slated to be ready in three weeks, with the opening date May 6, either in Montreal or Toronto. Original company is current at the Playhouse, N. Y., with the Chicago cast set at the Selwyn. Last week both shows were tied around the \$15,000 mark.

I. MILLER
Stride with "STROLLIES"
A New Shoe for a New Season at a New Price

Sturdy leathers, trim styles and built-up leather heels. The "Strollie Dag" in 9 "high shades" for Spring. \$2.00

1552 Broadway/Cor. 46th Street, Open to 9 P.M.

All 3 Chi Shows Good Grossers; Legion' Ends 6-Wk. Run; 'Men' 14G

Chicago, April 16. Trio of shows in town at week continued on excellent pace of big profits. So okay, in fact, that the American Theatre subscription play, 'Rain From Heaven,' with Jane Cowell, decided to stick beyond its original two-week booking and will remain at least another season, battling the Holy Week blues. And from present pace it looks a cinch to top such opposition.

Still piling up huge grosses for the town at this time of the year is 'Three Men On a Horse.' Comedy is picking up to absolute capacity and should stick at this pace for at least six weeks. Exploitation and advertising has been top throughout, the most go-getting type of publicity plugging this town has seen for a legit show in many a day.

After six big sessions in 'First Legion,' the Jesuit play which caught on and ran through the entire Lent season to steady box-office profits.

Two plays in the office are 'Life Begins at 8:40,' which arrives April 20, and the final play on the American Theatre Society subscription season, 'Mary of Scotland,' on May 6.

Estimates for Last Week
'First Legion' (14th week), \$1,000; \$2,750. Finished on eighth week here to good \$6,500 and scrambled to Detroit. Made neat margin of profit each week.

'Rain From Heaven,' Erlanger (1200; \$2.75) (34th week). Tossed off a bang-up \$12,000 last week and then decided to hold on for another stanza.

'Three Men On a Horse,' Harris (1200; \$2.75) (14th week). Mighty man of the loop. Galloping along at powerful stride. Practically capacity last week at \$14,500.

'SAILOR' 2 FOR 1'S PITT TO REACH FINE \$9,000

Pittsburgh, April 16. Two-for-one, in accordance with the wee-Leventhal tradition, put over 'Sailor, Beware!' last week at the Nixon for a socko \$9,000, despite house's worst weather break of the season. Last year's Broadway hit, with most of the original cast, attracted fine notice and finished up its season playing to SRO. Attempts were made to hold the piece over, but management and producers couldn't get together on a Holy Week deal so show will re-open next Monday (22) at the Pitt. Although 'Sailor' has retained an interest in the show on the new bookings, production has been taken over by Milt Rabin, local sportsman, and manager of the Jaffe, burlesque impresario, and he is guaranteeing all salaries on a split-to-week basis for a proposed run.

Pitt has been closed since George Shaffer gave up the vaudeville most of the season. The Nixon remains gets no rental but is on a percentage of the gross. It'll mark the first fling in legit, although he has previously operated several niteries.

Piece will run same as it did at Nixon last week, at an advertised \$2 top, with flood of two-for-one coupons making the rounds. As a result, the Nixon remains dark, reopening next Monday (22) with the Lunt-Fontanne 'Taming of the Shrew,' with Gross in the heels of a terrific advance sale. Plays under subscription auspices, fourth of the ATS series, followed by 'Rain From Heaven,' also an ATS offering.

House gets the University of Pittsburgh Cap and Gown, 'The Soup,' week of May 6 and is tentatively set to close the season May 13 and likewise wind the six-day schedule of the subscription society with 'First Legion.' Booking, however, not yet definite.

Abbey Players \$4,500

Seattle, April 16. Abbey Theatre Players in repertoire of a half dozen dramas and comedies held the boards last week at the Metropolitan, getting fair returns. Two nights taken over by 'The Great White Hope,' the one being a sell-out at \$1,000 to University of Washington women's association.

Estimates for Last Week
Metropolitan (14th week), \$5-\$12,300. Abbey Theatre Players, fair at \$4,500.

Current Road Shows

Week April 15
Abbey Players, Marlow, Helena, Mont., 15.

'Accent on Youth,' El Capitan, Toronto, 19-20.

'Dodsworth,' Royal Alexandra, Toronto, 19-20.

D'Oyley Carte Repertoire, His Majesty's, Montreal, 19-20.

'Mary of Scotland,' Shubert, Kansas City, 15-17; American, St. Louis, 18-20.

Moscow Art Players, Shubert, Boston, 18-20.

'Pop Goes the Weasel,' Mayan, Los Angeles.

'Rain From Heaven,' Erlanger, Chicago.

'Sailor Beware,' Pitt, Pittsburgh.

'Something Gay,' Plymouth, Boston, 19-20.

'Three Men on a Horse,' Harris, Chicago.

'Tobacco Road,' Belasco, Los Angeles.

'LIFE' SOCK 2D WK. \$31,000, PHILLY

Philadelphia, April 16. Typical Holy Week quiet here but that doesn't mean so much any more inasmuch as lots of weeks are quiet in Philly.

First break in the drought will come Saturday, when the Maek and Wig Club of the University of Pennsylvania will offer its annual production, 'Dum Fortissimo' at the Garrick. Engagement will be for a week and one day with advance reports and advance sale both highly favorable. Other houses, dark this week, will also be dark Easter Week.

A try-out entitled 'The Hook-Up,' by Jack Lait and Stephen Gross, originally mentioned for the Bronx, but now spotted at the Erlanger, comes in on Tuesday, April 16. Monday of the same week the Garrick has a revival of 'Eileen' (Victor Herbert) by the Little Opera Company, well-thought-of local group which has already had two successful productions. On May 6, the Chestnut responds with a return engagement of 'The First Legion,' which had two fine weeks at the Garrick earlier in the season.

burnum Grove is still mentioned for a Shubert house, but undated. And that's all.

Last week's biz all went to 'Life Begins at 8:40,' which again went to capacity at the Forrest for nearly \$31,000. Two good weeks for this musical, which could have stayed longer but wanted to get to Chicago. Others didn't do so well, with the 'Shining Hour' (Broad, 22 weeks) and 'The Great White Hope' (Broad, 22 weeks) being the only ones to show a profit.

Estimates for Last Week
'Life Begins at 8:40' (Forrest; 22 weeks). Terrific end for fine fortnight's engagement at \$31,000. House dark and nothing mentioned.
'Shining Hour' (Broad, 22 weeks). Also 22 weeks. Bookings run out of house but not mentioned.
'Hook-Up,' try-out, was switched to the Erlanger for April 30.

'The Great White Hope' (Broad, 22 weeks). Overated here last week and in last six days lucky to get \$5,000. 'First Legion' (return) next, on May 6.

'HOLIDAY' \$5,000

Week in Cincinnati Not So Good; Chi Next

Cincinnati, April 16. 'Hollywood Holiday' was slow and easy at the Cox last week, with a take of approximately less than \$5,000.

Troupe, headed by Bebe Daniels, Ben Lyon and Skeets Gallagher, has resurged in Chicago after a Holy week rest. Show had a \$2.20 top.

Cox will be idle until April 19, when 'Taming of the Shrew' makes its first Cincinnati appearance at \$2.10 high, with bright prospects for a complete sell-out.

'Night' Weak \$3,500

Boston, April 16. 'Journey by Night,' a new play starring Greta Maren, foreign star, left the Shubert Saturday night after two wash-out weeks. Last week estimated \$3,500 and.

Hub perks up a bit in legit this week when Moscow Art Players open their repertoire at the Shubert, and Tallulah Bankhead appears in her premiere of 'Something Gay' at the Plymouth, Thursday (18) and Friday.

Colonial, dark since the fine run of 'Dodsworth,' unshutters May 6 for the Theatre Guild's 'Parade,' starring Jimmy Saw.

Irish Abbey Players are due at the Hollis in about a month.

'Cheer' Turns L. A. Topsy Turvy with \$26,000; 'Road' Big

Los Angeles, April 16. Legit is far from dead on the Pacific coast—when the customers get the kind of attractions they want. Last week saw two of the smartest hits in the thousands 'Cheer' topping heavily on wow window week at the Biltmore.

At the Belasco, 'Tobacco Road' with Henry Hull in his original N. Y. part, sticks on for a few more weeks, with 'As Thousands Cheer' topping heavily on wow window week at the Biltmore.

At the Mayan, 'Pop Goes the Weasel' is holding up exceptionally strong. Playing a return date to fair returns.

Hollywood legit houses hit their stride this week after several weeks of darkness. Henry Duffy launched 'Accent on Youth' at the El Capitan Sunday, with Otto Kruger featured, while the Hollywood Theatre Guild gets going Thursday (18) after innumerable delays, with Kitty Dooley of Times Square.

Estimates for Last Week
'As Thousands Cheer' (Biltmore, 2nd week). Sensational at \$26,000. 'Pop Goes the Weasel' (Mayan, 2nd week). Gladly have stuck for a third stanza.

'Tobacco Road' (Belasco, 4th week). Continues to hit strong pace and at \$9,400 showing plenty of life. Should be good for two or three more weeks, at least.

'Pop Goes the Weasel' (Mayan, 2nd week). Playing to fair biz, around \$2,000, one, and will hold on for another week, anyway.

Inside Stuff—Legit

Final of the second act of 'Ceiling Zero' brought the flitters to at least one first night at the Music Box, N. Y., last Wednesday (10). Effect is that of a plane attempting to land in the fog without radio telephone aid. Margaret Breunig, art critic for the N. Y. Post, had that experience last year, the plane in which she was flying crashing near the Cathedral and she suffered severe injuries. Miss Breunig is the wife of John Anderson, drama critic for the N. Y. Eve Journal.

Special high powered lamps were placed under the canopy and in the lobby of the Music Box the opening night to facilitate taking pictures of arriving celebrities. Warners which is 50-50 with Brock Pemberton, presenter of 'Zero,' sound-recorded the film. It was a premiere a la Hollywood.

Theatre League has a new clean-up program to consider, that of house boards on dark theatres, announcing shows which have closed. One of the most objectionable instances of this is at the 46th Street Theatre, where a large board, although the show closed months ago. Rear of the Imperial has a similar board for 'Nowhere Boy,' a flop that went hence, too. Yet on three-sheet boards of both theatres 'Petitoff Fever,' current at the Ritz, is advertised.

It is confusing to visitors and others not in the know. Winter Garden canopy announces 'Vanities,' but the large painted board fronting Broadway still bills 'Life Begins at 8:40,' which has been touring for some weeks.

Edna May, whose appearance in 'The Belle of New York' on Broadway and in London, won her stage fame a generation ago, is visiting her home town, Syracuse. Monday (15) she was fêted at the Syracuse hotel, with William Danforth the m.c. Messages from the Lambs and Players were received.

Danforth is also a Syracusean. In recent seasons he appeared in most of the Gilbert and Sullivan revivals in New York. Warbler has retired too. After her success in 'Belie,' Miss May married the wealthy Jesse Lewishohn and left the stage.

B'way Grosses Drop Much as 45%; Cornell Getting 14G Despite Critics

Holy Week (current) on Broadway may not repeat last year's surprising upturn in legit show attendance, but it should be no worse than last week, when grosses dropped from 10% to as much as 45%.

It was a succession of Blue Mondays, rain falling every day. That was a decisive factor, keeping suburbanites within doors nightly. Intrusion of the state tax was another sock at the box office, for New York's income levy doubled the federal tax for the average person and had to be put on the line to cover, whereas the government permits quarterly payments. State tax deadline was Monday (15) and that night was the worst grosser of the season.

There were exceptions, some shows holding up, one stepping out of the figure of last week's engagement. That was 'Escape Me Never,' with Elisabeth Bergner, which in the 12th and final week took \$26,000, topping all other grosses by at least \$4,000.

Last week's two premieres shaped up with better prospects than arrivals expected. 'Flowers of the Forest' (Katharine Cornell), at the Beck, turned in a gross over \$14,000 for a week past. Brilliant first night and two sell-out parties arranged in advance helped register a pace of \$10,000, or better, after this week, and likely summer hold-over.

Only one premiere this week ('A Journey by Night'), with two slated for next week—'Kind Lady,' Booth, and 'Symphony,' no house decided. Three new arrivals were out last Saturday—'The Dominant Sex,' Cort; 'Lady of Letters,' Mansfield; and 'A Woman,' the Soli, 49th Street.

Estimates for Last Week
'Accent on Youth,' Plymouth (17th week), \$1,192-\$1,370. At end of fourth month still operating profitably to moderate coin; listed under \$8,000 last week when dipped.

'Anything Goes' Alvin (22nd week), \$1,350-\$1,440. First two weeks to capacity, but since the 17th week, the son's stand-out musical paced at \$32,000 and more every week.

'The Great White Hope' (Broad, 9th week) (CD-1,000-\$3,300). Moderate money success that has chance to extend beyond June 1; last week at \$9,000.

'Ceiling Zero,' Music Box (23rd week) (CD-1,000-\$3,300). Mostly laudable reviews with only a few dissenters; opened midweek; strong by Saturday, with indicated weekly pace between \$9,000 and \$10,000.

'The Petrified Forest,' Broadhurst (16th week) (D-1,116-\$3,300). Got the best of the week, but a sharp drop over previous going, but still important money; dramatic leader.

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aviation play figured having good chance. 'Children's Hour,' Elliot (22d week) (D-922-\$3,300). Dramatic included in Pulitzer prize contenders; business consistently strong with estimated gross at \$12,000 last week.

'Flowers of the Forest,' Martin Beck (24th week) (D-1,134-\$3,300). Big premiere and two parties played in very good starting pace; quoted well over \$14,000 despite adverse press.

'Fly Away Home,' 48th St. (14th week) (C-836-\$3,300). Operating on narrow margin and not sure to stick much after week's first week; estimated under \$2,000.

'Journey by Night,' Shubert (1st week) (D-1,387-\$2,750). Presented by the Shuberts; adapted from Viennese by Arthur Goodrich; tried out last season as 'A Trip to Pressburg'; opened Tuesday.

'Laburnum Grove,' Masque (14th week) (C-789-\$3,300). English comedy; business good; grosses high; should have drawn better attendance; \$3,500.

'Lady of Letters,' Mansfield. Withdrawn Saturday (13) after three lean weeks.

'Old Maid,' Empire (16th week) (CD-922-\$3,300). Looked like a holdover into summer; attendance affected about same percentage as most other shows; nearly \$11,000 and okay, however.

'Personal Appearance,' Henry Miller (27th week) (C-944-\$3,300). Closed last week; business good; should stay longer; dipped under \$13,000 last week, but turned week's profit back.

'Petitoff Fever,' Ritz (7th week) (C-918-\$3,300). Gross slipped somewhat; business good; should stay longer, dipping under \$13,000 last week, but turned week's profit back.

'Post Road,' Ambassador (19th week) (CD-1,158-\$2,750). Strictly on narrow margin; business good; should stay longer, dipping under \$13,000 last week, but turned week's profit back.

'Revenge With Music,' New Amsterdam (19th week) (M-1,717-\$2,750). Deal protested; business good; should stay longer, dipping under \$13,000 last week, but turned week's profit back.

'The Bishop Misbehaves,' Golden (21st week) (C-1,158-\$2,750). Dipped under \$5,000; lowest mark since opening and percentage of decline.

'The Dominant Sex,' Cort. Taken off Saturday after only two weeks, \$1,116-\$3,300. Dipped under \$5,000; lowest mark since opening and percentage of decline.

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Actors struggle heroically, but to no purpose. They are over-burdened with dialog, the piece gallops on at top leisurely pace. *Jolo.*

Brisbane and the Mirror
 Arthur Brisbane arrived in New York Monday (15) after several weeks' absence and went into immediate conference with Stanley Walker, managing editor of the N. Y. Daily Mirror, which Brisbane is personally supervising for Hearst. Understood that the paper is ready to go in for a shakeup. Walker has been sitting back quite placidly since he left the publisher's office to join the Mirror. Understood idea has been for him to do nothing but figure out the place and get his own ideas on editing a tabloid formulated. He is now ready to start actively and a number of changes expected.

Mag Distributors' Racket
 Challenging by various distributors on mag returns, in reputed co-operation with back-number mag stores, reportedly being investigated by a number of publishers. Check-up at the back-number mag stores said to be going on for some time, with the number of mag stores in question of sufficient facts to force the distributors to either make good or go to jail.

Back-number mag stores ask a nickel a copy, or whatever they can get. That's all right with the mag's publishers. Otherwise, back numbers would go for waste paper.

Learned by the publishers, however, that comparatively recent mag's current numbers of mag's can be obtained at the back-number mag stores at less than the regular price.

Editor at the back-number mag store, asking for an old copy of a certain publication, would be informed that a recent or current copy can be had, less than the usual price. Reason for the request, it is explained, is that the copy is a "damaged" one, the "damage" in every case consisting of the absence of the cover.

One of the covers to the mag's is the key. Most mag publishers allow for returns on the basis of the cover only. Distributors tear off the covers, returning them for full allowance, and then close out the mag's, minus their covers, to the back-number stores.

Anzac Censoring
 Book censors have banned all copies of Film Fun in Australia. February and March issues, however, are released and it is expected that the publishers will not be permitted to ship any more copies to Australia.

Understood that censors took exception to the pictures and ads carried in the publication, stating them to be totally unwelcome for Australian consumption.

Some time ago censor down under ordered some ads removed from American pic fan mags, and these mags now enter here with blank quarter and half pages. In some instances pages have been cut in America before shipment has been made, with Australian customers growling at having to pay for defaced copies.

Promoting Moscow Studies
 A group composed mostly of writers and artists is being formed by Rose and Bob Brown, scribblers and teachers at Commonwealth University, to sponsor studies in Russia this summer, four of them at the summer session of Moscow University. Group will sail from New York June 29 and itinerary will take in quick visits of most European cities on the return.

Big Target
 First book ever aimed at international circulation, the first printing is that issued by the Wetzel Publishing Co., called "Incognito in Hollywood". A satire on the film capital, it's in English, French, Italian, and Spanish. The author is Joseph Malatesta, and he's done the version in each language.

Jr. Bernstein Now Pub.
 David Bernstein, son of Herman Bernstein, writer, editor and publisher, has gone into the book publishing biz with Jacob Monsky. Call their enterprises Broadway Publishers.

First book to be issued by Broadway Publishers will be one by the older Bernstein, a symposium called "Can We Abolish War?"

Leader Editing Local Mag
 William J. Leader, formerly of the Fairchild Publications, has gone back to Maine to get out a new local mag to be known as Down East.

Publication will begin in March, with the mag to appear monthly. Content will be of local interest only.

Dick Smith on Own
 Richard R. Smith, who, since he quit Long & Smith, has been with Stokes and Funk & Wagnalls, has quit the last-named concern and got out for book publishing on his own. Made a brief solo try before accepting the Funk & Wagnalls offer.

Firm name of Long & Smith still continues, although Ray Long, the other half, stepped out even before Smith did.

Reviving Police Gazette
 Police Gazette set for another revival. Assets of the mag, which recently closed, through bankruptcy proceedings, have been acquired by Edward Elithu Eagle, new to the publishing biz, who has organized the National Police Gazette Corp. to relaunch the periodical.

Will be a wholly new mag. No more pink paper and quick ads. New operator will uplift the revived mag, even to the extent of an upper Fifth avenue address.

Will be known as the National Police Gazette, and will be edited by Harold H. Roswell. First issue under the new management now in preparation.

Rejections Count Now
 The would-be scribbler who can show the most encouraging rejection slip will receive a scholarship in short-story writing by Washington Square College of New York University. It's one of the features of the Hobby Round-Up to begin May 1. Rejection slips must be entered in the contest immediately.

Committee has been named to judge the rejection slips submitted, and decide which is the most encouraging. On the committee are Fannie Hurst, Christopher Morley, Inez Haynes Irwin, Sigmund Spaeth and Prof. Harlan Logan.

Joint Build-up
 Sponsors of a number of so-called "little magazines" have formed a mutual aid association which they call the Associated Little Magazines. Idea is to boost each other's mags, as well as further the "little magazine" in general.

Little mags already in the association are the Madallion, Kosmos, Windsor Quarterly, Direction, Manuscript, Latin Quarterly, Plowshare and the Blue Penell. Abbot S. Cohen will set out Madallion, serving as secretary of the organization.

Another Opening for Scribe
 With assurance that Governor Lehman will approve a bill providing for advertising New York State, there's another job in the offing for a newspaperman as publicity director.

The bill, passed by the Legislature, appropriates \$100,000 for advertising the state's scenic, recreational and industrial advantages. The work would be done through the conservation department.

Veteran Writer Passes
 Anna Katherine Green, whose "Leavenworth Case" scored a veritable sensation 16 years ago, and who followed this with another other vivid detective stories, died in her Buffalo home April 11 at the age of 89. Her last book, "The Step on the Stair," was published in 1934, but another edition of "The Leavenworth Case" (which still has a sale of about 2,000 copies a year) was printed only two years ago.

Prize Bore of N. Y.
 New York Evening Post has been stirring up excitement and fun within the metropolitan area with its "Bore" voting contest, designed to stimulate circulation in picking the champion bore of New York City. An amusing running comment is carried with the daily statistics.

A London newspaper recently had a similar bore contest. It's giving the lads with grudges, fancied or otherwise, the opportunity to blow off steam.

More Puzzles
 Interest in crossword puzzles is up again. Besides the crossword puzzle mag issued by Simon & Schuster, the book publishers, a new one is coming out, called the Cross Words and Prize Contest News Monthly.

Will provide a heap of crossword puzzles for a dime, as well as data on current prize contests conducted by other publications. Cross Words is tab size, and using newsprint.

WNBA Convenes April 23
 Western National Book Association will hold its next meeting April 23 at the Hotel Pennsylvania.

A number of book scribblers will talk, among them Janet Lane, Edwin Hamilton and Maxwell Reed.

Best Sellers

Best Sellers for the week ending April 13, as reported by the American News Co., Inc.

Fiction	
"Green Light" (\$2.00)	By Lloyd C. Douglas
"We Set Out" (\$2.00)	By Susan Ertz
"Of Time and River" (\$2.00)	By Thomas Wolfe
"Come and Get It" (\$2.50)	By Edna Ferber
"Time Out of Mind" (\$2.50)	By Rachel Field
"Beauty for Ashes" (\$2.00)	By Grace Livingston Hill
Non-Fiction	
"While Rome Burns" (\$2.75)	By Alexander Woolcott
"Personal History" (\$4.00)	By Vincent Sheehan
"Facts" (\$5.00)	By Francis Wolff
"Skin Deep" (\$2.00)	By M. C. Phillips
"Rats, Lice and History" (\$2.75)	By Hans Zisner
"Why Not Try God" (\$1.00)	By Mary Pickford

FTC Looks Into Title Changes

Novel government interest in the publishing business was revealed Monday (15) when Federal Trade Commission in Washington announced negotiation of a stipulation with Charles Scribner's Sons outlasting publication of novels previously printed in magazines under different titles. Scribners agreed to retain serial titles on its books, or else clearly print previous title on jacket when story's name is changed for book form.

Whether unusual action precludes general government crusade against matter of speculation, as was the question of whether similar action may be taken in connection with motion picture adaptations. Step was extraordinary and aroused wide interest.

Stipulation specifically refers to Scribner's publication in 1933 of "No Matter Where," by Arthur Train, following novel's prior appearance in mag Good Housekeeping under tag "The Man Who Went Back." Truce provides that no book shall be published under a different title unless notice of the previous cognomen is conspicuously printed on front page of the jacket, and one or more pages of the book between front cover and title page.

Move is directly inspired by desire to prevent book-buying public from being misled into purchasing yarns it already read in serial form, following complaints from readers who felt they had been gypped.

More On Travel

Frans Zotti getting out a new travel mag called Ship, Rail and Air, with himself as editor. Nominal publisher is the Ship and Rail Publications, Inc.

L. A. Sked

(Continued from page 7)

delay in placing the schedule in type.

In addition to the battles over the zoning situation, more than once the question of the validity of the sked as now drawn up arose. A representative of the Federal Trade Commission took notes during the hearing Thursday, and undoubtedly the C. A. will make certain that the completed set-up in no way conflicts with Federal court rulings several years ago that apply to this district.

Decision of the authority in February to send John C. Flinn, executive secretary of the C. A., to Los Angeles as personal representative of that body and to delay the situation at close hand stayed the hearing Thursday, and undoubtedly the C. A. will make certain that the completed set-up in no way conflicts with Federal court rulings several years ago that apply to this district.

With this hearing out of the way, the Code Authority members expect to get over all disputed points on the transcript and conduct this week and next, and have the Los Angeles schedule set for final disposition by the end of this month.

Some of the independent leaders from California were outspoken in their denunciation of the delay, one speaker claiming that it was simply a case of T-WC being all in the right and everybody else being wrong.

However, interested indie leaders who are actually members of the code authority, indicated that they had no intention of forming a temporary or makeshift schedule whether the California indies liked it or not.

Two-Way Strike

Essex county, New Jersey, newsdealers tried to get the Newark Sunday Call to raise the profit for the dealers per copy. At present the Call sells them for 7 cents, plus the charges for delivering. The Call refused to come down in price, and the Sunday dealers refused to sell the paper.

The distributors took the Call's part and refused the dealers New York papers and some magazines. As a result, in some of the suburbs only the other Newark papers can be procured. In a few districts, however, the strike is not so successful, and papers are generally to be purchased.

Coast Gets Classy

Coast is getting out of its first serious literary mag, a monthly called The Reviewer. Published from Los Angeles, it goes in for literary comment on news. If it catches on plan is to make it a weekly. Edited by Lawrence A. Harper and M. J. Cunningham.

CHATTER

Louis Untermyer to Italy.

Tom Wilhelm in from Berlin.

Roger Burlingame working on a new novel.

Bennett Carr back from a southern look-see.

Norman Collins, the British book publisher, here.

Harold Nicolson will get back to New York in July.

Circus in town, and so is Courtney Ames Cooper.

Ben Ames Williams and family have gone to Georgia.

Two more Heyday House publications set for European tour.

William McFee back from Florida, driving in himself.

Rich and Cowan have British rights to "Sing Sing Doctor."

Charlotte Seltin, of Escondido, has gone abroad for a vacash.

Fourth printing for "Henry" and Swedish and British rights set.

Lewis Browne and Mrs. Brown have quit for European tour.

Ramona Herdman to England to see what Harper authors there have on tap.

Jack Conroy coming east, and may go abroad on that Guggenheim Fellowship.

Joseph Vogel's new novel, "Upstairs and Downstairs," postponed to the fall.

Joe Ellis, manager of the Paris office of the Associated Press, o'ing New York.

Newest Modern Library addition is "The Time of Man," by Elizabeth Madox Roberts.

Joseph Dunnington is collaborating with David J. Lustig on a new psychic investigating book.

Silver, Burdett, the Boston book publishing house, will observe its 50th anniversary this month.

With "The Lindbergh Crime" out of the way, Sidney B. Whipple, the U.P. reporter, has started a novel.

Philly Ledger in N. Y., besides publicizing niteries and other accounts.

Al. Ross, former circulation manager for Clayton group of mags, now using same for "Taeque," tennis mag.

Reynal & Hitchcock have postponed publication of Rosamond Lehman's new novel to permit some rewriting.

Thames Williamson started his "Under the Linden Tree" in Denmark and finished it in Australia, writing parts of the book in almost every European country.

New Hartney Press gets started early next month with two novels, "Till Heaven Cracks," by Michelle Keating, and "The Green Shadow," by James Edward Gray.

Real name of Lewis Gibbs, author of "Earthquake in the Triangle," is Joseph W. Cove.

Anthony Scott, author of "Virgin's Holiday," is David Drescher.

Book Reviews

Picture Business

Shepard Traube has been a producer, stager and other things around Broadway so he knows what he talks about of when he tackles sheer business. His first novel, "Glory Road" (Macaulay, \$2), is about picture business and a mighty good first novel it is.

Traube doesn't make fun of the business, as is the theatre producer. He describes in a pleasant, yet forceful manner, the life story of one of the big motion picture giants, Karl Lustig. How Lustig came from a small town in Europe and worked his way up to the presidency of Pioneer Films. There is a feeling frequently of recognition of the character, yet it's really a composite of several prominent in picturedom.

Book has vitality and life. With a bit more careful exertion of an editorial blue pencil, Traube can go places as a writer.

Cervante's Life

Bruno Frank is one of the German critics living in the south of France and one of that country's most distinguished scribblers. His newest book, "A Man Called Cervante" (Viking, \$2.50), beautifully translates and puts up to some of his best writing, but has enough power and beauty to collect attention in literary circles.

Surprising when reading the book how little is known generally about Cervante. Beyond the fact that he wrote "Don Quixote" mighty little of his life is public property. That he was a soldier, a galle slave and a pauper; that he wrote "The Gypsies" and "The Card Game" after the other had been chopped off in warring, and while in jail for bad debts, all makes intriguing reading. One of the top biogs of the year.

Gloomy, But Good

There is power and grip to Claire Spencer's "The Island" (Smith & Haas, \$2.50), which lifts it above the run of mil product in spite of its dreary outlook on life. It's the story of a tiny island off the Scottish coast inhabited by a dour fish-farming population. Splendidly drawn characterizations and well-knit incidents combine to make it something to be read carefully and appreciatively. Too drab for pictures, but there is a splendid cinematic character in Mrs. Morley.

Mere Matriarch

G. B. Stern's Matriarch has now become an accepted character in modern literature and one that is likely to live. Miss Stern chases her through still another hectic episode in her life, "Shining and Free" (Knopf, \$2.50).

The head of the Rakonitz clan is getting pretty old now, but her life is no less hectic. Eighty-eight, she still manages an amazing review and "The Book of the Day" and night make for some hilarious readings. Not for films, however.

Rather Weak

Oliver Wadley has not put much of a kick into her "Shadow Love" (Dodd-Mead, \$2), possibly through trying to cover too much ground. A study of the love affairs of two generations, while colorful, it lacks the sincerity which makes for real interest. Paris hold attention, but it doesn't hold. One of the imports from England.

Takes Hold

Title of Mr. Crusoe's "Young Woman" (Coward-McCann, \$2) is something of a giveaway. Of course, the hero gets the girl in the long run, but here Sheila MacDonald has the chance to sneak the hero over, only the little books the surprise. "But it's a vivid and well constructed story of life in Rhodesia, made interesting to the general reader through a nice handling of the incident. It holds up right to the last lines.

Stark Today

Emily Hahn moves in from Africa to New York's midtown in "Affair" (Bobbs-Merrill, \$2). She knows the byways of Greenwich Village as securely as the African veldt, where she places her fiction. The novel is "Affair" is just that. It's the history of New York in a day when unemployment deters from marriage, but not from love making. It's a story of very real people.

Among the Women

By The Skirt

Best Dressed Woman of the Week:
GINGER ROGERS
(Star of 'Midnight') (film)—(Music Hall)

Another 'Thin Man'

'Star of Midnight,' at the Music Hall is another 'Thin Man' with William Powell once again as lawyer. It is a grand picture. But the constant flow of liquid gets rather monotonous at times. Powell looks unusually well in this picture. And Ginger Rogers, away from musicals for the nonce, is just too gorgeous. Bernard Newman deserves special mention for Miss Rogers' clothes.

A black velvet cloak is fashioned with enormous sleeves and full skirt. A square collar of ermine is tied in front with a double bow. Underneath the coat is an ermine blouse made with tiny puffed sleeves and cut very low in back. Crystal buttons are the only trimming. This blouse is worn with a black velvet skirt. A double-breasted checked coat is worn over a belted suit of black. Another plumage frock is of shiny white satin made double-breasted with sable trimming. Over this costume Ginger shows a sable coat. A cert costume of black is made coat model with the coat three-quarters in length. Then a plain little cloth dress is shown for the final scene.

Vivian Oakland is handsomely matron-like in a chinchilla coat, and another coat is of metallic material with a sable top.

The stage show at the Hall is called 'The Gold Rush,' done in five scenes. In the '49's Boston Common is shown with the costumes of that site. An adagio is introduced in the scene, strangely enough. Three big guys throwing about an 80-pound girl. Hope one lives long enough to see three women about one puny little man. The outstanding number of this week's show is a gold ballet and it is beautiful. The girls are in gold ballet costumes with black velvet berthes and black tulle decorating the skirts. The ballerina is in brown net with gold stars. She is driven in a one-horn char, with the whole outfit gilded, even the horse, which looks too tough on the horse.

Circus in Sequins

Ringling-Barium & Bailey circus comes to town, sparkling with new costumes. The ladies of the ensemble dazzle the eyes with their splendor. 'Tights are an important item, and how much better the limbs look when so covered.

The Bettinas are in short, pink, ruffled costumes with tiny puffed sleeves. Mitzirose Sisters chose gold for their costuming with a woman attendant in black velvet and silver sequins. Loyal Sisters are in short blue frocks with white sleeves. The woman of the Walter Girls Troupe wears a very blue shirt with same tunic, and also long earrings. With the Edward Doherty elephants are two women, one in red trunks and white satin blouse, the other in red velvet trimmed with gold and matching cap. The juggling Clarks wear long silver gowns slashed in the bodice. The Romeos are silver and white gladiators while a girl with Heri wears a deep shade of rose satin. Tom Kam Troupe has a young girl in a pink bloomed costume with silver belt. Dot Herbert is in yellow and white, with another girl in an elaborate gown of white chiffon trimmed with rows of white maribau. The girl riders are Tommies in the regulation red pants and blue jackets. The Antelias are in white, with one miss in pinstriped pants and braesie and huge red bow. Bismarck Troupe chose red, the Nelietsas silver and the Randleys white.

The Great Con Colleano has his teammate in a long frock of red ruffles with butterfly trimming in black jet. The Walkmire trio are in red trunks and braesie with white puffed sleeves, and the Antelias are in white with rhinestones and star headpieces. The one girl of the Wallendas is in a short red velvet costume. On the opposite wire the girl of the Grottoes is in blue and white.

Girls of the Rieffenbachs, and one or two are real hefty, wear short skirts of pink maribau, who wears the whip, is in navy blue with steel heading. Loye Repenski troupe is in green and white, made with feathered sleeves, and silver caps. The mother of the Walters family is in yellow net with bandings of satin, the girls in red and gold. The girl of the Uyenes under a painted silk coat, wears a white pleated costume and blue belt. Gold embroidery on red is worn by the Yacopis. A troupe costume of white and white with bandanna cap of yellow is worn by the girl of the Danwills.

The sensation of the circus is display No. 20, with the air full of flying trapezes. The girl of the Concellos is lovely in pink, the very short skirt being tiny ruffles. A spangled trimming edges the founcies. The girls of the Otaris are in white and gold belts, and the girl of the flying Comets is in a short yellow costume.

Another From Britain

Gaumont-British sends us another music in 'My Heart Is Calling' at the Roxy. It reveals the beautiful voice of one Jan Klepura, who is grand opera material. The mob scenes are beautifully done, especially one showing the love interest. Richard Barthelmia does a swell performance as the criminal, with Charles C. Wilson a good second.

Gertrude Michael as an erring wife doesn't get as much out of the role, as did the two women who did the stage version, but she looks lovely in a black velvet gown trimmed with silver fox and small hat with sprays of rhinestones.

Helen Mack is neatly attired in a black suit with a white mouseline bow at the throat and wears a small hat. Dot Tree is an usherette in uniform and her role was cut considerably. Edith Tell in a white wig wears a handsome white fringed gown.

Nice Customers

Benny Davis must have been pleased with the conduct of the three old-time audience at Levy's Monday afternoon. They were most enthusiastic and each act did more than his or her share.

A night club atmosphere pervades, with tables and women in evening

ORRY-KELLY, HE DRESSES 'EM, TELLS HOW

By CECILIA AGER

In every city in the U. S. and in 26 cities in the world, the very best selling copies of clothes designed by Orry-Kelly for Warner Brothers pictures. Not just carrying them—selling them. That proves rather, said Mr. Orry-Kelly, who is Australian, was once an actor, and next a scenic designer, and now is head costume man for Warners, that they must be fairly wearable.

What is the very foundation of Mr. Kelly's creed. Devoting himself to the particular needs and clothes capabilities of the actresses he dresses, he strives to turn out not designs that will knock your eyes out—but models high in wearability. Clothes in harmony with their surroundings, advanced, but not sensational. Perhaps the fact that he's a former actor has helped him realize that nothing must be allowed to distract attention from a dramatic scene. No mad hats in tragic moments, says he. "The horror of a costume must not interfere with the action," Mr. Kelly explains. "It's better to under-dress your people than let their clothes get in the way. A good director will often want to change the clothes, and he's right; he's thinking about the smooth telling of his story."

"Of course, we can keep our clothes credible because our studies about the clothes of the past and the Glamorous Actress—our characters aren't written in the ch-ch-ch, exotic manner. We prefer to try to be three months ahead in our style, so that they're current or a little advance in fashion when our picture's released, rather a year ahead, and be laughed at. All's lost. Mr. Kelly believes, when a costume comes on the screen so startling it provokes critics. Even if it's good, it isn't worth it."

Sometimes it's Tough.

Sometimes it's a tough job, being a costume designer. Sometimes the greatest actresses haven't got the best fashions. That's the job—trying to make them look as if they had. It's along comes the new trend, the Grecian drapery, all the fashion magazines screaming drapery. And back in Hollywood they've just finished 'Caliente.' Dolores Del Rio wears a dress that says 'Grecian line in 'Caliente,' designed for her four months ago, 'way before the trend started. If the picture could have been released a month ago, maybe she'd have been a success. It's a credit for Grecian drapery. But now...

Or you'll design a costume just so, and happen to walk by the set and see a flower added, or a puff or something that is so incredibly ruining it. It's a tough job, because no human being in the world can do 10 to 15 costumes a day, and do them well.

Orry-Kelly does a good costume. It needs, to top it, a smart hat, smartly worn. So you get a smart hat, the right hat. It should be fitted over the eye. Naturally that makes it shadow part of the face. The cameramen don't like that. The whole face must show. Or else the hat that's designed to be worn down over the brow will be perched on the forehead of the actress' head. They want to see the face.

However, it's not all like that. Picture clothes designed in Hollywood, are beginning to mean something. Formerly when an actress went to Europe she'd wait to get all her clothes in Paris. Well, Kay Francis just left the Continent, talking to Paris a new wardrobe designed for her by Mr. Kelly.

Women ask Mr. Kelly, 'What's the new skirt length—is it to be 12, or 14 inches from the floor?' This is Mr. Kelly's answer: just as a designer must design for his own people and consider their good and bad points, so is it, in skirt lengths, but according to the ground, but according to the attractive part of a woman's leg.

clothes of many colors and modes. Evelyn Parley does her taps in a short white satin dress, pleated in the skirt with a collar of blue and white sequins. A trio of two men and a girl called Alice has this miss in a white linen tailored suit with blue tie.

Taps on toes are done by Edith Mann, in blue pants and orange bodice with hat, gloves and slippers matching. Another tap dancer is Blanch Lewis in silver pajamas with a rose ruff around the armholes. Sophie Tucker is badly imitated by Miss Sherman in a pale pink dress having a pleated collar or some depth.

Going Places

By Cecilia Ager

Early Easter at Capitol

Soon it will be Easter, the Capitol's Danny Dare Girls remind you—Easter, with its scampering bunnies—remember? Well then, the Danny Dare Girls will show you. It starts here this. Shapely maidens put on white plaid isodars banded with maribou, slip furry white mittens on their hands, affix helmets with tall pink taffeta-lined ears to their clever heads, and sitting on their haunches, do a hand drill, then lying on their backs—do a leg drill, and then jumping around like orderly, disciplined little rabbits, to their white cotton tails to the audience and skeddadle off. That's Easter.

But that's not all. The Capitol's bunnies can talk just like masters of ceremonies. First two of them return, proud to present Barbara Blane, who swoops about the stage between steady one-foot balances, looks like Loretta Young, and wears an accented pleated flesh chiffon long costume tied at the waist with cherry colored ribbons.

Next, three bunnies are proud to present Louise Brooks, who dances with her partner as if she enjoys it in a gored white satin princess gown with bodice gathered to a drawing high at the neck; her straight black hair swept back off her face in a coiffure too uncompromisingly severe for her style.

And now four bunnies are proud to present prima donna Liora Hoffman, looking it and acting it abetted by a stately black crepe gown with beaded white bodice. And now five bunnies—no, they're not bunnies any more, they're ballet dancers—five ballet dancers are proud to present the Capitol's Fantasy in Blue and White, which turns out to be the finale, dresses the stage with the singing ensemble in grey-blue French Court costumes, puts the Danny Dare Girls in white ballet dresses and wigs, with blue bows scattered over their skirts, sends them forth in pretty toe dancing formations until it's time for Louise Brooks with multi-colored much better costume—blue soft full skirts and taffeta pleated jacket with high military cap.

Competitive Hoofing at Palace

Devotees of dance dancing—there must be some left—had better dart to the Palace this week. They'll find some splendid examples seething there. Contributed by the two little girls in tails and toppers with Alice Pritchard and Goldie. The two little ones, to tops, too, more, they're ballet dancers—five ballet dancers are proud to present the Capitol's Fantasy in Blue and White, which turns out to be the finale, dresses the stage with the singing ensemble in grey-blue French Court costumes, puts the Danny Dare Girls in white ballet dresses and wigs, with blue bows scattered over their skirts, sends them forth in pretty toe dancing formations until it's time for Louise Brooks with multi-colored much better costume—blue soft full skirts and taffeta pleated jacket with high military cap.

Cardin's grave little lady assistant in the page boy costume watches him, courteously absorbed. Femme of Lamb and Belet, in neat, bright blue silk mid dress with red bands and pompon on the French sailor cap, has a French accent, therefore Bordoni bangs. Also bursts into acrobatic somersaults with a speed and furor that belies her pleasant plumpness. Now everybody on the bill has carried on from Ann Pritchard and Goldie's fine beginning, whereupon Eddie South sees to it there's a happy ending.

America's British Disappointment

An actress must be given something to confound with. Without the means to work it, her sorcery avails her nothing. Without the right materials, she can not cast her spell. Old stuff, raked up upon seeing Helen Hayes in 'Vanessa.'

Her own waste of time by the slow, even flow of straight narration, playing in a story without dramatic situations, without a characterization to challenge her special skill, Miss Hayes has no opportunity to give anything but a stock sincere performance. As 'Vanessa' she's a competent actress—more appealing than other competent actresses because she's a little more than a competent actress.

So Miss Hayes is sweet and young and mildly spirited in the first part, sweet and older and put upon thereafter, but never a person to capture the imagination, remember, or think about once the picture's over. She's been put in a grooved role and 'Vanessa' grants her nothing, nobody, to help her get out of it. Self-sacrifice and yet more self-sacrifice is no longer news.

'Vanessa's' nuts about England and Empire, though, crazy about 'God Save the King' and all that, as patriotically British as 'Lives of a Bengal Lancer,' also made in Hollywood. It's gotten hold of some actors who, in long shots, look like the royal family and are cause for no end of head scratching. Mr. Robson is quite a character as head of a fine old English family, never missing a trick, Violet Kemble-Cooper has a properly aristocratic profile, and Agnes Anderson, playing a dark-eyed tavern wench with low-necked dresses, looks enough like a Latin to place the blame for her un-English looseness elsewhere.

Out-Quinting Everybody

Nobody's going to be any quieter than Jean Parker in the oh so quaint 'Princess O'Hara'—not if Miss Parker keeps her strength. Verna Hillie's odd conception of a member of the horsey set, Clara Bladnick's strange behaviour as a bulwark of the old aristocracy, are good and quaint—but nothing to Miss Parker's singular helplessness and unparalleled naïveté and orphaned night club dancer. Even Miss Parker's dancing is different from that of the rest of the line-up. Individual, one might say; awkward, another might sass back.

When Miss Parker's rehearsing, she seems to know enough to do it in a fetching costume—sleek fitting black velvet shorts, soft white silk bodice, yet somehow when she puts on her clothes to go home, she's a different person. Miss Parker is 14 in a pale pink dress, the girl's upturned sailor with curls and ribbon streamers hanging down her back, and an elastic under her chin. She slips only ice cream sodas, but emboldened by them, no doubt, makes advances to the hero, and without encouragement either. Also, Miss Parker weeps. Weeps often and long, and as ends as possible in itself quite—since she never works herself into any other recognizable manifestation of heartbreak. Also, Miss Parker is earnest, so earnest she throbs with it.

Miss Hillie, striving to be upper class, achieves distinction for the great quantities of eye shadow she's been able to spread, unshaded from eyelid to eyebrow, and for consistent smirking. Clara Bladnick, this time a grey-haired crochety old lady, speaks with the vigor of youth, looks the picture of health.

Helen Samuel's Painting

New Orleans, April 16.
'Marta of Commerce,' painted by Helen Samuel, has attracted much attention at the 34th annual exhibition of the New Orleans Art Association.

Painter is the wife of O. M. (Monte) Samuel, or 29 years VARIETY representative here.

Broadway

Lou Goldberg finishing up a new novel.

Lanny Ross off for Bermuda for a vacation.

Paula Goddard taking on a little vacation.

Irene Castle in town and brimful of plans.

Peggy Wood back from one of those jaunts.

Clara Moyer III at the Sydenham Hospital.

Alfred de Liagre, Jr., to Bermuda for two weeks.

Verna Burke is getting a screen test from Metro.

Joe Laurie, Jr., opening up the Fire Island shack.

Pat Rooney will m. c. the Grand Street Boys affair.

Richard in the place for psychic bidding at bridge.

Gertrude Hoffman plotting a vaudeville comeback.

Paul Yawitz becomes editor of the Columnist's Review mag.

Arthur in the place following tough winter of illnesses.

Bernie Cummins - now has a bus to transport his Broadway club.

Bliss Mann (Yacht Club Boys) latest of the Kentucky Colonels.

Lawrence Schwab and Otto Harlan talking things over at lunch.

Team of girl bootblacks on Sixth avenue only lasted a couple of days.

Sam Meroff, agent for the daddy, Benny Meroff, in New York.

Primrose Semon going unit with Alvin Karpis.

Harry Kuhl now in the clothing biz as promotional man for Grayson's.

Edna Hutton shoppe is the latest slantage for a Woolworth's 5-and-10.

William Weaver playing with the idea of going back to Hollywood for a while.

Harold Tillison back in town after touring around with radio attractions.

George Davis in Chicago lining up contracts for "Wedding Night" for run there.

Low Brown Coastward this week to reprise the next Eddie Cantor musical.

Larry Cowen, now that he lives in Woodmere, has finally gone for a gay survey.

Jack McInerney's little boy making a slambang playground out of the office.

Peggy Mann now warbling with Michael Treg's ork at Green Room of Edison.

Eddie Foy, Jr.'s son christened Edwin, Sunday, but he's called Junior anyhow.

Charles Durante handed out 1,500 Passover baskets on the east side, Sunday (14).

Sam Warshawsky back on the literary field following recent association with C.B.

Low Kerner, m. c. is handling the Rooming House production at the Level Club, May 11.

Peggy Flynn's hubby is Milton Weinstock, who also uses the stage name of Jack Stanton.

Nat Brustoff, band leader, released a bankers' check for \$25,000 from the N. Y. Federal Court.

Gertie Moyer, noted star of the plot occupying at Sydenham hospital from an operation.

Ed Smith of Boston gets in every Monday now to book stage attractions for the Metropolitan.

W. F. Farnsworth, NRA deputy administrator for film code, back to Washington after two weeks.

Cliff Hall has piece of new order in Jamaica called "Sharlies", but comes on all the time.

Lester Gaba's real showing how he does his soap sculpture is titled "While There's Life There's Soap."

Season passes for the Brooklyn Dodgers call for a "service charge" of 15 cents, plus the 10 cent federal tax.

Lilly Richman, back from Bermuda and reading a couple of plays in which parts have been offered.

Hickory House gives up the Friars Club kitchen concession this week, with Al Delmonico taking it over.

Luigi's Black Cat Greenwich Village theatre, now in bankruptcy by three of its creditors last week.

Bento Collada is a pushover for tramp steamers. Grabs one just for the ride in between figuring his El Chico.

Charles Bergman agrees something must be wrong, he has no ill, real or supposed, to complain about.

Advertising division of the Hays office now settled on the 22nd floor of Mount Association Building, West 43rd street.

A lot of the "southern" tans around Times Square have been taken under the New York's sun lamp layout.

Billy Jackson has Wiley Post tied up for all pre appearances, it is when he spans the continent via stratosphere.

John Navarro latest to inaugurate hunt breakfasts, with four-times weekly morning rides through Central Park.

Richard C. Patterson, Jr., and Brock Pemberton handling the New

York end of the Salvation Army's appeal for funds.

Council members of the A. F. A. and their wives will pay a tribute to Sophie Tucker at the Hollywood Casino (West) Easter holiday.

Pickens Sisters had to give up their Sutton Place apartment because the fire next door weakened their house.

Agent handling play called "Phantom Fingerprints," by Ethel Park Richardson, can't remember which manager he gave script to.

Ferry Betty makes an occasional trip to Hollywood to gather material for stories, but thus far hasn't tried waiting third for the screen.

Elizabeth Longman, N. Y. rep. of several British trade and daily papers, has gone to Manitoba, Canada, to spend Easter holiday.

Will stop off in Chicago on way back to Coast.

Warner Club Players presenting "The Boy of the Year" in their club rooms April 26. Following historic efforts, audience will put on the nose bag and clear the floor.

Out-of-town showmen frequently comment about the RKO Palace box office on Broadway.

Big ticket buying theatre people is sign above the box-office window, All seats 40c, balcony 25c.

Edna and Mrs. Peabody were invited by President and Mrs. Roosevelt as dinner guests at the White House, Sunday (15), their third visit to the mansion inside of three months.

Jose Canino, son of Eduardo, is the fourth generation of the Canino family in show biz.

He gave a dance recital at the Theatre Guild Sunday.

Rita Canino, 15, also Eduardo's daughter, is a Fox Films.

Canino has a dance studio in N. Y. Conchita and Eduardo produce units in Hollywood.

Efforts of the Ed Fisher publicity office to organize the walking stick manufacturers of America into a trade union.

Jack McInerney's little boy making a slambang playground out of the office.

London

Karl Zuckmayer to Paris.

Jack Hylton has taken new offices.

Joseph L. Mankiewicz, Metro, over on vacation.

Dorchester hotel cabaret closes week of April 15.

Joe Layton, local film booker, here on short vacation.

Ray Compton claiming England's longest telephone number.

Rose Aperia, the professional plunger for Blinn Barnes.

Bob Robson (Three Sailors) sending for wife, baby and mother.

Robert Lennox adapting a two-character play "Assassination" by Max Jacobson.

Lang considers "Drums of Sacrifice," said Gilbert Lennox.

Jane Welsh bidding hubby Henry Middleton good bye with tears in her eyes.

Alex Eszay, Hungarian director, signed a three picture ticket with B.I.P.

New revue, "Thanks for the Battleship," political satire, coming to London.

De Wolfe, Metcalf and Ford doubling between Mayfair hotel and Victoria Palace.

Ben Welden engaged for new play which Seymour Hicks producing at Victoria Palace.

Libraries renewed their deal with Clifford Whitley's "Stop-Press" for another six weeks.

Budapest

Roebelling, director of the Vienna Burghtheater, guest directing a revival of "Mazurka."

Howard Hughes returned after shooting the new Francis Gaal picture, "Kleine Mutti."

Radio broadcast of "Grand Cafe," new musical, will omit "Lily Schwarz" imitation of Glita Apia.

H. Bertram, president of German Society of Exhibitors, here canvassing participants for the exhibitors' congress to be held in Berlin next month.

Infatuation of Chinese films here. "Painted Veil" (GB), "Chu Chin Chow" (GB), and "Princess Turandot" (BIP), opened simultaneously.

"Fair Tale Car" top among all pictures this year.

Lenke Pasternak, sister of Joe Pasternak, European production manager, married to Laszlo Kardos, picture director.

Adapted from a fifty-year-old musical by Bus Fekete is writing based on her own life.

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Shanghai

Kira & Boris, from Berkley and Savoy hotels, London and continental tour, now at the Cathay.

Henry Mathia, band at the Cathay going into sixth month.

Marvyn and Gunsett, Paris world-dance winners of '32-'34, coming to the Cathay.

Paramount ballroom now using 23 artists, with Marya Y. Mexican, contracted dance team, later to open there.

Sergei and his orchestra contracted for another year.

Caesar and Zelva, and Laura Guerite to Hellenodora Rest, Surabaya, Java.

Roman Serenaders, new orchestra, leaving for engagement at Tientsin.

Harlan and Janet Miller off on tour to Hongkong, Penang, Kuala-Lumpur and Singapore.

Ditto for Armand and Diana, but Manila instead of Kuala-Lumpur.

Hasley and Armstrong to Singapore, to play at Raffle hotel.

Caesar and Mimi land 3 months at Hellenodora, Surabaya, Colombo, and then to Ceylon at Galle Hotel.

John and Harriet Griffiths off for two months engagement at Continental hotel, Hongkong.

First time in China pantomime ballet by A. V. Avasheloff, where Chinese music is set to western harmonies.

Palm Springs

Carole Lombard at the Desert Inn. John Beal just laid around during his visit.

Tukey Carmichael couldn't take the sun.

Twenty-eight planes boarding at the airport.

Stores are all getting ready for their blow-off sales.

Carol teaching her younger desert lore.

Ray McCarey here to visit the wife, who has been absent.

Howard Hughes in town in his 10-passenger Sikorsky.

Getting pretty hot during the day.

Extotus, under the stars.

Marcella Knapp and Mary Simpkins were exclusive, and how!

Perry matches drawing capacity.

Mike Balcom of GB got a load of the feeble side of Cal in two days here.

Bob Woolley left home for Hollywood and Radio's "Nit Wits" last week.

Charlie Butterworth does magic at the "Village Drug store."

And good-bye.

Fred MacMurray, Lillian La Mont, and his mother spent all their time swimming.

Tennis tourney was the biggest affair this season, with the Sheldes-Perry matches drawing capacity.

Frank Capra and Robert Riskin too busy scripting "Lost Horizon" to come out of their sequest hideout.

Dr. Roy Chapman Andrews with his bride at the El Mirador.

He still likes the Gobi Desert, which might be a million miles away.

Tennis club staging a round robin of men's doubles.

Ronald Colman, Victor Jory, and Stephen Haggard, back to back.

Mack Brown, John Cromwell, J. A. Morkan, Charles Butterworth, and Frank Morgan in one frame.

Vienna

Fritz Lang passing through.

Gordon Craig passing through.

Boern Bjornson in again on visit.

Otto Wallburg signed by Josefstadt theatre.

"Lil Gelb," by Felix Salten, under way to Berlin.

Felix Saltenbeck becoming member of the Burg theatre.

Alf von Sivers contracted by the Schauspielhaus in Zurich.

Revival of "Egymallon," with Max Hansen as Higgins due at the Volksbuehne.

Victor Jory and Stephen Haggard, first night of her comedy, "Chain," at Comedy.

Hermann Roebelling to Budapest to direct Schloß "Mary Stuart" at the National theatre.

"Simpleton of Unexpected Isles" to be staged at the Volksbuehne with Leipzig and Hamburg.

Maria Anderberger may star in new musical, "The King and His Umbrella," by Victor Jory.

Basel Dean's Mozart picture, "Whom the Gods Love," featuring Victor Jory and Stephen Haggard, first night in Austria.

Mexico City

By D. L. Graham

Plenty hot.

Street car strike still on.

Micha Elman gave farewell musicale to selected group in the U. S. embassy, under auspices of Ambassador.

Victor Jory and Stephen Haggard, first night of her comedy, "Chain," at Comedy.

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Hollywood

Sam Holliman off for Honolulu—George Burns, Kalinuck Kinnel, Jack Benny pulled in for his pic, Al Woods sweetheating the film gang.

Kathryn Doherty looking over the scene. "O'Keefe oke again after the attack."

Charles A. Buckley back from Frisco. Carl Brisson went for a 60-foot stunt.

Lee Tracy laid up with a throat infection. Julius Tannen now a writer at Warners.

Pat Smith working on a basketball opus.

RKO-Pathé studio setting new paint job.

Rosemary Ames a returner from the desert.

Sam H. Grisman due back from jaunt east.

The desert lure too strong for Fred Meyer.

Robert Marshall at Le Quinca for the sun.

A. S. Jacoby has left Metro's writing staff.

Joanell Hudson back after an eastern visit.

Rochelle Hudson directing college plays at Cal.

Ned Depinet and Jules Levy due in this week.

Henry Hulls evacuating their Beverly Hills.

Dale Dos Esmoles around on a squared ankle.

Robert Young back after personal in the east.

Two studio golf tourney at Girard April 28.

Buck Jones polishing up the skiff for a week's sail.

Alan Tate hooping for one day and then home.

Herman Zobel asst. for Radio National meeting.

Bill Newberry left Metro's publicity department.

Richard Dix changes his handle to Richard.

Arthur Dix doing a Houdini to his secret ranch.

Alan Hale working on a mysterious invention.

Only one birth record in Beverly Hills for two years.

Rotter acting chief attraction at Shrine Auditorium.

Noah Beery, Jr., going to England with his daughter.

Eddie Baker traded his makeup kit for a nightgown.

Jackie Rogers as "Poppy Girl of 1935."

S. Jay Kaufman, breezing along Hollywood boulevard.

Trizle Frizkano now owns a Paramount contract.

Byrna Sidney caused by insect bite.

W. P. Lincom about to do a play on Sunset Keats abroad.

Red Golden and Betty Hayward have filed the papers.

Marie Oberon didn't make that New York trip after all.

Grace Bradley made mascot of the Hollywood ball team.

Edna Stuart Boylan and Roy Chansior off the WB lot.

Bing Crosby intends going to Louisville for a week.

Manny Seal and Tom Reed resting from their studio labors.

The Rian James' are all square on a property settlement.

Studios organizing soft ball teams for inter-company league.

Edna Al Lewis celebrated their golden wedding anniversary.

Otto Klemperer due late this morning for a session of court.

John Mahin enjoying script writing for Metro at Palm Springs.

Louis Hayward sunning at Palm Springs before sailing the pond.

Kink Charney has a Jersey cow, and in the dairy business.

Dick Powell played "Dorothy Sunshine Line" in his own company.

New Bellanca six-passenger coupe delivered to Wally George.

Pete Smith took the Metro lot after a desert convalescence.

Max Masters still confined to his home following blood transfusion.

Joyce Payne, ex or Ralph Blum, takes that Hawaii trip this month.

Robert Franklin, son of Harold B. going to Yale to learn the film biz.

"Margaret-Isabel" from "As Thousands Cheer," being test-optioned by Fox.

Rugh Daniel technical advisor on Benny's fashions at Radio for "Top Hat."

Jack Benny getting the roof of his mouth sun-burned on Hollywood Blvd.

Barrett Kieseling ahead of the Marx Brothers, personal appearance.

Myron Zeinick and the misssus off to N. Y. for a two-week show party.

The Lee Jewells, of Shoshone, Idaho, are visiting their daughter, Isabel.

Philippe Menjou still one down to the flu and won't leave hosp for few days.

Earl Hart, cousin of Virginia Bruce, lands in Metro's studio company.

Ann Dvorak and Leslie Fenton planning blood transfusion at the Van Nuys ranch.

There'll be a house-warming soon at the C. Aubrey Smith manse in Laurel Canyon.

Three hundred extras got a week's work on the Grace Moore set at Columbia.

Bobby Dolan, musical director for Burns and Allen, pulled out for a New York show.

Arthur Johnston caught his right hand in the door of his car—result, a fractured wrist.

Slim Viscusi bought the picture rights to the "Napoleon and Uncle Ben" cartoon strip.

Cedric Gibbons joining the misssus, Dolores Del Rio, at Palm Springs for a week.

Jack Welch pulled out for Frisco, after several days here confabbing with Sam H. Harris.

Writers' club members still talking about their latest Lynne performance last week.

Fred Datig out of the Hollywood Hospital and to Helen Springs, recuperating from the flu.

Henry King and Howard Estabrook back from Europe.

Clara Bow and her husband, Howard, on "Way Down East."

Beatie and Bottie, art strogos for Paul Baker, left their boss in "Sing, Governor, Sing."

It Vic Shapiro said that yam to Ray, says that yam, green credited as Victor Shapiro.

Charles Laughton returned from New York and L.A. goes into MG's office on the "Mystery."

Eugene O'Neil, the Baltimore for one performance April 25.

Manny Self off to New York after two years and 14 season plays at the "Mystery."

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OBITUARIES

CLEMENTINE BAINBRIDGE

Clementine Duncan Bainbridge, 52, old time dramatic actress and operator, died of heart failure while traversing the streets of his home city, Elmira, N. Y., April 12.

A dramatic performer of the '90's, Bainbridge was associated with John Drew, the Barriores, and other celebrities of the stage. He also appeared with the Metropolitan and Chicago Grand Opera companies. Bainbridge retired and took up his residence in Elmira about 20 years ago. Widow, Elizabeth, survives.

Deceased was an uncle of the statesman, writer and attorney, Bainbridge Colby, Secretary of State under President Wilson.

ALEXANDER MOISSL

Alexander Moissl, 55, film and stage actor, died of pneumonia in Vienna.

He was born in Trieste in 1880, then part of Austria and became a naturalized Italian citizen a few days before his demise, notification of which was sent him through special permission of Premier Mussolini. With a dramatic troupe he toured America and England in 1928.

JOHN C. SHERILL

John C. Sherill, 62, co-partner in Charleston's (S. C.), first successful motion picture theatre, died recently of a heart attack. He was a native of North Carolina. For 27 years he had been assistant manager of the Pastime Amusement Co. and was known to hundreds of 'bookers,' vaudeville players and others in southern show circuits.

WILLIAM MCCABE

William McCabe, vaudeville, was found dead in the Hotel Lenox, N. Y., April 12. He had come to the hotel early in the morning with his partner, Fred Neritt, the latter leaving shortly after. Later in the morning he was found to be dead.

Death was the result of natural causes, according to the physician summoned.

TOM MITCHELL

Tom Mitchell, 43, radio baritone, dropped dead of a heart attack in the NBC studio at San Francisco April 9. Deceased was well known in coast radio circles, moving to Frisco several years ago after long service in vaudeville and musical comedy. He was born in England. His widow, a son and daughter survive.

HOWARD A. SHIPLEY

Howard A. Shipley, 64, for many years identified with the Ohio state fair board of managers, died suddenly at his home in Dresden, O., near Zanesville, from a heart attack April 3.

He was secretary of the Muskingum County fair board for 11 years.

JIM FLYNN

Jim Flynn (Andrew Chirlagione), 55, the only man who ever knocked out Jack Dempsey, died April 12 in a Los Angeles receiving hospital from a heart attack. It was in 1917, when the name of Dempsey was first being heard, that the 'Pueblo Fireman' felled him for the count.

GEORGE A. GILES

George A. Giles, 59, president of Allied Theatres of Massachusetts, died at his home in Belmont, Mass., April 15. He has been owner of this ten theatre chain for the past nine years.

CHARLES ALLEN

Charles Allen, 53, night club operator and one time baseball manager, died of a heart attack April 5 in Hollywood. His widow, the former Betty Young, film actress, survives.

MAURICE P. SULLIVAN

Maurice P. Sullivan, who operated the San Souci theatre in Water-ville, N. Y., more than 20 years, died April 11 in that city.

CHARLES L. CADWALLADER

Charles L. Cadwallader, 52, died April 5 at his home in Los Angeles, after a five year illness. He was a former art director in pictures. Widow, and mother survive.

LOUIS DECKER

Louis E. Decker, 71, brother-in-law and distant cousin of Col. Wil-

liam F. Cody (Buffalo Bill), died of a Friday (12).

Decker was manager of Cody's Wild West show for 20 years. Cody died in 1917 at the Decker home in Denver.

SALLIE WARD PETTIT

Mrs. Sallie Ward Pettit, 80, who gained fame in 'Maizepa' and 'East Lynne,' died in Baltimore county, Maryland, April 12. She retired from the stage in 1890.

WILLIAM J. DOUGLAS

William J. Douglas, 55, for many years secretary of the Seattle musicians union, died in Seattle, April 3. His widow and mother survive.

Rachel Rice, mother of Howard (Hal) Rice, died April 7 at her home in Canton, O.

News of the Dailies

(Continued from page 59)

Weight was released. Pair awaiting grand jury.

Section of boardwalk in Atlantic City placed off for bicycle enthusiasts.

Gladys Swarthout, m.c.'d songs.

City to open a third eatery in Central Park. Place will be spotted at the end of the West 100th St. old Terrace Bridge. Moderate prices.

Charging she was illegally confined to an insane asylum for two years, Celia Goldberg, former show girl and actress, has instituted a court fight with her typewriter.

Mrs. Rosalind DeLaney, former chorus girl, announces her engagement to Lloyd Smith, Reno baritone.

Bill permitting state lotteries goes before New York legislature next week.

Harry Belafonte will succeed Vincent Sherman in 'The Pit.' Shernan replaces Clifford Odets in 'Waiting for Lefty' and Odets will get used with his typewriter.

'Lost Paradise,' which will probably be the Group's second offering next season.

Actors' Fund annual meeting set for May 10 at the Lyceum.

'Directors of producing and real estate groups of the West. Op presented Gatti Casazza with a silver tray as a parting token.

Frances Dumas, who says she quit the stage in '29 to become a trial and musical secretary to the late Meyer Davidov at \$100 a week, tells the estate of the dead millionaire for \$101,000, asserting a contract for life. Suit brought in San Antonio.

Reported from Philadelphia that the estate of John R. Fell, who died of a dagger thrust while on a Java-nese honeymoon with his third wife, Marta Edmerton, will yield her approximately \$500.

Polly Adler pleaded guilty to the possession of a film of 'The Thin Red Line' in General Sessions Monday (15). Sentence April 26.

Rivolt closed down Monday (15) to prepare for the opening of 'The Miserables.'

Mayor LaGuardia adds a word to 'Way lingo' by referring to a status as 'indivisible.' Means a thing that doesn't split.

Robert Henderson cuts Minneapolis. St. Paul for his drama festival stand. Just Ann Arbor and Milwaukee to headnote about.

Leopold Stokowski and Phil orch. will be the first to agitate the baton for 13 weeks.

Postoffice rescinds blind mailing order. Ads must be personally addressed by sender on city carrier routes. Overdone.

Garden of Nations on 11th floor of RCA building opened Monday (15).

Federal Communications Commission to bounce WARD, WBBC, WVPW, and WLTH off the air to clear channel for Brooklyn Radio station. Probably will be taken to the courts.

Joie De Mott, once star equestrienne, visiting the Ringling-B. B. show.

Shuberts still thinks 'The Family Album' a good title for a revue. Rescheduling at the Palace.

Bill Rose gets the right to 'Siesta.' This one will use actors.

882 for last year, a 20% increase over 1934.

Garvin Posa, actor, draws six-month jail term in L. A. for theft of \$500 from a hotel.

Fred Perry, British tennis champion, floored in an altercation with Joe Benjamin, former boxer, who resented Perry's alleged snub on American sportsmanship.

Ray Webb Vallee dropped her suit to pay her \$7,450 a month pending trial of her action for separate maintenance.

Chatta Escalante, aerialist, and Dorothy Skyeval, wild west performer, with Al Barnes circus in Los Angeles, partially injured when a falling pole struck them.

Grand Witnesses acquitted on drunk driving charge.

Bandits slugged Harold Goldberg, manager of Bard's theatre in L. A., and refused to pay \$1180.

Police investigate death in L. A. of Mayrene MacGowan, dancer, believed murdered in a downtown hotel.

A. Willie Mather again uses his former wife, Dorothy Devore, for recovery of \$27,041 in damages.

Adolph Caral, musician, sentenced from five years to life in San Quentin on conviction of choking to death his wife.

Vera Steadman, former film actress, and Martin Padway of Beverly Hills, in night club, intend to wed. She divorced Jackie Taylor, orchestra leader, in 1933.

California divorce validated. In California courts and that of her husband voided, to be instituted in L. A. by wife of Monroe Safford, film executive.

Later married Nancy Cornelli, one time 'Miss Hollywood,' and are parents of twin daughters.

Divorce in the John Barrymore family reported imminent as the former colors of Costello vacated their palatial home, taking their two children with her.

Rivira de Plennes, stage actress, and Julius E. Plennes, stage director, filed notice of intention to wed.

Walter Ogden, writer, granted divorce in L. A.

Not going to entertain guests with a nude woman.

Daughters of the Empire enjoy the same status in Canada as do the Daughters of the American Revolution in the U. S. Told that Ming Toli only stage covering was two points.

Harold Buckle, head of the group staging the charity show, said she didn't know it was just paint that the D. E. wouldn't tolerate such a show.

The non-Chinese Ming Toli agreed to wear trunks for her Silver Venus number in addition to the paint.

At the finish the lights blazed up, but the applause halted as the little brunet flung her arms wide and stood in red flannels, which were heavier than the faces of the Daughters of the Empire.

CEILING ZERO

(Continued from page 54)

a clinch for pictures, where the script emanated. There is enough novelty, and in the case of radio, telephonic talk to planes enroute, or airports as far away as Dallas, there is a certain amount of excitement.

Robert Henderson cuts Minneapolis. St. Paul for his drama festival stand. Just Ann Arbor and Milwaukee to headnote about.

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House Reviews

EMBASSY, N. Y.

(Continued from page 18)

of the issue that Paramount was interested in presenting.

For top the week's disaster department, with reproductions of what last week's northeastern meant along the coast and of the havoc wrought by a tornado through Texas. Universal's entry in this department, the most destructive of property caused when a couple of freight trains telescoped each other.

Among the most arresting clips are Paramount's account of the Arizona farmer's fight against his Jap and Hindu neighbors; Earl Sande's debut as a New York City crooner (Pathe); Eddie Barr's delivery of a reindeer roundup to the Canadian government after battling the elements all the way from Nome, Alaska, for five years (Fox), and Universal's version of the Brooklyn girl brought to life after being born dead.

Holborn Empire, London

The Holborn is a small, intimate theatre house on the West End. Underline confining itself to straight plays, the Holborn is a good deal on an occasional week a touring show finds its way in.

House does a consistently good job of running the show, who almost visit here with their eyes shut, feeling that anything coming to the Holborn is worth a look.

A happy crowd, these Holbornites, but occasionally, not so responsive. The week's run of 'The Nightingale' as the program is up to average, but not of smash caliber.

Heading the bill is Roy Fox and his company, in night club, and vaudeville. Fox carries a nifty outfit. Good instrumentalists, and a good singer, and a pianist. Repertoire is varied. Starts with some, some hillbilities with a comic touch. Three of the leads do a rummy number, a la Mills Bros., and very effective. Peggy Dell, only femme in the outfit, warbles in the 'Hymn of the Faithful' and gets away with it. Finale is 'Flying Trapeze,' in comedy vein, with one of the boys doing a circus trapeze climber for laughs.

Fox does not stall. Does his work, takes his bows and rushes out to Strangers in the Night. Fox is on third on the program.

Conville is a good, thoughtful, and very effective. Peggy Dell, only femme in the outfit, warbles in the 'Hymn of the Faithful' and gets away with it. Finale is 'Flying Trapeze,' in comedy vein, with one of the boys doing a circus trapeze climber for laughs.

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House Reviews

know much of him. However, once they toddle through doorway, he'll adequately take care of 'em.

Blackstone is not only being a great surprise, he is wielding himself a public hero. The public here scarcely knew he existed.

Show of same pattern as Thurston's, except that Blackstone is most indistinguishable, such as the padding of his leg in cabinet, then strutting on a high box; or the bird-cage tricks; or the pro-rolling of shawls where none were before, or the conjuring up and then disappearing of fowls and birds.

Blackstone's own particular tricks are probably a whole lot. Much Thurston's. He exhibits, however, a considerably impressive routine.

Chief stunt, levitation of a lighted electric bulb over audience and up the aisle; passing a prone girl through portion of a whirling buzz-saw, and a number of other stunts look amazingly real; pair of men (Blackstone and assistant) change into each other's clothing in sight of audience.

Magician has an oké line of chatter, better suited, perhaps, to smaller towns. But here, he can make swell folk out of women and children recruited from audience, and the little fellow, for a few minute mistakes lend him fine appearance.

FOX, PHILADELPHIA

Philadelphia, April 12. Pic and an ill-fitting stage show are a spot on the program this week. Screen has 'Iron Duke' (GB), and Jack Denny's band is headlining stage.

Show is a bit of the pit overture, with Bantonee John Denny picking up the fiddle for a rare chore in the show. Smoke gets in your stage, intro'd from behind curtain with his usual 'I signature.' Unit as same, and the show is used.

N. Y. Biltmore, 13 men in the smooth dandification style, maestro doing stunts throughout. Of course, the job means nothing, since rest of bill merely includes two vocalists and a dance.

Band opens with 'An Old Southern Custom' and cues on singer, Bantonee Devine, who barytones a pair of slow ditty. 'Smoke Gets in Your Eyes' and 'Without a Song.' Orchestra follows in same tepid pace with the perennial 'Blue Danube,' all of which makes for a yawn before anything really happens. Denny has a good deal to say about the show, other half of the warbling duo, who does justice to a pop ditty and socks with an okay arrangement of 'La Cucaracha.'

Dance team of Crawford and Caskey next. Pair just finished a lengthy stay on the stage, and get the same raves with the same routine. First with a rumba-and-then a rumba-interp of 'Tea for Two.' Good.

Denny's finale is a potpourri of a show for which he has no claim. Initial air introduction, high-lights of which were 'Miss Stevens' and 'The Girl Who Sings.' Then a terlude for 'Dream Walking.' Leader also teams in a three-plant bit on 'Swing Dances.' Closes with the 'Hello there.'

Show is in a smarter vein than house is accustomed to regularly. It is a good deal better than there's no bare, no novelty—and a straight order of music by a band and a few ditty. The show is a short session seen longer than it is.

Fox clips round out the bill. Business, Friday, on the skids. Gosh.

Earle, Philadelphia

Philadelphia, April 15. Bill this week pretty much all Hugh Herbert. Screen player is featured in picture and as stage headliner.

Herbert is a 'real' star, though neither the film nor the array of vaudeville acts can be called outstanding.

Herbert appears in a 15-minute sketch that concerns a husband's presence in the picture. He is a real star, though neither the film nor the array of vaudeville acts can be called outstanding.

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ACTORS' GUILD LANDS EXPO PIC CONCESSION

Hollywood, April 16. Motion picture concession at the San Diego exposition, opening next month, has been grabbed off by the Screen Actors Guild and the Dominions of Hollywood, with Fanchon & Marco managing. Overtures made to expo officials to the Haye office to take over the concession were spurned, with the Guild and its social ally stepping in.

F&M, in addition to managing the picture concession, is negotiating to put on a stage spectacle at the expo, with decision expected to be reached this week.

Park Pop Untaxed

Cincinnati, April 16. By agreement made last week in Columbus between the Ohio Sales Tax Commission and concessionaires operating in this state, baseball fans who make purchases of eats, drinks and tobacco at Crosley field this season will not have to pay the Ohio sales tax of 3%, which applies to sales of a dime or more.

New set-up calls for payment of 4% on gross sales by concessionaires operating at ball parks, race tracks, circuses and theatres, to expedite service in crowds, by eliminating issuance of tax receipts.

Charlie McDonald, leading concessionaire in Cincinnati who has the privilege at the local National League park, announces that he will absorb the state tax without advancing prices.

The 4% figure was arrived at after a two-day conference, the state commission having aimed at an aggregate tax of slightly less than 7%.

Ohio theatres pay a state tax of 3% on the gross.

In all lines of regular retail business the law does not permit the seller to absorb the tax, which applies to individual sales.

Rubin & Cherry Off

Montgomery, April 16. Rubin & Cherry, one of the largest carnivals in the south, which has been in operation here, officially opened its 1935 season Sunday (14), by showing on a local lot.

The shows will be billed this season as Rubin & Cherry Expositions, and will play all the States along the Atlantic Coast, and has also been booked for the Canadian Exposition.

Rubin Gruberg, owner, who has been under care of physicians here, will not accompany the shows on the tour, but may join the outfits in the late summer when the shows will be in full charge of the shows during the absence of Gruberg.

Replenishing Stock

Boston, April 16. John T. Benson, owner of the animal farm at Hudson, Mass., and importer of semi-wild circus stock, is to receive 23 crates and cages of animals on Wednesday (17) from the British steamer City of Salisbury, scheduled to dock in Boston on that day, direct from Calcutta.

Consignment includes a 10-foot cobra and 16 snakes of all species, three Bengal tigers, 19 storks and cranes, 208 monkeys and six pair of mandarin monkeys. Twenty deer and antelope, also purchased on his recent trip to the Far East, will arrive later.

Downie's Four

Macon, Ga., April 16. Four states in four days is the schedule for Downie Brothers (incorporated) circus which leaves Macon the morning of April 18 to play in Athens (Ga.) that night. The performances in Macon with two performances on Wednesday (17) are by the British steamer City of Salisbury, scheduled to dock in Boston on that day, direct from Calcutta.

Consignment includes a 10-foot cobra and 16 snakes of all species, three Bengal tigers, 19 storks and cranes, 208 monkeys and six pair of mandarin monkeys. Twenty deer and antelope, also purchased on his recent trip to the Far East, will arrive later.

Race Helps Fair

Seattle, April 16. Spokane is coming back as a racing town, with the Interstate fair also to stage a comeback.

Groups have been formed to open two weekly race meet and fair August 31.

TOUGH ON CARNEYS

Detroit to Require Protective Bond of \$5,000 and Up License

Detroit, April 16. A proposed city ordinance which would bar practically all carnivals from Detroit, will be voted on by the city council this week. Nathaniel Goldstick, assistant corporation counsel, who drafted it, explained that few, if any, carnival operators would be able to furnish the \$5,000 bond which the ordinance would require to protect the public against injury on carnival property. The ordinance also would require license fees of \$50 to \$300 a year.

Operators also would be required to obtain the consent of 51% of the residents of the neighborhood and would have to petition the city council 30 days in advance.

Council expects much agitation to be received by the churches and fraternal organizations which have sponsored such carnivals during the past few years.

Omaha Posies

Omaha, April 16. Paid attendance at the Sixteenth Annual National Flower and Garden Show, which closed here Sunday (7) after nine days of operation, was registered at 129,000; the third highest figure in the history of the show.

Theatre managers report effect of the flower set-up was definitely negative on film trade, despite consistent credit on state grounds should have taken in the theatres as well. Some did, but not enough.

A. C. May Bar Tents

Atlantic City, April 16. Both Hagenbeck-Wallace and Ringling Bros.-Barnum & Bailey Circusmen have applied for permits to show here, the former June 20 and the latter for "some time in June."

While no decision has been made as yet, Mayor Harry Bachrach has indicated that he would support the Merchants' Association which has gone on record as opposed to the one-day tent shows.

Hometown Booking

Fairmont, W. Va., April 16. Barnett Bros. show has been the first show in West Virginia for three years in succession. It plays 11 towns in this state this year, Oscar Wiley, of Parkersburg, W. Va., is general agent, charged with "looking something to do with the routing of the show."

Saved by a Date

Charlotte, N. C., April 16. A direct verdict of not guilty was handed in at Fort Mill, S. C. near here, by Magistrate R. P. Harris in the case of Benny Krause, manager of Krause Greater Shows, carnies outfit, charged with "violation law which prohibits showing of carnival not connected with a fair in that county. Alleged violation at Rock Hill.

Verdict ordered because phrasing of warrant which alleged violation was on April 5, when evidence pointed to possible guilt April 1 and 2.

Suburban Fair

Charlotte, N. C., April 16. The Carolinas Agricultural Fair, Inc., has secured an option on 53 acres of land near Charlotte on the Concord road, two miles from business center. The fair is scheduled for opening in October.

DAYTON SPREADS DATES

Dayton, April 16. Fairground officials refused to give the Hagenbeck-Wallace show a date just a day or prior to the new Cole Brothers-Clyde Beatty circus, which is to show here May 11.

CIRCUS ROUTES

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LET'S LOOK AT THE RECORD!

● **PARAMOUNT**, every month during the 1934-35 season, has delivered at least two outstanding **BOX-OFFICE** attractions per month

august . . . "SHE LOVES ME NOT"
"NOW AND FOREVER"

september "WAGON WHEELS"
"BELLE OF THE NINETIES"

october . . . "CLEOPATRA"
"Mrs. WIGGS ^{OF} THE Cabbage Patch"

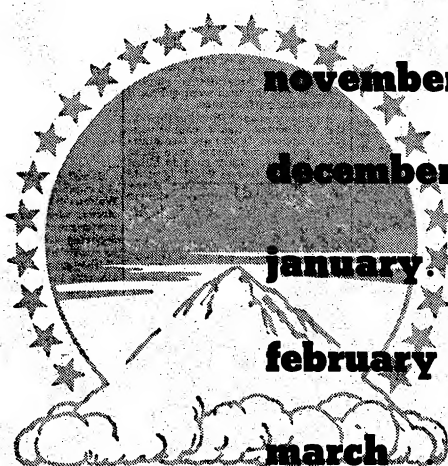
november "LIMEHOUSE BLUES"
"COLLEGE RHYTHM"

december "BEHOLD MY WIFE"
"HERE IS MY HEART"

january . . . "LIVES OF BENGAL LANCER"
"THE GILDED LILY"

february . . . "WINGS IN THE DARK"
"R U M B A"

march . . . "RUGGLES OF RED GAP"
"MISSISSIPPI"
"PRIVATE WORLDS"



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

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64 PAGES

CAL. EXPO'S NUDE SHOW

Amateur Unit, Playing as Pros, Learns How Uncertain Safety Pin Can Be

St. John, N. B., April 23. There was nothing slow about the premiere of Speed Worden's Variety Revue at the Empire, local picture house, Mackie McLean, comedian of the amateur outfit organized locally for a road tour, came out in a pair of diapers for a "baby" song. The safety pin flew open, leaving McLean in a very embarrassing position. He had neglected to wear trunks or tights, the diapers being all that separated him from being wholly a nudist. McLean had to be coaxed to going back on the stage for the next show.

The show's angel is C. R. Merereau, a local lawyer and defeated majority candidate, whose major hobby is amateur theatricals as an actor-director, his wife making two of a kind in the same family. Merereau assisted in staging the revue.

Speed Worden, producer of the revue, proved too slow with words and was withdrawn as master of ceremonies after the opening show. An orchestra of five is included in the troupe. Another complication at the first show was the necessity of Ida Veno, dancer, holding the rope.

(Continued on page 15)

BURLESQUE IS ZERO FOR AIR

Minisk's burlesque will not be broadcast over WMCA, New York. Investigation by the station failed to disclose a single singer worthy even of radio sustaining standards or a single comic whose comedy notions were funny enough for radio.

Originally envisaged as a swell stunt program WMCA chafed on the burlesque pick-up when unable to figure anything suitable for family listening.

Burlesque headlines today are strip tease queens who will have to wait for television to get an air break.

Pacifist Students Force Ousting of War Films

Boston, April 23. Threatening a boycott on the only film house in Williamstown, Mass., Williams College students forced the management to take off a newsworthy clip of battleships and fleets of airplanes, because the official student body organ opined that it did not jibe with the pacifistic ideas of 300 students who signed a petition instituted by the paper.

Calvin King, manager, stated that he objected to delete the news scene, but the students refused to accept profit and loss.

Playing It Safe

Paris, April 14. Anti-German talk in local newspapers has affected the theatregoing public. Customer at Opera Comique, buying tickets two weeks in advance, asked the girl behind the window:

"If war breaks out before then, do I get my money back?"

300,000 Mourners At Chinese Film Actress' Funeral

Shanghai, April 3. Yuen Ling-yu, second only to Butterfly Wu in Chinese filmdom, took an intentional overdose of veronal at her home and died while en route to the hospital.

International Funeral Directors was scene of crowds outdoing the Rudolf Valentino funeral. Miss Yuen's body lay in state three days, first time in Chinese history. Frowned upon by Chinese aristocracy and society's 400, literally hundreds of thousands passed by the funeral. Yuen's death occurred at the mortuary was over 300,000, while thousands lined every block as the cortège passed from the International Settlement on its way to the burial ground in Chinese territory.

Reserve police turned out to handle the funeral.

(Continued on page 57)

New Governor-Gen'l Of Canada Is Film And Pop Fictionist

Toronto, April 23. Appointment of John Buchan as next Governor-General of Canada marks the first time a man who writes for the screen has ever been vice-regal representative. As a result, extensive plans are being undertaken here for the release by Regal Films, Canadian distributors for Gaumont-British, of the latter's screen version of "The 39 Steps," Buchan's celebrated spy story.

Coincident with the bookstore and (Continued on page 15)

BURLY WIGGLER'S PIC TEST
Fox Films last week screen-tested Ann Corio in New York.
Miss Corio is burlesque's No. 1 stripper and name

SAN DIEGO FAIR WILL STRIP 'EM

Topping Chi Fair With 100 Mixed Nudies—Au Naturel Concession Behind Iron Guard Rails Near Administration Bldg.

FORD, FILM AID

San Diego, April 23. Chicago had one nude to focus national attention on its fair. This bordertown will have 100—count 'em—to land its exposition on the nation's front pages. And there won't be any fans, bubbles or smoke screens to obscure their epidermis from the public gaze.

Labeled the surprise exhibit of the expo and being kept considerably sub-rosa, a nudist colony has been set up in a wooded glen just beyond the administration building. There the nudies will cavort and frolic to their heart's content in full view of pay customers, kept at a distance by iron guard rails. No (Continued on page 58)

PAPER PRINTS SCRIPT OF 'BLASPHEMOUS' PLAY

Bridgeport, April 23. Although Clifford Odets' "Waiting for Lefty" was last week denied to New Haven by Police Chief Philip Smith, who found the play "blasphemous and obscene" after it had won first prize in the New Haven drama tournament, the Sunday Herald, independent all-State newspaper, reprinted the entire script in this week's issue.

Asking "Who is right?" The police censor? Or the men who study and know modern stage? The Herald gave its readers a chance to judge for themselves by reading the one-act and registering their opinion on a blank.

Sunday Bill Signed

Albany, April 23. The bill permitting Sunday night performances in New York State was signed today (Tuesday) by Governor Lehman. It had previously passed the House, so now becomes a law.

Provision is made for a day off each week for actors and theatre emcees.

"The bill contains no mandatory features," Gov. Lehman declared. "Each community is given the power to decide for itself."

Huey a Film Censor Now? Kidding Subject Deleted from 'Time' in N. O.

Off-to-Einstein

Harry Dixon, of Dorothy and Harry Dixon, vaude dance team, has turned author. His first novel, "Laughlin," Gods, concerns the fictitious life of a scientist and attempts to refute the Einstein theory.

Publication by the Edman Company of Grand Rapids.

New Orleans, April 23.

Reports that the Huey Long dictatorship had extended its energies to censorship of films were current here (20) when a clip on the career of the Louisiana kingfish, including the celebrated Sands Point washroom incident, had been deleted from "The March of Time," newscast showing at Low's State here.

The film features the dictator in its third edition, released Friday (19). Patrons of the theatre who had read the advance notice, found Long conspicuous by his absence from the reel.

Some significance was attached to Long's speedy trip to the city Friday night. He raced away from Baton Rouge unexpectedly and appeared here two hours later, refusing to discuss the mission that brought him from the state house, where the state legislature he controls was in session. Rumors of a film censorship were circulated here, but Long flew into one of his rages when questioned about it.

Management of Low's State insisted it "ran the film just as we received it and neither Senator Long nor anybody else has approached us (Continued on page 55)

Television for Theatre Screens Planned by G-B

London, April 23. John Baird is conducting secret experiments in television nightly after closing hours at the Dominion theatre. Baird is seeking to perfect the transmission of an image large enough to fill a screen eight feet wide by 12 feet high. This is about 10 times as large as television has thus far developed.

Gaumont British Pictures, which is secretly acquired control of the inventor Baird's company, hopes to establish the Dominion theatre within two months as world's first television theatre. Programs would be broadcast from the Crystal Palace. Anticipating making money from admission on the novelty aspect alone for the first three months, British Gaumont is prepared to convert six additional theatres to television use if the experiments qualify as satisfactory entertainment beyond the purely technical phase.

Pros Turn Amateurs In Minne.; Earning High as \$60 Weekly

Minneapolis, April 23. Many unemployed professional and semi-pro performers are earning a fairly good livelihood here by masquerading as "amateurs" and working in "amateur night" shows being staged by local film houses and night clubs.

Dons of the theatres and clubs put on the "amateur night" entertainments at least once a week and the performers go from one establishment to another, doing their turns. They also play numerous "return engagements."

Earnings for some of the "amateurs" are running as high as \$50 a week. Present-day audiences do not boo the performers, but usually cheer them and are generous with applause.

MAKING STAGE SHOWS A MUST

Havana, April 23. New Secretary of Labor is ready to help local artists and musicians who, since the coming of talkies have lost their meal tickets. To that end he is fashioning a decree which will compel all film houses to employ live orchestras and to have at least 20 minutes intermission in which to present vaudeville acts.

Actors Association had a conference last week to this end, and it is expected Dr. Rodriguez's bill will come up for approval shortly.

Hizzoner Razzed

Ogdensburg, N. Y., April 23. Mayor R. J. Morisette was orchestra leader and m.c. at the Strand when his Sgrenaders band and variety players gave a local talent stage show.

The audience tossed raspberries at the star and a major challenged anyone who could do any better to atop upon the stage.

NOW THEY'RE MADE

The Dionnes now have a theme song, and it's official. Titled "Quintuplets Lullaby (Fifty Flubby Tiny Toes)," it's published.

Nunnally Johnson Not Getting That 3 G's, He Says—and He's Glad of It

By CECILIA AGER

The first night Nunnally Johnson came to town he made for the Casino de Fares, intent upon putting in the groundwork for good, old-fashioned paw crawl. Upon entering the place he was surprised to find himself the target for a resounding chorus of loud yoo-hoos and big hellos—louder and bigger and more of them than he'd received during the entire span of his life. Though flattered, Mr. Johnson thought he'd best investigate the cause for his mighty welcome, whereupon he discovered that a few days before, a column had carried an item to the effect that Nunnally Johnson had become the subject of a pious prayer in Hollywood, drawing three grand a week.

It seems that Johnson had been offered three grand to do a certain assignment, and somehow the 'offer' had been converted into 'is getting'.

In a way Mr. Johnson is glad the story isn't true. At a figure like that he'd have to perform a feat which he can't do, instead of what he does now, which he describes as life's puzzles.

He tells it that because, he says, 'pictures demand no original writing. It's nothing but a pattern; all the pictures are the same. You have patience to find them and fit them neatly together. Boy, girl, love, together. Separate them, bring them together again. The patterns are thoroughly set. It's not the story, but the manner in which it's told, the charm of its telling, that makes it.'

Two Things

There are only two things important in picture story material, he believes, summed up in the 'Zanuck idea.' Zanuck doesn't get excited about a story, says Johnson; he gets excited about an idea. The idea of a man hounded by relentless fate, for instance, as in 'I Am a Fugitive', and, again, in 'Les Miserables.' First comes the idea, translates it. Second, the grace and novelty with which you tell it. Plot in itself doesn't matter, 'because it doesn't buy plot; he buys an idea.'

Johnson likes working for 20th Century. Nobody looks over your shoulder. They say, 'until you're finished. They let you take your time—which makes it possible for the writer to free his mind and work it out, he says. 'Because everybody has used the simple instruments of writing—pencil and paper—and has written a letter at some time, everybody thinks he can write. Very few have ever written a note of music or painted a picture, so very few people consider themselves composers or painters. But almost every producer feels he's a writer. He goes over a script by himself, change 'yes' to 'yes mam.' Not 'Zanuck.' He's one of the few who think he can't write. He knows he himself doesn't interest him, he never changes the script. He only clarifies the idea.'

'I'm There'

'Yet Hollywood is full of guys called writers,' Johnson has discovered, 'whose titles are purely honorary. Take any picture and they're bereft of their titles right there. There's no other form of writing they can turn to. It's the writer who means they're wasting themselves in pictures, how they want to get back to the culture of production. They want to be the guy who when out of a job three weeks, yelp bitterly, 'I'm through, though, finished, washed up. The good writer is good in any medium. He can always make a living—though pictures is the easiest business of all for a writer to make a lot of dough.'

Nevertheless, holds Johnson, good writers aren't paid enough. A good writer a writer who produces a string of successes, should have no hesitancy asking any price. 'George Kaufman, at \$5,000 a week, is a good writer. They can cut three to one on getting something. Pictures, with their tremendous investments in production, can't pay too much for the insurance against failure that a writer like Kaufman can give them. The writers' costs in producing up some Jim-crack of a shack for \$10,000, and then spending \$750,000 for supports to keep it from coming in. Those who are good are still holding up a Jim-crack.

'Picture producers are under the artificially sustained delusion that the directors are the guys they're

OK for Sound and

Hollywood, April 23.

One of the major studios, with plenty of writers under contract, has a sound man who has sold seven original yarns for pictures in 12 months. His own lot bought one yarn, the other six being accepted by other studios.

And he's still on the sound truck.

FIGHT OVER SHERMAN ESTATE INTO COURT

Los Angeles, April 23.

Feud between Julia Louis Sherman, mother of Lowell Sherman, and Mary Cohen as co-executors of the actor's \$256,000 estate, which has been developing for some time, will be heard by the Superior Court on April 28 when Mr. Sherman's petition to have Cohen ousted is set for hearing.

Cohen declares in her document filed in Probate court that Cohen, named in Sherman's will as joint executor, has assumed an adversarial and antagonistic attitude toward her in discharge of their duties.

Mrs. Sherman, sole beneficiary, also alleges that Cohen is claiming \$6,212 in salary and certain commissions from the estate to which she is not entitled. Cohen has filed certifications of witnesses that his claims are legitimate obligations owed by deceased actor-director.

Huston Cancels Legit Date for G-B Picture

Toronto, April 23.

The Montreal engagement of 'Doddsworth' has been cancelled so that Walter Huston may go to England following the revised production schedule 1, on 'Ocell Rhodes,' Gaumont-British film dealing with the 'Empire-builder of South Africa.' Huston plays the lead. Back in the home town for the first time since his days in stock here, he has stated that, after the Toronto engagement of 'Doddsworth' he will be back the week of April 23 in Rochester and Albany.

The Montreal engagement was to have followed the latter. Huston was given a civic welcome upon arrival in Toronto.

Gordon East May 3, And Further East May 18

Hollywood, April 23.

Max Gordon is due to leave for the east May 3 and hopes for Europe after May 15. Legit producer will have been at Metro 14 weeks working in conjunction with Sam Katz on musicals.

Gordon's Atlantic jaunt is a quickie, his expectations being that he'll be over and back in a month.

COL. PEGS NOLAN

Hollywood, April 23.

Columbia has signed Lloyd Nolan to a term contract.

Former New York legit player was brought out here by Paramount after his appearance in 'One Sunday Afternoon,' but failed to spot his in anything supporting parts. He was loaned to Warner for 'G-men'—caught in this by Col. he accepted the Columbia offer to make a picture with a renewal of his Paramount pact.

The responsible men. They should pay \$7,000 a week, so they should contribute. But what do the directors contribute is a faithful adherence to the writer's script, besides seeing to it that the actors don't go home at noon. Save in those cases where the director works on the script himself—Capra and Lubitch are first-writers and then directors—the responsibility for picture may be divided like this: the writer writes the story; the actors are its interpreters; the director is the interpreter. That kind of leaves the director out of the picture—but for seven grand a week, they could say anything about me, too.'



WILL MAHONEY

The Birmingham Mail says: 'Mr. Mahoney, by common consent, is the nearest approach to being "irresistibly funny" yet seen in this city. Actually, the medicine for chasing away the blues is the mixture as before—he still has 'ants' in his pants. The medicine for chasing away the blues is the mixture as before—he still has 'ants' in his pants. The medicine for chasing away the blues is the mixture as before—he still has 'ants' in his pants.

Direction

WM. MORRIS AGES
Mayfair Theatre Building
New York City

3 FRENCH-ENG. PRODUCTIONS IN PARIS

Paris, April 23.

Charles Anton, local indie producer, has bought world film rights for a new Oscar Straus operetta, 'The Round of Love,' and plans to make two versions in Paris, one English and one French. This makes three two-version pictures in those languages on the books for Paris studios, others being 'Les Parisiennes' produced by Seymour Nebenzahl, and the new Benoit novel, to be made by Leon Garganoff.

Straus himself is to make a musical adaptation for the Anton film, writing in new songs specially for the picture. Anton, backed by David Souhami, recently made money by Seymour Nebenzahl, and the new Benoit novel, to be made by Leon Garganoff.

SAILINGS

May 18 (New York to London), Mr. and Mrs. Max Gordon (de France).

May 19 (London to Capetown), Ben Beyer (Windor Castle).

May 20 (New York to London), Max Brown, Charles Lawrence, Nicholas, Rosalind Van (California).

April 26 (New York to Rome), Elizabeth Bergner, Lillian Glash, Dorothy Glash, Helen Chandler, Bramwell Fletcher (Ren).

April 22 (New York to London), Margaret Wellman (Majestic).

April 23 (New York to Hollywood), Rosalind Van (California).

April 20 (New York to London), William Mills, Ernest Parr (Samm).

April 20 (New York to Paris), Peodor Chailapin, Eric Simon, J. C. Stein, Rufus McElmare, William Cecil Neil McNeil (Paris).

April 19 (Los Angeles to Honolulu), Warner Baxter, Mayor Frank Hague (out here by Paramount).

April 19 (New York to London), Helen Vinson, Noah Beery, Noah Beery Jr., Donald Kiopey, Michael Balaban, Gus Schaefer, Jimmy Campbell, Betty Balfour (Berengaria).

April 19 (New York to London), Thomas Watts, Jr., William Lyon Phelps, Mrs. Pollock-Lovendus, Nicholas Hansen, Harald Kreuzberg (Bremen).

ARRIVALS

Mark Hambourg, Joe Plunkett, Vesta Victoria, Clifton Webb, A. J. Clarke, Monty Banks.

Daylight Saving

Daylight saving time commences at 2 a. m. this coming Sunday (28).

So set your ticker forward one hour.

FAMOUS FIRST NIGHTS

The following descriptions of memorable theatrical premieres is a compilation of stage, screen, concert or nightclub 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 are given in brief, and its 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.

Pabst Blue Ribbon Casino

(Chicago, May 23, 1933)

This opening occurred four days ahead of the official opening (May 27) of the Chicago Century of Progress Exposition. Located on the island in the heart of the expo grounds, the Pabst casino was destined to become one of the biggest money-makers and to serve one of the coldest \$2.75 table d'hôte dinners of the fair. Cold dinners were common at the Century of Progress but money-makers were not.

For the preview opening incoming guests dumped out of their own conveyances on the 27th street gate (the Fair was never easy to get to) and were driven by Yellow cabs, chartered by the management, through the winding labyrinth of unfinished buildings and furrowed roads that finally culminated at the Casino. The ride was on a hot, wet, and liquor and food. All of Chicago was there. With curiosity added to the allurements of unlimited glee water and food galore, the attraction was irresistible. It was the first time that the various expo concessions, Chicago never flinched. These first nights in several instances became bacchanalia, and in a slightly subdued, still new sort of way the Blue Ribbon casino did its best.

'Baptisms' were held at work and at play, your nostrils when Ben Bernie took over what was the expo's most pretentious talent booking. Besides Bernie as top attraction an orchestra headed by Buddy Rogers, cinema juvenile, alternated. For tea there was Tom Gerun and for matinees of a Sunday (in the beginning) there was Guy Lombardo. During the first year the profits were fabulous.

'Passion'

(Capitol, N. Y., Dec. 12, 1920)

Nobody wanted this foreign-made film on Broadway. First National had the American distributing rights but didn't know what to do with it. Offered it to Jos. Plunkett who managed the Strand and had first call on the pictures. Plunkett, who had just bought the rights to 'The Sign of the Cross' at Capitol, decided to play it. He didn't advertise or build it up much. Yet, when it opened, it became an immediate sensation on the street.

No explanation as to why people became immediately excited about the film, but the very first day was a near record. The film clicked off \$55,000 that first week, at that time a new high for any film shown on Broadway. It established Pola Negri as a film star, it established the German production UFA, as an import, and it established the world market for a reputation which has stuck until the recent political interference caused the company's backsliding.

Fans' Demand for New Faces in Dress Extra Line Dooms Starved Veterans

BERLIN'S 'YAPHANK'

Radio May Adapt Training Camp Show for Screen

Hollywood, April 23.

Radio is nibbling at the Berlin's 'Tip Yip Yaphank' for a picture. Merely a thought at present which may or may not develop.

'Yaphank' is a training camp show which Berlin wrote and staged during the war with an all male cast. It was produced at the former Century theatre and included in its score 'Oh, How I Hate to Get Up in the Morning.' It goes into production as a film there will be a script twist, but the military background will stick.

'Americans Sing' Tuner

For MacDonald-Eddy

MacDonald, April 23.

Second Jeanette MacDonald-Nelson Eddy picture for Metro will be 'Americans Can Sing Too.' Idea is that the picture will have no one to associate with the work on the story. Direction will probably be handed to W. S. Van Dyke.

Sam Stormberg will handle the production which is scheduled for August.

Tuners' Studio Call

Hollywood, April 23.

Low Brown and Harold Arlen, who have been working on the music for the next 'Eddie Cantor picture, 'Dreamland,' in New York, arrived here yesterday (Monday) for confabs with Sam Goldwyn.

Cantor will leave New York by boat for here May 8, with picture expected to be started sometime in June.

KARNS STAYS ON

Hollywood, April 23.

Roscoe Karns borrowed by Warners from Paramount for 'Alibi' left remains at the studio for 'Front Page Women' and 'The Sign of the Cross.' Alibi has been resumed with Joe E. Brown's return from a Frisco consultation with a specialist over an old back injury.

Zimbalist Moves Up

Hollywood, April 23.

Sam Zimbalist, long time assistant to Metro's Hunt Stromberg, received his first directorial assignment last week for 'Prat House,' a murder yarn.

His second picture will be 'Three Indelicate Ladies.'

MOVIES 2 PICTURES

Chevalier Set for Casino de Paris Legit; Future Film Plans Unsettled

Paris, April 23. There's been a mad scramble for Maurice Chevalier to make a half impresario ever since he got back here from Hollywood. Henri Varna won, and Chevalier will appear in next year's Casino de Paris show.

Popularity of the star who deserted the boulevards for Hollywood has not diminished. It was shown by crowds which followed him whenever he made public appearance in the street or elsewhere. But his ideas of pay have changed since he tasted California gold, and its tough for a local theatre to compensate him.

With Varna the problem was solved by Chevalier coming in on a strictly percentage basis, and no guaranty. Varna also says that Chevalier offered to keep his percentage down to a point which would permit the payment of normal salaries to others in the cast and allow the production of a creditable show. Title of revue will be "Parade of the World," and national dances and costumes of various nations will be used.

But that's all off now. Before next season, when the Varna show starts, Chevalier will appear on a concert tour under auspices of agents Aufray and Marouani. Will open in Nice in May, together with Pissella, Felix Paquet, Doucet, the pianist, and perhaps Germaine Sablon. Troupe later will play Toulon, Tarbes, Pau, Biarritz, Lille and Saint Quentin.

Chevalier's film plans are indefinite. He wants to make a picture here, to be merged by Pierre Costantini, Jacques Foyder or Julien Duvivier. Also he doesn't know whether, for his next English language film, he'll be able to hook up, as he hopes, with Ernest Lubitch in Hollywood or Alexander Korda in London. Was approached by Seymour Neberzahl, a Paris film producer, to make both English and French versions of "La Vie Parisienne," which Neberzahl is doing here for United Artists distribution, but Chevalier nixed that.

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Radio Takes Rogers

Hollywood, April 23. Radio has signed Buddy Rogers for one picture with option for a series.

Player was sealed after studio executives approved tests.

Raft In for Wanger Pic; Goldwyn Deal

Hollywood, April 23. On his arrival from a vacation in the east today, George Raft reports to Walter Wanger for his part in "Every Night at Eight," which goes into production at Paramount May 13. He will also receive a bid from Samuel Goldwyn for the Miriam Hopkins "Barbary Coast" picture.

The Wanger picture washes up on Raft on his current direction. He makes four on his new pact with the privilege of one outside picture.

WED BROWN TO COAST AGCY
Ned Brown has left the American Play Co. in New York and entrained Monday (22) for the Coast.

Will join the Edgington-Vincent agency in Hollywood.

STUDIO CASTOFFS I HAVE AN ANSWER

Production East

Hollywood, April 23. A strong production idea here is to have the major studios collectively make 15 or 20 pictures on their next year's programs in the east, regardless of the California tax situation.

Eastern production locale doesn't matter. Prime purpose of this group of pictures will be to determine the actual facilities, costs, weather conditions, advantages or otherwise of making films on the Atlantic seaboard.

Film Cos. May Angel Group Of Playwrights

Metrol and Paramount are reported interested in financing a group of established playwrights who propose producing their own plays on Broadway next season. Authors concerned are said to be Maxwell Anderson, Sidney Howard, Laurence Stallings, Philip Barry and Robert E. Sherwood.

Arthur Hopkins is mentioned as managing director of the project. Authors, however, will cast and manage their own plays, but directors are expected to be engaged. Plan in general calls for an even split of the profits.

Metrol's "Bloomer" Group
Metrol picked up Wallace Beery after Par and really liked his b.o. with him. Charles Butterworth failed to impress Warner but Metrol is now featuring him. Other Metroettes who have been picked up on the downbeat are Bruce Cabot, who came from Radio; Stuart Erwin, who wasn't appreciated at Par; Dudley Digges from Warners; Charles Laughton from Paramount; Paul Lukas came over from Uni-

WB EXECS END STUDIO CALL, PLANE BACK EAST

Hollywood, April 23. Their studio conference at an end, Major Albert Warner, Gradwell Warner, Andy Smith and Al Levy planned out for the east Saturday (20). Group huddled over the new season's product with Jack Warner and other studio executives. Program will run the same, 60 pictures.

Home office crew returns to the Coast in June for the annual sales convention.

LAUGHTON'S SCHEDULE

Back and Forth, H'wood to London, For Next Years
Hollywood, April 23. Charles Laughton's film schedule is fairly full for the next year or two. He is currently preparing for "Matilyn on the Boat" at Metro to England and the Korda lot for "Cyrano," after which Laughton returns to Metro for "Marked Men," followed by a return to Britain and Korda again for "I, Claudius."

He has still another picture for Korda, in which he will play five or six parts.

Closing on 'Crusades'

Hollywood, April 23. Production on "The Crusades," C. B. DeMille special at Paramount, has been stopped with the remaining sequences to be shot in three weeks.

Picture is said to be down to around 12,000 feet, the editing having kept pace with production.

Cantor Comedy Huddle

William Conselman arrived in New York Monday (22) to confer with Howard Lindsay and Russell Crouse on the script for Eddie Cantor's next Goldwyn picture.

Conselman is on the Cantor job on loan-out from Fox, his home studio.

Second Guessing on Players After Making the Rounds

THROUGH?—CLICKS

Hollywood, April 23. Countless players have made good on the second Hollywood bounce. Every studio has on its contract list a number of players dropped by other studios. No small number of these players have clicked on their second opportunity.

Warners is perhaps the champ builder-upper. On its present list are a dozen players dropped by others, only to go to the Burbank lot and make good. George Brent, before becoming a Warner star, had been dropped by both Universal and Fox.

Ross Alexander came over the hill after getting the chill at Paramount and Metro. Robert Barrat didn't satisfy Par. Ricardo Cortez dithered at Radio, Paramount and Fox. His picture was forced out of Radio, as was Hugh Herbert, who couldn't get an assignment outside of two-reelers on that lot. Paul Muni was considered unnecessary overhead by Fox. Pat O'Brien couldn't make United Artists see star material in his personality.

Bette Davis was considered a washout by Universal as was Margaret Lindsay. Barton McLane did one picture during his Paramount contract and Anita Louise spent three years at Radio without anything but a bit assignment. All now at Warners are proving the other studios had guessers.

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(Continued on page 30)

Mae West's Ether Cuffs

Hollywood, April 23. Mae West goes on the air with Luella Parsons for Campbell Soup May 1. After turning down as high as \$5,000 for a single commercial shot, the actress gets no cash, but is paid off in newspaper space, as have other picture names.

Grace Moore does a guestie for Miss Parsons April 26 on the same basis.

'Green Pastures' May Be Par or WB

Picture rights to "The Green Pastures" may be disposed of this week. Paramount and Warners are the top bidders according to report. Colored dramatic classic, which is ending a repeat engagement on Broadway at the 44th St. this week, was originally presented in February, 1930, and recently returned after a third season on the road.

Price set for the rights was \$200,000 and the bidding is said to have tilted that figure. Since the Dramatists Guild agreement was designed to safeguard authors, the highest price paid for a produced play's picture rights went for "Broadway," originally sold for \$125,000, with \$30,000 later added for the talent rights. Joseph P. Biebel, Jr., the film arbiter under the

agreement, stated no bids have been submitted to him on "Pastures."

Highest actual figure for picture rights was \$100,000 for "Ben Hur," but not paid by a film company. "Hur" was produced long before pictures entered the amusement field. Later, when the picture rights situation arose, the matter went to court.

Army Sends Teacher

Hollywood, April 23. L. J. F. Norman, representing Executive Commander O. C. Badger of the War College at Annapolis, arrived here by plane last week to supervise the Annapolis sequences in Paramount's "Annapolis Farewell."

Company leaves here for Maryland May 16.

If Not from Sinclair, Then From Merriam—but Calif.'s Due to Get an 'Epic' Anyway

Typed

Hollywood, April 23. Max Gordon, after 11 weeks at Metro, is now known on that lot as "little Harry Conn."

Mae West, Powell, Lombard May Be In Ptsbg Stock

Pittsburgh, April 23. Plan for a 12-week season of summer stock is under way here, with organization headed by Morry Pierat, who operated the Civic Playhouse last summer. Would be housed at the Davis, old two-day-a-week house, more recently a WB film site, but closed now for several months.

Pierat, just back from Hollywood, where he contacted a flock of name film stars for personal appearances, has big plans and is now combing the town for necessary backing to bring off similar ventures. He's already tentatively set Mae West, Dick Powell and Carole Lombard on flat guarantees against 50% of gross.

If idea materializes, Pierat wants "Personal Appearance," Brock Pemberton's current Broadway hit, for Mae West and possibly "Petitcoat Fever" for Powell. It will mark the former Pittsburgh m.c.'s first legit fling.

Stanwyck Sealed at Par on One Pic Deal
Barbara Stanwyck has signed a one-picture deal with Paramount, and will be starred in either "Invitation to Happiness" or "Pecunia Mortis' Pastry Baker's" Play. Access will make her choice of the two with Lewis Milestone directing. Franz Schulz and Arnold Belgard are scripting "Invitation."

Miss Stanwyck has also signed a one-picture deal with Radio for the lead in "Shooting Star," yarn framed around the career of Annie Oakley, sharpshooter.

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San Francisco, April 23.

With the moving picture industry already wearing up oversized ice cap because of the California taxonance, a new headache is in sight. Frisco legislators arriving home for Easter holidays declare that Ralph Swing, Pasadena state senator, and the most highbrow reactionary of the entire Merriam group, will this week offer a bill in the assembly that is practically word for word the Epic program on which Upton Sinclair made his bid for the governorship.

Proposed measure carries plan to put idle to work in all line. Swing says he will write in a clause preventing "production-for-use" workers from competing with regular industry, but San Francisco lawyers say this couldn't work, that once a production-for-use law is passed, it can't help but compete and legally.

Film industry got behind Gov. Merriam and helped to defeat Sinclair due to the Epic program. It now looks like Hollywood is going to get the Epic business from the Merriam faction, only under another label.

Film Scion Playwrights

Hollywood, April 23. "Banned in Boston," a musical satire by Maures, son of Harry Rafi, and Buddy, son of B. P. Schulberg, students at Dartmouth, will be staged in the Little Theatre in Hanover, N. H., in May.

Only other student-written play to be given at the house was by George Barker, then a Dartmouth student.

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PATHE-FIRST DIVISION SITUATION IN PROCESS OF ADJUSTING ITSELF

Mention Joe Brandt in Webb's Board Spot—British Film Deal Cold—Thomas Holds Five-Year Contract—Pathe Still Has Prod. Aims for F. D.

First Division's intention to hook up with Basil Dean's British Associated Talking Pictures, Ltd., is cold. Whether this London proposal is concerned in the recent resignation of Stuart Webb, from Pathe, is open to question.

Indications are that First Division was relying on Pathe, mostly, for the necessary financing, which would assure a two-way producing and distributing deal with A.T.P. here and abroad. Basil Dean's firm is stated to have been ready to provide \$250,000 for such a purpose over and on condition that First Division match this sum for use abroad.

In the meantime, developments at First Division are progressing at a fast clip. Pathe has appointed attorney Samuel Spring as special counsel to look into Pathe's connection with First Division. First is handed as sponsoring Joe Brandt, former Columbia Pictures company president, as a candidate for Stuart Webb's board position in First Division. He is expected to retire from that position shortly.

Brandt has been away from the picture business for seven years. His last connection in the trade figured around a brief attempt to run a regional picture syndicate, more than a year ago.

Harry Thomas, president of First Division, holds a five-year contract with this firm.

Brandt is supposed to be under cover in the picture. Insiders are figuring where he is or whether he could fit into the executive setup of First Division. There is some talk centered about a production post. However, it is not fully determined as yet whether First Division will continue on its production line or stick entirely to distribution.

Pathe, on the other hand, is stated to have representatives on the coast looking around with assumed production aims for First Division. Pathe, itself, has no production plans for the present anyway. Pathe is stated to be on the nut for between \$200,000 and \$350,000 on production loans directly or indirectly to First Division.

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1st Runs on Broadway (Subject to Change)

Week of April 26
Capitol—'Reckless' (MG) (2d wk.)
Music Hall—'Richelle' (UA) (2d wk.)
Paramount—'Mississippi' (Par) (2d wk.)
Rivoli—'Les Miserables' (UA) (2d wk.)
Rialto—'Hold 'em Tale' (Par) (2d wk.)
Roxey—'Scandals' (Fox).
Week of May 3
Capitol—'Night in New York' (MG).
Paramount—'Devil is a Woman' (Pa).
Rivoli—'Les Miserables' (UA) (3d wk.)
Strand—'G-Men' (WB) (1).

PROD. FULL, 35 PIX ONLY IN WORK

Hollywood, April 23. Production at major studios has dropped off to lowest figure in years with 35 pictures in work currently. Studios are striking contract to the February schedule when 75 features were in work, highest mark in a long spell. Only explanation is one of those things.

NOT THE TYPE

Myrna Loy Sees 'Masquerade' Rushes, Decides She's Mismatched. After five days of shooting on Metro's 'Masquerade,' Myrna Loy pulled out, dissatisfied with her work in the top spot opposite William Powell. After seeing the rushes, actress asked studio officials for release from the picture, which was granted.

Louise Rainer, recently brought here by the studio from Austria, goes into the part. No assignment for Loy yet. Although Bernard Hyman, producer, and Robert Z. Leonard, director, of 'Masquerade,' disagreed with the actress that she was not the type for the role, they acquiesced with her point of view and permitted her to withdraw. As a precedent for her action, Miss Loy cited the case of Charles Laughton, who ducked out on the set of 'David Copperfield' on a similar premise. Likely that the retakes will require less than five days with only a three-week vacation before heading of the role vacated by Miss Loy.

Myrna Loy had contractual differences with the studio before she went into the picture, but these were held in abeyance until her return from New York by her business manager, Myron Selznick. But she did not quit the film because of that reason.

Liz Bernger Goes Home, But She's Coming Back

Elizabeth Bernger sails back to Europe Saturday (27) after two weeks of taking it easy for a Broadway. Goes direct to Italy for a two or three-week vacation before heading for London. Immediately after arriving in London, Miss Bernger goes to work in 'St. Joan,' film, for Alexander Korda's London Films. When that's finished she figures on starting promptly in her new play for C. B. Cochran production, a new script by Sir James M. Barrie. This show will run at the Lyric, New York, and exact intact after its London run, same as 'Escape Me Never.'

THOMAS DENIES

Reports on Jack Whitney, the Selznicks and Emanuel Cohen

Harry H. Thomas, of First Division, declares he has not been approached on a proposition to sell out, denying also that Jack Whitney has made an offer to take over F. D. Report was that young Whitney in such an event would have as associates the Selznicks (Myron and Dave) and Emanuel Cohen, with these men to produce for him.

SELZNICKS U. A. AND U. TALK MOSTLY NOW

Myron Selznick, in New York, is accounted being east chiefly for the purpose of making a close connection for his brother, Dave, with some producing firm. The two may join forces into production as a unit for some time. Selznick is presently United Artists. Also, there is another possibility that Myron and Dave Selznick may form a business partnership for the purpose of buying into a major company. Universal is mentioned.

On the latter, it's reported the Selznicks are interested in purchasing control. Selznick is known to have talked about such a possibility with certain Universal officials. To swing a deal like Universal would take upwards of \$5,000,000.

When Jack Whitney looked at the proposition some time ago the money angle also figured at that time. With Whitney and Myron Selznick both in New York together presently, something may develop.

As regards Universal, the Selznicks would have to top the Warner bid, which is still around and so cold.

A United Artists hookup for the Selznicks is presumed to be the studio's work for another 10th Century picture.

Officially, nothing is forthcoming on any of the mentioned angles. Selznick will lead the Selznick-Joyce agency, and Dave Selznick, Metro production executive, has yet to work out a new deal with MG.

LeMaire Doubling In Enact for 'Broadcast'

Rufus LeMaire, unique in film in that he works for two picture corporations, Metro-Goldwyn as chief cameraman, and also representing George Arliss, may bring back the English actor's signature on a 12-week contract. Its terms are unusual in view of Arliss' long hold-out on the set of the deserted 'LeMaire' called Friday (19) for London to huddle with Arliss on his next picture.

Loew's \$15,000,000 Cash Position Inspires Idea of Refunding Bonds

Loew's is considering refunding its bonded indebtedness because of favorable money conditions. Much saving can be effected for the company, it is believed, because it may be possible for the firm to attain a lowered rate of interest through refunding at the present time. It is understood that Loew's has already made registration for in London with the Federal Securities Commission. Also, that the company has discussed the refunding matter with certain downtown banking houses. None of these talks with the bankers thus far have led the firm to conclude a definite arrangement.

In the meantime, Loew's has decided to lift the outstanding mortgage balances on two of its important theatre properties. These are the State, in Newark, and the 83rd St., on upper Broadway, in New York. A balance amounting to around \$1,800,000 due on the mortgage on these two houses will be paid off on June 1. The buildings, however, will remain clear of any mortgaged indebtedness. Loew's is unusually situated in the theatre field. With the two theatres aforementioned, Loew's is stated to have around 85 of its theatres free of mortgaged indebtedness. Included in this category are the Loew's, which are owned and operated to be the home office and theatre building at 1450 Broadway. The firm's present cash position is around \$15,000,000, according to trade accounts.

Zanuck on Curbing Duals

National Film Runs

METRO
'Reckless'—Paramount, Battle Creek, April 27; Gard, New London, 27; Congress, Sarasota, N. Y., 30; Capitol, Salisbury, N. Y., May 1; Palace, Norwich, Conn., 4; Proctor's, Schenectady, N. Y., 4.

UNIVERSAL
'Bride of Frankenstein,' Alvin, Pittsburgh, April 28; Par, Denver, 28; Majestic, Houston, 28; Tower, M. C. 28; Par, Ft. Wayne, 27; Lafayette, Buffalo, May 2; Keith's, Baltimore, 2. 'Mr. Dynamite,' Lafayette, Buffalo, April 28; Majestic, Bridgeport, 28; State, Richmond, Va., May 2; Tower, K. C., 10.

UNITED ARTISTS
'Richelle,' United Artists, Detroit, April 28; Aladdin, Denver, 28; Paramount, Salt Lake City, 28; State, St. L., 28; Capitol, Baltimore, 28; Grand, Atlanta, 28; State, Boston, 28; Midland, K. C., 28; State, N. O., May 8; State, Louisville, 8; Penn, Pittsburgh, 8; Palace, Springfield, Mass., 8.

PARAMOUNT
'Private Worlds,' Michigan, Detroit, April 28; Newman, K. C., 28; State, Minneapolis, 28; Star, Washington 28; Fox, Oakland, 27; 5th Avenue, Seattle, May 3; Alabama, Birmingham, Mass., 8.

'Devil is a Woman,' Buffalo, Buffalo, April 28; Par, N. Y., May 8; State, Minneapolis, 8; Orpheum, St. L., 4; Denham, Denham, Denver, 8; Saenger, New Orleans, 10.
'Goin' to Town,' Denham, Denver, May 15; Roosevelt, 17; State, Minneapolis, 17; Newman, K. C., 17; Majestic, Houston, 17; Pal, Cinny, 17; Par Atlanta, 17; Orpheum, St. L., 18.

WARNER BROS.
'G Men,' Brandeis, Omaha, May 2; Earle, Washington, 8; Orpheum, Minneapolis, 8.
'Black Fury,' Par, Salt Lake City, May 2; Stanley, Jersey City, 8; Houston, 8; Keith's, Syracuse, 4; Stanley, Philadelphia, 4; Warner, Memphis, 11.

COLUMBIA
'Eight Bells,' Strand, New Britain, Conn., 24; Loew's, Hartford, May 4; Orpheum, Devonport, 16; 6, Pol's, Bridgeport, 25; Gateway, Glendale, Cal., 26; Los Angeles, L. A., 30. 'The Stranger,' Pal, Meriden, Conn., 28; Los Angeles, L. A., 30; St. George, St. George, N. Y., May 1; Orpheum, Sioux City, Ia., 16.

Lensing Noble, Dancers In Enact for 'Broadcast'

Hollywood, April 23. Norman Taurag and his camera crew leave here in two weeks for New York to photograph the Ray Noble band sequences for Paramount's 'Big Broadcast.' Director will also photograph several dance teams for the picture. The track's results could get better results by sending the crew east instead of having a New York staff do the work.

Film producers can do much to alleviate the present unusual prevalence of double bill exhibition, according to Darryl Zanuck, who came to New York to supervise the opening of his 'Les Miserables' film at the Rivoli on Broadway. He returned to Hollywood early this week.

To Zanuck, it is not the sole responsibility of the exhibitors to try to eliminate the twin feature program practice. Producers should help also. In fact, Zanuck sees the producers as the possible doctors of the situation.

They could remedy the situation by continuing to raise the individual quality of films. In this way the producers would cause a resultant possible greater playing time for pictures and in turn cut down on practice of double bills.

Zanuck sees film production rising generally to a higher level. Great improvement in the quality of film has been seen this year, Zanuck believes, largely due to the effort and determination of the producers to make good pictures.

Greater concentration among producers on quality rather than cost alone may result in the manufacture of fewer films by the industry at large, according to Zanuck, but it will benefit the industry largely as a result of the quality of the films and double bill programs consequently raised.

Possible such a curtailment of general production could mean the elimination of the so-called 'B' picture, which has been a staple of the industry to be produced at a cost of around \$175,000. Zanuck sees in this probable elimination of 'B' films as beneficial to the business. His implied viewpoint is that a 'B' film is among those that are based on mediocre plots and limitations only.

As long as there may be such films produced and sold, Zanuck sees no necessary elimination of double bills. He doesn't blame exhibitors for playing such films 'double-bills'.

Zanuck also sees the theatres injuring business by over-emphasizing the advertising angles on a mediocre picture. He believes over-emphasis of the attracting values of a poor film may result in consequent loss of the audience. He is warning along a similar line, used on a worthy film. Zanuck sees the exhibitor in general as being honored to the boy who cried 'Wolf!' The 20th Century producer feels that the theatre man should put emphasis on the quality of the picture rather than ballyhoo only.

PATHE MARKING TIME

Await 24 Report—Film Production Plans Awaiting at Present

With Frank F. Kolbe, of Young & Kolbe, private banker and investment firm, installed as president, and Robert W. Atkins, a member of Abbott, Proctor & Paine, brokers, in at the executive v. p. of the Pathe Exchange, Inc., stockholders are now awaiting the 1934 annual report, which reorganization plans for the new Pathe company can be pushed through. The reorganization plan, which was set on Dec. 23, is expected within a week.

With issuance of this statement, the N. Y. Stock Exchange is expected to include the company in its 632,033 shares of new Pathe common stock so that trading can be started. This permission, which is not granted until the 1934 statement is made public.

Officials of Pathe are now working on some plans so that the new company set up can be perfected within the next two weeks. It is not likely that Kolbe will be installed as chief executive. Rather than that, it is probable that a name which is satisfactory to the Young & Kolbe interests and which is as probably Abbott, Proctor & Paine will be submitted to the directors.

Atkins unquestionably will remain for he is filling the position which has been vacant in the company since Stuart Webb, who was named as president last week, stepped up. Webb had been executive v. p. and when made chief executive the vacated post never was filled.

Present financial policy under the new management is to lay off on providing money for any form of picture production. When the new company is formed will be time enough to come up with the projects, is the current attitude.

REALIGN RKO THEATRE OP.

RKO theatres resume operation as a homogeneous group, without distinction as to corporate subsidiaries or subsidiary companies. It is understood that shortly the RKO theatre divisions will be reorganized under the leadership of Herbert Bayard Swope, chairman of the board of Keith-Albee-Orpheum, so that the theatres will be grouped in divisions set up by geographical necessity, rather than subjected to the geographical basis of setting up theatre divisions is the custom of the business. The corporate reorganization of these divisions so far as known, has never existed in the trade until it was adopted by RKO.

RKO's change to a corporate boundary setup for the divisions was occasioned at a time when there was extensive internal controversy between the RKO and the Mike Meehan interests in Keith-Albee-Orpheum. In its instigation of the Meehan interests, the corporate idea was adopted.

MOVIE LIFE

Early Start for New Season Cutting Majors' '35-'36 Deliveries by 50 Pix

In making deliveries against program promises, the major distributors will be short 50 pictures at the end of this year. This is around 12% of the approximately 385 features scheduled and sold by the Big Eight last summer and fall, when several companies such as Fox, Universal and United Artists increased the number to be made by them.

With anxiety keen on all sides to start the new film year (1935-'36) off at an early date, getting contracts in quicker than last year when delay in setting up grievance-scheduling schedules stalled matters somewhat, distributors are clearing the current season of releases by reducing the number to be delivered. Studios already are turning out pictures which go on the 1935-'36 season, with most plans washing up by this year's fall-end product as rapidly as possible. Instead of around Aug. 15, as it is this year, the season's product will very likely be going on release in July, with probability of certain pre-releases starting.

Among other things, the whole industry is looking to a new film year with particular interest. Conditions were not as good last summer when the current (1934-'35) product was being sold as today, and with mid-season bringing pretty steady run of good pictures, sales leaders are confident the coming distribution-exhibition year holds promise. Studios are making plans based on a more optimistic view than was held last year at this time.

On deliveries this year, United Artists appears to be the exception. That company promised 22 pictures, but will deliver 24 instead, and the others going under their schedules. UA may deliver another this summer, 'Legion of Valor' (Rialance), but chances are it will go out as a '25-'36 picture.

Paramount promised 64 and will deliver around 65, while Warner Bros. will probably deliver the same. That company between WB and FN, scheduled 60. Fox programmed 58 and on the year will deliver between 45 and 60, while RKO Radio will be about eight features under. Radio scheduled 50 and looks to ship out 48 as a current season total. Metro, which usually goes under, will probably wind up its season with 46 or a couple more. The distributor sold a program of 62. Universal's setup was 62 pictures, including the action group. That company will probably be about 10 short.

(Continued on page 58)

PIC SHORTAGE WORRYING PAR

Hollywood, April 23. Low production ebb at Paramount for the past three months and indications that picture making activities of the current season for next two months will be below par has the studio worried on release dates. Ready for showing are 'Stolen Harmony', 'Four Hots to Kili', 'The Devil Is a Woman', and 'The Glass Key'. Following preview at Oklahoma last week, the last picture has gone back for retakes.

In production at present are 'Crusades', which will not be ready for three months, 'Paris in Spring', 'College Scandal', 'Federal Dick' and 'Big Broadcast of 1935'. Completion of the latter is in a haze due to lack of availability of players. In order to fulfill commitments, 'Ones in a Blue Moon' previously shelved, and 'The Sign of the Cross' have been rushed out. Both pictures were made by Hight and MacArthur. Walter Wanger's 'Private Worlds' is being hurried to get to its original release date to help things out.

Fineman Returns To Par Producer Ranks

Hollywood, April 23. First picture for B. P. Fineman upon his return to Paramount as an associate producer will be 'Rich Man's Son'.

Up to five years ago Fineman produced for Paramount, later switching over to Metro.

TAX RETURNS INDICATE BIG B. O. GAINS

Washington, April 23. Box office business showed an encouraging gain in February, latest Government tax figures indicate. Current fiscal year will show Federal receipts from the 10% tax several hundred thousand ahead of 1933-34.

Federal share of admittance payments bounced \$16,220 over last year and \$78,460 over previous month, the figures for four months of collections, based on February list, aggregated \$1,283,595. February collections were \$1,705,535, while March, 1934, was good for \$1,267,376.

ATLAS INVESTMENT, PAR'S UNDERWRITER

Atlas Investment Trust, which is represented on the Paramount board by Floyd Odium, will probably be the sole underwriter of the Paramount-Public reorganization plan. Reported that Atlas proposes to underwrite the Paramount plan without any cash fee. The amount raised is \$4,400,000. Under the plan the underwriter has the right to purchase whatever new stock remains unsubscribed by stockholders. Charles E. Richardson, former Par trustee, who was sponsored for that job by Erpi and William Greys, may wind up as sort of a trustee of the company. He has substantial backing for that job.

MOVE-OUT POWWOWS

Huddles East and West on California Exodus

Filmdom is studying the possibility anew of moving the studios to New Jersey with meetings of film executives and Jersey state officials in progress from time to time here and on the Coast. There was a meeting of the members of the Hays office on Monday afternoon when the matter was discussed further, and the study of the N. J. proposals will continue indicating that perhaps all of the possible sites, the Jersey proposition looks like the most likely to get over since Mayor Frank Hague of Jersey City took a hand in the situation. It also indicates just how serious the companies are on the matter.

Hollywood, April 23. Louis B. Mayer invited Mayor Frank Hague of Jersey City out to the Metro studio last Wednesday (17) for a powwow on the tax situation here and in the east. Hizoner told L.B. that Jersey would be glad to have the studios on their home grounds in the event the tax load here was prohibitive and assured him that the bite in his belt-buckle would not be too deep.

Two hour session was also attended by John J. Murdock and Pat Casey, with whom Jersey's Democratic leader is vying on his Coast stay.

PRECIPITATED BY FOX-MET AND LOEW, WB SLANT

KAO Wants the More-Than-80 Theatres for Protection—May Duplicate Last Summer's Loew-KAO Tiff

LOEW, WB SLANT

Kelth-Albee-Orpheum's intention to bid for control of the Fox Metropolitan theatre group may inspire similar incidents as last summer which led to a battle between Loew and KAO, in New York and in which Warners figured also. That fight started also about control of Fox Met.

There are more than 80 theatres in the Fox Met circuit. In about two years the Loew-Paramount agreement runs out, and this fact undoubtedly is helping to aggravate the current situation.

Loew, United Artists and Warners are understood to have made representations to KAO, following the latter's announced intention to bid. Through these representations, peace may be effected.

KAO's contemplation about Fox Met is a protective move. So was Loew's and Warners' last summer.

Warners is watching the current situation closely. Warners and KAO have discussed a possible joint move as regards Fox Met. St. Fabian also has talked with KAO. His overtures to KAO, according to informed circles, proposes a union of KAO with him on Fox Met reorganization. But this kind of a hookup led to be the least likely step which KAO will take.

KAO's principal purpose is stated to be self-protection against possible future discrimination which may be the consequence of a change in the control of Fox Met. KAO has more than 40 theatres in this area. The company which gains control of Fox Met becomes the tops in Fox Met theatre group, the metropolitan New York theatre area.

KAO is stronger today than it was last summer. Whereas last year internal strife existed in KAO between the RKO and the Maehlan Fox, KAO has been united since disagreement regarding KAO's then proposed expansion moves, this year, harmony exists in KAO.

JOE PLUNKETT BACK IN U. S. Joe Plunkett, exiled by his wife, arrived in New York yesterday (Tuesday).

The former RKO theatre head had been abroad all winter on a business-pleasure trip.

Did H'wood Take Fla. for a Ride? State Thinks So, and It's Burning

Biggest tax surprise of the year is a bill in Florida to place a 10% tax on admissions. It was introduced Friday (19) and immediately drew the interpretation in high film quarters, including Hays office, that this is Florida's answer to failure of the industry to do anything further about moving studios to that state.

Pictures lobbyists are already on the job checking into the tax bill, nature of which is described as a bill to increase box office coming from the levy on admissions not only against theatres but race tracks and other places. The bill is being introduced by Finance Committee tax program. The legislature convened at Tallahassee three weeks ago, with the bill to increase box office coming on top of representations that in film production moved into the state this California it would not suffer taxation.

Too many complaints against

Industrial Firms' Bid for H'wood Stars Prompts Hays Nix on Comm'l Pix; Certain Prod. Tieups Okay

Cooper Prod. Topper When Pioneer Resumes

Hollywood, April 23. Pioneer Productions, the Jack Whitney color company, has suspended production until October, following the completion of 'Becky Sharp'.

On resuming, Marian C. Cooper will be in charge of production. In the meantime Cooper will finish 'She' and 'Last Days of Pompeii' before then, and then take a vacation in Europe.

3 WOLFS DUE TO LEAVE GB, REPORTED

London, April 23.

A wholesale clearing out of Gaumont-British exes is imminent. Understood authoritatively that Charles Woolf, joint managing director, is due to retire. Story is that he will hook up with Julius Hagen as joint managing director of Twickenham Film studios.

If joining Hagen, Woolf is also understood to be slated to take full charge of a newly formed Twickenham Distributing Corp., which is about ready to be launched. Others reported out in the impending shakeout are Maurice Woolf, director, and John Woolf, general sales manager.

Gatzert Out

Hollywood, April 23. Milton Gatzert, Universal aerial producer, winds up a year's contract next month and leaves the U. S.

He produced the Ken Maynard westerns while there.

GUS SCHAEFER SAILS

Gus J. Schaefer, g. m. for Par in Germany and Central Europe, boarded out Friday (13), accompanied by the missus to return to his post abroad.

He has been in New York several weeks contacting his home office.

Large industrial firms, such as General Motors, would raid the studios for talent to make feature length advertising films. A Hollywood east in purely advertising films would naturally have for its principal purpose the idea of stealing the nation's screens, for whatever, would be the sponsor-companies.

Idea of such films is to offer them rental free to exhibitors and regular admissions charged.

This development is held to be the kind of a situation that bears watching by the film industry. It's loaded with too much dynamite.

Improperly of advertising on the screen has been given formal attention by the Motion Picture Producers and Distributors of America. The time is approaching for the industry to insert non-advertising clauses in employment and exhibition contracts, of players and theatres, for mutual protection.

Hays office statement observes 'The motion picture theatre is and should be reserved exclusively for entertainment. The motion picture theatre screen is not a proper medium for advertising, whether this be in the form of sponsored or outright advertising films, or by some indirect effort to present advertising films under the guise of entertainment.'

This statement offers no more in substance than has been stated on similar subjects before.

The industry faced a similar situation, almost during the inception of the commercial shorts era four years or so ago.

Radio Angle The present situation may affect broadcasting, for large industrial firms wouldn't mind showing the radio lanes for sponsored series advertising.

Commercial features and pictures that incorporate the commercial slant are not banned. Not so many years ago, the production of a picture such as 'The Silver Streak' described as an out-

(Continued on page 58)

WB'S 12-WEEK PROD. SIESTA

Burbank, April 23. Production lull at Warners has prompted Jack Warner to ask all contractors to take the 12-week layoff provided in their contracts. Studio has turned out 62 pictures in the past 52 weeks and has only three on the slate for the next two weeks.

With 132 pictures under contract, it is likely that around 20 of this number will take the enforced respite this week with others to follow as soon as their pictures are washed up. Several directors will also take their vacation at this time. Among those taking leave of the studio for the period of inactivity are Bette Davis, Busby Berkeley and others.

Mechanical and production departments have also slowed down to a walk with around 100 workers being given a vacation to six-weeks layoff. Writers are going at full tilt with additions being made to handle the increasing influx of story material.

Although in previous years the studio shut down on the completion of a season's production, there will be no shutting this year. Not unusual are the layoffs at this time, according to Jack Warner, who promises an early resumption of company production since with eight companies working all the time,

FOX MERGERS WITH LEGAL SUES; KRESSEL VS. SI FABIEN

Two of the Four Members of the Noteholders' Protective Committee Traded in Securities of the Company—Isidore Kreschel for Joe Schenck (Fox Theatres-U. A. Plan) Reviews Fabian-Greve-Hallgarten Accounts—Kent Endorses Schenck

There is much trade conjecture about the position of the noteholders' protective committee on Fox Metropolitan theatres since two of the four members of the committee, by testimony at hearings, are shown to have traded in securities of the company. William Greve and Max Horowitz are the two members of the noteholders' protective committee so traded in Fox Met securities.

Isidore Kreschel, counsel to J. Joseph Schenck, president of United Artists, is opposing the Si Fabian plan. Schenck would also lead the new Fox Met firm, should the pending Fox Theatres-U. A. plan be reorganized.

Kreschel brought forth that the court's approval. Keith-Albee-Orpheum also is in the picture but because Fabian saw fit to inject himself directly as an opponent of the pending Fox Theatres-U. A. plan, reorganization of Fox Met, the operator of the Brooklyn Paramount is currently under Kreschel's legal fire.

First, Kreschel brought forth that Fabian, William Greve and Hallgarten company had a joint trading account in Fox Met notes. Fabian, it was assumed on Monday (22) his inquiry into this situation disclosed that Fabian and Greve, additionally, had private trading accounts in the Hallgarten company and that Fox Met notes were traded in these accounts.

Kreschel last week first brought out by his questioning of witnesses that Fabian was associated with one of these committee members, William Greve, in a joint account for Fox Met notes. Fabian, Greve and Hallgarten had a three-way account, it was shown, while Max Horowitz, former member of Hallgarten company and member of the Fox Met noteholders' committee, had an individual account with that firm for trading purpose in Fox Met notes.

Kreschel started out by telling the court that he intended to attack Fabian's motives in the current Fox Met situation, and thereafter proceeded to carry out this intention.

This testimony was given by Horowitz and by Frederick Feyer, chief statistician of Hallgarten company. Records from Hallgarten company which were introduced into evidence showed the trading accounts existed.

Although insiders had expected such testimony to be brought into the hearings before these were ended, its introduction at the present time was a surprise and reversed the atmosphere of the hearing completely for many.

Fabian, proposing a plan of reorganization of his own for Fox Met, figured to have come into court prepared to attack the pending Fox Theatres-United Artists plan, but this was changed the situation.

Fabian, Greve and Hallgarten company purchased an aggregate \$358,000 principal amount of Fox Met notes over a period of time through their three-way account. These notes were purchased at various prices, at a price lower than the price at which the Fox Met notes are quoted currently.

Each shared equally in the distribution of the notes, receiving \$115,500 principal amount of notes as his share, when the account was closed out.

Fabian was adviser on operation for the receiver of Fox Met, at one time receiving \$1,500 weekly for such services at the start and later \$1,000 weekly, until some months ago when he left the organization.

Fabian's Enterprises is estimated to own \$135,000 in principal amount of Fox notes at present.

The noteholders' protective committee, as a body, has made no recommendation to the court on the pending plan of reorganization of any which may be contemplated by those who have announced such intentions. Members of the Halsey-Stuart firm, who are also members of the committee, are Ernest Nivell (Continued on page 59)

See Early Settlement Of Newsreeler's Hours

Solution of the newsworld cameramen's working hour problem is anticipated by W. P. Farnsworth, deputy administrator for the film Code Authority. Farnsworth arrived in N. Y. yesterday (Tuesday) from Washington to attend the C. A. session on the Los Angeles schedule, and pointed out that the situation looks brighter now than at any time since the union and newsworld company officials began negotiations.

Conferences with Lou Krouse and other union representatives in the capital city during the past week have enabled Farnsworth to obtain the other side of the situation. The administrator hopes to be able to present an equitable plan, in which working hours are definitely outlined, to newsworld officials and cameramen union leaders at a session May 2.

Lightest Camera Blimp Designed for Metro Lot

Hollywood, April 23. Reducing its weight by 140 pounds over the lightest model on the lot, a new camera blimp has been designed by John Arnold, head of Metro's camera department, and will be used for the first time by Oliver Marsh in "No More Ladies," Joan Crawford starrer. Carrying a total weight of 100 pounds lens prop can be moved around with greater ease and convenience on a set.

Arnold is working on another model which will weigh about the weight by another 30 pounds.

Miss Pinchoff's Blank

Hollywood, April 23. After being under contract to Metro for six months without getting before camera, Rosamond Pinchoff, daughter of Gen. Pinchoff of Pennsylvania, left here Saturday (20) for New York. She intends to try an summer stock for three months or so and then return here for another try at films.

GLEASON'S 3-IN-1

Hollywood, April 23. James Gleason draws a new three-way contract from RKO, providing for acting, writing and directing. He'll work on the script of "Leander, Cleopatra" and will be produced and co-direct as his first stint under the new contract.

Gen'l Market Hop Sweeps Amusement Issues to Highest Level in a Year

Led by the rails, utilities and metals, the stock market today continued to advance yesterday (Tues.). Amusements, like many industrial issues, held firm in most instances. Low's common made a new 1935 high at 37. Fox also was actively higher. Pathe A recovered to close at 10 1/2. An advance of half a point. Many amusement bonds held close to the year's peaks.

Rise in the price of silver (bar metal) to highest level since 1922 prompted the buying of metal, mining and smelter company issues. The market advanced 1,000,000 shares, the highest in a succession.

On a wave of buying on three days in the past week, the Amusement Group swept into new high territory for 1935 and to the highest (Continued on page 52)

'G' CYCLE BREAKS

Warners Rushing Fed Grimer to Beat Competition to Market

Hollywood, April 23. Warners moved up general release dates on 'G Men,' opening in San Francisco, New Orleans and other key spots last week, with general break, slated the current week. Company is pushing release on the picture to prevent other majors from rushing similar pictures of the cycle to the market ahead of the Casney feature.

With the G-men cycle in full swing, the major role of the cycle made a picture of the secret service war on crime under title of 'Anything for a Thrill.' Feature was completed last week under direction of Al Herman, and will be rushed on the market with a new handle.

Ray Hall to Edit Par News, Richard Chief in Europe

Paramount News is going to have a new editor-in-chief, with Ray Hall the likely successor of A. J. Richard in that role. Hall for many years was editor of Pathe News. Of late years he has been in a government position in Washington. A week ago Richard sailed for Europe, ostensibly on a business trip, understanding is that he will remain over there, becoming European chief of Par News.

Richard was mentioned in reports immediately on top of Emanuel Cohen's resignation as Par's v.p. in charge of production, including the newsworld. A Cohen man, was brought into Par when Cohen came over to get out the present Par News.

The short subject production department and music remains under control of Lou Diamond.

L. A. TO N. Y.

Harry Goetz, Florence McKinney, John Boyle, Leon Schlesinger, Spyros Skouras, Arthur Kober, Henry Henning, Fanny Holtzman, Evelyn Markens, Rosamond Pinchoff, Doris Nolan, Sidney Cohen, Kay Francis.

N. Y. TO L. A.

Ned E. Depinet, Jules Levy, George C. Stoney, Harry Brand, Ned Brown.

Yesterday's Prices

Sales	Col. Plat.	High	Low	Last	Chgs.
4,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
800	100	10 1/2	9 1/2	10 1/2	+ 1/2
1,500	100	10 1/2	9 1/2	10 1/2	+ 1/2
14,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
11,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
10,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
700	100	10 1/2	9 1/2	10 1/2	+ 1/2
700	100	10 1/2	9 1/2	10 1/2	+ 1/2
8,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
800	100	10 1/2	9 1/2	10 1/2	+ 1/2
1,600	100	10 1/2	9 1/2	10 1/2	+ 1/2
600	100	10 1/2	9 1/2	10 1/2	+ 1/2
333,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
4,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
20,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
47,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
20,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
2,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
12,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
800	100	10 1/2	9 1/2	10 1/2	+ 1/2
1,600	100	10 1/2	9 1/2	10 1/2	+ 1/2
600	100	10 1/2	9 1/2	10 1/2	+ 1/2
333,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
4,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
20,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
47,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
20,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
2,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
12,000	100	10 1/2	9 1/2	10 1/2	+ 1/2
800	100	10 1/2	9 1/2	10 1/2	+ 1/2
1,600	100	10 1/2	9 1/2	10 1/2	+ 1/2
600	100	10 1/2	9 1/2	10 1/2	+ 1/2

— NEW YORK HIGH.

Tuskegee's Twin Houses

Birmingham, April 23. In adding still another link to the Wilby chain a new house, the latest thing in theatre construction, will be placed Monday (22) at Tuskegee, the location of Tuskegee Institute, one of the largest negro colleges in the country.

It's a 'twin house' idea the theatre is actually two separate houses. One side is for colored patronage and the other side for whites. A sound-proof wall separates them and each side is identical in decoration and seats. There are two screens and one projection booth with four machines, two to each side. As soon as a reel is finished on one side it is rewound and put on a machine for the other side.

Allied's Pre-Conv. Huddles on Policy Takes In NRA, Metro

If codes are made voluntary Allied States, Inc. favors a proposed modification of the codes under which codes would be limited to interstate commerce because that would eliminate theatres from code provisions.

Also supporting the Pettigill bill to outlaw block booking, the Allied States, Inc. in a letter dated May 21-23, will discuss various angles with regard to the en bloc sales practice.

Calling the Chicago situation with respect to Metro a serious one which may spread to other cities, Allied States attending the May convales will also consider action on Metro's percentage policy which would require exhibitors to buy the pictures.

G-B's Bid for Caucuk Good Will—and B. O.

Toronto, April 23. Play for a greater Canadian market will be the filming by Gaumont-British of a picture having the building of the trans-continental Canadian Pacific Railway as a background. Also coming with Canadian background for which Jack Rubert would be brought out as part of the good-will b. plan.

Exteriors for the railway epic will be filmed in Canada this summer with Caucuk extras.

Flood on 'Shanghai'

Hollywood, April 23. Walter Wanger has signed James Flood to direct his next feature for Paramount release, 'Shanghai,' which goes before the cameras this week.

Flood replaces Mitchell Leisen, originally set to handle the picture, but who is said to have bowed out after disagreement with the producer over the script.

Big Day for Ann

Hollywood, April 23. Ann Shirley draws a new contract at Radio and a birthday present of a new car.

Disappointed with her optional picture, studio set her up and gave her a new one, calling for upped salary. Plus the birthday present.

'GONDOLIER'S' DELAY

Burbank, April 23. Warners' Broadway Gondoliers, postponed another two weeks, due to Adolphe Menjou's hospital confinement with pneumonia.

Delia Swick, Dick Powell to 'Page Miss Glory,' and gives Joan Blondell a layoff provided in her contract.

Gibney's 'Anthony' Huddle

Sheridan Gibney has arrived east from the Warner lot to work with Harvey Allen on the screen adaptation of 'Anthony Adverse.'

Couple will meet week two at Allen's home in Baltimore going over the script.

Robertson Back to Radio

Hollywood, April 23. Following completion of one picture at Fox, John Robertson returned to Radio to direct talker remake of 'Precious.'

KENT SETS 45 PIX FOR NEW FOX SKED

Ending a three-week production conference at the studio, Sidney R. Kent, Fox Film proxy, before he

planned to head New York last week announced that next year's program will call for the same number of pictures as the current output.

New block will not run over 45 features with the only outside picture being 'The Godfather' by George O'Brien outdoor opera. Heaviest exception of the group will be 'Dante's Inferno,' a Sol Wursel production, directed by Harry Lachman. Believing the picture belongs in the same category with 10 Commandments, studio will give it a heavy campaign when it is released in August.

Business for the first quarter this year exceeded by \$100,000 the firm returns for the same period last year. Accounts on the books increased from \$500 when Kent joined the organization in 1932, to \$300 this year.

Mrs. Kent accompanied her husband to his New York return in June for a month's stay.

ARNOW SCOUTS B'WAY FOR NEW FILM FACES

Maxwell Arnow, Warner eastern, joined the talent scouts arriving yesterday (Tuesday) in N. Y. for a two-week once-over of Broadway shows.

He will review 'Gelling Zero' and 'Three Men on a Horse' for picture deals. He also will scout new productions. Warners have an interest in both pic.

Republic May Prod. East

Republic will test the East as a producing ground this summer with plans to make 'Manhattan Merry-Go-Round' and the Biograph plan in the Bronx, N. Y. C.

Under its new Republic setup, New York City, Philadelphia distribution franchise have been taken by Herman Gluckman, head of Capital and Majestic exchanges in New York. Gluckman is added to the Republic advisory board.

Ed Golden, Monro's general sales manager, will head the company's last night (Tuesday) to discuss sales plans above the board.

Hollywood, April 23. Two pictures are set to be produced on the Monogram program before the company switches over to Republic Pictures. Pair are 'Cheers of the Crowd,' being scripted by George Waggoner, and 'Make a Million,' Charles Logue scripting.

Republic is to get under way by May 15. How long the new material may hold the launching of the new banner until around June 1. Monogram held studio to new created post of story editor for Republic and will also act as associate producer of a group of apertures for the 1935-36 program.

Ed Barker is the first director to be signed by Republic to a term deal. Barker is to direct 'The Sign of the Cross' with Christy Cabanne and Arthur Lubin to direct groups of features during the coming year.

Gouldwyn Making 'Lorna' Despite English Version

Hollywood, April 23. Sam Gouldwyn is to make 'Lorna' with Merle Oberon despite production of similar title recently completed by Basil Dean in London.

English version may be released in this country by Radio.

Cliff Webb with Joan

Hollywood, April 23. Metro is reading 'Cliff Webb' by Joan Crawford and Clifton Webb.

Gus Kahn and Arthur Johnston are writing the tunes.

THE RECOVERY CODE

Production and Exhibition May Be Dropped Altogether from New Code

Washington, April 23. Production and exhibition may be dropped from the film code when the new Recovery law is perfected and the general code overhauling takes place.

With the entire outlook clouded by uncertainty about Congressional action, a move of this nature is being debated, along with a general plan to restrict all agreements to purely interstate activities. Objective is to avoid a mass of litigation challenging the validity of government regulation of business which is not unquestionably in the interstate field.

That the new Recovery law will be considerably different from its predecessor is generally predicted in Congressional circles. Preliminary polls show clearly that Congress is not in a frame of mind to continue the present act without substantial and severe modifications, most of which would restrict the scope of the NRA and reduce the number of codes.

Old contention that exhibitors are not engaged in interstate commerce is cropping out once more, although the consensus of opinion at present is that outside of California, exhibitor could operate purely in interstate trade. Same goes with production, but the exact position of both branches under interstate commerce clause of the Constitution is a matter of widespread disagreement and general conjecture.

Recent Denver court ruling brought to the front the possibility that the Supreme Court might uphold regulation of exhibitors and producers, although efforts to guess which way the tribunal will lean are futile.

There is a growing doubt in brain trust circles that the government can justify its regulation of manufacturing and retailing as a general proposition, and this mood indicates that the Eagle's wings may be trimmed drastically to avoid legal upsets, which would knock the bottom out of the entire Recovery idea.

While the issue will not be settled until the Supreme Court rules on litigation revolving around this point, the score against the NRA in district and circuit courts is not encouraging to advocates of sweeping regulatory efforts. Lower tribunals have held that mining, manufacturing, processing, and retailing in many lines are not subject to Congressional and Federal control, restricting the government's power to the particular activity which involves crossing of state lines. If this reasoning is supported by the Supreme Court about the only fields in which the NRA could operate would be transportation, distribution, advertising, retailing, although chain operations, such as stores or exhibitors, might be held within the realm of Federal action.

BILLING ON PREVIEW STARTS CONTROVERSY

Hollywood, April 23. Heated controversy between Paramount and the Independent Theatre Owners of Southern California has developed over the Fox-West Coast theatres advertising by virtue of the title of the picture being shown in violation of the agreement among theatre operators that titles be withheld in advance. Theatres' ads in dailies announce "Max West's new picture."

Just how Paramount will penalize the theatre for this violation of agreement has not been divulged. Indications are that the indie will continue the showing of the first run, and will date availability for second runs from that time.

Talk of court action is heard in some quarters. Fox-West Coast was previously spanked for publicizing the title of a preview picture in violation of the agreement, but escaped punishment when the studio shopped the picture.

C. A. Finds No Overbury In Ventura, Cal., Case

Los Angeles, April 23. Fox West Coast, Principal Theatre and American Amusement Co., jointly operating the Ventura and American theatres in Ventura, Calif., have been vindicated by the Code Authority of film overbury charges preferred by Mrs. Jennie H. Dodge, indie opposition in the adjoining county town.

Appeal of Mrs. Dodge against a dismissal of her charges by the L.A. film grievance board has been denied by the CA, which ruled that the evidence did not overbury, and that there was no policy of unfair operation through too frequent program changes, as charged.

Henigson Quits U After 15 Yrs. for New Major Berth

Hollywood, April 23. After being with Columbia for 15 years, Henry Henigson leaves the studio on a settlement of his contract which had two years to run. Carl Laemmle gave the producer his release so he would be free to make a deal with another major studio.

Prior to serving as executive of the plant and later as producer, Henigson was in the foreign office. Accompanied by his family, he leaves this week for a brief vacation in New York and upon returning to the coast takes up his new major affiliation.

Court Ruling Spurs Federal Drive on Coast Bank Nitters

Los Angeles, April 23. U. S. Attorney Pelron Hall has issued instructions from Attorney General Homer Cummings to proceed vigorously in defense of the local Grievance Board against injunction complaints by Oxnard Theatre and O. W. Lewis won against the board when, on order to show cause why they should not be restrained from inflicting penalty of ordering film withheld from the admitted bank night practitioners, the griever drew an adverse ruling from U. S. District Judge Paul J. McCormick several weeks ago. Judge McCormick, on evidence then before him, held that bank night as practiced by the plaintiffs and exhibitors, many of whom immediately reinstated bank night and other giveaways on the strength of Judge McCormick's ruling on the show cause order.

This case is the first actual challenge of the Code Authority in this territory to proceed toward trial on merits and will be closely watched by both the government and exhibitors, many of whom immediately reinstated bank night and other giveaways on the strength of Judge McCormick's ruling on the show cause order.

REFUSE SWANKS BEFORE CONGRESS

Johnson Says Pact Has 'Worked Out Pretty Well'—Rosy Cites Percentage of Appeals Upheld as Evidence of Merit—'Some Revisions May Be Desirable,' but Want Code to Stay

CITE BENEFITS

Washington, April 23. Rushing to their own defense, Divisional Administrator Sol J. Rosenblatt and Gen. Hugh S. Johnson, ousted boss of the National Recovery Administration, last week entered a strong support of the Motion Picture Code before Congress as Senatorial probes wound up a six-week quiet into workings of the Recovery Act.

In one of his typical harangues, Johnson declared that the film pact had "worked pretty well" while Rosy, replying to indie blasts through a voluminous written statement, hit back at recent criticism by Abram F. Myers, Nathan Yarnine and Melvin Albert, who testified 10 days ago before the Finance Committee and threatened a walk-out on the code.

In his wordy self-defense, Rosy revealed his original report on the code to Johnson which never has seen daylight and trotted out his lengthy report to the Darrow board of inquiry. He also tactically answered the latest indie complaints. Johnson also, without direct references, replied to the Myers-Yarnine-Albert squawks during his lengthy testimony on Blue Eagle actions under his direction.

Contending that the pact contained substantial benefits for indie exhibitors, Johnson conceded that some revisions might be desirable to improve workings of the code, but he argued that despite shortcomings the agreement provides relief for exhibitors and have been obtained via any other route. Added that Film Code was one of the most direct of any pact and that countering stubborn resistance from major all along the line.

Johnson directly countered Yarnine's complaint in the manner in which the Code Authority has functioned, asserting "When a code authority composed of such divergent elements as this, with the increase of affiliated and independent, big and small producers, distributors and exhibitors, buyers and sellers, can meet approximately 94% of its votes on divergent subjects unanimously, it shows that the code had worked pretty well."

A Forum

The code, for the first time in the industry, creates a forum where all elements can discuss mutual interests and difficulties, both England declared. Johnson pointed out that under the pact "producers, distributors, exhibitors, the public, labor, and the Administration all are represented," and remarked that "there has never been a representative trade association having the three economic divisions of this industry and there still does not exist one in this nation." Additional details of this sort were supplied in Rosy's long letter, which noted that only 72 of 1,091 votes were split up to Feb. 28, 1935, and that indie reps had concurred with the majority in 93.3% of all decisions. "Reformer" of the past and director still unassailed.

(Continued on page 31)

Rosenblatt's 1933 Report to Johnson Revealed by Senate Finance Comm.; Urged Discharging Lax Codists

Forde Pilots 'Thunder' In 14th Year at Fox

Hollywood, April 23. Eugene Forde started his 14th year as a director at Fox with a new contract running five years with the usual yearly option. His first assignment on the new pact is "Thunder in the Night." Arthur Kober is turning out the screen play.

Forde also directs the talker remake of "Ramona," eked for production in the late summer.

C. A. FINALLY OK'S L. A. SKED

Los Angeles zoning and clearance schedule was given final approval by the Film Code Authority yesterday (Tuesday) afternoon, after several modifications had been made. The C.A. voted to place the sked in effect May 16.

Principal modifications covered zoning and price alignment. The Code Authority placed the Forum, an uptown theatre, in No. 1 zone instead No. 2 as formerly designated, for example. In this and in its action relative to price alignment, the C.A. reversed the L.A. board which formulated the original schedule draft. Actual number of zones under the new L.A. sked will be less than originally planned.

Regarding the consent decrees handed down several years ago, the Authority decided to submit the L.A. schedule to the U. S. District Court in Southern California for approval so that there would be no question about its legality. When this schedule is placed in operation, it will be the first to be drawn up and made effective under the Film Code.

Original draft of the Los Angeles sked called for 26 zones. Only objection to this setup was and has been made by Fox-West Coast. Repetition of the same organization has favored a slash in number of zones and a realignment.

In considering the L. A. problem yesterday (Tuesday) two vital questions occupied most of the codists' time. They were: (1) the federal board decrease led several years ago on the West Coast which involved all companies operating theatres in Los Angeles, and (2) the alignment of zones in the city, both as to number and territory to be covered.

Such progress toward the Los Angeles sked called for 26 zones. Only objection to this setup was and has been made by Fox-West Coast. Repetition of the same organization has favored a slash in number of zones and a realignment.

Such progress toward a definite vote, with some revisions, on the zoning and clearance schedule had been made by noon that leading codists were hopeful that the L. A. matter would be decided once and for all by adjournment time last night.

Lenser Boyle Abroad

Hollywood, April 23. John Boyle left last week for New York, en route to London to start his new picture with the Associated Talking Pictures unit as cameraman.

TUTTA'S FIRST

Hollywood, April 23. Tutta Rolf, Fox Swedish import, has been given the lead in "The Dreammaker," as her first picture. Rolf is the sister of the other co-star, with Harry Lachman directing.

Washington, April 23. Failure of film codists to discharge responsibilities impartially and conscientiously should result in immediate removal, Divisional Administrator Sol A. Rosenblatt told Gen. Hugh S. Johnson back in November, 1933, in urging approval of the finished pact.

Rosy's original report, just revealed by the Senate Finance Committee, besides containing a thorough analysis of leading provisions of the pact and a general description of problems confronting the industry, asserted confidently that the agreement would provide independent exhibitors with relief not available through any other sources, but contained a warning that the government should ride herd on not only the Code Authority but all subsidiary boards and committees.

Here are highlights of Rosy's original report:

1. The code authority is "fairly representative of the economic divisions of this industry and the character of its membership, together with the responsibility attached to public and administrative action, fair, just and impartial administration." Rosy said he "confidently expected that codists would insist that the public and administrative action, fair, just and impartial administration." Rosy said he "confidently expected that codists would insist that the public and administrative action, fair, just and impartial administration." Rosy said he "confidently expected that codists would insist that the public and administrative action, fair, just and impartial administration."

2. If the code authority should "fail to be representative or to be impartial, fair, and just," the administration "must assert its authority." Rosy remarked, however, that he did not believe codists "could fail to be mindful at all times of the trust reposed in them."

Guarding Small Exhibs

3. The pact is intended to safeguard and protect the rights of the minority, particularly small exhibitors, especially designed to safeguard unaffiliated exhibitors, for whom, for the first time in the history of this industry, a forum has been provided where they may assert applications for relief in situations which present either a legal remedy exists or the legal remedy presently existing is inadequate. The smallest exhibitor, who has heretofore contended that his grievance never sees the light of day and that he is unable to direct the same to the attention of the responsible representatives of the industry has now been afforded every opportunity to do so, and, what is more important, to secure speedy and equitable relief.

4. The code must have "constant, careful and intelligent supervision and enforcement" and its success or failure depends upon such supervision.

5. The pact contains provisions which should put the stopper on "constant industrial strife" in exhibition field.

Raiding

6. Provisions intended to curb raiding (which never have gone into effect) will not "work a hardship on producers or employees." Nevertheless, Rosy offered no opinion on the theory of "price repress" as applied to actors or on conflicting provisions about anti-raiding sections.

7. On the matter of high salaries, Rosy recommended "thorough investigation," which he subsequently made, and commented that "a fair method of determining compensation, which is likely to run into large figures, especially with the re-

(Continued on page 37)

Cinema de Paris (France-Film) (803; 50)—'Le Bonheur.' Good: \$2,500. Last week's holdover 'Billet de Mille,' \$1,800.

fasting is not any too deft, whi

Under Blackmer's tutelage the girl becomes adept at playing all the tricks that go with criminal court procedure. Success turns the girl's head and troupe the hurcak on the affection between her Foster and her father. She comes to witness the murderer, whom she had helped to free by the ancient device of pulling an almanac on a witness and confusing him about the moon that night, shoots her own father during a robbery. Blackmer is eventually caught with the goods and the fadeout finds the father recovered from his wound and the lovers in the inevitable clinch. *Odeco.*

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Fred C. Kelly of Colliers' called *Black Fury* "the most powerful picture I have ever seen"

William Boehnel in the New York World-Telegram called *Black Fury* "melodrama at its best"

Michael Jackson of Liberty called *Black Fury* "the greatest picture to come out of Warner Bros.' studio"

Andre Sennwald in the New York Times wrote that *Black Fury* "achieves a melodramatic vigor which is rare in the Hollywood cinema"

Martin Dickstein in the Brooklyn Daily Eagle said that *Black Fury* "easily surpasses anything that has come out of Hollywood for the last two years"

Al Sherman in New York Morning Telegraph promised that *Black Fury* "will stir you as you never have been stirred"

Regina Crewe in the New York American declared that *Black Fury* "possesses strength, suspense and daring seldom encountered in motion pictures"

Mayme Ober Peake of the Boston Globe called *Black Fury* "the most stirring picture I have ever seen"



...THEY HADN'T SEEN
G-MEN

**First Great Story of the Men Who Halted America's March of Crime!
Watch for preview critics' opinions of 'G-MEN' in trade papers tom'w!**

Starring JIMMY CAGNEY, with Ann Dvorak,
Margaret Lindsay, Robert Armstrong, in huge cast.
Directed by Wm. Keighley. A First National Picture.

Another Cycle-Starter from Warner Bros.!— Play It Next Week!

Fox WC's \$1,000,000 Outlay for Theatres' Face-Lifting, Refrigeration

Los Angeles, April 23.

Continuing a reconstruction and remodeling program that hit its stride with the expenditure of approximately \$500,000 during the period that the circuit was in bankruptcy, Fox-West Coast Theatres is indulging in another spending spree that calls for a total additional outlay of around \$357,000, last of which will be expended within the next few months. Total outlay of close to \$1,000,000 will set what is believed to be a major circuit record for rehabilitation.

Reconstruction program, considerable portion of which has been completed since Jan. 1, with appropriations approved for jobs now under way or about to get started. Includes one rebuilding contract, a number of new modern type theatres, marquee, replaced projection and sound equipment, re-carpeting, remodeling of rest rooms, installation of new drapes, painting and decorating.

Outlays range from around \$4,000 per theatre, up to \$40,000 or more, rebuilding the San Mateo house, partially destroyed by fire some months ago. Improvements are made all over the circuit, but now in a few spots in Arizona, with the entire program supervised for the Skouras Branch by R. M. Lough, circuit's general purchasing agent in charge of maintenance and construction.

For houses in the Bakersfield area and one in Tucson will be treated to new refrigerating plants immediately. Future plans include the Fox, Bakersfield, and the Fox, Tucson, with an outlay of \$25,000 each, and the three circuit houses in Visalia, where the Lough, circuit's general purchasing agent in charge of maintenance and construction.

Bakersfield houses also will be acoustically treated, with new projection and sound equipment and new carpets laid, at an additional cost of \$5,000.

Including Home Office

Major outlays, either already completed, in work, or about to get under way, include a partial remodeling of the circuit's home office building, at Washington and Vermont, whereby upper portion of the two-story theatre house, the new building, will be utilized to provide additional office space for the home office. Estimated expenditure on the job, which gets started at once, will run approximately \$15,000.

Nabe Starland, for years a semi-detached to the community in which it is located, has just been completely remodeled and renovated at a cost of \$15,000, and recently overhauled the Brawley, at Brawley, and the Merita, Culver City, both operated by Principal P. C. Hubard, at \$10,000, expended on the former job and \$10,000 in Culver City.

Another job in Los Angeles proper include the Westlake, transformed at a cost of nearly \$20,000; Belmont, \$12,000; Paramount (Hollywood), \$11,000; Ritz, \$10,000; Uptown, \$9,000; Apollo, \$7,000; Carmel, \$5,000; Golden Gate, \$5,000.

In the northern part of the state St. Francis, in San Francisco, draws a new marquee and upright sign at a cost of \$10,000, plus an additional \$10,000 for other improvements. In Oakland, will be rehabilitated at a cost of around \$8,000. In Pasadena, the Fox, recently overhauled at a cost of \$12,000, and a like amount laid out to refurbish the California at Huntington Park. Gateway, Glendale, and the Redlands house draw \$30,000 appropriations each, with \$8,000 approved for the Fox, Portal, North Hollywood, Lyric, in Tucson, gets an overhaul for \$5,000; Palace, Long Beach, draws \$4,500, and the North Park \$3,000. All amount kept constant at \$4,000 for renovations.

Reconstruction and remodeling expenditures do not include the cost of maintenance, which calls for a daily outlay of several hundred dollars over the circuit, with approximately 100 employees kept constantly at work making minor repairs and improvements.

Barney Google Film

Hollywood, April 23.

Columbia will make a series of six Barney Google cartoons in Technicolor.

Studios has also engaged Leon Errol for six two-reelers.

Rosy's Rise in \$

Washington, April 23.

Sol Rosenblatt made rapid strides up the government pay ladder last year, and now is within striking distance of top salary brackets in the Recovery Administration.

Following promotions to rank of divisional administrator and then compliance director, Rosy's earnings went up from \$5,000 to \$4,848. Tops in the Blue Eagle nest is \$14,000, drawn by Donald Richberg. Eight others over \$4,000.

Warner Theatre, A.C., Sold for \$950,000

Atlantic City, April 23.

Sale of the \$3,000,000 Warner theatre, on the Boardwalk, to the Stanley Co. of America, Inc., was approved by Federal Judge John Boyd A. Price. Price represents \$50,000 more than the Pennsylvania Co. for Granting Annuities and Insurance, Philadelphia, had asked the court to set in foreclosure proceedings against the Boardwalk Properties Co., owners of the property, who had leased the theatre to the Stanley Co.

Norman W. Harker, Camden, and Walter B. Saxe, Philadelphia attorneys for the Pennsylvania Co., were jointly awarded \$12,000 as counsel fees. Pennsylvania Co., trustee for the mortgage and bond issues for the construction of the theatre, was awarded \$50,000 compensation. Harlowe Court Judge A. J. Conner, in the sale, allowed of \$2,550,000 in bonds will get back about 40% of their original investment.

Judgment against the Stanley Co. on an installment of rent owed to the Boardwalk Properties Co. was obtained by Saul in the Philadelphia Common Pleas Court. The matter is now before the Supreme Court in Philadelphia, where confirmation of the judgment will mean a Stanley Co. payment of about \$200,000 to the Boardwalk Properties Co.

Testimony Ends on East Side Ths.

KAO Vs. Loew Last Summer Reviewed in Case Involving Two Houses

Testimony bearing on the fight last summer between Keith-Albee-Orpheum and Loew featured the closing session of the evidence-taking periods in the arbitration proceedings arising out of KAO's alleged contract with KAO, and KAO's counterclaim for \$200,000 under contract and lease of two eastside theatres, the Apollo and the Hollywood, in N. Y. The session closed Saturday (23).

Claimants offered testimony that KAO had stated early last fall that he was the owner of the theatres and that unless it did it couldn't get films. Also, that KAO had asked the Apollo and Hollywood to cancel contracts with KAO, and KAO would forget all about the \$200,000 advanced for rent on the two theatres and some \$25,000 for overhauling the houses. This was testified as having taken place early in September, and even before the Hollywood opened under RKO theatre auspices.

On behalf of KAO, testimony has been offered that the Keith-Albee-Orpheum management (Ben Sherman and Charles Steiner) asked variously from \$75,000 to \$150,000 for the KAO split of the film in the east side to cancel the lease held by KAO. Claimants denied this on the grounds that At the time KAO represents the claimants. Bruce Bromley, of Cravath, DeGersford, Swaine & Wood is counsel for KAO.

Testimony was offered by claimants that KAO at one time offered \$100,000 but withdrew the offer and later offered a smaller but not very definite proposition.

The arbitration proceedings have

RKO Distribs West

Ned E. Depinet and Jules Levy of radio, showed off Friday afternoon (19) for Hollywood to center on the 1935-36 lineup, which will not run over 85 pictures.

Both men said they will be gone three weeks.

Anti-Budget Book Law Deemed Sure To Pass in Minn.

Minneapolis, April 23.

Passage by the lower house of the legislature is believed to assure enactment of an anti-bid blocking law.

The measure, sponsored by Representative M. A. Westlund, and backed by Northwest Allied States, provides specifically that motion picture exhibitors in Minnesota shall be permitted by the law which they wish to show individually, instead of being compelled to purchase them in block.

If the bill also passes the state senate, which is deemed likely, it is sure to receive Gov. F. E. Olson's signature and become a law.

In such a case, any local exchange heads, steps would be taken to test the constitutionality of the law.

Erpi Wins Patent Suit

San Antonio, April 23.

Federal Court here has permanently enjoined Alphego Co. of San Antonio from bringing further patent infringement suits against the Research Products Corp., thereby ending a legal skirmish of several years' standing.

Alphego brought two suits alleging infringement of sound-alike patents. Both were dismissed, one in New York, and the second one which alleged violation of anti-trust laws was tossed out of court here.

Erpi suit here in 1932 asking permanent injunction against further suits. Original infringement suit was the result of an invention of Allen Stevens and Leo de Hymel of San Antonio, a disc method of reproduction which allegedly was infringed upon by Erpi.

Making Dubbing Authentic

Paris, April 14.

Local picture people who are interested in dubbing have a simple idea for making it easy to dub American pictures in any language. Tough spots in any dubbing job are always the same, and they are in which the audience can see the actor say some words distinctly, and it is hard to make foreign sounds come out without it being obvious that it's artificial.

Suggestion is that whenever closeups are shot in Hollywood, foreign dialog be prepared for each shot. Then, when the American cast is done, have the same actor repeat the foreign words before the silent camera.

Most dubbing difference whether he knows the language, or what his pronunciation is like—the silent shot will record the correct lip movements, and this closeup can be used for dubbing. All the dubbing effort will have to do is repeat, properly, the words the original actor used.

Loew Draws Plans for 2,000-Seater As First Spot in Chi Cinema Invasion

Chicago, April 23.

Loew's has started on the first of its proposed theatres in the company's invasion of Chicago. Initial plans are for the property in Oak Park in co-operation with the Lamar, one of the houses which has refused Metro this year.

Oak Park theatre figures to be the biggest of the Loew ventures, if and when it goes through. Will cost approximately \$600,000, and will include stores and offices, besides a 2,000-seat theatre.

Other sites which Loew has reported at 28th and Crawford, in the Atlantic theatre district. Loew has cancelled its option on the site on North Clark Street, which was originally taken as a counter-move to the boycott of Metro by the Adelphi. However, the Adelphi came to terms with Loew later and made a deal for Metro flickers.

Despite these moves by Loew, there have been no additional switch in the line-up of exhibitors against Metro. Exhibits can't see how two or three or four Loew spots can affect a town which takes in 350 houses.

Durkee-Rome Balto Feud Renews as Suit Would Halt Th. Bldg.

Baltimore, April 23.

Suit has been filed in Circuit Court here to halt a new (Admirance Board) last January permitting the Frank Durkee Enterprises to erect an 1,400-seat subsequent-run theatre out in northwestern suburban sector of town. The suit, filed by private residents of the city, also seeks injunction to enjoin construction of the house and to restrain Municipal Bldgs. Engineer from allowing its erection.

Durkee, who operates largest chain (13) of naves here, has already broken ground for the building, but work ceased upon site when suit was filed. A court order signed by Judge Frank Supplee, Jr., gives the city 30 days to file a statement of opinion as to whether the injunction should not be issued.

In the suit it is claimed that the ordinance granting the city Durkee violates an ancient deed to the property which requires building to be 15 feet back from street; to the exhibit specifically states that the theatre may cover the entire block. Additionally, the city charges that since the city's zoning law in that section of town stipulated that residences must be set back at least 25 feet from street, it is unlawful for the theatre to have permission from municipal City Council to alter the building right up against sidewalk.

The fight that terminated three months ago with Durkee getting back to build on contested site, had been waging a year. Opposing the erection on the property was the Rome chain of naves, second largest street of the city, and around Balto. Rome organization has nothing to do with the injunction that was secured against city ordinance and Durkee's permit to build his house. It was secured by a man and his wife not in show biz, but who reside near to site of proposed theatre.

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2 MIDGETS PIX

Hollywood, April 23.

Yen for midget stories is spreading, with Warners now planning a yarn which will have as its leads two first class stars, announced by 20th Century, and Ollie and George Bragano contracted for the production with Sid Grauman as supervising. Unable to get a proper story, studio has set back the picture for two months.

Warners plans to have his shorty opera ready about the same time.

U.A. Clinging to Leicester Square; Once Jinx House Now a Coin-Getter

London, April 14.—United Artists is definitely staying on at the Leicester Square theatre, despite the fact it has another West-End prelease house, the London Pavilion.

Arrangement with Jack Buchanan, which terminates May 19, will be extended indefinitely. There is actually no contract, whole thing being a 'verbal hand-shake' proposition, but the success of the house has been such that Buchanan has no further trouble about his theatre, and can concentrate on his stage picture work without bothering about rentals and other tribulations that theatre owners are subjected to.

During the 18 months that U. A. has been operating the house it has made healthy profits both for Buchanan and U. A., as well as the various film companies the latter represents. Particularly lucky has this house been with *Paxa*, *Korda* productions. Of the latter, *Florida* film only one, *Girl From Maxima*, has been given. British & Dominion also made the picture here with the films, *Nell Gwynn* and *Brewster's Millions*.

American money makers 'that picture here was *Romance*, *Scandals*, *Last Gentleman*, *Great Schoonies*, (see 'Joe Palooka,' its original), and *Transatlantic Merry-Go-Round*.' (Continued on page 54)

Italian Exhibs Forced To Give Up One Day's Receipts for Charity

Milan, April 14.—Cinema circles in Italy are full of wrath. Reason is the Federazione Nazionale Fascista Degli Industriali Dello Spettacolo, which held two pistols in the shape of orders from Rome at the heads of exhibitors, and a small supercharge for tickets to be used for the same purpose.

Where variety entertainment was shown, the owner of the hall was allowed to keep 15% of the takings to pay the artists and for the artist's rights. If 15% did not cover the expenses of the artists in the towns of Rome, Milan, Turin, Genoa, Trieste, Bologna, Florence, Naples and Palermo, the owners were permitted to hold out 25%.

The distributors received nothing if their films were rented on a percentage basis. Landlords of the buildings had to give 1-20th of a month's rent while the staff and members of the orchestras likewise had to sacrifice one day's pay.

LONDON NEWSREEL COS. IN GET-TOGETHER CHAT

London, April 14.—Heads of all newsreel companies have metting April 10 in an endeavor to arrive at some sort of an understanding with regard to cinematographing of important events. Meeting was held at the invitation of the Cinematograph Exhibitors Association, and representatives of five newsreel companies were present.

While nothing definite was decided, there is a likelihood that competitive bidding will be eliminated, and an arrangement arrived at whereby all companies will have a look-in on a pooling basis.

PETER MAURICE, PRODUCER

London, April 14.—Peter Maurice, music publisher, going legit producer, has taken Anthony Armstrong to 'The Royalty' for production in a few weeks.

He has an eye also on 'Jan Korffsky's Concert,' by Carl Parkay, who wrote 'Wonder Bar.' Has a score by Dr. Will Groos, composer of 'Tale of Capri.'

Higher Dutch Tax

The Hague, April 12.—New tariff bill, now under discussion in Parliament, calls for a higher tariff on films.

Last year a rise was contemplated from the tax 10% ad valorem plus 30% surtax to eight cents per meter. That meant ten times the previous duty. An outcry arose and the government shelved the proposed measure. Now it is proposed to levy a tax of 1.5 cents per meter. This still means a new tariff of double that of the former one.

100% IMPORTER STRIKE EGYPT

Cairo, April 14.—A 100% strike of film importers in Egypt has followed raising of import duty on pictures from \$5 to \$25 a kilogram.

Boost in tariff makes it impossible to bring average foreign films into Egypt without loss, is the contention. No distributors representing producing countries have decided to stop all imports until the matter is settled.

Egypt charges duty on films by weight, weighing the cans, too. This puts duty at about \$60 a flicker. Total cost of putting a picture on the market in Egypt is calculated at \$1,750, including new duties, cost of titling, etc. Average revenues derived to the country is \$1,375. Thus it's figured no use to send an ordinary picture here under present conditions. Only exceptional smash can make even their expenses back.

Radio Picts Hosting Foreign Contingent

Radio Pictures is going to considerable expense on its coming convention and will bring in with it half a dozen of its most important foreign customers to America, as its guests for the occasion. Convention is in Chicago June 15.

Those set to come so far include J. Smit, Holland; I. Musil, Czechoslovakia; Maurice Lonon, France; and Al Canasta, Roumania. There are all local distributors and exhibitors Radio will pay all expenses.

THAT ANZAC QUOTA

Puzzles U. S. Industry—May Been Two Quota Prod. Units

New York foreign film offices are still in a quandary over the quota law passed in Australia last week, with no official details available.

Have office think the new law passed down will mean no worry to American companies because films made for British quota purposes will be played in Sydney, too, thus entailing no added production expenditures or expansion. Some of the film execs, however, interpret the cables differently and believe that Sydney will insist on separate quota production in Sydney. If so American will find themselves in a tough position, having to produce quota pics in both London and Sydney.

Affair is likely to be cleared up by the end of the week with the arrival of more detailed info from Australia.

Another Novella

Milan, April 14.—Novella Film, newly formed Milanese company, which was successful with its first production, *'La Signora di Chicago'* (see 'Everyday Lady'), is about to produce another film title of which has not yet been decided upon.

Producers are Andrea Rizzoli and Cesare Zavattini, and Mario Camerini will be responsible for its direction.

Mexican Strike

Mexico City, April 23.—Tampico and eight other large Mexican cities are without entertainment. Theaters and other forms of entertainment.

Shutdown due to a general strike of power company employees protesting against a wage increase and higher wages, so that no electricity for lighting available.

'Lancer' Banned by Chinese; Oriental Pix Always Taboo

Shanghai, March 25.—'Bengal Lancer' (Par) has been banned by the Chinese National Board of Censors, who feel that the Indian scenes depict British imperialism downgrading Oriental races. Not a single Chinese character in picture, whereas *'Shanghai Express'* (Par) was banned some time ago because of Chinese aspect.

Only Chinese atmosphere picture in five years allowed here was Harold Lloyd's *'Cathay'*. Warners' last four in this class were not even sent to Shanghai. *'Painted Veil'* (MG), with Garbo, has not yet been permitted, but is not figured to pass it is.

FOX AND METRO PIC QUOTA DEAL

London, April 23.—Fox has closed a deal here with Metro for the making of at least one quota film. Fox does its own producing here but Metro figures it would rather buy what it can get on the open market. Deal is on a cost plus basis. Metro to approve of script and cast before production starts.

It's only a one picture deal but there is strong likelihood of being made a permanent arrangement if Metro is satisfied with the picture on its completion.

Film Biz Up in Hague For Year; Show Biz Off

The Hague, April 12.—Entertainment tax collected during 1934 at the Hague was lower than in 1933. Tax amounted to \$26,409 as against \$314,000 previous year. Curious fact is, that though tax on all entertainments in total fell below 1932, tax on cinemas was \$14,000 higher. This means that citizens of the Hague went less to concerts, theatre, vaudeville, but went more to pictures.

In total during 1934 a tax was levied on \$210,000 pictures, or 40,000 more than in 1933, which means 14 tickets for the year per head.

New Brit. Filmmakers

London, April 14.—Formation of a new British film company, Atlas, is now under way. Eugene Shitka, an ex-Tony Brown man for Concordia in Sound City, has been signed as director of productions.

Two other contracts signed, one with Heinz Liepmann as story writer and artistic supervisor, other with Louis Preston as Liepmann's collaborator.

Atlas is now busy office hunting for Piccadilly and likely to use Sound City studios.

First Atlas picture to be made in May.

Chinese Tax Fight

Shanghai, March 23.—Foreign distributors of *'The Chinese'* are at odds. Chinese city government assessed a new film tax. Exhibits declared distributors must share it, and distributors said nothing doing and they are absorbing the tax but grumbling.

Talk of General Strike in Paris Again; Would Shut Down All Films, Legits, Dancehalls, Indoor Sports

Censor Protest

Havana, April 23.—Exhibitors and exchange men are protesting against a decree recently passed by the government here organizing a censor board to pass on every picture and show that is to be presented to minors.

Sunday matinees have always brought good business to film houses because they present three features and a stock of shorts, but if the censors cut the stock it is figured red ink will be in use again.

GOVT COIN FOR FILM PRODS. IN ITALY

Rome, April 11.—New law with authorized government subsidization of film companies has been approved. Undersecretary of State will mete out necessary capital from an annually established fund of \$333,333, which is destined to be inserted in the national budget for five consecutive years starting with this year.

Considered necessary to bolster the tottering industry in Italy because of failure of banks to make a loan.

Commission established by the state will decide on the applicants who desire cash with which to produce films. Loans granted will be equal to one-third of planned expenditures for production and will include a guarantee that the producer will repay the state after the share of the sum and that distribution of his completed product will be granted to LUCE, National Film Institute.

Renting of the film to LUCE is in reality a guarantee to the producer that he will be reimbursed for his outlay, since he will receive monthly installments until he has been reimbursed. State interest is secondary to the producer's. Only after the former has been fully repaid does the state exact repayment of its original loan.

Arrangement entails another boon to producers, who will thus avoid excessive percentages paid outside agencies by permitting LUCE to handle their films.

Contract Talent Loans Nixed by Paris Court

Paris, April 14.—Clauses in film actors' contracts providing for unconditional transfer of the artist by the contracting company to another concern are void, according to a recent referee's decision, which amounts to a precedent in French law.

Local producers, in printed contract forms, have been including provisions retaining the right to transfer all or part of its rights resulting from contracts or engagements to any person or firm without consent of the artist.

This according to Referee Grunbaum-Bullin in a test case in which the Chambre Syndical and Artists' Union are involved, is 'absolutely contrary to the essential right of human personality' and 'must be considered contrary to public welfare, and thus null.'

When transfer clauses began to be inserted in contracts here it was at a time when film actors were generally hired by the year, or at least for several films. Now they are almost always hired for one picture only. Also, former transfer clauses gave the actor the right to refuse to work for the company to which he was ceded.

Paris, April 14.

Threats of a complete shutdown of all Paris amusements on May 30, right at the height of the big spring season, has raised the red flag in the meanwhile, are keeping the town talking.

Organizers of the movement are talking a 100% strike, including legit, films, dancehalls, sporting events and everything else. They are trying to get leaders in all branches of the business to say, in newspaper interviews, that they'll close the theatres, but that owners of amusement places are being very cagey, and it's hard to tell right now how much of this strike talk is just bluff.

Date of May 30 was picked because Chamber of Deputies and Senate return from Easter vacations on May 28, and if they are very snappy about it they will be able to vote the tax raise later law already struck threat. Date is also selected because officially and unofficially it is right when Paris is supposed to be gayest and the shows will be most missed. Also it is near the season's end, but even if a strike should be prolonged it would not, after all, actually mean an enormous loss to theatres.

No Unity. Right now it's going to be hard to get anything like unanimity. Ray-Com, the largest of the theatres' association, hasn't yet come. (Continued on page 54)

Dutch Filmites Snub Berlin Pic Congress; U. S. May Be Reppd

The Hague, April 23.—Netherlands Blooscope Society, consisting of all the local producers and distributors, has declined the German invitation to attend the International Film Congress, which starts Friday (25) in Berlin. Group held a meeting on the subject last week and thumbed it unanimously.

United States and England have previously snubbed the Congress. John W. Hicks, Jr., of Paramount, is going, however. He is currently in Europe and will go in on the look out and see whether anything serious comes up. George Weitzer, Hicks' assistant, will go with him, and Fred Lang, European chief, will come up from Paris to join them. Phil Reisman of Radio, also in Europe, was considering going, but changing his mind.

Hayes office has decided not to be represented, but some wavering of feeling was noted. It was asked whether someone should not be there due to the fact that George Carty, United States film expert, who is stationed in Berlin and was figured on to be a watchdog, is in Washington on his vacation.

FOURTH FRENCH FILM ACTRESS TAKES VEIL

Paris, April 14.—Fourth French actress in a couple of years has become a nun—Jenny Luxeuil, film star whose first picture was a representation of the life of St. Therese of the Child Jesus.

A career started when she was a beauty contest in 1927. She is now in a Dominican convent. Other French actresses who recently took the veil were Suzanne Dantès, Wendling and Suzanne Delorme.

U's 6 Spanishers

Hollywood, April 23.—Universal talks for the coming season at the company's Coast studios. This is in accordance with decisions reached by Carl Laemmle following the recent success last week with *Nate Manheim*, Universal's export head. Manheim may go abroad shortly for purpose of making with foreign representatives of the company on more foreign production abroad.

The Applaud

Something more than a
great motion picture ... a
new emotional experience
in the theatre with drama-
tic impact that jars loose
the traditions of the screen!

A JO

A PREDICTION

**RKO-RADIO IS CONVINCED THAT
EVERY CRITIC IN AMERICA WILL
PLACE IT ON HIS LIST OF THE
TEN BEST PICTURES FOR 1935**



Zamek

HN FORD PRODUCTION

WITH

VICTOR M'LAGLEN ★ HEATHER ANGEL

PRESTON FOSTER ★ MARGOT GRAHAME

WALLACE FORD ★ ★ ★ UNA O'CONNOR

FROM THE STORY BY LIAM O'FLAHERTY CLIFF REID, ASSOCIATE PRODUCER

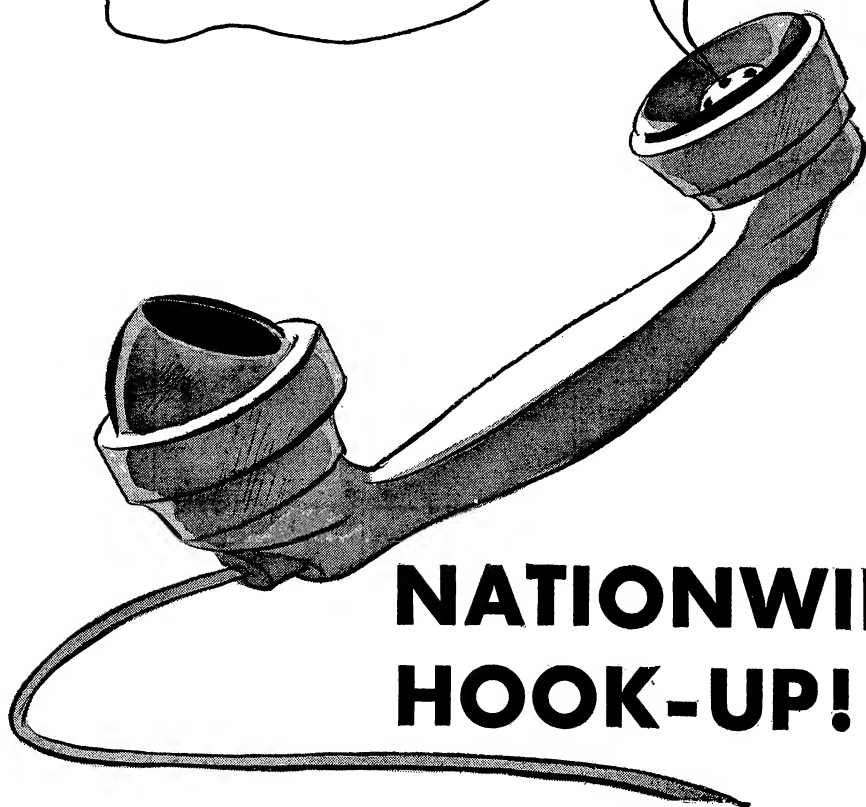


RKO-RADIO PICTURE

Tenth Avenue Amusement Co., Inc.,
amusements of all kinds; capital stock,
200 shares, no par value. **Horbert M.**
Soderstrom, **Harry S. Coll** and **35th**
Rahl, all of 254 West 54th street, New
York.

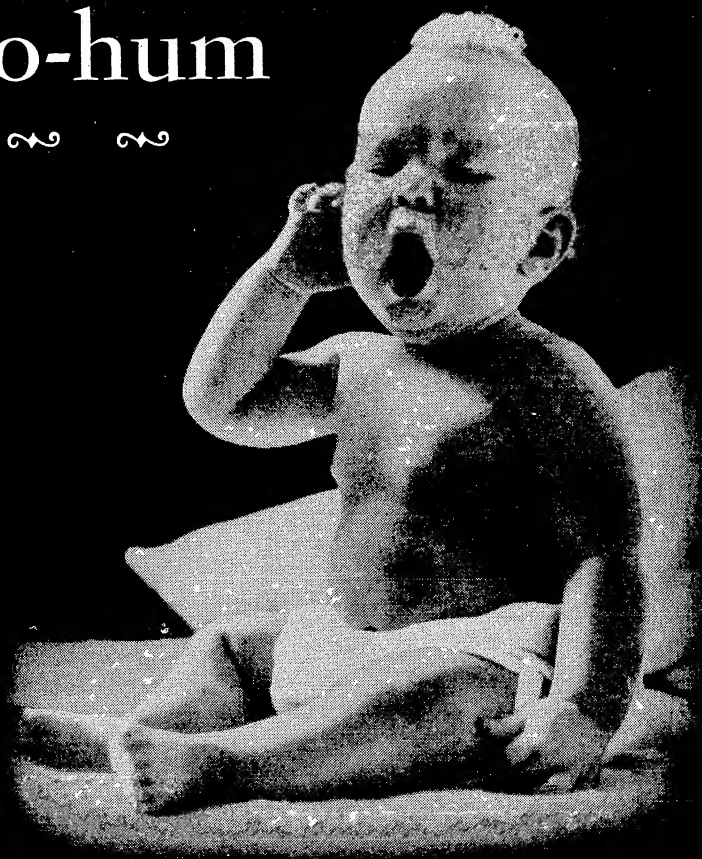
113 West 48th street, New York;
Roberto Panecotti and Mario Bugari, both
of 1124 Bay Ridge avenue, Brooklyn.
Albert Pape, Co., Inc.; musical instru-
ments; capital stock, \$10,000. Ethel
Monka, 810 West 80th street, New York;
Ruth Fine, 2625 Church avenue, Brook-
lyn, and Nathan L. Levitz, 1641 Ocean
avenue, Brooklyn.
D. K. Blisko, Inc.; pictures; capital
stock, 100 shares, no par value. Nathan
B. Shapiro and Ira Ehrlich, 10 West 40th
(Continued on page 31)

RECKLESS! WOW!
HARLOW POWELL
TERRIFIC! ROAR
LEO! YOU'VE DONE
IT AGAIN!



**NATIONWIDE
HOOK-UP!**

Ho-hum



I've had a busy day ~

~ But every day's a busy day at National Screen Service . . . we daren't get tired . . . more than 9,000 theatres all over the country depend on our trailers to help sell their show . . .

~ We must be alert . . . we've a big job to do . . . and our 700 employees . . . all wide-awake . . . all working together . . . make trailers a business and right service a habit . . .

~ It's the zip in the service behind those "full-of-vitality" seat-selling trailers that have made

NATIONAL SCREEN SERVICE



prize baby of the industry

THEY'RE SCREAMING ITS RECORDS! THEY'RE GOING CRAZY WITH JOY!



BANG! SAN FRANCISCO...

"BRIDE OF FRANKENSTEIN" OPENED ORPHEUM WITH WAITING TICKET LINE FULL BLOCK LONG EACH WAY FROM BOX OFFICE!

BANG! LOS ANGELES...

"BRIDE OF FRANKENSTEIN" BROKE ALL RECORDS! TWO HUNDRED DOLLARS BETTER THAN "IMITATION OF LIFE" FIRST DAY AND SEVEN HUNDRED BETTER THE SECOND!

BANG! SEATTLE... BIG

ALL DAY LINES GREETED OPENING "BRIDE OF FRANKENSTEIN" AT HAMRICK'S ORPHEUM! CRITICS RAN AWAY WITH THEMSELVES!

BANG! PORTLAND...

"BRIDE OF FRANKENSTEIN" OPENING ORPHEUM GOOD FRIDAY TO POSITIVE SENSATIONAL BUSINESS! CONTINUED LINES ALL DAY! NEW HOUSE RECORDS!

*Watch those broken records
SWEEPING YOUR WAY!!!*

Universal's **"THE BRIDE
OF FRANKENSTEIN"**

CALENDAR OF CURRENT RELEASES

Pathe-F. D.

(Continued from page 4)

Informer. The. A story of the Irish revolution. Victor McLaglen, Preston Foster, Heather Angel, Wallace Ford, L. O'Connor, Margot Grahame, Dir. John Ford. Rel. May 24.

Kentucky Karnie. The. A story of one-of-work vaudevilleans about a small boy who turns out to be heir to a large Kentucky estate which is involved in a feud with a neighboring estate. Bert Wheeler, Robert Woolsey, Mary Carlisle, Ralph Bellamy, Dir. George Seaton. Rel. May 24.

Ladle. The. The younger son of a family helps his brother, Ladle, with the Princess. John Bad, Gloria Stuart, Virginia, Warner, Dir. L. B. Lewis. Rel. April 18.

Lighting Stripes. The. A fast-moving farce which concerns itself with an amusing tangle of identities that result from two young men bringing a fan dancer home by mistake. Ben Lyon, Thelma Todd, Pert Kottel, Laura Hope Crews, Saeed Gholi, Walter Chandler, Walter Catlett, Dir. Ben Holmes. 64 mins. Rel. Dec. 7.

Little Minister. The. The romance of a young Scotch minister and a cynic girl, who really is the ward of a nobleman of the district. Katharine Hepburn, John Bad, Alan Hale, Dir. Richard Wallace. Rel. Dec. 28.

Murder on a Moneybag. The. The further adventures of the old maid, amateur sleuth, school teacher, Miss Elvira Wither, and Inspector of Police Oscar Piper. This time the murder takes place on an airplane. Edna May Oliver, James Gleason, Lola Lane, Dorothy Lillibridge, Dir. Lloyd Corrigan. 64 mins. Rel. May 24.

People'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 he is killed. Preston Foster, Lila Lee, Melvyn Douglas, Shirley Grey, Roscoe Ates, William Collier, Jr., Sybil Elaine, Herbert Rawlinson, Dir. Crane Wilbur. Rel. March 18.

Red Morning. Adventure in a primitive section of Papua, New Guinea. Stef. Dunn, Regis Toomey, Raymond Hutton. Dir. Wallace Fox. 68 mins. Rel. Dec. 14.

Roberta. Adaptation of the stage musical. Irene Dunne, Fred Astaire, Ginger Rogers. Dir. Wm. A. Selter. 105 mins. Rel. March 8.

Romance in Manhattan. A young Czech-Slovakian enters the United States (his "promised land") illegally and finds happiness and the chance of a successful future. Francis Lederer, Ginger Rogers, Arthur Hohl, Jimmy Durante, George Meeker, Dir. Stuart Heisler. 77 mins. Rel. Jan. 11.

Star of Midnight. William Powell solves the mystery of the disappearance of Alice Markham and vainly tries to escape the matrimonial intentions of Ginger Rogers. Dir. George Cukor. 77 mins. Rel. Jan. 11.

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plans. However, this money, it is had, would have to come via First Division through Pathe, and that's a rub. Pathe wants to look around first before putting up more money.

There was a deal made by Hoot Gibson, whereby the revenues, standing to be four cowboy films; the actor to receive \$2,000 per picture, plus a percentage of profits. Gibson is stated to have made two at a cost of around \$28,000 each, which First Division rated too costly. First Division's squeak, it is had, was that the pictures at this cost couldn't break under current market conditions for such films.

William Fluke 24, Nicholas Ludington and John Curtis were engaged in making a couple of pictures, costing originally around \$60,000 each, but without distribution. They made a deal with Harry Thomas to buy into F. D., the \$50,000 for the buy-in coming from Pathe, is said. Fluke, Ludington and Curtis had a previous arrangement with Pathe for the latter to finance their production activities and when approaching First Division, talked distribution with Thomas, who is now agreed to handle the F-L-C films, with Pathe advancing \$25,000 on each of two pictures released.

The buy-out after this transaction, it is held. However, First Division's production proclivities have been wound up mainly by the fact that First Division found itself with an insufficient product for distribution. First Division tried a Gaumont-British hookup but that went by the boards.

As regards distribution of the 'March of Time' series, that outfit has been in the establishing its own sales company, releasing only via F. D.

'March of Time' is under contract to First Division, it is had, to make a series of 10 subjects. 'March of Time' may quit production altogether, if the series is not released under contract, but cannot release any subjects through anybody else until the 10 required, under its contract with First Division, are completely fulfilled, according to accounts.

Stone of Silver Creek. Buck Jones western. Dir. Nick Grinda. 60 mins. Rel. April 22.

Strange Wives. Comedy drama. Roger Pryor, June Clayworth. Dir. Rich. Thorpe. 64 mins. Rel. Feb. 26.

Straight from the Heart. Politics and a love story. Mary Astor, Roger Pryor, Dir. Kurt Neumann. 70 mins. Rel. Jan. 24.

Transatlantic Romance. Romance and mystery. Henry Hull, Gene Raymond, Frances Drake. Dir. Russell. 64 mins. Rel. March 8.

Were-Wolf. Drama. Henry Hull, Warner Oland, Valerie Hobson. Dir. Stuart. 64 mins. Rel. Jan. 24.

When a Man Sees Red. Buck Jones western. Dir. Alan Jones. 60 mins. Rel. Nov. 12.

Studies. Burbank. Warner Brothers. Office: 321 W. 44th St. New York, N. Y.

Bordertown. Life of an ambitious and magnetic foreign youth in his battle to fit himself into American conditions. Paul Muni, Bette Davis. Dir. George Cukor. 77 mins. Rel. Jan. 11.

Call of the Curious Bird. Warner Bros. Dir. Philip Reed, Margaret Lindsay. 64 mins. Rel. March 8.

David Miller. A. A. Rolfe comedy drama romance of the aviation crowd of the 'U. S. Marines. James Cagney, Pat O'Brien. Dir. Lloyd Bacon. 77 mins. Rel. Jan. 24.

Firebird. Murder mystery in Austria. Verree Teasdale, Ricardo Cortez. Dir. Florentino Amador. 64 mins. Rel. Nov. 12.

Flowerland. Drama. The Donald Woods. Margaret Lindsay. Dir. Robt. Florey. Rel. March 30.

King of the Ritz. M. Wm. Gargan, Patricia Ellis. Dir. Wm. H. McGann. Rel. March 22.

I Am a Thief. Mystery and murder in a diamond theft. Mary Astor, Ricardo Cortez. Dir. Robert Florey. Rel. Nov. 24.

Night at the Ritz. A. M. Wm. Gargan, Patricia Ellis. Dir. Wm. H. McGann. Rel. March 22.

Right to Live. Romance in which two brothers love the same woman and one ends his life so that his wife can find happiness with the other. George Cukor. 77 mins. Rel. Jan. 11.

Secret Bride. The thrilling drama of political intrigue which results in two marriages. George Cukor. 77 mins. Rel. Jan. 11.

Sweet Seduction. From the stage opera. Irene Dunne, Dir. Merwyn LeRoy. 77 mins. Rel. Jan. 24.

Sweet Mystery. Back-stage story. Rudy Vallee, Ann Dvorak. Dir. Alfred E. Green. 64 mins. Rel. Feb. 26.

White Cockade. The. Detective yarn. Jean Ruhl, Ricardo Cortez. Dir. Alan Crosland. 72 mins. Rel. Jan. 11.

White of Teeth and Black of Eyes. Aline MacMahon, Guy Kibbee. Dir. Ray Enright. Rel. Mar. 9.

Miscellaneous Releases

'Battle. The. (Gargano) French-made story of a naval officer who sacrifices his wife for his country. Charles Boyer, Marie O'Brien. 70 mins. Rel. Jan. 24.

Crook. A Million Dollars. Story of a man who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Nich. Rel. Jan. 24.

Dealers in Death. (Topical Film). Arrangement of munition makers. Mostly news clips. 65 mins. Rel. Dec. 18.

Fighters. The. Canadian police story. Kermit Maynard, Barbara. Dir. Ray. Rel. May 24.

Hit (Marky). Samson nature story. 73 mins. Rel. Feb. 6.

High School Girl. Box instruction propaganda. Helen McKelair, Ralph Bellamy. Dir. Crane Wilbur. 64 mins. Rel. March 22.

Hollywood Mystery. (Regal). Story of a temperamental director and a racketeer. Clyde Cline, Frank Albertson. Dir. Dreyer. 65 mins. Rel. Jan. 22.

Inside Information. (Stage and Screen). Detective reporter and a dog. Rex. Rel. Jan. 24.

One Night in the Ambador. New angle of an old Curwood story. Kermit Maynard, Eleanor Hunt. 64 mins. Rel. Feb. 26.

North of the Border. A. A. Rolfe comedy drama romance of the aviation crowd of the 'U. S. Marines. James Cagney, Pat O'Brien. Dir. Lloyd Bacon. 77 mins. Rel. Jan. 24.

Ticket to Crime. (Regal). Comedy detective story. Ralph Graves. 64 mins. Rel. Jan. 24.

War is a Racket. (Burke). Parts up of several films with some new material. Rel. Dec. 11.

U. S. Gathering Evidence in Milwaukee For Another of Those St. Louis Suits

Storm Teasers

Hollywood, April 23. One of the oddest assignments given studio workers was recently handed John Waters and James Hays by Metro. Pair have been dispatched to the broad Pacific in two sailing ships to photograph the first typhoon that sticks up its head. Craft will be anchored just north of San Francisco harbor.

N. Y. Legislative Session Deemed a Victory for Amus.

Albany, April 23. Passage of the Sunday legist bills constituted the only theatrical legislation approved by the now adjourned 1935 legislature.

Proposals for a steep tax on film theatres and in censorship, including scrutinizing of ad material, and the control of children admitted to films, all were in the various committees to which they were committed.

Even the Legion of Decency backed down its demands for film cleanup when a speaker at a hearing on the tax bills said the films were recognized as a poor man's means of entertainment and that nothing, such as taxes, should be enacted that would tend to increase admission prices.

The situation developed into an all-round victory for the theatres and possibly gave them an idea of what to expect from a Democratic controlled legislature. The past session was the first in 22 years when both Senate and Assembly were under control of the Democratic party.

Milwaukee, April 23.

Independent Theatres Owners' association members got a setback when the city attorney ruled their request to have a law passed that no more theatres be built in Milwaukee, or to limit the size of the theatres, was illegal. The independents are trying to halt further chain building in the Milwaukee area but have met with no success. Trouble started in town in the person of a couple of internal revenue men, and started a canvass of the independent theatres following protests to the Government that chains were "bottling up" all available product, both first run and subsequent. The federal men took voluminous reports on the protests and promised action.

It is a long time since Rudin, attorney for the projectionists' union announced he has been retained by an independent exhibitor to bring suit against one of the major producing and distributing companies for \$1,000,000. The suit is a long time in the making, brought in St. Louis by Harry Aram and will charge the film company is driving him out of business because of unfair competition and product not of its own but also companies which supply its theatres. Rudin would not disclose names of principals in the suit but said he would be served within a fortnight.

While the theatres men have their headaches, the unions are having a tussle also. The electrical workers' union has had a bill presented to the legislature which would make it mandatory that theatres employ a licensed electrician instead of a stage hand for maintenance work. Both the stage hands and projectionists unions are fighting this bill with their brother union, the electrical workers, calling allied crafts to their support.

More than 40 exhibitors brought a special bus from Milwaukee, picking up customers en route, to attend a "tax marchers" protest" in Madison last week. Under a proposition to increase the tax on theatres would be taxed 4% of the gross to help meet relief budgets. Theatre men told the state solons that they would close shop.

Leading the fight on the senate floor on behalf of the theatre men were L. F. Thuermer, Waukegan; F. J. McWilliams, Madison; P. J. Miller, Milwaukee; and T. M. McWilliams, Kenosha. The bill would come up for its final reading so the outcome of the protest will not be known for at least a week.

Legislation

Sacramento. Industry ducked a dead end headache last week when the bill to make mandatory the use of two projectionists in a booth was killed in the Senate. The bill was introduced after W. H. (Bud) Lollar of Fox-West Coast declared that enactment of the bill would come in the week the Flint bill for an excise tax on film footage died abruptly.

No 10% Tax in Minn.

Minneapolis. Incensate exhibitors vouch to prevent enactment of a 10% admission tax on theatre and other amusement tickets. The bill would come up for its final reading so the outcome of the protest will not be known for at least a week.

PEGGY WOOD FOR 'JALNA'

Hollywood, April 23. Peggy Wood is due at Radio next week from the coast to play 'Jalna', which John Cromwell directs.

Anthony Veller screen play.

METRO BORROWS LOBBE

Hollywood, April 23. Peter Lorre goes to Metro on loan from "Columbia" for the lead in "Mad Love," directed by Knut Lund.

Inside Stuff—Pictures

By the Appellate Division's refusal last week to permit the Protex Pictures Corp. to take the issue to a higher court, the right of a copyright owner to collect on an infringement by alleging violation of contract has become the established law of New York state. Appellate Division two weeks previously had affirmed a municipal court decision which granted John G. Paine, acting as trustee, a \$1,500 judgment for three background uses that Protex made of Linck's "Spring, Beautiful Spring" in an imported film, "Trappee". E. B. Marks is the music publisher of the number.

Barnett M. Kulak, the attorney who represented Paine, proceeded on the theory that a copyright proprietor has the right to sue either on the basis of a tort, which charges infringement and constitutes a federal action, or to grant a license to the person who made an unauthorized use of the composition and then bring suit against him under the statute applying to implied contracts. In resorting to the latter move in the state court, Kulak asked that the judge appoint a referee to determine the fair value of the three uses. Referee set the judgment at \$500 per use, and the lower court approved the finding. With the costs and disbursements accruing through the appeal, this judgment now amounts to \$2,000.

Prints of second release of "March of Time" were shipped back to New York by Famous Players—Lasker, following action by Ontario board of censors in banning the Hitler and Hauptmann subjects. Censors also claimed that "Time" did not contain the percentage quotas of British and Canadian news. Offered, however, to allow the run of the reel with the Hauptmann-Hitler eliminations.

With the Hitler story taking up more than half of the running time, FP-Can nixed this settlement. Censor claim was that the Hitler sequence was "war-like in attitude," with the scissor brigade refusing to agree with the picture boys that so were given newspaper treatment of European events. The elimination of the "News" scoop in the Hauptmann verdict was ordered on the general ban which has prevailed ever since the newswear clips of the Hauptmann trial were ruled out as being in bad taste.

Censors also could not see eye-to-eye on the argument that "Time" is not a weekly newswear and demanded that the issue must contain 25% Canadian subject matter, 35% British and 50% foreign as provided for under present Ontario regulations regarding weekly newswear releases. Not known yet what effect this will have on future releases of "Time" in Canada.

Among the things brought out in the current reorganization hearings on Fox Metropolitan theatres is that Joe Schenck and Skouras were figuring, at one time, for a possible opportunity for the Skouras boys to buy in on Schenck's part of the pending reorganization plan. Under that arrangement, Skouras would have received a stock interest in the situation. Such financing of Skouras' end was to have come via Hayden-Rhone, through Richard Hoyt, partner in the H. & S. outfit, at one time, and friend of the Skouras brothers for many years. However, the sudden death of Hoyt, who was well known in the trade, washed up that chance for Skouras. This was known generally in the trade although only now brought out in court and was not unexpectedly introduced so far as the business goes.

Paramount is not switching ad agencies, despite recurrent reports. Although there is no contract with Lord Thomas following the bankruptcy, it is understood that Adolph Zukor has an understanding with Albert D. Lasker, head of L. & T., that Par will go along with this agency. It was reported Hanf-Metzger might get the account, but it is doubted that H-M would accept another firm account. When it had Par, S. R. Kent had it understood with Hanf-Metzger that its film advertising account would be exclusive with that agency, and stated a similar understanding prevails for Fox.

When "Naughty Marietta" opened in Philly film was plugged in all dailies with page ads. Yet with the exception of some signs in one or two chatter columns, no mention was made that both MacDonald and

Eddy are local products. Miss MacDonald was schooled in Philly, and Eddy studied music and chore at newspaper work in the Quaker town before leaving for Hollywood.

Eddy did a personal appearance at the Boyd which was also advertised sans the local angle. Philly doesn't go for the gag about the local boy who made good.

Figuring to chisel in on booking of foreign types for film atmosphere work, number of so-called agents have taken out estate employment agency licenses. Still a question whether it'll do them much good of "agents" to round up such types, chasers being spotted for an extra check in the film and occasionally getting a small tithe from the studio. Central is inclined to look askance at the new 10 cc bag since the casting office was originally founded as an investigation of extra conditions for labor association, a major premise of CG being that no comish be charged the atmosphere talent.

Weekly bulletin of unbiased opinions of current picture releases, issued by the public relations department of Fox West Coast Theatres for past several years, is made up of reports of 11 reviewing organizations. Ratings of pic are gathered from published reports of the following: Parents-Teachers Association, Daughters of American Revolution, East Coast Preview Committee, General Federation of Women's clubs, International Federation of Catholic Alumnae, National Board of Jewish Education, National Council of Jewish Women, National Council of American-Soviet Friendship, Calif. Council of Federated Church Women, Mrs. T. G. Winter, Coast Hays office; Women's University club.

Carl Laemmle is nominally co-defendant with the Iowa Hill Gold Mining Co. in a \$5,400 sales commission suit filed by Bernard Levine who declares he has not been paid his promised percentage on sale of \$40,000 of the mine stocks to the head of Universal. Levine, employed by the mining company, asserts the latter persuaded him to sign a waiver for less than agreed commission on false statements regarding extra expenses required in persuading Laemmle to buy the stocks. Laemmle states he never heard of Levine.

Films drew a bouquet last week from one of the industry's most outspoken critics and persistent enemies, Daughters of American Revolution, which for the first time in its annual report for 1934-35, gave the industry a thumbs up. Better Films Committee praised producers for clean-up efforts during the past year. Report was filled with platitudes about good pic, such as "fine films have been better box office successes," but also gave the industry a big hand for the apollo movement.

Number of Fox West Coast subsidiary theatre operating companies, overly capitalized at formation to provide for possible expansion, are being readjusted by reduction of capital amounts, as a means of releasing tied up cash, and to pave the way for disbursements to take care of improvements and alterations. Some of the capital reductions run as high as \$65,000; others amount to only a few thousands.

Currently Paramount has 11 associate producers on its payroll, which is tops for several years. Not counting the supervising supervisors, such as Arthur Lewis, Lewis Gensler, Lewis Gensler, Arthur Lewis, Hornblow, Jack Cunningham, Lewis Gensler, Benjamin Glazer, William Lackey, William Le Baron, Albert Lewis, Louis D. Lighton, Douglas MacLean, Charles R. Rogers and E. Lloyd Sheldis.

Change in Columbia's production schedule will have "Lost Horizon" the next Frank Capra picture instead of "Valley Forge," the Maxwell Anderson play presented on Broadway by the Theatre Guild this season. Col. bought the rights for about \$25,000. "Horizon" is not "Lost Horizons," an expensive flop on Broadway this season (St. James). It's the book which became a best seller after being out two years. Robert Riskin is adapting the story.

Following the screening of Warners' "G Men" for the press at the studio last week, Jack Warner burned when he discovered that Dick Anthony had been seen in the picture. He called in the publicity department heads, and bawled them because Arlen is playing the lead in Reliance's Federal agent picture, "Let 'Em Have It," and was considered a spy by Warner. Arlen attended the showing with a fan map wristlet.

Installment banking is getting into Paramount's hair, a notice having gone out from the home office to all employees warning against signing any co-making collections, suits and garnishments as giving the Par attorneys too much extra work. Inference is that jobs may be jeopardized.

Hearst Metrotron's newswear was turned down flatly by Union Shipbuilding Co. of Baltimore for shots of the Morro Castle, awaiting scrapping. Union Shipbuilding explained that American Merchant Marine vessels that hereafter all publicity on holocaust cease for general good of shipping.

Fox will do special landscaping for "Way Down East" on the back lot. Estimate is that it will take about a month to achieve the effect desired including advance planting for natural growth, etc. Ice turf for the picture is already in the can, having been shot in Maine.

Darryl Zanuck was introduced over the air on Sunday (21) at the weekly broadcast on WJZ of the Radio City Music Hall. The 20th Century production chief claimed the Music Hall as being the kind of theatre wherein producers aspire to show their films.

Midsummer Night's Dream stands Warner Bros. \$1,300,000 in cost, it is understood. Picture will not be generally released until some time during the 1935-36 season, with roadshow or other special pre-release plans to be worked out before it is made available.

Because of heavy demands from studios during the past month for projectionists, Local 150, of Los Angeles, has been obliged on several occasions to furnish theatre boothmen for the jobs. More members of the L. A. local have been working the past month than in the past year.

Hearing of the conspiracy anti-trust case in St. Louis against Warner Bros., Par, RKO Radio and officials, with indictments long since drawn, may not come up for sometime, although it had been expected that speedy action would be taken by the Government.

Paramount is going into the vaults to relapse "The Virginian" (Gary Cooper) made in 1929. Picture has been given a sneak test revival in Altoona, Pa., which together with engagements last year in San Antonio and Dallas on repeats, has decided Par to generally release it again.

Amusement world represented at the Annual Industrial Arts Exposition at Rockefeller Center, N. Y., by General Electric, Philco Radio and Television, and RCA-Victor company. First two also listed as sponsoring firms. Expo runs until May 15, a month from opening date.

Laurence Stallings' contract with Fox-Movietone as that reel's editor permits him leaves of absence if film adaptations come his way, hence his present six weeks' chore for Paramount.

Recent flood of lengthy picture titles has exhibitors wondering if they're building the marquee's larger nowadays, to fit picture titles.

2d Chance Stars

(Continued from page 3)

versal; William Powell came by way of Paramount and Warners let-out; Henry Stephenson did a bit at Fox. Constance Bennett had a Radio contract, June Knight was dropped by Universal. Edna May had her day at Warners, Edna May Oliver did two years at Radio. Universal, though it has turned over many a player to other studios, has not been particularly successful in grabbing rebouncers for itself. Only Reaching Angel and Sally Eilers, both from Fox, have been rejuvenated by U.

Columbia has done a little better in second guesses by grabbing Douglas Dumbrille after Metro; Arthur Hohl from WB; Victor Jory from Fox; Jean Arthur from Paramount; Ann Sothern from Metro; Nancy Carroll from Par and its best bet, Grace Moore, considered a very bad guess by Metro.

Few Stars at Radio. Both Radio and 20th Century have but two players each under contract. Metro is allowed to wander away from their original pastures. Former has Preston Foster, who has had Warners, Fox and Metro; and Richard Dix, dropped by Par three years ago.

Fox gave Lev Ayres a home when Universal banished him. Warner Baxter was supposed to be washed up when Par let him out, but Fox has made him one of its top money men from Fox; Jean Arthur came to Westwood from Universal, and Richard Dix, dropped by Par three years ago. Fox gave Lev Ayres a home when Universal banished him. Warner Baxter was supposed to be washed up when Par let him out, but Fox has made him one of its top money men from Fox; Jean Arthur came to Westwood from Universal, and Richard Dix, dropped by Par three years ago.

Slam Summe-ille. Edmund Lowe has been on contract to Fox, dropped and picked up by Columbia, is now back at Fox. Rochelle Hudson and Rosita Moreno both had previous contracts that were allowed to lapse. Fox feels they are potential starting material after Radio and Par respectively felt otherwise.

Paramount took Bing Crosby and W. C. Fields after Bennett felt they were on the downgrade and decided against renewing their contracts. Les Tracy, before coming to Par, had been dropped by Universal, Metro and Radio. Ray Milland, considered good starting material by Par, was at Metro for six months without getting on the screen. Ellena Landi was let out by both Fox and Columbia, but Gertrude Mitchell had her Metro day but got the pink slip. Paramount feels that all these people, despite their previous studio connections, are dividend players.

Sam Goldwyn hasn't done so badly with Eddie Cantor and Miriam Hopkins, both brought to the screen by Paramount.

In the case of these people, the second guess has been the best.

Nathan's Booking Jaunt

Los Angeles, April 23. Manny Nathan pulled out Saturday by auto for Boston, after having booked up all publicity on the coast territory with his indie film, "The Last Wilderness."

Will now work the New England and other eastern territories.

FRED SANBORN



DR. NAT KALCHMIM



MGM STUDIOS
CULVER CITY, CALIF.

THIS KIND OF COMFORT

and

THEY JUST CAN'T STAY AWAY

Comfortable chairs coax "come again—come often."

Ask Us, "How can I relax and pay for new chairs conveniently?"

AMERICAN SEATING COMPANY

Makers of Dependable Seating for Theatres and Auditoriums

General Office: Grand Rapids, Michigan

BRANCHES IN ALL PRINCIPAL CITIES

COMFORT—The Greatest Star Of Them All!

Rosy-Johnson Defend Code

Rosy vigorously denied charges the

With Johnson's appearance, quizzers retired to series of executive sessions to try and iron out differences and whip a new act into shape before the current law expires on June 16. Prospects were doubtful, however, in view of disclosures that in a recent poll 12 of 21 committeemen were definitely against any continuation of the Blue Eagle experiment. That President Roosevelt will "turn on the heat" to force action extending the NRA is a foregone conclusion.

'Girl Who Came Back'
(1st week)

D—Charles Lamont	Ellis La
A—Ewart Adamson	Bradley
C—M. A. Anderson	Joan M
C—	Hardie
C—	Mary C
C—	Sidney
C—	Yvonne

age
h
bright
ials
ler
self

(1st week)
D—Mitchell Leisen
A—
C—Leon Shamroy
Cast:
(Charles Boyer

'China Seas'	B. Harrison Orkow	Frank McHugh
(10th week)	C—Ben Reynolds	Lyle Talbot
D—Tay Garnett	Cast:	Patsy Kelly
A—Grosbie Garstin	Richard Arlen	Helen Lowell

★★★★★
FOUR STARS!

— Kate Cameron, Daily News

REVIEWERS GO

AS BUSINESS SOARS
UNBELIEVABLE
ON DARRYL ZANUK
PRODUCTION

LES MISERABLES

AT THE RIVOLI

CARDINAL R

AT THE RAD

"A magnificent film...unbelievably thrilling among the most notable contributions to the talking screen...Deserves to be on the shelves for months."
— Andre Sennwald, N.Y. Times

"Ambitious, brilliantly acted, elaborately staged...an impressive addition to the screen's library of classics."
— Bland Johannesburg, Daily Mirror

"One of the distinguished films of the season."
— Richard Watts, Jr., Herald-Tribune

"Magnificent achievement! You'll grip your seat through the mad excitement you'll rise cheering! A masterpiece!"
— Reg. Crewe, N.Y. American

"Takes its place as one of Hollywood's most distinguished offerings."
— Rose Peliswick, N.Y. Evening Journal

"Deserves to be placed among the eminently fine things that the talking screen has accomplished."
— William Boehnel, World-Telegram

"The perfect picture...grand entertainment...Has drama enough for a dozen pictures."
— Eileen Gredman, N.Y. Evening Sun

"A memorable production...superlative...thrilling, powerful, poignant...will certainly be included in a lineup of the best pictures of 1935."
— Rene Thirer, N.Y. Evening Post

WILD!

TO
HIGHS
NUCK'S
ONS
ables
THEATRE AND
ICHELIEU
O CITY MUSIC HALL

20th
CENTURY
PICTURES

Released thru
UNITED ARTISTS
PRESENTED BY
JOSEPH M. SCHENCK

Allows Mr. Arliss the best opportunity he has had since "The House of Rothschild." A brisk, handsome film.
— N.Y. Times

Another classic packed with popular appeal has been given the world by filmdom's first gentleman. A distinguished drama.
— N.Y. American

"Colorful and impressive, it adds another vivid picture to the distinguished Arliss gallery."
— N.Y. Daily Mirror

A magnificent production. Dignified and impressive. The settings have been built with a lavish hand.
— N.Y. Daily News

"Has force and conviction. The production is admirable and the whole picture is a good show."
— N.Y. Herald-Tribune

A distinguished performance in an impressive role.
— N.Y. Evening Journal

"Highly exciting, elaborately costumed and lavishly mounted. Arliss carries the role splendidly."
— N.Y. Evening Post

A first rate melodrama, brilliantly acted. Mr. Arliss does a fine job."
— N.Y. World-Telegram

A fast, glittering melodrama. A distinguished production. There seemed to be great content in the big Music Hall audience last night.
— N.Y. Evening Sun

WELCOME MAT OUT FOR VAUDEVILIANS AS STARS STARTS OPEN DOOR POLICY

Sophie Tucker's Music Hall as Test—See Radio Red Tape Barring Much Promising Talent—Also Will Give Writers a Chance

Sophie Tucker takes over a weekly evening (Thursday) half hour spot on WHN, Loew-controlled New York station, on a program which will use standard vaudeville talent, and for which the listening public will be asked to cast votes. Acts drawing enough ballots will be given their own sustaining spots on the station, and WHN declares it hopes to find 10 or 12 salable commercial turns in this manner.

WHN operation recently passed over to a Loew theater department exec, Julia K. Sidney, according to Sidney, the Tucker program, which debuts May 2, will mark the start of a wide-open-door policy for all professional talent—writing and acting. Standard variety people will be sought merely, with vaudevillians offered what the station describes as the first opportunity to variety talent to crash the ether on a whole-sale basis and under sympathetic, show-minded auspices.

"The Loew organization does not pretend to know all that there is to do about broadcast talent," said Sidney, "but we have been in the amusement business for a good many years. It is our belief that in pushing up the great majority of vaudeville players, radio has missed much valuable talent. It seems to me that, if the station were to make proper conditions, many standard vaudeville acts that once headlined in their own field and entertained millions—the same millions that now listen to radio—can be equally successful on the new medium, radio."

The WHN professional talent program idea was Miss Tucker's. She brought it last week to WHN and the William Morris agency, which is the station's writer in operation of the WHN artist bureau. Miss Tucker said she got the idea as a result of attending a network radio broadcast of one of the commercial amateur shows. The next morning she walked by the Palace theatre and took note of the many familiar faces, many of whom, she thought, would be useful to radio. She rank amateurs, many of whom, she thought, could find a place on the air, the established professionals could get their chance, also, she decided.

Talent on the WHN professional show, which will be billed as Sophie Tucker's Music Hall, will be picked from the regular agency list, with standard vaudeville names preferred. In addition to acts that have not succeeded in crashing the airwaves, program will go out for acts that have had network chances and missed, perhaps because of improper presentation and handling. Miss Tucker states that she herself is a good example of the latter.

Acts will not be tossed on the air as is, but will be requested to turn in their regular vaudeville routine to the station a week or so in advance. Sidney will assign an experienced radio script man to work up the routines for radio purposes.

Writing talent will also find an open door at WHN, according to Sidney. Anybody desiring radio will be read for air publication.

WHN last week landed its first important commercial deal since advent of the new operating regime, selling the Jay C. Flippen amateur show to the Schenley whiskey company. It started last night (Tuesday).

WOR Rates Go Up

WOR will, effective May 20, up its evening rate from \$750 to \$925 an hour.

WOR's daytime rates remain the same as they were under the \$5000-watt arrangement, or \$500 an hour. New rate structure is asking \$355 for a half hour average and \$270 for 15 minutes. Station has adopted the CBS system of discounts on dollar bills, plus an annual rebate of 10%.

No Vanilla?

Schenectady, April 23. Something like the "bite" test suggested by "Lady Esther" as a means of discovering whether certain supposedly harmful constituents are present in the other fellow's face powders, is the "taste" test now advocated by the announcer on the Mille Minutes, over the NBC red rim, for shaving creams.

Placed on the tongue, a squib of Mille does not burn or sting; try other creams and if they sear, it's a sign that two products (namely, over the NBC red rim, for shaving creams) are mixed in the preparation.

DOOM NEWS AS PROGRAMS IN CUBA

Havana, April 16. A new newspaper, law will bring about the death of the 50 or more "tall tales" which are broadcast on the local stations. The newspaper, clearly specifies that the "newspapers of the air" must have an organization to gather news just like the published one. Established custom here was to buy a paper and then read over the air all the news, including the cables. New law calls for a bond of \$5,000 to be posted that news is not pirated. Rule may be a blessing to radio, as many stations boasted three and four hours of such news which were overcrowded with announcements. It may encourage more variety in Cuban programs.

Newspaper editors are, of course, delighted, as the "radio had killed" dispatches.

George Costello joins Joseph Hersey McGilvra, station rep, in New York. He's from the Calvert Maryland Distilling Corp.

That's Your Fight, Clark Told

WGN Declines to Be Involved in WOR-WLW Super-Power Question

GAS COMPANIES IN ROCHESTER RIVALRY

Rochester, April 23. Soony Pleasure Cruise, originating in the WHAM studios Monday nights is transferred to Loew's Rochester stage for eight weeks to offset the All-Pen WHEC amateur hour at the RKO Palace. Half-hour show includes 25-piece orchestra, singers and guest stars.

Opening program has the LeBrun Sisters, who won the local Kate Smith contest, and Paul Small, New York singer. It is planned to work in a limited number of picked amateurs.

Visiting New York

Tom Gooch, KRLD, Dallas. J. T. Ward, WLAC, Nashville. Frank Kins, WABC, Jacksonville. Howard Clark, WJAB, Pittsburgh. Arthur Church, KMBC, Kansas City. Harry Butcher, WSJV, Washington. J. O. Maland, WOR, Davenport. J. O. Paley, CBS, Chicago. Holland Engel, CBS, Chicago.

ITTY BITTY WILL TOUR

Radio Burlesque Going Out on Loew Circuit

WHN's Itty Bitty Kiddie Hour, which burlesques radio, is being readied for a unit presentation over the Loew circuit to start within a month's time. Perry Charles and Ward Wilson, together with an orchestra, will comprise the main entertainers. However, several stogees will also be used in the act.

Wilson goes out as a single on May 1 at the Pacific William Murray of the William-Morris office is managing the act.

Victor Young at World For Chevrolet Discs; 1st 15 Were Dubbed

After turning out 15 dubbed records of a slated series of 30 waxings for the current Chevrolet campaign, the World Broadcasting System brought in Victor Young last week to make a program straight from the mike. World up to Young's entry in the Chevrolet picture had been feeding the stations included in the auto manufacturer's coverage with orchestral and vocal renditions culled from the WBS' disc library service.

Chevrolet campaign, which is figured to cost the manufacturer around \$150,000 a year, has been turned to a big way in cashing in on the time exchange arrangement it has with many of the stations. The station's program. Under this arrangement the station makes available a certain quota of time daily which World may dispose of to make commercials and retain the money received.

Lawyer Lewis Okayed

Washington, April 23. Grant of construction permit for 100-watt station at 1210 W. 4th St. of Del Monte, Calif., was recommended to Federal Communications Commission last week by Examiner Ralph Walker.

Report noted that transmitter, projected by Richard F. Lewis, lawyer, would provide service to large area north of Los Angeles which presently does not receive consistently satisfactory broadcasts from any existing station.

Runyon Back on Job

M. R. Runyon, CBS treasurer, returned to work Monday (22) after a week's doctoring. Two of these were spent at the St. Sinal hospital, New York, where he had committed himself for a thorough medical going over.

During his stay in the hospital Runyon carried on with his work, dictating to a stenog.

CBS Shuttles Little

CBS has closed the auditorium of smallest of its leased theatres in the Times Square area, the Little, at 44th street, for the summer. Studio in the basement of the building will be used, however, to take care of the CBS summer program.

Network figures on keeping the other former legit houses, the Avon and Hudson, open through the summer.

layne Butcher Quits

Blayne Butcher has resigned from the radio department of the Lenora Mitchell Agency, with the move taking effect May 1. Among his production assignments have been the Briggs tobacco and "Dance Paradise" (Woodbury) programs.

Butcher came to the agency about a year ago from WLAC, Philadelphia. Prior to that he was on the program staff of WLW, Cincinnati.

Daylight Saving

Daylight saving goes into effect in New York next Sunday (28) at 1 a. m., at which time clocks go ahead one hour. Majority of the larger radio stations are on fast time.

As before broadcast time during the summer will be designated in length and status of them all as a network.

From Ruins to Radio

Ad agency prominent in radio has just emerged as head of its research department a lad whose only previous experience in research work was as a member of an archeology expedition. Last ruin digging he did was in Persia.

A BARN DANCE IN NEW YORK

Hal O'Halloran is now with WHN, New York, building a new barn dance spread, on twice weekly. Set to be similar to the ad-buster hour over WLS, Chicago, with which O'Halloran was long identified. Five Prairie Ramblers have also come east to assist in getting the series started. Three Forman Sisters also in cast. About 30 altogether will appear in the show.

On Thursdays, the farmyard pasture children's imagination. From 11 p. m., EST, and on Saturdays, 8:30 to 9:30 p. m. Tom Kennedy is handling the general production. Friday morning the metropolitan New York station to expand on such a rural stunt.

JUNIOR LEAGUE KID SHOW MAY BE SOLD

Junior League, which frowns on commercializing its name, may give up the daily radio series, "On the Air," broadcast over WINS, New York, has several firms willing to spend.

Gay Lee, in charge of women's activities for the station, presents the program. Janet Mills directs and Frances Neilson, script. Last two are league members. Orgets are fantastic scamps concocted to capture children's imagination. Program used to be aired on Tuesdays, but due to baseball now in session, the series has been shifted to a Saturday morning hour.

Members who generally trek to the seashore in the summer, may be stuck it out in the city over week-ends, if the hour goes commercial.

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DENVER PIVOT OF REGIONAL WEB

Denver, April 23. KFEL and KVOD have made a deal to expedite the next steps, especially to advertising agencies in the east. Stations up to now have split time, and in selling it was necessary to explain the time open on either station. Ownership of each station remains as before.

Geno O'Fallon of KFEL is sales and program director, and Frank Bishop, also of KFEL, is his assistant. William D. Pyle of KVOD is technical director, and William, and Thomas C. Ekrem of KVOD is controller.

First step in expanding was to make KFEL-KVOD part of a chain, with KVOR of Colorado Springs and KGPB of Pueblo in the hookup now, and KFXJ of Grand Junction to be added later. Plans are under way to add stations in New Mexico and Wyoming also.

Group Piano Practice Culminates May 3 in Unique KTUL Program

Tulsa, April 23. Piano manufacturers are shipping 100 pianos to Tulsa for a special piano festival to be held May 3 in the Tulsa Coliseum and broadcast from Station KTUL over the Columbia network. It is part of a campaign to revive interest in this instrument.

Boyd R. Ringo of the University of Oklahoma will direct 200 boys and girls who will play the pianos. They have been rehearsing since last September. Raymond Stotler, local dealer, reports fourfold increase in piano interest since the program used to be aired on Tuesdays, but due to baseball now in session, the series has been shifted to a Saturday morning hour.

Members who generally trek to the seashore in the summer, may be stuck it out in the city over week-ends, if the hour goes commercial.

Manager William Gillespie of KTUL called CBS' attention to the unique program and arranged for a 15-minute pick-up at 11:45 a. m. on May 3.

SCHENLEY WHISKEY B.R.'S HORSE RACES

Chicago, April 23. Schenley distillery has signed for a radio ride on WJJD, the Ralph Atlass station here.

WHI bankroll the daily broadcast of hoof-by-hoof descriptions of the various horse races around the country. Deal set through the local Lord and Thomas agency on a 28-week basis.

George Devron's Sponsor

Chicago, April 23. George Devron orchestra is due to go on Monday night on WJJD on a five times weekly shot for Wrigley chewing gum, when Myrt Devron and Margie leave for the summer.

Devron band is on fast time, at 8, eastern standard time, and right across board at that time.

Seek New Chi Station

Chicago, April 23. Application to the Federal Communications Commission has been made for a new 100-watt station in Chicago. Request was made by a four-partner outfit with Kildee, Jurgelson, Joseph Budrick, Laurent Radkins and Vlasov Jurgelsons. This is the first application for a new station in this town in many years.

Fred Coll's WINS Job

Fred Coll has the special events assignment at Station WINS, New York, on an account basis through Publicity Associates. Formerly did the same for Station WMCA when radio was ABC's.

Earl Harper, regular special events man for WINS will be preoccupied from now on with baseball.

THE NEW ENGLAND

N.A.B. Convention Expenses

National Association of Broadcasters' convention at the Broadmoor hotel, Colorado Springs, Colorado (three hours from Denver) will meet July 7-10. Station men have inquired of Vauxey concerning the costs of attending the convention. Broadmoor hotel is quoting as follows:

Main Building and wings, \$9 single, \$14 double.
Colonial Club Annex, \$7.50 single, \$13 double.
(All with Bath and American Plan)

Railroad fares may be based on the tariffs from three points as follows:
New York to Colorado Springs, \$81.90 round trip.
New York to Colorado Springs, \$15.25 lower each way.
Chicago to Colorado Springs, \$41.00 round trip.
Chicago to Colorado Springs, \$7.25 lower each way.
Los Angeles to Colorado Springs, \$57.50 round trip.
Los Angeles to Colorado Springs, \$11.00 lower each way.

'Are You with Us?' Drug Boys

Ask Broadcasters at Lunch;

Polite Silence Is Answer

Broadcasting sees no reason for bucking the Roosevelt administration on a matter which it realizes has very strong common support and consequently radio has decided to assume a neutral attitude in the fight now being waged against the Copeland drug and food bill. Broadcasters' position on the issue became evident following a luncheon given to a representative group of other industry by the drug manufacturers last week.

Chief spokesman for the drug men at the luncheon, which was held at the Cloud club in the Chrysler building was Lee Bristol, prez of the Bristol Myers Co. Among those present on invitation from the drug manufacturers were M. H. Aylesworth, William S. Paley, T. Truman Ward, WLAC, Nashville, prez of the National Association of Broadcasters; Alfred McCook, WOR, New York-Newark; Donald Flamm, WMCA, New York; and Edgar Kobak, NBC v.p., in charge of sales.

Bristol, after outlining the provisions of the Copeland measure, declared that if the bill was passed the drug manufacturers would all have to go out of business, which would mean a huge loss in revenue to both newspapers and radio. Bristol said that radio would be forced with the purposes of the Copeland bill from still a different angle. Passage of the government supervising provisions of the drug and food bill, he pointed out, would stimulate the forces behind it to other efforts, with the result that in due time radio would find its commercial programs subject to every form of censorship. Bristol closed his talk with a warning to the broadcasters to take a stand. "I have a plea," he asked the broadcasters present what they were going to do about the bill and urged them to think it over and submit suggestions as to how it could be fought. Broadcasters received Bristol's remarks without comment. He was subsequently disclosed that not only was radio disinclined to put out its neck in the present attitude but that the network would find it embarrassing to reconcile any outward opposition to the bill with the policy that they have this season assumed toward laxative and proprietary drug accounts.

2 SPONSORS SPLIT CLEVELAND BASEBALL

Cleveland, April 23. Two companies sponsor the baseball games of the Cleveland Indians on two different stations. As home games are on WKYC under the Standard Oil company, while the out-of-town games are sponsored by Wheaties on station WGAR.

Understood that there's a little difficulty in this deal, due to reports that Standard Oil is paying \$20,000 to the club for the privilege of broadcasting, while Wheaties receive the ball club at all.

NEW ENGLAND TO BE SWAMPED

Dissatisfaction of WEEL, Boston, and WTIC, Hartford, with NBC Terms Coupled with Columbia-Shepard Feud Makes Switchover Attractive to Both Sides

DETROIT ANGLE

Next move that is anticipated from Columbia in its drive to strengthen its coverage against while NBC and that network's allies are haggling over the new contract is a switch of station affiliations in New England. Through maneuvers now under way CBS hopes to tie up WEEL, Boston, and WTIC, Hartford, together with the other outlets in the New England network, and thereby relieve itself of the necessity of entering into another agreement with John Shepard, Jr., for the Yankee Network when the present deal expires less than a year hence.

Shortly after NBC's reps started making the rounds of associated stations with copies of the new contract, it was disclosed that WEEL owned and operated by the Edison Co. of Boston, and WTIC, owned and operated by the Travelers Insurance Co., had agreed to join the agreement collectively. If one didn't join, the other wouldn't, and vice versa. Nothing has been done to date to break the NBC contract.

Joined with WEEL and WTIC in the NBC-affiliated New England network are WLAF, Providence; WTSH, Portland, and WTAG, Worcester. WEEL has been militant in its objections to the provisions of the new NBC covenant, while WTIC received its initial approach about replacing WDRC as CBS' Hartford outlet. The latter station had put the finishing touches to its new contract. Curious twist to this bid, as it appeared at the time, was the fact that the switch in alliance would affect the interests of San Fickard, CBS v.p. in charge of national relations. Fickard is a major stockholder in WDRC, Hartford. He also holds a 25% interest in WKLV, Detroit-Windsor, which Columbia is slated to abandon Sept. 16 for WJR, Detroit.

Shepard-CBS at Odds

Shepard and Columbia have been at business odds for over a year. Situation was brought out in the open last summer when CBS entered into a franchise and option to buy the station from Shepard, Boston, subsequently helped the station take steps in Washington toward obtaining a federal license. Under the understanding in the trade is that Columbia will be able to get out of its deal with WHDH on the ground that the owner's attempt at acquiring full time rights proved fruitless. NBC will undertake, it is believed, in the trade to acquire the station situation by inducing some station operating a high power to transfer its point of origin to that city. NBC is also looking to another station for relief. This is the midwest allocation of the 640 kc. wavelength, which has yet to be determined by the Federal Communications Commission. Setup of the commission itself has changed drastically since the hearings on this issue were held. Most favored of the contenders was the Cleveland Plain Dealer, but the Ohio rep on the commission, Thad Brown, now favors the telephone division as soon as he has completed the series of hearings he is currently holding on the west coast and turning in his recommendations.

Judge O. O. Bykes no longer is chairman of the commission, while Hampton Bay left the body for another government job some time ago.

Another contender for the midwest slot is 610 k.c. is the Kinsley.

FCC Ignores 'Monopoly' Charge Made by Conquest Alliance; Sidesteps Shortwave Ruling

Knighted

G. W. (Johnny) Johnstone, press head of WOR, Newark, and Howard S. Meighan, of Radio Sales, Inc., came in last week for political designations. Johnstone was named commissioner of police for the Village of Thomaston in Great Neck, L. I., and Meighan, trustee of the Village of Mamaroneck, N. Y.

Meighan's job carries a nominal salary. All that Johnstone can expect is abuse.

CBS SMOKING AS NBC COPS MAX BAER

NBC's landing of the Gillette blade series with Max Baer had Columbia fizzling last week with chagrin. CBS claims that it has Ruthrauff & Ryan, the agency on the account, on the verge of signing a time contract covering both the script serial and the broadcast of the Baer-James Braddock box June 13, when NBC brought into play its influence with the Madison Square Garden, which includes M. H. Aylesworth's membership on the Garden directorate, and jockeyed Gillette into the position where it had to make it NBC or else.

CBS had offered Gillette the 9 to 10:30 EDT spot on the Monday night schedule. Best that NBC could make available for that evening of the week on the red (WEAF) link was the 10:30 to 11 niche and it was this stretch that the account accepted. Script show, 'Lucky Smith,' which starts April 29, will have Baer in the role of a private detective. Series which Goodrich Tire has purchased, which had the pug playing a taxi pilot.

CKLW'S STATEMENT ON CBS CONTRACT

Detroit, April 23. Despite the public announcement that WKYC will join the Columbia Network, on September 23rd, next J. H. Ryan, general manager of CKLW, present station carrying the Columbia program, announced that he holds contract with Columbia, which does not expire until June, 1936.

Ryan intimated CBS will not be allowed to divert program service until that date.

3 Agencies Woo G. E.

Three agencies are trying to sell General Electric on a popular type of program. Frame submitted by Young & Rubicam is centered around a dramatic idyll with the point of origin Hollywood and cast headed by such names as Wallace Beery and Charles Laughton.

Other two agencies bidding for the radio appropriation are Donahue & Coe and Maxon, Inc., both of which have pieces of the General Electric advertising business.

Trendt interests, owners of WXYZ, Detroit, and he Michigan network, NBC might make a trade agency work out a deal with K-T for WXYZ meanwhile and figure on improving the local situation by joining their efforts in Washington.

Conquest Alliance Co.'s plea to the Federal Communications Commission for a ruling on the right of a network to prohibit the short waving of a commercial program to a foreign station by any transmitter other than that designated by the network was answered last week with quotations from the commission's rules and regulations. Question was pronounced by Conquest after NBC in March ordered General Electric's shortwave station in Schenectady to warn WKAC, San Juan, P. R., against doing any further broadcast service from Schenectady's Saturday mat opera. Herbert L. Petsey, secretary to the FCC, signed the explanatory letter.

It was arranged to have WKAC picked up the GE station's relay broadcasts of the opera after the station in San Juan was being done in behalf of Listerie, the bankroller of the opera on NBC. Account held that the GE station had been asked by NBC was too high and declared itself agreeable to having WKAC rebroadcast the shortwave service from Schenectady, and interpreting the plug at that end.

In its letter to the commission the GE station refused the offer of NBC to permit any transmitter other than that controlled by RCA to transmit an NBC originated commercial constituted monopoly and that if the commission was interested in helping American manufacturers to compete abroad it should issue a finding against this alleged monopolistic condition.

Petsey's letter averred that while the commission is against the transmission of advertising by an experimental relay station (into which class the GE shortwave transmitter in Schenectady falls) there is no rule which prevents a station of this type from broadcasting a paid-for program as long as the broadcast does not contain advertising, and is not rebroadcast by a station on the North American continent. There was nothing in the commission's rule book, said Petsey's letter, about foreign program control under such circumstances. There was nothing as to NBC authority in the opera broadcast injunction could not be answered. No mention was made in Petsey's letter of the monopoly charge.

J. Walter Thompson Rebukes NBC Claim Over Helen Jepson

Latest run-in between the J. Walter Thompson agency and NBC was the question of which organization should have the right to the network last week took credit for the job in a publicity release and Thompson protested. The agency demanded that NBC send out a statement retracting the claim.

In a back-slap-slap occurred in a release about last Friday afternoon's (19) broadcast of Brahms' Requiem. Asserted that it was her request that the network should have her first name billing carry the credit after being in the chorus of that program for several months. Prior to then, the agency, NBC hadn't thought her good enough even to list on the rolls of its artists. She tried several times to correct the situation but the agency gave her one after special billing was given her on the Thompson-produced program.

More Active Brazilian Radio Has PRB-3-Station-Web from 9-11 Nightly

Sao Paulo, Brazil, April 2. Broadcasting in Brazil is making rapid strides although many years behind the United States in equipment and program showmanship. Radio Cruzeiro do Sul, identified as Station PRB-6 of Sao Paulo is the key station for the only hook-up in the republic at present. Nightly from 9-10 p.m. some 13 stations are linked for an hour as a network. Majority of programs originate at PRB-6, but each of the affiliated stations feed at least one 15-minute show a week.

PRB-6 which is directed by Harold Yale Rose, American advertising man, is taking the initiative in bringing Brazilian radio into prominence. Commercial though in the United States but revolutionary down here as such stunts as establishing a special remote pick-up and broadcasting to the public are watched. This will be done by PRB-6 at the Government's Cotton Exposition which opens April 24.

Also during April but in Rio de Janeiro will be held the first radio show ever promoted in this country. It is a sign of the growing market for radio in Portuguese America.

Football has caught on as a sports event. Games are played Sunday afternoons and have been comparatively easy to sell to sponsors. PRB-2, Sao Paulo, and PRB-6, Rio de Janeiro, made an exclusive deal some time ago to pick up a shortwave show-by-air description or a prize fight in Buenos Aires, Argentina, and to re-broadcast it via longwave. A rival station evidently didn't like the advertising posters around town announcing the fact for the rival proceeded to pick up the same show but with the only to be embarrassed by the frequent commercial plugs for the sponsor and the other stations.

WMCA-IP TIE 8 INTER-ACCIDENTS

Three new commercial programs have been added to the WMCA, New York-WIP, Philadelphia Inter-city exchange, Norton Shoe, Adams Hat and Scrutts are sponsors. All fed direct from New York to the Philly outlet, and in the case of Scrutts' series, but with the commercial palaver supplied from the WIP end. Placed through Bess & Schill, Inc., Adams Hat has secured Tom Noonan's Cathedral of the Underworld hour on Sundays from 3 to 4 p.m. EST.

Scrutts presents Dr. Victor Lindlahr, direct from the doctor's office from Mondays to Saturdays at 9:35 a.m. EST. This is the hour which is fed to WNEF as well as WIP. Other programs given wider coverage than usual include: Rev. G. A. Palmer, Dr. George Wood Clapp, Three G's Clothing, Young People's Church and Five Star Final. All commercials.

Texas on WCFL Baseball Chicago, April 23. Four stations will transmit play-by-play shows of the baseball game in Chicago. Latest to set a client is WCFL, the Federation of Labor outlet, which has tied in with 600. Others with baseball are WIND, WGN and WBMM.

WCFL games will be handled by Hal Votson, who was delivered by NBC here.

EFFEL TOWER GIVES IN.

Changes Wave Length to 206 Meters to Avoid Conflicts

Paris, April 14. After more than a year of hanging fire, the Eiffel Tower has at last conformed with international regulations and gone on 206 meters in the middle wave-length band which was assigned to it by the Lucerne conference.

New five-kilowatt transmitter was officially inaugurated by radio czar Georges Mandel. Fans hail it as far more effective musically than the old set, and say that it does not interfere with other outlets, as previously.

At same time, to prevent conflict, Radio Normandie was moved from its long wave length of 286 meters to 265.5. This is the same as the Czech station Moravska Ostrava, but no conflict is expected.

MEX STATIONS FIGHT FOR U.S. PIZ

Tijuana, Mexico, April 23. Baron Long and Wirt Bowman, former partners in Tijuana and Agua Caliente enterprises and now operating rival radio stations here, have both applied to the Mexican radio commission for licenses boosting their 1,000-watt stations to 50,000 each.

Long operates XEBC from Caliente and Bowman has XEBO at the Foreign Club, Tijuana, each plunging the frolic activities at their respective spots.

Both broadcasters are figuring on added power to attract more American accounts. Currently both stations are competing with San Diego stations with business from that city and, with added wattage to reach out for Los Angeles and San Francisco.

Report has XEBC ready to take over the equipment of the former Dr. rinkyak station, XEBR, if permission is given for the wattage boost.

Los Angeles, April 23. Medical accounts which have been slipping over the border to Mexican stations to advertise their cure-alls which have been banned from the air by the Federal Communications Commission, are now being cut down from the foreign stations as a result of an agreement between the Washington ether commission and the Mexican government.

Under the new Mexican government ruling no nostrums can be advertised over a station in that country unless the product is first analyzed by government chemists found to be as advertised. The order has resulted in some border stations losing a majority of their previously best-paying accounts.

Carters' Infected Foot Philadelphia, April 23. Last week Boake Carter originated two of his nightly news spels from a bed in the Jefferson Hospital here. Carter was being treated for an infected foot.

A broadcast ran into acoustic difficulties when it was found that the hospital eubeele was a mass of echoes. As a result, Carter was forced to sit up with a bed sheet over his head, and air from a make shift tent.

New Haven Light Opera Guild first-times Thursday (25) on WICC, Bridgeport. Arthur Hoyt, erstwhile Wall Street and legit manager, directing.

BLOG SEEKS CAG ON 'GOOD WILL'

Song in Spanish Language Claimed to Be Indecent—FCC Handed Hot Potato

1934 LAW

Washington, April 23. Anti-Mexican bloc in Congress has seized upon a recent program broadcast over NBC stations from Mexico City in an effort to silence the Mexican government's sponsoring of programs over American radio stations to win goodwill and tourist trade. Complaint, which was referred by the administration to the Federal Communications Commission, denouncing that action by Washington as ticklish and troublesome and purposely intended to be so.

Program complained of was broadcast in Spanish. Allegation is that the lyrics of a Spanish song were lewd and indecent and that the official translation did not adequately convey the sexy innuendoes of the Spanish lyrics.

Probes of Congressmen's charges was ordered yesterday (22) by Federal Communications Commission. Legal and engineering divisions are expected to ask broadcasters for explanation of the situation and run down accusations that official translation given was incorrect. Under clauses of the 1934 communication law revocation of licenses may be made for airing of profane, indecent, or obscene matter. Flare-up is an outgrowth of Congressional agitation over the internal situation in Mexico, with members of the group, headed by Congressman Connery of Massachusetts, denouncing that action by Washington as ticklish and troublesome and purposely intended to be so.

FCC Want Talk Commissioners were tight-lipped on the subject after admitting that squawks, signed by two dozen members of Congress, had been received and referred to the broadcast division for action. Declined to predict nature of investigation or discuss possible action pending report from probes.

According to the bloc, the program, aired on a recent Sunday, contained a song in Spanish which was offensive, if the American audience had a working knowledge of that language. Congressmen said the official translation did not accurately interpret the Spanish idioms which were indecent and suggestive.

Cancellation of all franchises for stations which carried this feature is being demanded in Congressional circles, but Connery appeared reluctant to consider such drastic action. Most likely that slap on the wrist will be administered if facts stand up under scrutiny.

M.P.P.A. Peeved at MacGreggor-Sollie

Withdraws from Cooperation with Edward Petry's West Coast Ally

Music Publishers' Protective Association last week notified MacGreggor & Sollie, transcription makers and station reps of San Francisco, that it may no longer expect that organization's co-operation in licensing copyrights controlled by John G. Petry, as trustee, and his principals. Leading stations throughout the country were at the same time advised of the M.P.P.A.'s action.

Petrie explained that his decision to cease doing business with MacGreggor & Sollie followed that firm's alleged practice of being delinquent in making royalty payments and also in providing M.P.P.A. with detailed records of its music uses. As a result of this break in relations MacG. & S. is barred from recording any compositions that are owned by the 40-odd publishers that Petrie represents in the M.P.P.A.'s action.

MacGreggor & Sollie are the west coast reps for the Edward Petry Co.

Digging Deep for Film Names To Enhance Air Commercials; Mike-Shy Stars Get Big Coin

THE WINNAH

WOR's Little Theatre Prima Muda Trip

Chatham Community Players of Chatham, N. J., won first prize in WOR's Little Theatre tournament. Besides \$200 and a loving cup, winners also get a trip to Bermuda to appear before Sir Thomas Astley Chubb, governor of the islands. Lyndhurst Guild of Lyndhurst, N. J., and Broadcasters Club of Newark were second and third in the contest. "Beauty and the Jacobin" was the title of the winning playlet.

Bamberger's store in Newark sponsored the series and also gave a luncheon for the winning groups.

C. A. PROMISES NBC \$3 TAX ACTION

Broadcasting code authority has promised the NBC company union, the Association of Technical Employees, that it would within the next month see what it could do to solve the pickup broadcast situation created by the New York Musicians' Union's enforcement of its \$3 tax. Coidists' commitment followed a complaint by the ATE that the order imposed upon hotel and safe bands by Local 802 had resulted in the discharge of two engineers from NBC's fold staff.

Jerry Selfers, prez of the company union, was delegated by his superiors to explain the bandless situation prevailing in New York as far as remote pickups were concerned and, after registering a protest against the two hitouts, he was to inform the union of the basis that as though more engineers would be fired if something weren't done to solve the \$3 tax situation. NBC had originally intended to let out five men which would have made things appear more menacing, but it was decided to drop only two engineers at present.

The code authority took Sellers' message literally and ruled that NBC would not be permitted to let out any more men under the circumstances, and that the network could interpret the current lack of chores for its engineering staff by immediately instituting vacations. Nothing was said as to whether the two discharged engineers would have to be taken back, and up to yesterday (Tuesday) they were still off the NBC pay roll.

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MacGreggor & Sollie are the west coast reps for the Edward Petry Co.

Hollywood, April 23.

Both chains are planning to show more gold into the laps of picture players, following an increased demand on the part of commercials for film names among their programs.

With both networks admitting that a program has a better chance of audience dialing if it can be advertised it is about or has Hollywood names in it, NBC takes the initial steps toward a more general use of film players by ordering several more programs to emanate from here.

Chain's demand is for new programs with a Hollywood background to go on the air with the almost certainty of eastern exes that they can be sold immediately. Coast writers have been assigned to concoct a series of ideas along lines that can be utilized to meet the demand for these broadcast prospects by picture names.

Plus this the local NBC headquarters have also been asked to develop film personalities to be on the air, going beyond the best known picture names to introduce to the ether younger players who are destined for top picture honors. Idea here is that these prospects can be utilized for lesser coin while the stars are away, and when at the top be already microphone wise.

Both networks claim that national checkups have shown that any program that can show a picture name at it will immediately double its dialing possibilities. The current pulling of top names east for spots on the "Shell Chateau" is a case in point of the added budget from the air for picture names.

Several filmers, who have fought shy of the ether before because it couldn't reach their asking price, have been or are set for this program. Constance Bennett held off NBC demands for a year to hit the mike, failing, it is reported, to get her price of \$5,000. Still finally paid her this figure, it is said.

UMBER BOYS RADIO-MIXED IN TEXAS

San Antonio, April 23. Milling industry in Texas is about 100 miles from the heart of the companies latest to join the lineup of sponsors.

Morten firm, initial April 28 half hour radio with Morten through one year. Latter outfit has contracted for a three weekly program for six days a week for a 10-week stint on Southwest network has signed up for three additional weeks.

The Quality net has penciled Texas Lumbermen's Association for a new 26-week span. Southwestern Lumber Manufacturers' Association battling mechanical refrigeration has increased its weekly 15-minute weekly spot to a half hour.

WDR's Chi Rep

Chicago, April 23. New station rep firm of Free, Johns & Field has signed up WDR's Hartford, Conn. Station is on the Yankee web and CBS. The firm also has a technical right with the parent station rep outfit of Free & Schlenger.

001 VACATIONS'

Edward Vincent O'Brien, Ruth
Lyon, Charles Sears, Harvey
Hays, Frank Westphal Orch.
Music and Talk
10 Mina.
COMMERCIAL

WENR, Chicago
Local NBC affiliate

has been making a drive for the travel business, feeling that this industry is ripe for other connections. They have secured a number of such accounts, chief among which during the winter was the Illinois Central, which plugged its Florida transportation facilities in this program is sponsored by the Chicago and Northwestern railroad.

which has gone publicity-conscious, and has been making a big lay in the past few months. It is primarily over its '400' train, which is establishing new record time between Chicago and Minneapolis-St. Paul. They have gone for the old-fashioned exploitation and tie-up stunt, sending reporters up and down screening preview pictures on the train, and this radio program features as another facet of the Chicago and NW campaign and of the general campaign now getting underway by all western rattler systems. At present the road is concerned with plenty of this program on

show seems to be striving to copy the show of the Illinois Central. Same type of orchestration, same type of warbler and the same type of man-of-affairs commentator. It exemplifies radio's fatal weakness for imitations rather than taking some of the things that make the other shows from any angle. It lacks the pace, the speed, the arrangement and the showmanly sprightliness of

On the present show Howard Vincent O'Brien, more-or-less serious columnist commentator of the Chicago Daily News, figures as talking headliner. O'Brien is not good radio fodder. His monolog is more on the depressing side, the tragic predicament of the colored unemployed, the seriousness of the dust storms, subjects which are hardly conducive to travel. Here it is, fairly comfortable in Chicago, and O'Brien telling us about the dust storm out in the great open spaces. Min-

About the best portion of the show is the orchestral music. Weststrom's orchestral ensembles handle itself melodiously and wilely chose familiar musical comedy tunes which will always be favorites. Both Miss Lyo and Sears seemed also-rans in the program, being merely addenda for vocalizing occasional choruses. The

could be worked into the program in a stronger position. Direction di-

not make the most of the possibilities of these two well-knowners.
Gold.

SOUTHLAND'S LADY OF SONG
With Jenny Wren, Ernie Cooper
Elmer Barrol
15 Mi.
Sustaining
WBAL, Baltimore
Local lass with fairly promising
pipes was unearthed by WFBR sever-
eral months ago, but has shifted
over to this station because greater
opportunity seemed to loom for

build-up. Voice reminds of Kar
Smith's, and she has the large lady
smile manner. Nice two-week
shot locally, and oke enough for i
network rating. It bursts over the
NBC blue band as fed out of Balti
Has a 6:15 p.m. spot so isn't Rabb
up against very formidable opposit
and in that way will get by ade
quately.

Miss Wren ewings on and off a
rumming 'Pardon Southern Accen
appropriate enough. Doesn't atick t

current pope by any means which she's wise since she's more likely to be larger following among the ordinary folks, as has Kate Smith's programs nicely routinized with of more and more recent numbers.

Steel-guitarist Cooper moves to the fore once each period to strum a piece on own; well done. Rest of time he accomp's gal's warbling a blues pianist Barrol throughout.

PAUL MENTON
Sports Spieler
45 Mins.
COMMERCIAL
WFBF, Baltimore

There has never been unearthed as yet a good sports chatterer in Balto. Numberless tries, but a the guys from the 'Gr', signal a

One reason for failure of the estate is that it is too broad. It is not clear what the estate is intended to cover. It is not clear whether it is intended to cover the entire estate or only the portion of the estate that is not covered by the will. It is not clear whether it is intended to cover the entire estate or only the portion of the estate that is not covered by the will. It is not clear whether it is intended to cover the entire estate or only the portion of the estate that is not covered by the will.

THE RADIO CENSOR

Censorship is a semi-actuality of the present and a serious threat of the future in radio. This is clearly recognized by the industry's leadership. Already the networks have expressed their intention of gradually freeing out and off the laxative accounts. And if business continues good, informed opinion believes the webs will probably indulge in this expensive gesture of righteousness to an increasing degree.

Meanwhile the constant bearing-down of the critical brigade is forcing radio into a defensive attitude and any attempt to gauge or guess the future of broadcasting cannot minimize the possible alterations to radio as it now exists, with the clamor of reform bodies constitutes.

Within the past fortnight the Women's Radio Committee held ceremonies to award prizes to "best programs." In itself this might ordinarily be dismissed as just one more meaningless gesture of the speech-making. But it is quite evident to broadcast management that the Women's Radio Committee is a well-known quackery that is watching. Its potential ability to stir up trouble and criticism is sharpened by two elements: one, the fact that 10,000,000 organized wives and mothers behind the committee. Second, the Committee is smartly wading as demands for the public publicity splash it obtained preceding and following the awards.

Those Sales Plugs Specifically all critics of radio, regardless of viewpoint, have a common rallying point in their opposition to the extremes of commercial copy. Sales plugs are the quality of entertainment is the chief target. Violations of good taste are charged against laxatives in general cosmetics, prestidigitations, delectables and drugs of various sorts. These sponsors have run amok in last couple years either curtailing their excesses is now recognized by sharp executives as inevitable. Networks seemingly want to achieve left-censorship immediately with out alienating the advertisers but whether the networks aren't storing up difficulties for themselves by falling on the inevitable clean-up is questioned by some trade sources. Meanwhile the radio advertising world is constantly made aware of the radio's capacity to reach the American public on more intimate terms than any other medium carries with it hazards which, when ignored, recoil against radio, through Parent-Teachers, Women's Clubs, the clergy, civic organizations and brand-name channels and articulating and voting opposition.

Powerful "pressure" groups have a tendency which is to create a zeal. Already radio has the Federal Communications Commission, the National Trade Association, and the National Association of Broadcasters. The Department of Agriculture as bosses. These Washington groups are disposed to be lenient but it is felt that they cannot indefinitely resist the unrelenting demands to do something which is directed against them by the well-meaning but over-zealous, etc., who are offended and angered by radio sales copy that flaunts famous names and brand names over the fixed American inhibitions.

Good Will Programs Censorship question may or may not be a long time in reaching its acute or crisis stage. Meanwhile as a matter of trade analysis it appears that the fundamental basis of acceptable versus unacceptable programs is well exemplified as between the direct sellers and the indirect institutional advertisers. Latter are in a distinct minority but the vast goodwill built up by such dignified and high class programs as General Motors, Ford, etc., represents radio programming in its most equivocal-proof phase. Automobile manufacturers have been big users of radio time and talent with the frank admission that they could measure with any exclusive

The Challenger

After James Braddock had put his signature to a contract giving him \$50 for an appearance on the Shell Oil show over NBC, somebody walked in with the info that the deal for his fight with Max Baer had just been closed.

"Too bad I didn't know that before," remarked the pug. "I would have asked these gasoline people for \$100."

Finally just what direct benefits flowed from their radio programs but they counted the radio a valuable trademark builder-upper.

Institutional advertising on the radio is of course impractical from the standpoint of the majority of the sponsors. Direct merchandising results-the next-day is the goal of the majority. And the abusers of the hospitality of the American home are among this majority.

All of which, observers suggest, sums up as a question of common sense. Deliberately going beyond the frontiers of common prejudice as universally recognized is to court trouble. It is bad business and bad showmanship. Any unmitigated there are shoals and dangers ahead for radio on the program question. It is true that many of the critics of radio are busybodies, professional uplifters, and uninformed. But in order to meet these disturbers with the counter-attack demanded by keep broadcasting from becoming too much of a political football, enlightened opinion believes radio must be smart enough to see, admit, and correct the program and sales copy abuses that supply the sinners with a lot of gooks of mud for hurling purposes.

Sponsor Pays Part of Horace Heidt Payroll At Drake Hotel, Chi

Chicago, April 23.

Horace Heidt band booked to open at the Drake Hotel on May 22 and will stick through the summer on regular four-week option deal. Heidt band contract has been put on a double arrangement between the hotel and the Stewart-Warner company which is now sponsoring the outfit on a twice weekly Columbia week ride.

Stewart-Warner, a Chicago outfit, has been seeking to get Heidt in town since the start of the program. Has found that the San Francisco origination point jams up things both on the mechanical and the continuity ends, besides being plenty of strain on the exchequer here. In order to bring Heidt in Stewart-Warner will pay a portion of the Heidt salary at the Drake. Expected that Heidt aggregation is in the hotel at \$3,000 weekly with the Drake paying \$2,500 and the Stewart-Warner outfit making up the difference to Heidt.

New Faces at KABC

San Antonio, April 23.

Several new names answering the call at KABC, India station which goes heavy for sports. Leonard Holland brought in from Fort Worth to join announcing staff. Charles replaced Ted Sharp on the technical staff. Sharpe switching to WOAI, Dallas. Also, John Jones also added to the technical staff.

A Vaudeville Route

Rochester, April 23.

Busiest radio act in Western New York is Bill Henry's Great Water Rangers, with five shows a week out of WHAM, Rochester, and equal number over WGR, Buffalo.

ASK PUBLICITY FOR POLITICAL BUDGETS

San Antonio, April 23.

Bill introduced before Texas senate Sen. Holbrook of Galveston would require radio stations to file semi-annual statements with controller giving complete dope on purchases of time for political broadcasts.

Statements would require names of station officers, rates, network affiliations, contracting parties, amount paid and in which candidate's behalf.

Alimed to give the small fry a break since it's claimed large sums from anonymous sources are spent for campaign drives and public has a right to know the inside of situation.

Duke Baier and Marie Robbins ran their own duo now over WWOV, Fort Wayne.

PEACE PACTS IN SOME DIXIE TOWNS BUT PRESS-RAID STILL SUPING

Atlanta Dailies Stirred Up as 100-Watter with Transradio Service Agitates the Status Quo—Other Situations

Washington, April 23.

Radio-press animosity flared again last week during annual convention of newspaper editors.

Reclaiming radio broadcasting of press reports, society passed a resolution rebuking National Association of Broadcasters for financing the fight to "rob" of the property rights of news and praising the Associated Press for efforts to prevent KVOS, Bellingham, Wash., from airing service reports without sharing operating expenses.

Birmingham, April 23.

Dixie papers, with the exception of a couple in Atlanta and Charlotte are reported looking with more than faint "Post" suit continue going so far as to actually give certain stations a break. In Birmingham, for example, the spat that for a while looked like it would go somewhere has boiled down and the two leading papers have kissed and made up.

But when the news got around to the daily paper the tides suddenly went out. Word got around to the merchants that the daily paper didn't like to have a radio station come in. It developed that the station was to be a full-time operation on nearly every large merchant in the town. The news was gently scattered that if a radio station came in the merchants paying cash to the station could certainly pay cash to the paper for future ads and also take up under the commissary notes when they came due.

Result was the radio promoters left town in something of a hurry and started looking over another territory for a station.

Atlanta, April 23.

Two of Atlanta's three dailies have flared up under news pounding of the local 100-watter, WJTL, and have deleted mention of station news schedules from station listings.

Georgia and Constil are provoked at announcements over WJTL calling attention to four 15-minute Transradio news shots daily.

In addition to baseball detail and inquiring make stunt, and the news service itself. Georgian and Constitution buy time for their news periods from WGST, local Columbia outlet, and would have to spend considerable jack matching WJTL's service.

Journal, with six regular news schedules daily and frequent supplementary services, pays no attention to warring between other newspapers and radio station, and continues to buy full WJTL listings.

Georgian and Constitution edit WJTL schedules so as to leave time of news broadcasts blank, not even substituting "studio" or similar wordage. Georgian and Constitution list news periods of WSB and WGST and the Journal lists all three.

Charlotte, N. C., April 23.

Newspaper rivalry in Charlotte is taking on a slightly different complexion since a Charlotte farm weekly is stepping up its circulation by leaps as a result of radio pages which the Charlotte dailies out-ward.

WJTL and WSOB play ball with the weekly. Sheet called the Mecklenburg Times has Cecil Carmichael conducting a radio column and handling the section, which consists of programs, news releases and advertising.

Radio section has given the farm paper a new single-copy sale on the news stands, which it did not previously have. The morning and afternoon sheets are watching with interest and onlookers predict a change in attitude.

MAP-PARKING NOW RADIO FINE ART

Apart from the insistent question of program censorship (see first column this page) which threatens the status quo of broadcasting through assaults upon existing types of sales copy and sponsor ethics, the chief trend of the industry in the view of insiders is the re-mapping maneuvers now in progress in and out of Washington. While the eternal battle over wave-lengths and transmitter franchises dates back to the first time a guy in Podunk tried to grab the superior claim of a mugger in New York City, the situation at present is believed to have reached the bigger and better snarl stage.

Broadcasters guff at telling time by the sun or predicting rain by the conduct of squirrels have figured out the sense in something like the following terms:

(1). Hearst will get what he wants. NBC will not oppose Hearst's position. But Chicago isn't so simple to solve. Owners of stations in towns where Hearst has newspapers are unable to amp up their forerunners into ballast.

(2). There will be a second Chicago. The Mutual network will be much larger than at present. A large regional network will multiply.

(3). Individual program-producing stations will have a tough time preserving their independence but those that make the grade will enjoy a prestige which will make mere network listening posts.

H. Gilbert Martyn as Station Handshaker Ahead of Ringlings

Circus ballyhoo takes on new life in the form of a definitely scheduled radio tour. The Ringling Brothers-Barnum & Bailey combined shows have instituted. Wherever they broadcast, street parades, newsstand campaigns, used to rate most publicity attention with radio just a mere sideline, exco have now put H. Gilbert Martyn into a newly created post solely for the purpose of concocting other broadcasts for the spectacle. He is to dramatize all phases of the sawdust ring from the cats to trapeze performers. Regular copy is now submitted to the stations tied-up with the big show.

At present 400 N. Y. outlets, including the CBS, are airing squibs during the current Madison Square Garden engagement. Similar programs are to be used throughout the country when the annual trek gets under way. Interviews, biographical sketches, first-hand impressions and other traditional items of the canvas top are included in the air layout.

In Paris, WJF will present playlets on the life of the circus. Idea is to let the public in on behind-the-scenes stuff. It is felt that there is much color in this field, to gather plenty of listening interest.

Eventually Martyn will move to the west coast where he will be in the line with organized contacts. Spot announcements have been used before by the big outfits, but this is the first time for direct power to be taken seriously. Martyn hails from the west coast.

In addition to local coverage. The national and international bulletins of Transradio, the local news is national on the air. Once a day a news 'sports section' is also added on. The program is sold commercial WJF owned by Columbia cannot broadcast news except as authorized by publisher bureau.

New Business

NEW YORK CITY

Dr. Howard B. Norton Shoe Co., Monday to Saturday inclusive at 7:30 p.m., presenting *Pat's Radio*, for 52 weeks. Placed through Bass & Schullin, Inc. WMCA.

Electrolite, Inc., three weekly at 7:30 p.m., presenting *Beale Street*, for 52 weeks. Placed through Jack Dort, Inc. WMCA.

Victor H. Lindhart, Monday to Saturday inclusive at 7:30 p.m., presenting health talks, for 52 weeks. Placed through Bass & Schullin, Inc. WMCA.

Portable Diathermy Corp., three five-minute announcements weekly, for 52 weeks, presenting health talks, placed through Hirsch-Garfield Agency. WMCA.

Hudson Terrapine, one six-minute announcement weekly, for 52 weeks, presenting health talks, placed through Hirsch-Garfield Agency. WMCA.

Chief Manufacturing Co., twice weekly for nine weeks. Placed through Van Stryck Dugdale & Co. WMCA.

Chrysler Corp., three one-minute recordings, for an indefinite period, placed through J. Stirling Getchell Agency. WMCA.

Maryland Pharmaceutical Co., renewal for 52 weeks on its *Rena* program twice daily at 11:30 a.m., direct. WOV.

Science Products, Tuesday nights presenting amateur night, for 13 weeks. Placed through WHN.

Radio-Palmolive, starting April 30 for 52 weeks, twice weekly at 9:30 p.m., short stories. Placed through Benton & Bowles. WOR.

Kitsgroff, present over MBS, for 12 weeks, presenting *Love Doctor* serial. Placed through Blackett-Sample-Hummer. WJLB.

Joseph Middleby, Jr., on Martha Deane's hour, three weekly at 7:30 a.m., for eight weeks. Placed through Badger & Browning Agency. Boston. WOR.

Worley Co., Inc., series of Thursday programs at 11 p.m., EST., presenting Jimmy, June and Jack. Placed through WJLB. WOR.

Procter & Gamble, Monday to Friday inclusive at 11 p.m., EST., presenting *Home Sweet Home*, over NBC red net, for 52 weeks, including Cincinnati except WHIO. Placed through Blackman Agency. Cincinnati. WNCX.

Worley Co., Inc., series of Thursday programs at 11 p.m., EST., presenting Jimmy, June and Jack. Placed through WJLB. WOR.

Fitch Investors Service, renewal Chicago program for 28 weeks, music and music. Placed through C. C. Van Dyke Agency. WMCA.

Knocky Department, on musical program, three weekly, for six months. Placed direct. WBNX.

Worley Co., Inc., series of Thursday programs at 11 p.m., EST., presenting Jimmy, June and Jack. Placed through WJLB. WOR.

Europe Import Co., Saturday nights at midnight, series of spot announcements, for 13 weeks. WBNX.

Planner Quigley Import Co., series of weekly announcements, Tuesday and German, for an indefinite period. WOR.

Reliance Music Shop, renewal on its once weekly hour, for seven months. WBNX.

F. H. Pfunder, Inc., three five-minute announcements daily, presenting musical personalities, for an indefinite period. WBNW.

Worley Co., Inc., one spot announcement daily, for an indefinite period. Placed through Menken Advertising, Inc. WJLB.

Bay State Fishing Co., five-minute spots twice weekly, for six months. Placed through WJLB.

Finney, WBNW, after J. Gaultie Co., four 15-minute garden weekly, presenting a garden club, for an indefinite period. WOR.

Katro-Lek Laboratories, three weekly, presenting Piqueux Philip Weiss & Polch, for 52 weeks. Placed through Chase-Bond & Elwell, Inc. WINS.

BOSTON

Boston American Newspaper, 15-minute programs (newsdays), began April 9. Direct. WAAB.

Beattie Gurney, 15-minute program (Beauty Salon) 20 15-minute announcements, between April 9 and April 14. Direct. WAAB.

O. S. Cheney Co., 24 15-minute programs, daily except Sunday, through Chambers & Wiswell. WEEI.

Masachusetts Tire Co., three parsons in 15-minute program, for 52 weeks. Placed through Service Broadcasts. Through Harry M. Frost, Boston. WAAB.

Harmonie Market, 15-minute reports, April 15, 17, 19. Direct. WAB.

Sage Brothers, three temperature reports, April 12, 14, 16. Direct. WAB.

W. B. F. Chevrolet Co., six 15-second announcements, for an indefinite period. Direct. WJLB.

Darrigo Bros., 140 15-second announcements, for an indefinite period, renewal effective April 24.

Through Harold Lewis, Boston. WJLB.

Metropolitan Coal Co., 14 30-second announcements, one daily including Sunday, began April 8. Through Harold Lewis, Boston. WJLB.

Batchelder-Whitmore Coal Co., six 30-second announcements, one daily, began April 18. Through Broadcast Advertising, Boston. WJLB.

Fox Furriers, 64 15-second announcements, one daily except Sunday, began April 18. Through Alfred Rooney, Boston. WJLB.

Associated Pharmacists, Inc., (Chumey) 45 15-second announcements, one daily including Sunday, began April 9. Through C. Brewer Smith, Boston. WJLB.

Cal Aspirin Corp., 187 15-minute programs, Tuesdays through Fridays, April 15, 16, 18, through McCord Minneapolis. WJLB.

Community Dentists, 100 15-minute programs, Tuesdays, Thursdays, Sundays, beginning April 23. WJLB.

Community Dentists, 100 15-minute broadcasts, April 15 and 17 at 3:45. Through Broadcast Advertising, Inc. WJLB.

Dodge Motors, 20 announcements, April 15 to April 18, 19, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 1935. Placed through Revue and Evening Tattler. WEEI.

Phillips Petroleum Co., (Phillips), 100 15-minute announcements, three weekly, for 150 times. Placed through Cabot Shopping Service. "A Bit of This and That," and "Smiling Faces." WEEI.

Worley Co., Inc., series of Thursday programs at 11 p.m., EST., presenting Jimmy, June and Jack. Placed through WJLB. WOR.

Pease & Curran (continuation), will maintain present schedule of 15-minute cut-ins, daily, for 52 weeks. Through Harry M. Frost. WJLB.

C. F. Hovey Co. (specialty shop), 11 30-second cut-ins on staggered schedule, starting April 23, through Radio Broadcasting Co. WEEI.

Concord Shoe Co., 300 programs on an 11-minute cut-in, starting April 23, through J. Mitchell Chaplin. WEEI.

Worley Co., Inc., series of Thursday programs at 11 p.m., EST., presenting Jimmy, June and Jack. Placed through WJLB. WOR.

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out weather reports at 11 p.m. through Alfred Rooney Co. WEEI.

Spencer Shoe Co., sponsoring road conditions on the Cape Cod race, cast, morning and evening, 13 weeks. Placed through Chambers & Wiswell. WEEI.

Gold Reclaiming Corp., baseball scores throughout season, daily and Sunday, for 52 weeks. Placed through Jack Ingersoll, Boston. WEEI.

WILMAUKE
A. C. Sparg Plug Co., series of minute spots, twice weekly, for 52 weeks. Placed through J. H. Broder & Co. Inc. WJLB.

Chrysler Motor, Inc., series of spot twice daily, for 13 weeks. Placed through J. Stirling Getchell Agency. WJLB.

Dodge Auto, series of discs five times weekly, for 20 times. Placed through Ruthrauff & Ryan Agency. WJLB.

Plymouth Auto, series of disc, six times weekly, for 13 weeks. Placed through J. Stirling Getchell Agency. WJLB.

Ford Motors, series of 15-minute disc, once weekly, for 13 times. Placed through N. W. Ayer Agency. WJLB.

Crystal Products, spot announcements, 15-second, twice weekly, for 52 weeks. Placed through Woodman-Atwater Co. Chicago. WJLB.

Worley Co., Inc., series of 100-second announcements, three weekly, for 150 times. Placed through Reicher-Meyerhoff, Inc. WJLB.

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ment contract begins May 15. Through Bass-Luckhoff, Inc. WOV.

Omar Baking Co., Mary Baker in two-minute spot announcements, for 52 weeks, six days weekly to September 1. WOV.

General Cleaners, 39 announcements, began April 1. WOV.

General Baking Co., 100 one-minute spots, for 52 weeks. Placed through Bass-Luckhoff, Inc. WOV.

White Eagle Oil Co., 28 episodes, 15-minute program, for 13 weeks, three times per week. WOV.

Feeder Supply & Manufacturing Co., one unit on Adam Reinebold periods. WAAW.

Monarch Laundry, one Reinebold unit. WAAW.

Nebraska City Seed Co., one Reinebold unit. WAAW.

Colonial Benefit Association, three units (announcements) daily on Adam Reinebold's periods, for one year from March 23. WAAW.

Dresher Laboratories, one unit daily on Adam Reinebold's periods, one month and after that 'ill forbid, began March 23. WAAW.

Fruit Basket, one unit daily on Adam Reinebold's periods, began March 23. WAAW.

McGowan-Stewart, Ford dealers, one unit daily 'ill forbid, from March 23. WAAW.

Maz Wolfson, one unit daily from March 23. WAAW.

Interstate Nurseries, one half-unit, for 52 weeks, three times a week, from March 15. WAAW.

Youkerman Seed Co., three half-units, for 52 weeks, three times a week. WAAW.

National Body Brace Co., three half-units, for one year, from March 15. WAAW.

Federal Clothing Co., one month participation in the shoppers guide program, Peggy Price, began March 18. WAAW.

Frank's Beauty Salon, participation in Peggy Price period, one month, for 52 weeks. WAAW.

Caton Furniture Co., two-month participation in Peggy Price period, for 52 weeks, began March 23. WAAW.

Chloride, product of the Fernalde Chemical Co., 15-minute program, except Sundays, began March 18 for one year. WAAW.

Worley Co., Inc., series of 100-second announcements, three weekly, for 150 times. Placed through Reicher-Meyerhoff, Inc. WJLB.

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Tracy-Locke-Dawson, Dallas. WOAI and TQN.

Dr. Driggers, 15-minute spot announcements, for 52 weeks. Placed through KFSB.

San Antonio Laundry Association, 182 spot announcements, for 52 weeks. Placed through KFSB.

Smith Motor Sales Co., 31 spot announcements, for 52 weeks. Placed through KFSB.

Victory Wilson Clothing Co., 50-word announcements running indefinitely. Placed through KFSB.

Oringer Motor Co., 35 announcements weekly for 10 weeks. KFSB.

General Motors, 15-minute programs weekly for 28 weeks. Placed through Radio Advertising Co. KFSB.

Watchtower, religious, one-hour program, Wednesdays, 8:00 a.m. KFSB.

Federal Clothing Store, one 15-minute program weekly for 13 weeks. KFSB.

ABC Multigraphing Co., two 100-word announcements weekly for 52 weeks. KFSB.

ABC Flower Co. of Texas, six 15-minute programs weekly for 43 weeks. KFSB.

McGowan-Stewart, one hour daily program of recordings for 13 weeks. KABC.

McGowan-Stewart, Ford dealers, one unit daily 'ill forbid, from March 23. WAAW.

FCC's Washington Hearings

Washington, April 23.

Five applications for power increases and new stations received the nod from the Federal Communications Commission last week but several hopefuls got the foot.

Commish granted KPFL, Dublin, Tex., permission to boost day power from 100 to 250 watts; for WOC, Davenport, Ia., to make identical change to WIBA, Madison, Wis., to jump from 500 night and 1 kw day to 1 kw night and day; to WMPG, Lapeer, Mich., to go from 100 watts to 250; and for Evangeline Broadcasting Co., Lafayette, La., to erect new 100-watter on 1310.

Accepting recommendations of Examiner Ralph Walker, commish granted license renewals to WYWA, Whiting, W. Va., and WWOV, Fort Wayne, Ind., which operate simultaneously daytimes on 1160 and share at night.

Application of Dabert E. Repplogie, Boston, Mass., for experimental broadcast station on 1570 with 1 kw was denied, sustaining Examiner R. H. Hyde. Commish denied or permitted withdrawal of half dozen pleas for one-lungers.

Applications cared for hearing were: Paul S. Andrews, Lewiston, Me., new station on 560 with 250; A. O. Jenkins, Jacksonville, Fla., new station on 610 with 250 night and 500 day. Alaska Radio & Service Co., Juneau, Alaska, new station on 1590 with 100; Herbert E. Cole, Washington, Penn., new station on 1590 with 100; Fort Industry Co., Cleveland, O., new station on 860 with 250; Robert Kaufman, Inglewood, Calif., new station on 1210 with 100; KTFI, Twin Falls, Ida., increase from 500 night and 1 kw day to 1 kw night and day; J. W. Bickel, Cleveland, O., new station on 1310 with 100; WFBM, Indianapolis, Ind., increase day power from 1 to 5 kw; Pacific Acceptance Corp., San Diego, Calif., new station on 1420 with 100; Connecticut Valley Broadcasting Co., Springfield, Mass., new station on 1440 with 100; and WRC, Washington, increase power from 500 night and 1 kw day to 5 kw.

New Applications

Commish received following new applications: KPRO, Longview, Tex., change frequency from 1370 to 1210 and increase power from 100 day to 100 night and 250 day (facilities of KWEA, Shreveport, La.); W. Dexter Moss, Tulsa, Okla., new station on 1500 with 100; WDAZ, Tuscola, Fla., change frequency from 1070 to 1020 when KYYW moves to Philadelphia; Roberts Michalak Hotel, Jamestown, N. D., new station on 1420 with 100; Chicago Broadcasting Association, new station on 1500 with 100; WEAN, Providence, increase from 250 night and 500 day to 500 night and day; WJFF, Plattsburg, N. Y., increase from 100 to 250; WBRB, Cleveland, O., new station on 1500 with 100; Charles A. Wharton, Cambridge, O., new station on 1500 with 50; Florida West Coast Broadcasting Co., Tampa, Fla., new station on 1370 with 100; Clark Standford, Marysville, Calif., new station on 1500 with 100; WBRB, Cleveland, O., new station on 1500 with 100; George E. Helges, Sharon, Penn., new station on 1370 with 250 day and 100 night; Eastern States Broadcasting Corp., Bridgeton, N. J., new station on 1210 with 100; WCAI, Northfield, Minn., increase frequency from 2 1/2 to 5 kw; and KLFM, Minot, N. D., change frequency from 1240 to 600.

STANDBYS FOR AMATEURS

Detroit Musicians Union Passes Several New Rules

Detroit, April 23. Musicians Union is tightening its grip on radio to a point where station discomfort is reported. Non-union musicians have no standing on local radio, with the usual exception of ukelele and harmonica players. Recently the ukase was issued by the musician's local that no amateur musician could perform on any of the Detroit stations, unless a union stand-by was hired. Recent action by the musicians' union, was that no remotes from local hotels or nighteries could be broadcast, unless station management adhered to by the local stations, with exception of CKLW, whose studios are in Windsor.

COLORED CAFE SELLS BLURBS

Baltimore, April 23. Moon Glow niter, Negro spot located in the Penn (Colorado) hotel, is only sepiu nite club herabouts with radio wire and broadcasting outlet. Aira over WCBM in one of most peculiar set-ups yet arranged.

Spot could have taken advantage of the standard nite club rate here, \$50 weekly plus line charges. For that could have aired every day if cared to. Instead took a half-hour period once-weekly (Sundays) and is paying for commercial rate. Its one spot announcement, a "service charge" of \$5 per program. After some weeks of this it has at last decided to cancel just what the operators of the Moon Glow have made such a move.

Since spot is paying commercial rate, it has commercialized and both with a vengeance and with WCBM's approval. Has started soliciting its own spot announcements, and collecting for 'em, station has no hand in the doings. All the spots advertise merchants over burg's black and are plugged during the niter's programs. Moon Glow's operators have arranged their own rates and work up the copy for their accounts. Last Sunday nite, for example, aside from plugging the niter itself and the hotel in which it is located, seven other accounts were plugged ranging from an undertaking establishment to another and rival nite club. Moon Glow has hired a separate announcer for the spelling of the unalled plugs, Read Gross, a Negro. He is to announce the ark's numbers; that job is handled by the floor-show emcee. Gross is confined to reading off the peddled spot time.

WGAR, CLEVELAND, IN DEF OF BASEBALL

Cleveland, April 23. Bob Evans, former sports writer on 'Cleveland Plain Dealer,' joins WGAR's staff to handle baseball scores and chatter with Ellis Vander Pyl on wired accounts of Indians' out-of-town games. Evans is son of Cleveland baseball team's general manager, Billy Evans.

On first broadcast of St. Louis-Cleveland tussle, game ran no long over-time that Vander Pyl got on Broadcast at 7:00 p.m. when Amos and Andy came on. The A. & A. followers didn't mind but the baseball fans are still squawking.

WGAR's plans to put on a play-by-play report were given unexpected set-back by baseball officials, who decreed no game accounts by Western Union could be released over air until after it was over. John F. Patt, station manager, claimed Alva Bradley of Indians had previously given him permission and then broke contract. Since American League had control of Western Union, Patt at last minute decided by leasing a special A. T. & T. wire to St. Louis. Two observers were planted in ball park and reports were rushed to wire operators and runners. Play-by-play went on air only an inning late.

Standard Oil and WHIK, which has exclusive air rights to games, made formal kicks about WGAR's mystery broadcast but couldn't do anything about it. General Mills Wheelies is sponsoring latter's series.

Hearst Cuts His Coast Wedge, Takes Over KELW, Burbank, and KTM, L. A.

EXCITEMENT AT CIRCUS

One Human Cannon Ball Came Out—One Got Stuck

Don Kerr, WMCA announcer handling the Ringling Brothers' Barnum & Bailey circus broadcast from Madison Square Garden last week, was all het up describing the human cannon-ball stunt in which two performers are projected into air from a large pistol. Spieler kept telling listeners, "Here they come... here they come..." and then only one came out.

Machine had jammed and one stunter was caught inside. Roust abouts on hand to pull stakes, etc., rushed up, circus officials were on edge, and excitement ran high all over the place.

Kerr managed to keep his eyes glued on the scene and described details as colorfully as possible. Last week the station had just signed off when one of the aerialists was missing an air scoop. This time announcer held on until the human-bullet was pried loose.

Audience Rough-House Spoils Amateur Show; WMCA Tones It Down

WMCA, New York, has requested the Fox-Brooklyn theatre management to refrain from giving noise-makers and song-sheets to Monday night patrons.

Sun Sweet Prudence Wife withdrew as sponsor after her broadcasts when the audience clatter squashed commercial copy from reaching the microphone distinctly. Sponsor switched to another type of program, but WMCA continued broadcast the amateurs from the Fox theatre. Noise-making, however, delighted the audience, but ruined the pick-up.

Management agreed to stop giving

Los Angeles, April 23. With no appeal filed with the Federal Communications Commission against the granting of a license, the sale of KELW, Burbank, and KTM, Los Angeles, to William Randolph Hearst interests, has been set for April 30.

Notice of the proposed transaction, which will give Hearst a local outlet, was filed with the Los Angeles County Recorder. The final acquiring of these stations, which share the same frequency, will close a two-year battle by Hearst to get into the Los Angeles territory. Flight dates back to the time when the two stations were under fire of the commission for alleged unethical commercializing.

Following a hearing before an examiner of the commission, Hearst, through his evening paper here, Herald Publishing Co., made a deal to buy the two stations pending the granting of a transference of the license to this publication. Examiner reported against the transference and this was followed by a score or more applicants for the frequency. Finally the commission reversed the examiner report and decided in favor of the frequency transference to Hearst.

Now with the date for any possible appeal from other applicants expiring, the sale has been set. Acquiring of the stations will eliminate the present tie-in between the Herald and KFAC, but it is not definite yet whether or not it will affect the present set-up between the Examiner (Herald morning paper) and KFAC, the Warner Brothers station.

Report is that the Herald is negotiating with Carl Haverlin, commercial manager of KFI-KECA, local NBC outlets, to take over management of the two stations.

ing rattles away, but continues to pass out the sheet music gratis. Airs on Mondays from 9 to 10 p.m. EST.

RUTH ELLING
Kellogg's Pop
WFCB
EST. 1930
EXCLUSIVE MANAGEMENT
ROCKWELL O'LEEFF, INC.

BING CROSBY
Woodbury's Soap
WABC-CBS
TUES. 9-10:30 P.M.
EST.
EXCLUSIVE MANAGEMENT
ROCKWELL O'LEEFF, INC.

Victor Young
SHELL OIL
SATURDAYS
WEAF
9:30-10:30 P.M.
EST.
EXCLUSIVE MANAGEMENT
ROCKWELL O'LEEFF, INC.

BARRY McKINLEY
Thirty-Ninth
P. & C. Camay
DREAMS COME TRUE
TUES. 10-11 P.M.
EST.
EXCLUSIVE MANAGEMENT
ROCKWELL O'LEEFF, INC.

'S. S. Fun for All' Set

Philadelphia, April 23.

S. S. All In Fun act, visual broadcast group which split with WPEN here two weeks ago is back on the air again with a tie-up between three Philly stations. Group is now contracting its own time on WDAS, WHAT and WCAM, Camden, and continues to air nightly from its headquarters in the Met Theatre. Show's monitor has been twisted to 'S. S. Fun For All' and quoted on broadcasts as being formally called 'S. S. All In Fun.' Doing a strictly air show, sans audience, daily from WCAM to build up the new name. Cast has seen some changes, with several members retaining former WPEN affiliations. Frank Shannon, ex-Mystery Announcer at that station, leaves to continue as skipper of the All In Fun. Frank Wellman, former sales exec. of WPEN and more recently operating a local ad agency, is handling the management of act. Program will probably move to a summer park spot next month.

PLENTY OF NAMES ON FRENCH RADIO BOARDS

Paris, April 14. Most distinguished bunch of gents who have ever chaperoned an industry have been named by Communications Minister Georges Migonnet to supervise the programs of the French radio stations. They are called the Superior Council of Emissions.

In the literary and artistic section of the council are Henry Bernier, Jean Claudoux, Henry de Jouvenal, Henry Kistemackers, Francois Maurice, Andre Maurois, Paul Morand, Darius Milhaud, Maurice Ravel, Jules Romains, Philippe de Rothschild, Florent Schmitt and a lot of other literary, musical and show highlights.

Administrative section has even more names, including all the chief politicians of France from Edouard Herriot to ex-President Alexandre Millerand.

Directing councils for the regional stations, which are to be chosen by listeners, will be elected April 28. Everyone who can show a receipt for the tax on radio air vote, and balloting by mail is permitted.

JOE HAS
Who Has Appeared as
Featured Soloist on
Studebaker Champions
Hall of Fame
Spartan
Purloil
R. C. A. Matinee
Victor Records
Is Now

FREE LUNCH
Outstanding Attraction for
Radio, Stage and Screen
509 Madison Avenue
New York City

Radio Chatter

New York

Evelyn Novis singing over WHN. Jean V. Grombach tutoring Max Baer for the air. David Freedman writing for new Schubert stage reviews. Rachel Carley with the Manhattan-Merry-Go-Round unit on its vaude tour. Paul Dropper debuting over the air tonight (24) on WHN. Alva Courtney revising WOV's special events. Cora Heminghouse, contralto, a new name on Two Sides in the Bullets; afternoon shot over NBC red web. Other vocalists on this swing are Carol Deia, soprano; Ivy Scott, comedienne; Fred Hufsmith, tenor; and Donald Deia, baritone. Harold Sanford directs the orchestra and Elsie Janis is narrator—an assignment long filled by Henry M. Neely. "The Old Stager."

Ohio

NBC redecorating WTAM's studio and installing new sound-proof walls. Tommy Tucker of WGAR and George Taylor of WGLA's "The Club" collabored on new tune, "Love In June," published by Evan Georger. Grege Taylor, WGLA's, a milk and eggs diet. Stomach trouble. Evelyn Davidson, publicity director WJAY, appointed official by Animal Protective League and Rabbit Logan wild enough to rejoin WJAY's musical programs after weeks of illness. Emerson Gill's cork back in Cleveland for General Motors auto exhibit and Laugie's benefit dance. Eadyne Meirose, manageress of WJAY, back from flying business trip to Philly. J. C. Calloway opening Charlie Horvath's Russell Point in Indian Lake and slated for Horvath's Tri-union, June 1.

Joe Penner doing his network through WTAM, Cleveland, during vaude week at RKO Palace. Velva Nally trying to lose five pounds and to give song Joe Paul Whiteman moment.

Ben Silverberg, fiddler in WGAR's string orchestra, father of baby boy, born April 18. Al and Pete making new air rag out of their Stench, Bomba and Orchid department, in which they read rap-letters (most of 'em) and also answer the bouquet-tossers. George Duff deserting Mayfair program for WTAM to take over on Easter barnstorming trip. Freddie Carline pinch-hitting.

Mrs. Clara Neale wife of Neal stores magnate and globe-trotter, due back from West for series of WGAR travel-tips.

Out of 1,250 votes auditioned by WJAY for the slot since he left his radio school, with 30 getting air break.

Java Roberts has quit WHK as announcer to join WWSR in Syracuse.

Lewell Thomas will do his Saturday (26) program from WLW.

Duane Snodgrass, announcer, is handling the blasts of Reds' games over WKRC.

Sara Abbott, former sec to John L. Clark, gen. mgr. of WLW, and one of the talent staff of that station, was recently married to a Cincinnati engineer.

John McCormack, production manager of WKRC, Cincinnati, is to be married Wednesday (24) to Miss Eunice Richardson, of that city. Ceremony at Marietta, Fla., home of the stars.

Betty and Blair, new vocal team of WKRC, Cincinnati, are the Blair Stewarts.

California

Lloyd Yoder, NBC Coast publicity chief, taking in the Hollywood night spots.

J. C. Lewis now producing the "Blue Horizon" program at KHJ. Freeman Lang broadcast because he landed a 300-pound punch.

KFWB held a "Ten in the Ten" to plug the gap in its announcing staff through resignation of Al Warner.

George "Fischer" Harding, NBC coast-to-coast Saturday night broadcasts of Ray Herbeck's combo, Frank Murphy, daddy of KFWB, out of hospital after spine injury in fall downstairs.

High Jinks amateur air show being routed in Warner's theaters. Mother of Frank Mason, NBC vice-pres., vacationing in Los Angeles.

Janet MacGarrle, head of the NBC continuity department, left for home after a swing around the network's Coast stations.

Louisiana

In not one instance during the first week of the WWSB amateur contest did the radio audience agree with the judges. The station's summary shows five judges' winners and five different winners picked by the radio audiences. A dead heat.

Baseball has been broadcast during the past week on the New Orleans stations, WWSB, WDSU and WDSU. The latter, owned by the manager of the New Orleans Southern Association team, is doing the word pictures of the games over WWSB.

Irvin Poche, health exercise director on WWSB, missed two broadcasts last week because of an operation on his nose.

Jimmy Wilson, program director and chief announcer of WWL, has been doing the talking in a series of advertising films for a local studio. Jack Halliday of WWSB in a series of shorts for the Coca-Cola company. Halliday is the announcer of the baseball games sponsored by the company.

Joe Unist returned after a few days in New York.

Jerry Debraux, Louisiana blues yodeler of recording fame, is trying

to make New Orleans connection. Has been heard over WCKY and WLW in Clincy.

Adolph Neale, WWL publicity director, is back on the job after a brief vacation in the country.

Radio artists of WWL have been booked to make personal appearances in several theaters throughout the state.

Anthony Paterno is now head of the radio advertising bureau of WWL, New Orleans.

Adolf Richter, WDSU announcer, is presenting a series of variety programs on Wednesdays. He impersonates a noted radio personality on each program. He's the local who won the "Open House" contest.

Freddie Martin's band over CBS. Roy Schaeffer's orchestra and guest artists assist him in live broadcasts.

Al Sperry, formerly of WDSU, is now commercial manager of WJBY. Richard Scott has joined the announcing staff of WJBY.

WJBY is inaugurating an all-night schedule of broadcasts. Although the smallest New Orleans transmitter, the station has a staff of six announcers.

Ontario

Jack Reid looked to start a new series on CKCT, Toronto.

Bob and Doris on CKCL, Toronto, are Doris Whitcombe and Doris Belmont.

Bill Campbell's "Coo-Coo-Noodle Club" series, which debuted over CKYC, is now a CBC program.

Louise Antonio is the real star of Louise Roberts, blues-warbler on CKCL's Hot Spots.

"The Lucky Ape" by Della Foss to be aired on "Opening Nights" program for CKRC in eastern Canada network.

Wishart Campbell revealing that he is a pianist as well as a baritone and inaugurates an ivory-tinkling program over CKRC in May.

Rox Battle will be the pianist with Geoffrey Waddington's new symphony orchestra for that "Concert Caravan" series to be Canadian Radio Commission network.

Maryland

George Roeder celebrated Wooden Wedding Anniversary.

Purnell Gould was guest-speaker at Women's Aid Club luncheon.

Glady's Book store from N. Y. to spend Easter holidays of WCBM classical series.

George Schaeffer of WCBM classical series has highly praised any and all songs which tote titles having connection with any Southern or Southern States.

WCBM continues to slough chain swastars and pack on as many radio programs as it can.

All the Balto boys along radio row attempting to learn identity.

Parties who recently obtained permit of POC to erect a transmitter at Frederick Md., 40 miles from the Monumental City. Application for the station filed under tag of Monocacy Broadcasting Co., which gives no clue.

Antony shows on wane here. Based on the new network commercial sponsor.

Samplings, such as those knocked the WCBM out of the network. Only a pair left are weekly shots over WCBM.

WCBM went on other hour earlier than wontedly on Eastern Sunday station could carry the 6 a. m. Sunrise Service from municipal stadium.

Free State Brewery now sponsoring Lee Davis' evening sports review period over WCBM. Long on sustaining.

Pennsylvania

It's a girl baby at the Sam Rosenbaum's. He the WFIL, Philadelphia, prexy.

Carolyn Ann Cross achieves her 10,000 broadcast on WIP this week on the subject of Home Economics.

Henry Morgan, WCAU speller, is receiving sensational set of spot-slots for spring wear, guaranteed to subdue all croons.

WDAS has a new fem warbling find in Jean Hamill, discovery of Hal Davis, station program director.

John Hayes, WIP talent emc, is secretly reported on a stringent diet.

Keith McLeod's WFIL secretaries once labored in same capacity for Leo Stokowski, the Phila. Orchestra conductor.

Charles Foulds, the KTW dramatic staff lead, is off the studio temporary announcing staff.

Jim Begley back on the job after a hospital stay.

Phyllis Foster has moved from the Albert M. Greenfield office to WFIL as assistant to George Deber, station p.a.

Jimmy Allen, WIP press agent, has taken on new duties. Now in traffic manager, chief announcer and studio drama critic beside former co-ordinator.

LeRoy Anspach, WCAU engineer, will shortly give a piano concert at the Academy of Music in Philly.

Iowa

WHO, Des Moines, will carry the Drake Relays on Friday, the 26th, and KSO will carry both Friday and Saturday, 26th and 27th. Relays commencing at 10:00 a. m. and ending at 10:00 p. m. KSO to feed to "KNT and KRNT."

Kenrick carries the state high school spelling bee on April 27, 4:45 p. m. to 6:00 p. m. over Broadcasting Co. since it will also remote Gov. Harting and Gov. Olson carry the Longview relay in Iowa town for the Relays, so anything may happen.

Frank Cowles, Jr., on business trip to Washington, D. C., and New York City. Mr. Cowles is now general manager of Iowa Broadcasting Co.

On Capitol Hill, a 15-minute broadcast on legislative doings every weekday night at 10 p. m. by R. B. Martin, program director for KSO, has the senators and representatives sitting up later than usual. KSO has a special man assigned to the sessions.

Geo Stroud, who handles the "Enquire" program on KSO, now a Kentuckystore. He is general manager of a Des Moines department store.

Frank Jaffes handling "Newstime" on WMT, KRCR-TV, and daily except Sundays.

Bob McGraw's orchestra on WHO every Tuesday and Friday at 11:45 a. m. and 1:30 p. m. KRCR-TV, who will broadcast Chicago baseball games starting April 23, Dutch Secrest will broadcast play-by-play reports. He has just returned from Chicago, where he gathered personal notes on the background material for a new season.

Charles Albert, blues singer, goes on WKCB, Dubuque, Ia., sustaining. Jeanne McGuire at the piano.

Michigan

Helen Kennedy Snyder, soprano, back after extended vacation, on the "Garden Hour" over WWJ.

The Wellington Grano, of WWJ, dramatic staff, is now assistant to Wynn Wright, production chief.

Helen Colvin, former News Player, is back after a six months' absence and rejoins the "Magazine of the Air," WWJ's dramatic material for the Sunday News magazine section. Program written and narrated by Hirschfeld.

Von Boys trip, whose contract expires this week, may be taken by another Mutual Broadcasting System station, which recently announced. Have been on WXYZ.

Charles Livingstone, of the WXYZ radio singer, is shooting his film scenario of same play, for his home projector.

Larry Bannister is the new sales manager of WWJ. Used to be with WJR. Also writes sports and poems based on sports.

Jean Van Reyken, former Detroit radio singer, now heard over WLW under different name. Billed as Jeannine Macey.

Nebraska

Phyllis Bader back on the job with a shoppers' program at WAAW.

Henry and Jerome move over to KFWB with a new sponsor and a new schedule.

Phyllis Bader new gal at the outer office desk at WOV.

Ralph Trotter, managing producer for WAAW, left to go for awhile favoring the mumps.

Poly Moran on a vaude bill at the Farmington did a broadcast over KOIL at midnight.

WOW studios bright and shiny after a going over with varnish.

KOIL Omaha studios bringing an innovation here with artist's bureau for its various talent.

Russell Baker of the WOW talking staff seeing the town through the windows of a new gas buggy.

Manager John Henry of KOIL replacing a business topped by a rusty by 70%.

WOW studios bright and shiny after a going over with varnish.

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Utah

Gordon Owen, KSL, announcing the wrestling program at WAAW.

Al Warden interviewing Max Baer, WCAO, Ogden, Utah, via KSL, Salt Lake. Champ en route to New York.

Clayton Corey, vocalist with Milt Taggart's Victor Recording Band, broadcasting from the bicycle racetrack, temporary announcing staff, with station short wave unit is completed.

KDYL "Night Owl" program off the air.

Earl J. Glade, manager of KSL, in Denver and lecturer on radio writing and radio. Also a former radio personality.

State Radio Chamber of Commerce includes \$5,000 Radio appropriation for "Know Utah Better" ad campaign.

Hotel Utah, Salt Lake class hostelry, undergoing elaborate remodeling. Includes radio control room in future set-up.

Alabama

With the return of the baseball season, Jerry Bryan is again handling the baseball and sport gossip over WAFB.

Paul Conner, elected to the legislature, since the last baseball season may forget himself and do a little lobbying in front of the legislature when he starts calling the baseball players over WERC.

WAFB is on the air an hour longer three nights a week with the arrival of summer. The nights are Sunday, Monday and Tuesday. The off hour is 7 o'clock.

Randy Salas, Alabama organist, is organizing at WBRC three times a week now.

GRACIE BARKER

PLAYING

DE LUXE THEATRES

HERMAN BLUMIE

1619 Broadway, New York

THE ULTIMATE IN NOVELTY PROGRAMS

BORAH MINEVITCH

WOR, 8-4:30 P. M.

REID'S ICE CREAM

ABE

LYNNA

AND HIS

CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC—Tuesday, 9:30 to 9 P. M., EST

(Phillips Dental)

WEAF—Friday, 9 to 9:30 P. M., EST

(Phillips Milk)

Nebraska

TIM and IRENE

RYAN NOBLETT

"Hy Ya Boys"

Goodrich Tire Program

Every Friday Evening

WJZ—10 to 10:45 P. A.

National Broadcasting Company

SAM HEARN

("HELLO STRANGER")

MR. SCHLEPPERMAN

Friars' Club, 1657 Broadway

Circle 7-4400

RADIO'S NEWEST, LOVELIEST VOICE

BERNICE CLAIRE

"Landscape and Old Land"

WABC, WYTH (PHILLIPS MILK OF MAGNADIA) Fri.

WEAF, WYTH (PHILLIPS MILK OF MAGNADIA) Fri.

8-3:30 P. M. Coast-to-Coast

Director, LESTER LEE, REG BLDG., N. Y.

AL SHAYNE

Radio's Ambassador of Song

HEADLINING

LOEW'S DELUXE THEATRES

"A Radio Sensation. Without the slightest doubt, the greatest singer of popular songs of the air today. Wotta voice!"

DAILY MIRROR

Broadcasting Every Sunday

5:30-6 P. M., WOR, N. Y.

FOR SALLY'S STUDIO

America's Leading Theatrical Purveyors

7 West 44th St., New York City

Columbia Broadcasting System

Presents

BEN ARNOLD

WABC and

Entire Columbia Network

Personal Manager

Management CBS Artists Bureau

James Alberti, Hotel Kimberly,

New York City

RAY NOBLE

and his ORCHESTRA

NBC, COAST-TO-COAST

WJZ

9:00-10:30 P. M. EST 10:30-11 P. M.

Saturday

WJZ

WJZ

WJZ

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HERE AND THERE

Amateurs on Upeat

In Mason-Dixon Zone

Hal Boskoff of Billings, Mont., is now on the sales staff of KGVO, Missoula, Mont.

Fred Tangeman of WOWO, Fort Wayne, is rehearsing a new band for summer engagements.

WNRA, Muscle Shoals has added Epton Pace, the Jolly Ploughboy to the staff as a student announcer.

Dave Roberts, left-handed guitar player, former WBK and WHK announcer, has joined the WYSR (NBC) staff, replacing Rocky Austin, resigned.

James Glover, scriptist for 'Roses and Drums,' is authoring a half-hour sketch on a Civil War theme

for distribution among schools by the Union Central Life Insurance Co.

Arthur Godfrey, WJSV, Washington, monologist, has added three half-hour evening spots and a 30-minute amateur program Saturday nights to his daily two-hour breakfast assignment and Thursday night variety station. Gives him four sponsors in all.

WRC, Washington, staff giving their jaws a workout with samples of a Bubble Gum. It's a new account, with 'Skipper Jim' telling the kids tales of strange lands.

Sid Gary, Larry Taylor and Eddy Brown have had contracts renewed for six months by WOR, New York. Channing Chorus, Sylvia Cyde and Corina Marx extended for three-month periods.

Mae West will air quips from her new film, 'Goin' to Town,' on Hollywood hotel program over CBS on April 24. Paul Cavanaugh, who also appears in the picture, will broadcast with the star.

Dorothy Matson, southern crooner on WBH, has gone to Yankton, S. D., to join a trio on WNAX.

Jess Fitzpatrick, formerly with Earl Burnett, is broadcasting a daily song program over WBH, Kansas City, sponsored by the George B. Peck Dry Goods Company.

A. Cameron Steele, who managed the Yankee Network artists bureau for four years, is now in charge of the WHDH talent bureau in the Hotel Touraine, Boston.

WHDH, Boston, since the end of Alvin chain has been building local programs to fill in. Something like 150 new spots a week have proved a boon to the break-in crowd around Boston.

Ray Noble plays Nuttings-on-the-Charlies, near Boston May 20.

WSPA Spartanburg, S. C., transmitter stepping the station up to 820 kilocycles and 1,000 watts will go on the air soon, station meanwhile after 5,000 watts.

Steve Wilhelm of WKBE, Indianapolis, now production manager of KTSB, San Antonio, Jim Crocker is shifted to studio manager.

Southern Public Utilities 30-minute daily wax broadcast featuring classics and great composers has been re-scheduled for fifth year by WSPA, Spartanburg, S. C.

Edgar Jacobs, formerly of WHDL, Olean, N. Y. and WREI, Syracuse, N. Y., has joined the Yankee Network announcing staff at WNAC-WAAB, Boston.

Charles Phelan, Yankee Web sales director, passed out the cigars on April 15, because of the arrival of Thomas Louis Phelan.

L. R. Harlow, Assistant to the President of the Yankee Network, absent from Boston last week to supervise the redecoration and re-furnishing of NY stations at WEAN, Providence, and WICC, Bridgeport.

Garry Harrison, Director of Public Relations of the Yankee Network, has moved from Boston apt. to a new home in suburban Belmont.

Monroe Hallinger of WHN, New York, publicity department is readying two programs for airing shortly, who could handle the sponsor of the new and new press-dramatization stuff. He is a brother of Mark Hellinger.

Hymen Charninsky becomes assistant musical director of WFAA, Dallas, April 30. Succeeds Lionel Smith who resigned to take band on road.

WSMB, New Orleans, celebrated its tenth anniversary (21) with a gala program lasting several hours.

Transradio service breaks into Chicago with a double contract for both Ralph Atkes stations, WJLD in Chicago and WIND, in Gary.

Julian F. Haas, radio editor of Shreveport Times, married Rose Marie Frank of Little Rock, Ark., on April 18.

Lancaster, Pa., April 23.

There may be spots within the amateurs don't go big, but this ain't one of them. WGAL here now has three running at the same time and one recently ended.

WORK, York, Pa., 25 miles away, has three on the air as well, and is getting set for a new program. It is launching its first over WDEL and other surrounding stations are working in same proportion.

Latest gag locally is an eight-weeker signed by R. Ems Fire Co. as a built-up for the next week. Tiny community stages one big show a year and winners of the amateur programs will work in their show that night. Will also be given their dough then. Festival will get plugging on the program in real advance campaign.

York's latest is sponsored by Bella, ladies' apparel shop, and is also set to run for eight weeks. Big inducement there is a chance for the winner to appear on Fred Allen's chain program. R. J. Gulick, station manager of WORK, set this show.

WDEL's venture into the field will be sponsored by big store and has no definite time limit. Will run from the stage of a local Warner Bros. theatre. York and Lancaster also air their programs from there.

S. A. Scherer Dies

Los Angeles, April 23. S. A. Scherer, 44, owner of KMPC, Beverly Hills, died April 22, in Los Angeles.

Widow, two sons and daughter survive.

George Edwards, Bridgeporter with WPCN, WHN, WHOM and WMCA past performances, new announcer at WICC, George Bove leaving Bridgeporter Yankee webber for WTIC, Hartford.

Lillian Kaye, one-time WGR and WKWB, Buffalo, chanteuse, now at WICC, New Haven, vocalling with Eddie Wittette's band at General Motors show, opening Saturday (27) in N. H.

Pittsburgh Press, Scripps-Howard daily, recent promotion of Electric Show at Motor Square Garden, stirred up plenty of trouble. Newspaper it was a profit-making venture, while showmen protested against idea of a daily going into show business.

'Press' lined up flock of electric dealers, who paid \$800 each for display space, then brought on performers like Morton Downey, Mary Small, Johnny Davis, Hal Raynor and Sam Hearn, presenting different celebrity each night. All they got out of it was some front-page publicity in paper and expenses. Theaters protested to New York offices, with result that performers' agents were contacted and told local houses wouldn't play anybody who came on for the paper.

Most of scheduled performers put in an appearance, however, unwilling to risk paper's divorcement although one of them was plenty upset over deal and only at last-minute came on after he had been threatened with being totally ignored in Scripps-Howard chain of papers.

Although there was an admission charge at Garden, passers were freely distributed, accounting for most of 35,000 spectators who took in show during week. Joe Hillier m.c'd the show with Phil Saxe and his band playing nightly.

Talent was lined up by El Steinhauer, radio ed of Press, on a recent visit to New York. Understand that that paper originally planned to spend coin for performers but Steinhauer assured front office that he could bring 'em on for nothing.

Indications are that the Clark-Hooper sponsor identification survey will, starting May 1, have its coverage confined to the basic area. Clark-Hooper, Inc., research bureau piloting the telephone inquiry idea, has been questioning its agency-advertiser clients on proposed change in the report. Enough answers have been received to date to show that the basic area suggestion is strongly favored.

Under the proposed new setup the report would be also restricted to listing the percentage of those who answered the telephone survey who were at home and listening to the radio, those who were listening to a particular program and could identify its title and those among the latter who could identify the sponsor of the program. Because of the frequent questioning of the figures' authenticity, the survey will not include the program costs in its main report. If the clients want this info it will be handled through a supplementary release.

Four magazine publishers who got on the money to get the Clark-Hooper sponsor identification survey started have given no indication of according the bureau further backing after their affiliation expires May 1. Periodicals had hoped to show up radio in a none too favorable light through the Clark-Hooper idea, but the initial reports turned out to be all to broadcasting's favor. Clark-Hooper claim that they have 26 agencies and advertisers among their clients. Both NBC and Columbia have declined to support the service.

Powel Crosley, Jr., operating WLW and WSAI, Cincy, and who also is press of the Cincinnati Baseball Club, has stripped the scoreboard in the Reds' park of the large replicas of a radio set and electric refrigerator, from the sale of which he leaped into fortune. Last year the radio and refrigerator were the only semblance of commercial advertising in the ball yard. Stunt caused much unfavorable comment among fans.

Another unpropitious move by Crosley last year was his changing the name of Redland Field to Crosley Field. According to authentic report, he will soon change the name back to Redland Field.

Agencies—Sponsors

'Love Doctor' serial which Kissport has been presenting as an electrical transcription over WOR, New York, shifts to a live cast on May 1 when the program becomes 'Hutchie Kitten.' Romantic story will be broadcast over WGN, Chicago and WXIX, Detroit, but not over WGN, Cincinnati. It has been on WOR in disk form now for sometime.

Placed through Blackett-Sampson-Hunter, Inc.

Procter & Gamble adding another to its string of NBC net weeknight shots during the afternoon hours with the piping, beginning April 29, of 'Home Sweet Home,' sketch heard for some time in the metropolitan area over WJZ. A change in starting time will bring 'Vic and Sade,' for P. & G.'s Crisco, from 3:15 and 'Ma Perkins' from 3:30. P. & G. also presents, three afternoons, following 'Ma Perkins,' the 'Dreams Come True' calvo, with Barry McKinley, baritone, and Ray Stannard, tenor. 'Ma Perkins' at 4:45 p.m., Mon., Wed., and Fri. It sponsors Captain 'Tim Healy's Stamp club, and on Sunday night, from 9 to 10, The Gibson Family.

S. S. & Tonic 'Music Box' weekly program, originating at WLW, Cincinnati, and carried by three other Mutual web stations, spreads to the Michigan network net beginning Friday (26). In the new link are WELLS, Battle Creek; WIBM, Jackson; WOOD, Waukegan, Ill.; Grand Rapids; WXYZ, Kalamazoo; WEDP, Flint; WJIM, Lansing, and WBCM, Bay City.

Cal-Aspirin Company has switched its Mary Sothern program on the Mutual web from afternoon to noon. Various baseball broadcasts interfered.

Helen Grey, woman's broadcaster at WFIL, Philadelphia, for several seasons, resigned last week to take a commercial via KTW for the Kid Traveler Association. Contract calls for six-a-week fifteen min. shows. Commercial plug for girl is worked

in the line of chatter about slim models clothes, etc., since Kid Travelers supply raw materials for Vlencid, Laidi-Shober and Selby shoes. Account, placed by the McClain Agency of Philadelphia, is reported using KTV as ether-test. May use radio extensively later.

Sears-Roebuck is again broadcasting Toledo ball games. Connie Dealwood has begun his third season at the ball park mite.

Smith Bros. Ice Cream Company is to sponsor a series of programs over WMCA, New York from Chin Lee restaurant on Broadway. Series begins next Tuesday (30) and will be heard regularly at 7:30 p. m. EST.

In addition the current floor entertainment at the Chinese-American eatery, station will also present guest stars. Broadcasts will run a half-hour.

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HOTEL WEBSTER HALL DETROIT, MICH. MCA DIRECTION

102 WEEKS

Writing the Armour Hour for Fall

KEN ENGLUND

Park Central Hotel, New York

NIGHT CLUB REVIEWS

Music Notes

Inside Stuff—Music

TROCADERO
(LONDON)

London, April 9. Charles Cochran produced a new cabaret show at the Trocadero April 9 titled "Jubilations." Instead of the usual full hour's midnight entertainment this one runs only 40 minutes, but seems to have more in it than the others that occupied a full hour.

Opens with a parade called "Mr. Cochran's Jubilee Fashion Suggestions," consisting of girls who enter from all parts of the auditorium and parade about without lights or much else. To say these costumes, or decorations of them, are daring, would be putting the red spot on the description. Girls are young and they are pretty.

After a generous eye-fest, there is Betty Keane, an expert modern dancer, supported by five others, who object to her mode of stepping and suggest the proper thing would be kicks by the first one, acrobatics by the second, streamlines by the third, and ballet by the other two. She does all their skilled stunts with an ease to indicate such things do not even require rehearsing. Later in the show Miss Keane does poutrette tap dancing, which is named as HATCHA - na - cha - cha. Maybe it is and maybe it isn't, but it is certainly expensive. According to report Cochran brought Miss Keane from America for this show.

As was to be expected, Cochran does not disappoint his audience with his "Young Ladies" in various poses of attire or degree in imitation thereof.

There is some hot dancing called La Chéri-Chéri by Phyllis Stanley and James Edward Britten, supported by the aggregation of female poutchitude; also an artistic arrangement of black art with effective use of blinders and black velvet, devised and staged by Daniel Dolinoff.

A distinctive turn is that presented by Matthe, football juggler brought over from Paris. He does all the tricks of balancing with a stick of wood held in his teeth, along the lines of Rastelli but utilizes footballs and extracts a tremendous lot of comedy out of his work, even tossing the balls into the audience and having them throw them back for him to catch, which he does in a slightly different way from that which has heretofore been used.

Show finishes with a finale number, and the girls doing some more parading and unweaving. There is a fine baritone singer, who announces the girls in musical form. Seems like an awful lot of show for 40 minutes, and in fact it is surprising how much entertainment has been crowded into so it fied an other of time. Fol.

VILLAGE BARN
(NEW YORK)

Village Barn has become a Greenwich Village institution with its rude vitties and atmosphere for city slickers who, because of the exorbitant gearings of the tariffs, have been induced to give Meyer Horowitz's nitty nitty ride. It's a bargain-rate establishment with a cable d'hotte dinner ranging from \$1 to \$1.75 which, despite the wealth of talent on the café floor, has not handicapped the cuisine.

Faced by Julie Winitz, maestro-m.c. whose announcement, incidentally, is more than adequate, the succession of specialties are big league. Olive Winitz, a notable as a newcomer with much promise. A versatile instrumentalist who gives an ear on string instruments as well as a hot sax solo, in between-

calling and terping, Miss White should go places.

Eric Robertson of the disks, with Jack Ryan at the ivories, are one of those intimate teams composed of a baby upright with special lyrics. Adaptable for any sort of place. Accent and tempo who appeared in many a swank spot abroad and in New York, have been making a marvellous run of it at the Barn. Their ballroomology is distinctive and bigtime also. Village Barn Cutups, Rich Cole Sisters and "Sheriff" Josh Medders, are the bucolic trappings for the in-between spots and likewise oke.

Horowitz started the Barn as an alternate spot to the Nut Club, which he has since given up but is due to reclaim in the fall for full operation. Barn has no covert; \$1.60 minimum check after 10.

Abel.

Radio Reports

(Continued from page 38)

through. And it doesn't take 'em long to embalm selves far as radio is concerned; none of them has the length of time; only one has been able to stick for even decent period in the air. WCBM was the first to announce with an interest in baseball. His station needed someone to handle sports, chose him and he has managed to get by passably. Incidentally, he never worked on a newspaper.

Mention on this program is no tyro, on the radio. He is a sports chatter on air. Knows the sports side and can write about it for the Eve Sun, on which rap he is Sports Ed. But the other is different and he falls to command a lot of respect as a speaker.

Poor pipes for radio, speaks haltingly, auras words often, impresses at constantly ill-at-ease. Gauged from listening end, it would seem he has shed of sports' results before him on his daily dinner-hour stint and is just detailing events as he glances at his notes at random. No flow or continuity, and that makes for somewhat of a confused jumble. Would be much better if he smoothly outlined program for himself in advance—or even, if possible, wrote it out. Virtually any announcer could collect copy as good as Men-on is using, and could certainly spiel it vastly better.

Sponsor, a local brewer, depends on Men-on's moniker to "smell slaters"; that's a oke idea, but he'll have to hustle if he wants to retain following he started with. There are couple other sports' reporters on the daily around same time as the program rides, and public isn't adverse to turning the dial.

Program set to run till close of big-league ball season.

SHERIFF INHERITS CLOIS'

Stroudsburg, Pa., April 23. Clois P. Villon, oldest dance hall hereabouts, has been seized and will be sold at sheriff's sale early next month.

Spot has been using Penn. State college bands most of time.

CLOVER NOW SANS SOUTCI

Waterville, Me., April 23. Clover Club, Waterville, has changed its name to Sans Souci club, with a new corporation formed to operate.

Milton Glickman of the Crescent hotel, Waterville, is president; Harold H. Paul, treasurer, and Edith A. Paul, director.

Dorothy Lamour is warbling at Club Normande, New York.

Arthur Johnston and Gus Kahn assigned to the music for "Life of Johann Strauss" at Metro. Team winding up at 20th Century on the tunes for "Sing, Governor, Sing."

Walter Jurnmann and Vronslav Kaper writing the tunes for Metro's "Masquerade." Gus Kahn on the lyrics.

Don Beator opens at the St. Francis club, Frisco, April 30, making Sabbath flights to L. A. for the Jello broadcasts.

Tom Coakley out, Paul Pendarvis in at Palace hotel, Frisco.

Anson Weeks takes the band spot at the Aragon ballroom, Chicago, June 5.

Harry Warren and Al Dubin returning to Hollywood at the end of this week.

Stanley Lang, New York, devoting part of his new offices to an art gallery.

Casa Loma band starts on its tour of one nights Wednesday (1), due to hop back into New York for the Tuesday and Thursday night Camel programs.

Nan Blackstone heading the floor show at the New Kennore hotel, Albany.

Bobby Meeker's orch, with Meta Ray, opened Saturday (20) at the DeWitt Clinton hotel, Albany.

Vincent Lopez being negotiated for by the Biltmore, New York, to open on its roof May 30.

Hal Kemp's band quits the Pennsylvania roof, New York, May 13.

Clyde Lucas replaces Ozzie Nelson at the Hotel New Yorker, N. Y., Tuesday (30).

Paul Whiteman pulls out of the Paradise May 7.

Roselean and Seville, ballroomists, open at the Hotel St. Moritz, N. Y., tonight (Wednesday).

Don Richards unit opened Monday (22) at the Governor Clinton, N. Y.

Antonio and Renee De Marco are ballrooming at the Plaza, New York.

Grace Morgan, and George Owen and Vallerie have been added to the Town Casino, New York, floorshow.

Ray Heinford, head arranger for Warner Bros. studios, was in and around New York last week.

Nelson Ingham has joined Remick's professional staff. Will make his headquarters in Cleveland and cover Ohio, Pennsylvania, Maryland and Washington, D. C.

Ernie Holst band and Nano Rodrigo rumo combo sharing the music assignment at El Morocco, New York.

Sidney Claire and Oscar Levant are the composers of "I'm in Love," which will be used by Fox in "Black Sheep."

Until about a year ago Noel Coward wasn't a member of the British Performing Rights Society, although one of England's most prolific songwriters. This was due to an exclusive tieup by C. B. Cochran which ceded all rights to that producer. A small subside, Cochran Music Co., Ltd., owned these performing rights, vested in the corporation, in which Coward of course received a share, but since the songwriter-actor-playwright was unable of his own volition to assign performing rights to the British Society, he couldn't belong.

It was Cochran, too, who assigned the publishing rights to Chappell & Co., and it was one of the rare instances where Chappell only owned the pub privileges and had no control over the performing rights. About a year ago Coward became his own agent again, free of the Cochran tieup.

Music publishers and their contact men are finding that section of the code pertaining to benefits embarrassing. Case in point which came up last week was the benefit show that Eddie Cantor is tossing for his boy's camp at the Alvin theatre, New York, this Sunday (28). Code Authority held that the purchasing of tickets to this event conflicted with the ban imposed on this practice by Article VIII, Section 3, of the code. Music men have for years helped Cantor support this charity and it is expected that they will go on doing so, even if it requires digging into their personal funds.

Campus shows, through disk royalties from undergrad disk sales (as a class the collegiates are the best buyers of phonograph records) are making a market for songs from undergraduate musical productions.

Harms has taken three numbers from the Mack and Wieg's (U. of P.) new show, written by Joseph P. Pollman, Jr., and B. Bickler; Reicher; Santly is publishing the "Stags at Bay," last fall's Triangle Club show (Princeton), and the tunes from the new Hasty Pudding (Harvard) show are already disk-recorded. In most instances bands aired or waxed the tunes, forcing publication.

Clayton F. Summey Co., Chicago publishers, has joined the American Society of Composers, Authors and Publishers. One of the important numbers in this firm's catalog as far as broadcasting is concerned is "Baby's Birthday Party."

It has been collecting \$100 and up for each use of this number.

College Inn's Specs

Chicago, April 23. College Inn planning to return to an old-time spectacle policy, such as was in existence when the Hotel Sherman first opened the nitty nitty on a show on ice, with the acts and ballets on skates.

College Inn has the equipment, since it produced an ice spectacle about 16 years ago. Talent being booked through Music Corporation, to open by June 15.

MPPA TAKING COLUMBIA PHONO. CASE TO COURT

Unpaid royalty situation existing between the members of the Music Publishers Protective Association and Columbia Phonograph Co. has been turned over to the former lawyers, Gilbert & Gilbert, for court action. Involved in the controversy is about \$10,000.

Recording company's offer to settle the debt at 50c on the \$1 was turned down by the publishers several weeks ago. Royalties were those accumulated up to September, 1933, at which time Grigsby-Crum sold his Columbia holdings to Herbert Yates, head of Consolidated Film Laboratories and controlling stockholder in the American and Brunswick Records cos.

Gilbert & Gilbert will ask for an accounting.

MELODY MILL REOPENS

Dubuque, Ia., April 23. Melody Mill, \$20.000 north-east Iowa out-night spot, erected only six months ago and a flop in tries by two managements, has reopened.

Carl Deacon Moore orchestra is in.

GALLANT NOT QUITTING, JUST MOVING UPTOWN

Barney Gallant, who announced his formal retirement from Greenwich Village nite life, where he was a fixture as an entrepreneur of nitty entertainment for many years, is making a comeback in the early fall.

New Barney Gallant's will be 100% self-controlled (he formerly had a Village barker) and will be situated on East 54th street, N. Y., directly opposite El Morocco. Will mark Gallant's first uptown venture.

His ex-headwaiter, Arnold Ross-bald, with Nick (of John and Nick) now has the Verallines in N. Y., with Johnny Borganian's backing.

GIVEAWAYS

Balto Niteries Borrow Film House Idea—Kitchen Utensils

Baltimore, April 23. Colored taverns and minnie niteries have borrowed an idea from picture houses—giveaway nights. On week nights naturally the giveaways are household and kitchen articles or likker.

In past month or so most Negro film houses in town ceased giving stuff away to customers. They have found a substitute big builder of more potency and less cost in amateur nights. Six of the burg's nine colored theatres have taken to fostering weekly almon-pure shows.

Bob Stanley, tenor, signaturred to sing another year with Angelo Ferdinando's band at the Great Northern, N. Y.

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NEW YORK

NEW ACTS

ADAIR and FRANCHI (5)
Dances
20 Mins. Two and Full
Palace, N. Y.

Ted Adair and Jean Francis are a new dance flash combo, three other girl steppers in the turn being Biana De Bari, Ruth Long and Dorothy Arden.

All four femmes are specialists, with one a contortionist. She is a very slender person, especially the gams, but Adair ties her into knots and she scores. Spanish single is not so hot. Too specialist is much better, but use a long train to her costume which she flung around to no purpose. Miss as well skip that part of the rig. Tap dancing girl is fair.

Adair is much the best hooper in the turn, both tapping and acrobatic. Intended as a flash, the act is modest enough but too long. Cutting and more speed might make it more effective. *See.*

MARY MILES REVUE (3)
Dance Flash
8 Mins.; One and Full
Orpheum, New York

Miles Miles high kicks and bends through a slow dance tempo for the piece-de-resistance, and the lad and two girls who assist her are mostly occupied in exhibiting variously familiar step twists, rather than a sustaining dancer number.

Opens in one, with Miles Miles introducing the turn, and then to full in the routine flash manner for the trio. Girls and the boy are well mannered in mien and dress.

Opened here on five-act layout and just an act.

MAMIE SMITH and ORCH (17)
Colored Band
20 Mins.; Full (Special)
Orpheum, New York

Just another colored band. Mamie Smith is a hefty gal. She wears an orange gown which bulges where it shouldnt and tapers towards the floor. She shouts her music into a mike and one of her numbers, "Goffin Papa," is shoddy and cheap and doesn't belong in any theatre. It's of the same caliber of blues which made Miss Smith something of a phonograph record name on the "race" releases some years ago.

Band is of the Havenmanbrand type full of brass. Three lads in sand colored outfits and faunteries ties offer an exchange of dance steps and two girls sing and dance afterwards. Band leader goes unmentioned. *See.*

VINCE 'BLUE' MONDI
Musical Novelty
9 Mins.; Two (Special)
Orpheum, N. Y.

Vince Mondie is the one-man band on a WHIN, New York, sustainer. This, so far as can be learned, is his first stage date and for houses of this type he's an okay dealer.

There have been other one-man orks around but few have shown the ability and showmanship Mondie displays. A contraption around his shoulders is fitted with kazoos of various tones, he strums a guitar and rattles a pot and drum with his foot. Besides all this he sings.

Did four numbers here in nine minutes, including the inevitable "St. Louis Blues" and "Tiger Rag," and all of them oke. His singing voice is pleasant. *See.*

J. L. & S. SET TO TAKE
BACK CHI M'VICKERS

Chicago, April 23.

Jones, Linkin & Schaefer is beginning to set plans for the take-over of McVickers on Aug. 1 when the present Paramount lease expires. Paramount took the house for six months after three weeks of operations by Aaron Jones under an indie policy. Lease by Paramount stopped an impending suit by Jones against Balaban & Katz for a share of the product.

Jones is still determined that McVickers receive a share of available first-run product and is now considering deals for product.

First thing Jones will work on will be settlement of the rental problem with the School Board, which owns the property. Jones is seeking a reduction in the rent, not only for future years but also retroactive for the past 10-year period, claiming the property was over-valued.

Bridgeport Gives Up

Globe, Bridgeport, Conn., former Poli house now operated and booked for Loew's out of New York, reverts to straight pictures May 8. House resumed stage shows three weeks ago. Miss Melson going in as m. for a stage band policy. That lasted two weeks and then the theatre went to outside produced units.

Thurston at Palladium

Thurston, magician, sails May 18 to commence a four-week date on May 27 at the Palladium, London. Deal was sent by the William Morris office.

Lowry Indef

Ed Lowry, currently in his third week at Loew's Paradise, Bronx, is being held at the house indefinitely. Besides m. c'ing the stage band shows, Lowry also helps in the staging.

AIR TEAM'S REPEAT

Molasses 'n' January, radio team, will repeat over the Lowry time they played a year ago. Open May 8 at the Valencia, Bronx.

Ed Wolf agent.

15 YEARS AGO

(From VARIETY and Clippings)

Hayseed cycle threatened when Griffith made "Way Down East." Maurice Tourneur was to make "Burgess" "The Country Fair." Far had a remake of "Old Homestead" and Metro was figuring on "Quincy Adams Sawyer," another "Burgess." "East" made big money and "Homestead" was fair.

Litho plants specializing in show paper worried. Paper shortage threatened a shutdown. Managed to worry through, but it was tough.

Cheese Club, N. Y. press agents, made a parade in overalls as a protest at high prices for clothes. Meant for a kid, but taken seriously.

Quality Amusement Co. was working on a circuit of 18 weeks in Negro theatres. One of those things.

Marcus Loew, with 101 theatres, was planning to add 48. Had the exhibe scared.

Variety managers offered musicians a 25% cut for the new season. Dramatic shows offered only 10%. Later were paying \$30 and \$38 per week.

First NVA benefit planned for May 5.

Keth theatres in midwest shifted from Sunday to Monday openings. Acts made better connections.

Boston issued a list of don'ts for vaude. Barred living picture suits, dopes, muscle dances, bare legs, pannies, profanity.

Exodus of tenants from Longears building. Rents went up 100% and 21 theatrical renters quit. Rents high all over.

Railroad strike was having time (Continued on page 44)

Protect Talent Discoverers

The New York statute is deficient in protection of discoverers of juvenile talent.

Managerial contracts with minors under 21 have been held not binding, even though entered into by parents or legal guardians and, aside from having a moral binding effect, they cannot hold up in court. Julian Kendler, attorney for a majority of variety and legit agents in Times Sq., has repeatedly emphasized this point in contractual obligations involving legal minors.

If general conditions warranted the investment for the necessary political lobbying, it is likely that a statute could be enacted in New York to accord the Broadway agents and managers the same protection as in California. On the Coast, the film managements can and do protect their contractual obligations, but the legal situation in New York today is such that nothing can be done, for example, to cement a Shirey Temple's services exclusively.

This element has been the bane of the sundry kid discoverers ranging from Gus Edwards to Benny Davis, and in between. On moral ties alone Edwards blinds some of his juvenile developments but on the other hand, a promoter of juve talent such as Davis, who first sponsored and developed about a half dozen of now more or less prominent people, has had no luck in retaining managerial interest in his discoveries beyond the usual employment limitations for current engagements.

Roxettes Run Into Op
And Auto Crash in Balto

Baltimore, April 23.

Ill-luck dogged the line of 32 Roxettes, current at vaudeville Hipp, in troupe's first visit to this town.

One of line, Margie Dunlevy, was stricken suddenly Saturday morning (30), and an emergency appendectomy was necessitated. She is coming along o.k. now in Mercy Hospital.

Motor car in which two other chorists, Rita Mountain and Imogene Helm, were riding Friday night (19) collided with another car. Rita Mountain suffered brain concussion and scalp lacerations. Miss Helm sustained cuts on legs. Both girls, however, are back at work.

Glee Club Goes Vode

Baltimore, April 23.

University of Cincinnati Glee Club has been booked for vaudeville Hippodrome for two days only, April 27-28. Choral group will appear on bill in addition to Gus Arnheim's ork.

The collegians are in east for an Easter vacash junket, during which trip they are today (Tuesday) appearing at a concert in Philly; doing a broadcast over NBC's red network tomorrow and giving a show for the cadets at West Point Thursday.

MABEL WHITMAN Presents

POPS AND LOUIE

THE TALK OF LONDON

"CLEVER, FAST-STEPPING
HARMONIZING SKYROCKETS"

Hear What the Press Has to Say:

"The show was again held up, this time by Pops and Louie."
—The Performer.

"Pops and Louie amazing steps brought down the house."
—The Era.

"Pops and Louie reaped a sensational success."
—Variety.

"Cunningly dovetailed into their scenes are plenty of straight vaudeville acts, many of them first time in England. Of these best were Pops and Louie, two cute little scat singing, somersaulting colored boys."
—Daily Express.

Remember, They Close the Bill

PALLADIUM

"Life Begins at Oxford Circus"

C. B. COCHRAN'S

"Joliti" Trocadero, W.

Direction

FOSTER'S AGENCY

HELD OVER—RUN SHOW

CON
COLLEANO

TENTH YEAR WITH

Ringling Bros. and Barnum and Bailey Circus

From Variety, April 17:

"Con Colleano is the only wire act and one of the show's few soloists. Colleano remains one of the Ringling mainstays, top man among all tight wire artists and the classiest performer."
—See.

TOMMY
MARTIN

BOOKED INTO

CAPITOL

NEW YORK

WEEK APRIL 19

WITH

DAVE APOLLON

HELD OVER

WEEK APRIL 26

Direction

LOU WOLFSON

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R K O
THEATRES
1270 SIXTH AVENUE
RADIO CITY
NEW YORK

Radio Plugs for NVA Drive Expected To Boost House Biz; NVA Gets 10%

With May 20 set as NVA Day, arrangements are being made that date hallyhooed as such on the radio and elsewhere. It's the day set for theatres throughout the country to contribute 10% of their day's gross to the NVA. For the first time the undesirable audience collections via plate passing will be eliminated.

A committee consisting of Harold Rodner, Leslie Thompson, Eddie Cantor and William Morris, Jr., is working on the radio angle, by which other names will give the drive a boost on their programs in advance. It is hoped this mention will increase the day's receipts for most theatres, thereby increasing the NVA's percentage take. It is figured that through this means more than the customary number of theatres will participate.

Houses taking part are members of the following circuits and independent exhibitor organizations: Loew, RKO, Paramount, Warner Bros., Fox-West Coast, Skouras, MPTOA, TFOA, Allied Theatre Owners and Allied States. Probability is that at least 2,000, and perhaps more, theatres will take part.

Committees in charge of the drive comprise most of the top major picture company and theatre circuits execs and exhib association heads. For the first time in its history, the NVA is receiving complete co-operation from the representative members and organizations of show business.

Operation of the NVA in all its phases, including Saranac Lake and the New York charities, requires around \$250,000 a year. In the event the theatre contributions and benefit takes fall short of that mark, other fund raising means now under consideration will be tried. Benefit shows on the same date, May 20, will be staged in about 15 city cities.

PAULINE COOKE
1074 Broadway
Presents
FRANCHOT TONE
in "Reckless"
Now Playing Capitol, New York
MIKE CONNOLLY, Pilot

DOROTHEA ANTEL
220 West 12nd 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

Keith, Boston, Out

RKO's Keith, Boston, goes into a straight picture policy Saturday (27) for the summer, dropping its present five-act, full-week shows.

Becomes a dueler.

Dropping of vaude by RKO leaves the Hub with but two stageshow weeks, Paramount's Metropolitan and Loew's Orpheum.

ARTHUR FISHER UP BEFORE MOSS

Arthur Fisher, indie booker, appears before New York License Commissioner Paul Moss today (Wednesday) on the complaint of Ross and Barnett, who charge non-payment on a three-day date played last December at the Majestic, Williamsport, Pa.

Act claims that the theatre went bankrupt right after its engagement, and maintains that Fisher should be held responsible for the salary.

Fisher, on the other hand, alleges that the act accepted its salary from the theatre party in cash and the rest in an L. O. U., which he claims should absolve him.

Par Brooklyn Back To Stage Shows If Albee Drops Acts

Stage shows will be revived at the Brooklyn Paramount when and if RKO takes vaude out of the Albee. Date for the dropping of stage shows at the RKO Brooklyn spot has not been set, though expected to happen in the next couple of weeks.

Paramount, Brooklyn, has been without flesh, with the exception of occasional name orchestras in its pit, ever since the house production staff and presentations were discarded a few years ago.

Policy of the Albee, after it drops vaude, is also undecided. Double-features have been discussed by the circuit's operators, though there is an agreement in existence with Loew's against such a policy.

Names at Home Expo

Toledo, April 23. Name acts, including Estelle Taylor, have been booked for the Home Improvement Exposition which begins here Saturday (27).

Mangean Girls Learn Rubles Aren't Rubies; It's All News to Alex Basy

Hellinger Unit on B'way; He Staged It Himself

Mark Hellinger and Gladys Glad's revue goes into the State, New York, May 3, for its second week for Loew. Opened at the Valencia, Jamaica, L. I., two weeks ago.

Besides acting in it, the N. Y. Daily Mirror columnist did most of the staging. He negotiated booking direct with Loew. Miss Glad is Mrs. Hellinger in private life. Other acts in the unit are Harry Jans, Pete, Peaches and Duke, 12 Aristocrats, a line of girls and some specialties.

B&K'S CHICAGO MAY CHANGE POLICY

Chicago, April 23. Change of policy is being considered for the Chicago theatre, flagship of the Balsaban & Katz circuit. Policy shift is due if business does not improve over Easter. Grosses for the past two months have been woeful. Among policy changes being considered for the stage show house is a reduction of the present 75c top, which is the highest rate in the midwest.

B. & K. execs held a special meeting on the Chicago problem last week and, while not deciding how to bring in more business to Chicago, did decide to renew the economy drive which means additional cuts in operation at the top B. & K. house.

Re-Vaude Albany

Albany, April 23. The fourth attempt to give Albany stage shows was launched Monday (21) when the Capitol, ex-legit and ex-burley house, opened with units and films. F. H. Kelis is managing the house for W. W. Farley, owner.

Capitol's previous attempt, prior to Lent, lasted out two weeks. Opening stage show consists of 'Town Topics of 1935.'

First kickback on the booking of American acts into Russia—where the ruble is worth about three cents and valueless anywhere but in Russia—occurred last week. The Harel Mangean girls, four acrobats and the manager whose name the act carries, complained to the American Consul in Moscow that the 4,500 rubles they were contracted to receive monthly actually were only worth \$121, and provide little more than just bare expenses.

Girls arrived in Moscow April 11 and discovered Moscow wasn't all a bed of vodka and gold-sprung trampolines on April 15, when they went to the consul. Their booking is for six months, arranged while they were playing in Europe through the Amsov Agency (Alexander Basy) of New York, official U. S. rep. for Gomez, entertainment agency for the Soviet. They want to Russia direct from Budapest.

According to Basy in New York, the girls were apprised of the conditions they would meet in Russia and told that they were to receive 4,500 paper rubles per month, not gold rubles. Basy now also denies that he had given them the impression they would have plenty of rubles left at the end of their engagement. Considering the fact that Russia was to pay all their transportation and baggage bills, plus room and board in a fairly good hotel, it couldn't leave enough rubles with which to buy furs and jewels to bring back to the U. S.

No Dice, No Ice According to dispatches from Russia, the Mangean girls found on landing that they couldn't afford to buy jewels or furs, and, even if they could, could not take them out of the country. Basy admits that good diamonds can only be bought in one store, which will not sell for anything but foreign currency that's backed by gold. In that shop Russia (Continued on page 59)

WALTER 'Dare' WAHL
The Smash Comedy Hit of
"LIFE BEGINS AT 8:40"
Per. Mgt. Irving Sherman, Ed. Dwyer Office

TRACY and VINETTE
Now Filming in
CORSICA, SPAIN

\$12,500 for Vallee Unit At Capitol, New York

Rudy Vallee goes into the Capitol, New York, May 3 for that theatre's biggest band booking in a long time. Vallee and ork will get \$12,500 for the seven days. Deal was set by Lyons & Lyons.

Musical combination will take up the entire stage show, no other acts supplementing. Film will be 'One New York Night.'

BEN TOO BLUE FOR N. C., PAR CANCELS

Charlotte, N. C., April 23. Ben Blue, now heading a vaudeville unit playing picture house time, lost four weeks of contracted booking when officials of the Paramount Theatre interests thought he was dishing too much dirt and cancelled the dates.

Blue, who operates with Ray Teal and orchestra and six other acts, was playing Charlotte and had four additional weeks in Public houses in the two Carolinas when operators cancelled.

Hub Friars' Elections

Boston, April 23. Maurice N. Wolf, organizer of the Boston Friars Club two years ago, was elected president for the second year at the annual election. Joseph M. Levenson was chosen vice-president; Louis M. Rosa, treasurer; A. C. Kilpatrick, secretary. Trustees for one year: Edward Aslan, William Erb, Tom Spry and Morris Sharratt. For two years: Julius Joelson, Herman Rifkin, Murray Weiss, and Phillip Margat. For three years: Jack Magan, Al Somerby, Steve Brody and Phil Smith.

Duggan's Comeback

Worcester, April 23. Danny Duggan, erstwhile vaudevillian, is angling for Hotel Bancroft roof garden this summer. It was there Duggan got his start as a performer.

WILLIE and EUGENE HOWARD

THIS WEEK (April 19) PALACE, CHICAGO
Week April 26, FOX, DETROIT **Week May 3, PALACE, CLEVELAND**
Directi **CURTIS & ALLEN** General Manager: **SAM HOWARD**

JOE LEWIS

(Not the Prize Fighter)

King of the Night Clubs

THIS WEEK (April 19), B&K ORIENTAL THEATRE, CHICAGO

Unit Reviews

'5 Star' Musical, 'Revenge with Music,' Folds After 20 Weeks, 75G in the Red

'Revenge With Music' will close Saturday (27) at the New Amsterdam, N.Y., but despite the fact it played 20 weeks the show was not a hit.

It cost \$125,000 and earned back \$45,000. With a score by Arthur Schwartz and book from Howard Dietz, 'Revenge' was the fifth and final attraction to be presented by the Frankwyn company (Arch Selwyn and Harold B. Franklin) whose jammed production schedule, busy in the season attracted attention, but ended all in the red.

Three of their shows were of foreign origin, starting with 'Lady Jane,' known as 'Old Folks at Home' in England. While that play flopped it was claimed the Frankwyn army of the picture rights provided an even break. 'Conversation Piece,' imported, in association with Charles B. Cochran, denied the fact that 'Lady Jane' was a flop, but it did fairly well for a few weeks then faded. Selwyn and Franklin withdrew from the show after a few weeks and about the same time also dropped their interest in 'L'Aligion' (Eva Le Gallienne). Then they were asked to shoot the works with 'Revenge.'

'Revenge' seemed to be a jinx about the time it hit Philadelphia try-out there were mishaps and fresh cash was needed. Frankwyn was not disposed to invest any more of its own money but Dietz is said to have put up his own for the payroll. Metro had put up \$35,000 and reputed once the show was closed it was stated that was a personal loan to Dietz who is the picture firm's publicity head. It was indicated therefore that Frankwyn's investment was hardly better than a one-third interest.

Two weeks after the Broadway premiere 'Revenge' went dark when Charles Winniger clipped an ankle bone. But was infected by the cast changes and the laying-off players getting half salaries to keep the troupe together. Other backstage stage injuries strengthened the impression among the players that there was a jinx. A dwarf was killed and let out.

'Revenge' started with a pace of around \$20,000 and climbed some \$10,000 around the time it was closed. Shortly thereafter both Selwyn and Franklin lost interest in the show and complete charge was given to Ben Stein, their general manager.

Through Stein's manipulations 'Revenge' has been kept going despite the fact that its pace dropped to \$12,000 and under. It was possible to operate because the players took salary cuts, while the Le Gallienne gang kept the show against operating loss.

'Revenge' opening night was scored by second stringers, premiere of 'Gold Diggers' that same evening got the major critics. Walter Winchell for the Mirror went into rhapsodies and ordered the show an heretofore unheard of 'five stars.' Business never even approached such rating. Gossip was spread explaining a number of alibis for giving 'Revenge' such a rave.

Selwyn is on the Coast and may embark in picture production. Last week Franklin, who also had picture plans, announced he would return to Broadway producing next season, but would lay off importations.

Omaha's Duo

Omaha, April 23. Two road shows, one running three days is something of a record for these times in Omaha.

Two performances at the first auditorium Sunday (21). First time here for the Minstrels, and a jump right back to the stage for their Monday night broadcast.

Other road show, straight legit, 2nd of Scotland Yard, at the Omaha Drama League at Tech high, Tuesday (23) for one night. Names of Helen Hayes, Philip Morris and Paul Kelly are responsible for the complete sell-out eight days in advance.

Freeman's N. Y. O. O.

Chicago, April 23. New York to look over some plays and make a couple of deals for shows to be produced in Chicago this summer.

Family Affair

Hollywood, April 23. Signed to create the title role in Martin Playhouse play 'Amaco,' Onslow Stevens is one of four members of his immediate family prominently cast in the offering, with the Pasadena Community Playhouse puts on May 14.

Other members of the clan are: Housley Stevenson (Stevens family name), father of Onslow; Robert Stevenson, a brother, and Housley Stevenson, Jr.

Shuberts Start Pop Operas for Civic Sponsors

Chicago, April 23. Shuberts have delayed their plan for start of the outdoor musical stock seasons in a half dozen towns throughout the U. S. Previously stated to be ready by April 20, but now appears that the Shuberts won't start until May 15 or later.

Delay is understood to be due to the Shuberts' desire to get the various towns to underwrite the musical ventures as civic enterprises. This would follow the general scheme of operation which the Shuberts used in the production of 'The Lady of the Lake' at Forest Park.

Shuberts now contacting the various towns seeking sponsors and guarantors to underwrite up to 95% of the cost of the ventures.

Towns which Shuberts are still interested in are Hollywood, Detroit, Pittsburgh, Chicago, Milwaukee, Toledo and Cleveland. Season to be started by June 15 and last through to September.

Equity Tangles with Coast Guild, Cracks Down on 'Dooley' Cast

Hollywood, April 23. Lela Bliss and Michael Whalen are on Equity's suspended list and two other members of cast of 'Kitty Dooley of Times Square' at the Hollywood Playhouse, for suspension if failing to obey AEA scrap order from Charles Miller, local rep, as the latest move in the tiff between actors' organization and the Hollywood Theatre Guild, headed by Curt Cox.

'Kitty' opened last Tuesday (18) as first of Guild's 12 scheduled productions, after Equity stopped releases on the original production, opener, Crane Wilbur's 'Hired Girl,' for failure to post Equity protective bond. Hiram Hoover, another Equityite, stepped out of 'Kitty' during rehearsals.

Miller enforced Equity's rule that no members of the suspended list may appear in any production. Members after wires and phone calls to New York headquarters. AEA policy generally has been to let little theatres. Claim, however, is that Guild productions are in the contract theatre class.

Cox, Guild's chief, claims the Hollywood setup is similar to that of the Pasadena Community Playhouse, which has been running with Equity. Equity counters that Brown got consideration through being a member of the Guild, and that strictly a commercial venture, despite its Junior group training angles. Equity plans a finish fight against the Guild with the object of maintaining its standing in legit affairs and to campaign to enforce Equity's rule. Equity also tangled with another co-op venture, 'Pop Goes the Weasel' at the Mayan in Los Angeles, which has been running with Equity bond and with non-union stagehands. Two AEA members were pulled from the show, and also face threat of legit code violation protests from other theatres on revival of the banned service charge provision.

Another for WB

Warner's drama department has acquired a second play for fall presentation on Broadway. It is 'Man of Yesterday,' currently at St. Martin's, London, authored by Dion Titherledge, Jr.

First piece on next season's schedule is 'Sweet Mystery of Life,' to be produced by Herman Shumlin with Warner backing.

ASK GOVT AID FOR STOCK PROJECTIONS

Stage Unity is the label of new plan to establish resident and rotary stock companies to present Broadway attractions out of town. Calls for financial support from the federal government, and also invites public participation at one dollar per membership.

Sponsor of the plan is R. Paulding Steele, said to be a reporter on the Journal, N. Y., and not heretofore identified with the theatre. His avowed intent is to 'put the commercial managers out of business.' Proposal is to start with 10 companies in Washington area, each to be identified with the name of the starting point.

Understood that Steele wants backing from Washington area, mentioned being \$3,000,000. Equity put in a bid for \$5,000,000, but it is pigeon-holed and reports are that the government has no intention of going into show business other than the free drama project that has a score of shows touring the CCC camps.

New 'Saint' Try

Pittsburgh, April 23. 'Saints' by Rosemary Brown and C. E. Iden Payne, which was called off on the eve of its Broadway premiere last winter, has been revised and retitled 'Shining Armor' and will be presented on May 9-11 by the Bachanallians of Carnegie Tech theatre, as part of school's annual Campus Week celebration.

Miss Casey, a Pittsburgher, is supervising rehearsals, while her co-author, Payne, is in England directing the Stratford-on-Avon theatre.

Shubert Axe Swings

Let-outs in the Shubert offices with the approach of summer include Barney Clancy, who counted 'deadwood' tickets, that being the name of the show, and the box offices. He had been with the managers for more than 15 years and his dismissal occasioned surprise on Broadway.

Carl (Doc) Hunt is also out. He was in the production department and also managed the Booth theatre.

Report Free Legit Cominance Indef; Dance School Switched

Indications are that the free legit and vaude shows touring the Civilian Conservation Camps in the East and also appearing in schools and institutions around New York will be indefinitely continued. That is based on the enactment by Congress of the \$4,000,000 New York measure asked for by the President. Operation was definitely extended until July 1 recently by Washington. Where Bel and Adams in all federal and state relief in the eastern sector.

There are around 900 professionals now employed in the drama division, which operates under the Works Division of New York's Federal Works Administration. About half of the total are in the casts, others being engaged in teaching drama to amateurs, and other activities grouped together in the project.

Recent attention given various dancing schools financed with relief funds resulted in professional dance instruction being returned to the direction of the ERA drama project, which has Col. Earle

Appellate Court Affirms O'Brien Decision Recognizing Charlotte Fixel as Erlanger's Widow, Her

Call Me Cliff

Clifford Odets, author of the brace of one-act propaganda plays at the Longacre, N.Y., was queried about the estate and by the property man, who addressed him as Mr. Odets. Author responded:

"Don't call me miter; call me Cliff or comrade."

Near-Nudist Play Comes Near B'way, But Not for Long

Near-nudist legit, after a week in Mount Vernon, moved to New York at Sutton, little theatre in the Sutton Place hotel, east 57th street, N. Y., but lasted only a few performances. Show was 'The Girl From Child's,' a flop legit which never reached Broadway, in its original version. Show was ordered closed by Commissioner Paul Moss, who stated no license had been issued to the Sutton.

Players wore shorts but very little else. First night was a press showing, those present having a good time jibing the actors, who cracked back at times.

'Girl' was originally a Pittsburgh production and after that date it managed to reach Brooklyn. Those interested tried the innovation of playing the last act first, but it was agreed that it was still not good. Nevertheless it subsequently made money for its authors by being played in stock over a period of seasons. Its original showing in Pittsburgh was in the fall of 1927.

LEGION TO COAST ON OILMAN'S GUARANTY

Hollywood, April 23. Bert Lytell's 'First Legion' opens run for two weeks or longer at Los Angeles, May 27, with the financial backing of Edward L. Donahy, devout Catholic millionaire oil man.

Group has been guaranteed \$5,000 weekly, with fares paid from New York and return. Show will open in San Francisco before returning east.

Report Free Legit Cominance Indef; Dance School Switched

Booths at its head. One daily charged that a school was turning a profit because its employees were paid by relief funds and the school manager collected 10c a head from those taking instruction. It was estimated that the intake was anywhere between \$350 to \$1,500 monthly. Interrogations by the Board of Aldermen about the collections resulted in hazy answers.

It was declared by Booths, however, that there was nothing irregular about the fees, also that such money donated by those who wished to do so, non-payers getting the same instruction and treatment. Also explained that it was necessary to raise money in that manner because, while the state paid the employees, there was no provision for rent, telephone and other expenses.

However, that particular school forced the closing of Chorus Equity's dance department and three instructors who had been employed for a dozen years were let out. Chorus Equity made a charge of 50c weekly.

Again the Appellate Division of the New York Supreme Court has ruled against the heirs of the late A. L. Erlanger. After deciding that the gift stock to his corporations actually belonged to the estate and not Erlanger's kin, court affirmed the decision of ex-mayor O'Brien, who was then surrogate, that Charlotte Leslay Fixel, now Mrs. Benjamin Abraham, is the showman's common-law wife. Under a series of court suits these unions are no longer recognized.

Former Miss Fixel established her right to claim a share of the estate in proceedings which lasted 11 weeks and were heard by Judge Mitchell Erlanger, and two sisters, Mrs. Caroline Bergman and Mrs. Ruby Weyler. Another sister, Rae Erlanger, died when the will contest started.

Claims of \$2,000,000 are allowed against the estate, the principal assets of which are supposed to be the equities in various productions. Fixel in reality is believed to explain the shrinkage in the estate, conservatively estimated at \$15,000,000 at the time of Erlanger's death.

Liquidation

When the estate will be liquidated it is matter of time, says Judge and the administrator, Saul Baron, appear to be waiting for an upturn in realty before the properties are sold and converted such sale may not be consummated for years. Understood that Baron has \$225,000 in hand, most of it from the sale of the Anchor Realty Corp. one of the estate's subsidiary companies. Claims against the estate are said to include two judgments against Erlanger's realty and amusement corporations, amounting to nearly \$100,000.

Appellate court's decision was unanimous, for which reason if the Pelland decision is reversed, the case to the highest state tribunal, the Court of Appeals, application to the state supreme court, if denied the former show girl's status as a prospective heir would be definitely fixed.

URGENT AMERICAN STATE THEATRE

Washington, April 23. Creation of an American National Theatre and Academy, patterned after the European institutions, was urged by Representative Charles McNary, Senator Robert Wagner of New York.

Following in the tracks of his Tammany colleague, Representative Strohger, Senator Wagner introduced a bill authorizing incorporation of With Many Selves to encourage dramatic art and literature in the U. S. Measure proposes creation of a National Theatre and dramatic productions of the highest type and giving employment to the best actors at minimum cost.

Interpreters include Mr. and Mrs. Leopold Stokowski, Mrs. George Horace Lorimer, Mrs. Stanley McCord, Ann-Margret, Mrs. O. H. Kahn, William Green, and Mrs. Felix DuPont.

Lazarus Trio

Milton Lazarus, publicity man, may have three plays current on Broadway next season, all in collaboration with Mrs. Felix DuPont, 'The American Plan,' tried out in a Red Bank, N. J., stock couple of summers ago. Shuberts may do it. 'The American Plan,' 'The American Plan,' by Lazarus and Rufus King, and the third (Chester Erskine) 'The American Plan,' is also being set for the fall.

Set came into N. Y. on the Warner Bros. writing party to negotiate the play deal.

(continued from the previous page)

More Paris Hair-Pulling: This Time Critic and Conductor Do Their Stuff

Paris, April 14.
Hair-pulling contest which threatens to tear Paris musical and critical circles all to pieces has broken out between Emile Vuillermoz, important music critic of *Excelsior* and Paul Paray, conductor of the ace local symphony orchestra, Concerts Colonne.

Vuillermoz wrote an article in the weekly *Candide* in which he ripped all local orchestras up the back. Said they didn't rehearse and that they accepted money from young composers to give first additions to their pieces. Probably no one would have thought of contradicting him until Paray lost his temper and stopped last Saturday's concert long enough to tell off the music critics from the stage.

Paray's counter attack was an error in lots of ways. In the first place, it appears that Vuillermoz wasn't really referring to him nor his orchestra, but Paray couldn't know that, because no names were mentioned in the article. Moreover, Vuillermoz was not in the hall, so Paray attacked him, having gone out of town for another concert. But his friends let him know, and after some days of deliberation, he started a slander suit against the stick-waver.

Everybody is sorry the critic chose this method of getting back instead of just challenging Paray to a duel, in the good old fashioned French way. Critics' associations and the newspapers in general are standing behind Vuillermoz, although papers so far have been very discreet about printing the story.

STEIN-FISCHER ENTERTAINMENT IDEA FOR LOND.

J. C. Stein, prez of the Music Corp. of America and partner in the Polles Berge Prod. Co., Inc., called Saturday (20) to offer his Polles Casino idea of a "Polles Berge" type of show in London. Previous idea primed for the Prince Edward Theatre, London, by local interests, has fallen through.

Stein and Cliff Fischer's partnership in the Chi and N. Y. "Polles Berge" ventures has been attended with some factional feuding, but apparently they have patched up differences and are again team-working for future ventures. Fischer will sail for London later on.

TOURING VODE SHOWS

Rottembourg and Goldin Sending Two Units Out in France

Paris, April 14.
Rottembourg and Goldin, agents who have sewed up big time vaude in Paris, are now planning two summer tour troupes for France.

One show will be called "A.B.C. and will be modeled on the vaude program of the boulevard." The other, "Glamorous Night," due at the most consistently successful since straight vaude was revived in this town last season.

Second will be called "10 O'Clock Theatre" after "Theatre de Dix Heures" in Montmartre. This is a specifically French institution, featuring vaude, songsters and monologists, usually with political satire as song themes.

Abramovitz Out, Jones Into New Novello Play

London, April 23.
Serge Abramovitz, continental actor and vocalist, retired from one of the leading roles in Ivor Novello's "Glamorous Night," due at the Drury Lane shortly, and will be replaced by Trefor Jones, Welsh singer.

After rehearsing six weeks and finding the part continuously curtailed he resigned by mutual consent, receiving a cash settlement.

JUST SOME PARIS FUN

Critics Pan Managers and Managers Pan Critics in Gay Parce

Paris, April 14.
Nice little newspaper row between critics and theatre managers has resulted from production of "Alletta" at the Theatre de Paris, which was unmercifully panned. Pierre Scize, critic of *Comedie*, and one of the ablest in town, got so sore at the show that he slipped into his review a bunch of generalities about the stupidity of managers who offer such plays. Said that the depression of the theatre business is probably due to nothing but the managers' incapacity.

Max Maurey, president of the Theatre Managers' Association, came back with a letter affirming that no manager would accuse all editors of being brainless just because he had read one bad article in a newspaper. Now it's every body's party.

PARIS BIZ 40% UNDER NORMAL

London, April 14.
All show business is off her axis at the moment. Figures set by those in a position to calculate is that receipts are down 40% below the normal of this time of year.

One of the most successful restaurateurs grew panicky when he discovered his receipts were 35% below what would naturally be expected just now, and consulted some of the other feeding purveyors. They told him business was better than most of them.

All sorts of reasons ascribed. Some say people are saving up for the Easter holidays, and others that they are storing their spending money to celebrate the Jubilee.

MANGAN STICKS INDEF AS REX, PARIS, STAGER

Paris, April 14.
Engagement of Francis A. Mangan to stage stunts at Rex Theatre, Paris, has been indefinitely extended indefinitely. Original deal was for the American to stay for one month.

Mangan wants to put stars into his shows at this spot, and plans to dicker with Bob Ritchie, soon due in London, for Jeanette MacDonald. Miss MacDonald was the big draw who enabled Mangan to put the Rex show over when he first opened this house three years ago. Mangan's bid for Laurel and Hardy for personal reasons is also part of this program. Present Mangan shows consist of just girls, plus a few solo dancers. No names.

Dolly Sisters Again?

Paris, April 14.
Dolly Sisters may go back on the stage. A. E. Abrahams, London producer, who has bought the English rights to "Hortense" and "Princess Topaze" recently called for French opera success of last season, thinks Rose and Jenny are the right pair for the show.

Here propositioned them, and if they can get together on price, sisters' comeback may be made in London. Dolly recently sailed for America with Irving Nether, Jenny's husband.

First show to be produced there is tentatively titled "Hungarian Rhapsody," musical written by Fogwell, with cast already lined up including Tom Burke, Hugh Wakefield and Morton Stent.

Author will produce, and is negotiating for foreign female star.

Plays Abroad

Charlot's Char-a-Bang

London, April 11.
Revised by Arthur Hodge, F. W. Murray, Reginald Gardner, John Tiley; lyrics by Dennis Van Thal, Arthur Hodge, Geoffrey Wright, Charles Hodge, F. W. Murray, Reginald Gardner, John Tiley.

Andre Charlot is back once more at the Vaudeville with a new revue in the theatre where he produced some of his biggest successes. "Char-a-Bang" is among the cleverest of his revue productions. It's a comedy in one act, with music, comedians, lyricists, scenery and costume designers and producers, not counting Charlot himself, to put over this one. Net result is meritorious entertainment of a high order, with a display of artistry in the respective production departments that is altogether satisfying.

Probably the best joke told is the final of the first part, which is a burlesque on "Hamel," presented as a cabaret. Jamlet Bayed in the manner of Jack Buchanan, Claudius as Jack Hulbert might do and the Ophelia of the evening the mannerisms of Gwen Ffrangcon.

Charlot is noted for the speed of his shows and the fact that he shut off the show at the end of the first act, and put the artists to get on with their job. Artists must be ready to go at any time there are not enough outstanding personalities.

"The lady is Elsie Randolph, for many years identified with Jack Buchanan's musical ventures, and she has been in the show since it can follow him in all his intricate stunting. She has more or less abandoned the show for her own little company, with which she has long been associated and makes a brave attempt at a pathetic ditty about a flower girl whom nobody loves. Also plays straight bits, dresses up as a Voodie, and does everything except the knockabout dancing which made her reputation.

John Tiley is chief comedian and does some comedienne work, but again he is a more or less nebulous individuality. Paramount personality is Charles Hodge, who is a comedian, who does everything with such aplomb that his work is always winning.

In the main, a bright entertainment that is certain to improve as the rough edges are bevelled off.

'Y'Avait un Prisonnier

(Once There Was a Prisoner)

Paris, April 12.
This act made its debut at Theatre des Ambassadeurs, Paris, last night. Cast: Adeline, Marguerite, Pierre, Lucienne, Simone, Gaston, Guillaume, Berthe, Henri, Jean, Gaston, Dupont, Dubouff, Leo, Pailler, Robert, Jean Mercanton, Marcelin, Alerte.

This play by a very young author, plentifully padded by local critics, is a most adaptable piece for Broadway that has been put on in Paris this year. It contains a lot of good material, but is energetic, human, it's well constructed, holding interest, developing character and drama; and it contains a superb acting part for the leading man, that of Ludovic, beautifully played here by Alime Clardont. Theme is not French, but of general interest. Despite some crudeness in writing, particularly shown by occasional repetitions and redundancies, it's a very good material for an adapter.

Ludovic, an international financier, was caught in getting phony by his enemies, tried in Rome and sentenced to 15 years of prison confinement. He's about to be released as the play opens, and his family is waiting for him at the Riviera coast. Show is about how he found his friends after 15 years of prison life.

Family are all 'honor' people and all play their parts well. Ludovic's brother, Guillaume, has been accused of a crime and is in prison and has planned this meeting on the yacht so that the prisoner, however, Ludovic, can find out if he's really up anything. He's ready to pull up anchor and go to see if there's any trouble. Particularly he's fixed up a marriage between Ludovic's daughter, Anne-Marie, and a young man of good family, Gaston Dupont, which will be useful to him in business. Guillaume's chief fear is that this will spoil the show by behaving badly.

First show to be produced there is tentatively titled "Hungarian Rhapsody," musical written by Fogwell, with cast already lined up including Tom Burke, Hugh Wakefield and Morton Stent.

Author will produce, and is negotiating for foreign female star.

MISTINGUETT AT REX, PARIS—THEN, LONDON

Paris, April 14.
Mistinguet is now set to open at the Rex, April 26, in a Francis A. Mangan show, then going to London for a month. Mangan is dickering with London theatres, with \$5,000 weekly guaranty, reported practically assured.

Goodie, continuing at the Rex, Mangan will put on a stage show beginning April 19 in another Haik-Gaumont house, the Olympia. Also is sending 16 girls to Brussels to open on same date with Marie Dubas, singer in the Alhambra there.

American stager tried to get Maurice Chevalier for the Rex, but the star turned down \$10,000 weekly for four shows a day, alleging the grind was too hard. Mangan now wants Jeanette MacDonald for the Rex spot and has wired Bob Ritchie in London to try to fix it.

Gertude Lawrence in 'Anything Goes'

London, April 23.
Gertrude Lawrence is set for Ethel Merman part in "Anything Goes." She was the original Cochran choice for the part, but unavailable last week.

Cochran had Vinton Freedley in New York hunting for a possible replacement, and with about six girls auditioned, but none seemed suitable. June Knight favored, but she didn't want to go to London at this time.

Cochran now hopes to put the show into rehearsal within another 10 days.

WHEN IS VAUDE NOT?

Parisians Call Revue Both Vaude and Legit, so Double Nick

Paris, April 14.
Revue "Why Not?" by Rene Dorn at Theatre Daunou is caught between two official fires which may lead to its closing, although it is doing big business.

Tax authorities insist on calling it a vaude show and putting a 15% abate into the rate, which is higher than the tax on legit. At same time, Theatre League insists that it's not a vaude show, and that it's a legitimate theatre manager, fork over 11.80% nightly for royalties which she wouldn't have to pay if it were vaude. Being both kinds of show at once brings the total clip to 38.80%.

UA in London

(Continued from page 19)
Cover the Waterfront, and 'Looking for Trouble.'

Policy of booking pictures here is on a 25% basis for pictures, with the theatre and renters sharing 50/50 on any grosses over \$12,000. Outside this rental, it is reported, Buchanan has averaged a steady profit of \$2,500 per week, which is good going for any V'est-End theatre, and particularly good for this house, slightly off the beaten track and with a somewhat hectic past career.

At the moment house is doing well with a Korda production, "Sanders of the River," which is doing a steady approximate \$5,000 daily, the best afternoon trade in the West-End. Picture looks good for eight weeks. Next in will be 18 Minutes, (Fate-Vogue), starring George Raft, and produced by Monty Banks. Both the latter have a monetary interest in it.

The "Bohemia" is a filmation of "Le Boheme" made by British International and starring Gertrude Lawrence and Douglas Fairbanks, Jr. It's a picture which is being put in the film. Fairbanks is at present dickering with Murray Silverstone on the percentage.

His daughter, his son, Robert, born after his imprisonment, has him for a son. He calls her the boy 'Al'.

He's followed about the yacht by a British gambler who had the next cell to his and with whom he communicated by tape. Le Brebis is a mute—his tongue had been cut off by his accomplices in crime so he couldn't speak on 'em. He broke out of the yacht cage in a panic, but they have to let him stay.

(Continued on page 55)

THE SHAW BIZ UNDER GOVT IN ITALY

Rome, April 11.
New dictum, immediately effective, places the theatre and allied interests directly under the thumb of government supervision in the form of an Inspectorship of the Theatre.

This newly formed department, which is subordinate to the Department of the Under Secretary of State for Press and Propaganda, functions as absolute dictator of policies and management over the branches of the theatre which it controls. Radio, music and the legitimate theatre are among those affected.

Only exception is films, which are already covered by the director general of cinema.

Department is unrestricted in its powers, which include censorship, disciplining and any reformations with government approval. In addition will also supervise training and teaching of new talent.

4 U.S. ACTS AT LONDON'S HOLBORN; ALL CLICK

London, April 23.
New show at the Holborn Empire as four American acts. Newly named, it's what after a year's absence from London. Went over nicely, although song selection is not of the best.

Act after act back here after six years, are a refreshing comedy howl. Bernice Stone and the Perry Twins, and dancers with a semblance of novelty. The last, a female knockabout act, funny but lacking finesse.

French Hi Commissioners

Paris, April 14.
Appointment of Roland Marcel as High Commissioner of Touring to let the strangers back to these shores is understood to be a prelude of other similar appointments. High Commissioner of Cinema is reported next on the list, to straighten out the tangled film trade. Then a High Commissioner of Radio to teach the French how to listen in. High Commissioner of Propaganda to tell foreign nations all about it, is also being considered.

Paris Strike

(Continued from page 19)
mitted himself to the strike, although he is a militant tax relief fighter. Jeff Dickson, biggest sports promoter in town, is very hesitant, and doesn't want to shut down his Palais des Sports if he can help it. Paul Derval of the Police Berge says he'll play with the crowd if necessary, but wants to have plenty of warning that it's coming off. And so on along the line.

There are two tax relief bills before the parliament, which could improve the position of the cinema, make film taxes by 20% and the other reduces by 1/2 all legit and muslo hall imposts. Later would thus go down from 10% to 5% on the average. This applies to national taxes only. Theatres are also forced to be fixed later—French made films still are part of the first bill. Government is not in favor of the Joker, but no notice has been received as to whether it is stayed in. It would destroy a lot of the efficacy of the cinema tax rebate, and would be definite discrimination against American films.

There is a certain amount of fear that if the indoor amusements close, there would be definite discrimination against outdoor sports, such as horseracing, and let it at that.

Almost in
For less than 72 hours over the week-end, the United States was a full-fledged member of the international copyright union. But it didn't take.

Senators jumped the gun Friday (19) and assumed the treaty was being handled with hardly a murmur, only to wake up Saturday to the fact that the domestic law revision bill, a necessary preliminary participation in the world organization, is hung up in the Senate Patents Committee. Consequently, they hurried to un-remember the mess Monday (22) and nullified the ratification vote by unanimous consent and without public explanation.

Faces of Senator Duffy, Democrat of Wisconsin, and Chairman Pitman of the Foreign Relations Committee were crimson Friday afternoon after the Senate quit for the day, and they realized the impossibility of carrying out all provisions of the pact without domestic copyright laws in complete harmony with the international union.

Revision bill concocted by the State Department is sidetracked for some weeks to the Senate, and even get a hearing this season. Chairman McAdoo of the Patents gang is too busy with appropriation bills, bank bills, bonus bills, and multiple other pieces of legislation and so far hasn't even skimmed through the bill. He is expected, when, as and if he finds time, the lanky Californian expects to call the bill, and he is expected to be very bright, even though the State Department is trying to find the Senate into action this session.

Just Like O. C. McIntyre

Just like O. C. McIntyre's column is featured on the front page of the *Gallop* (O.) Daily Tribune (average daily circulation over \$500,000, the masthead), it became from page news that 50 dinner guests at the local Lafayette Hotel, where McIntyre, Vance hosting, formally petitioned the O. C. McIntyres to come home to Gallopia and appear as part of their time in their new home "Gatewood." It's a formal, home-movement on the part of the town's most prominent citizen, and the columnist "the most distinguished son of Gallopia in his history of nearly 150 years."

As regards "Gatewood," this is a home which the McIntyres have been building in Gallopia more or less by mail order for some time, having been on the jump in the capitals of the world.

O. O. and Mrs. McIntyre dined informally with the President and Mrs. Roosevelt at the White House last Wednesday (17).

Eagle Drops B'w Column

Art Arthur, who came years ago from Canada two and half years ago to succeed Brian James as the *Brooklyn Eagle*, this week shifted over to the news staff of the *Brooklyn Eagle*. Weyrauch, managing editor, had been after Arthur for some time to come over to the city staff to handle general assignments. The change, in this instance, does not imply a criticism of the *Brooklyn Column*.

Arthur's final column appeared last Saturday with a note from the m.e. explaining the reason for the dropping.

Editor Yawitz

Faul Yawitz, with the No. 3 issue of the *Column*, has been named editorship of that monthly, published by Bernard Berger, who also issues the *Baltimore Column*. Maxwell Lehman is associate editor.

New issue under Yawitz' editorial direction evidences a personal keynote not presented before.

ALL WRITERS Please Note

Sell plays, sketches, vaudeville sketches, songs, articles, stories for real money. WRITER'S DIGEST, leading and largest writer's magazine, is read by this country's ablest and best professional writers. Why? Because WRITER'S DIGEST contains 64 jam-packed market tips, telling where to sell what you write. All editorial material is 100% accurate and reliable. You can cash in on your spare time by reading just a sample copy of WRITER'S DIGEST. And it's yours FREE—just for the asking. Or a special three month's subscription for only 25c. Take your choice!

WRITER'S DIGEST
1200 Jackson Street
Cincinnati, Ohio

Ochs Obit and Will

Elmer Davis wrote that Adolph S. Ochs obit on the N. Y. Times publisher some years ago. Like most obits and retrospectives in press release. Some sound like they were factually written for some future date, and others are tricked up and reburied in the newspaper press time fever, to sound off-the-griddle.

The amount of space the 'Times' accorded to its late publisher inspired beaucoup pros and cons in newspapermen as to the extremity of modesty as regards the now-called two-line obit on Charles A. Dana, publisher of the N. Y. Eve. Sun. Reporters are now in a newspaper attaché would rate more than the brief two lines accorded to Ochs, hence the difference of opinion whether such extreme brevity is in order. In view of the importance of almost any newspaper publication.

The Ochs will executed two days before his demise is regarded by the newspapermen as the most important befitting the character of the great publisher of the N.Y. Times and Chattanooga Times. His books of obituary are regarded as the most generous remembrance to his colleagues. His manager of the Times who died but three days before his publisher) were matched by bequests to household, secretarial, domestic and other employees, besides the usual philanthropies to educational and mercy institutions. These are beside the heritages left relatives, etc.

The direction of the Times is left to Mr. Ochs' daughter, and Arthur Hays Sulzberger, son-in-law, already a v.p., and responsible executive in the N.Y. Times Co.

A. P.'s Wirephoto Squabble

The excessive cost of the Associated Press wirephoto service, as set forth by some publishers, provided the firestorm for the meeting of the annual Associated Press confab in N. Y. Monday (22). Some editors for a thorough probe, allegations that certain facts were misrepresented by A. P. representatives forming the background for one resolution introduced. More than 50 daily papers now take the service. Drastic resolution was passed to lower the wirephoto matter referred to A. P. directors.

Daily News is only New York publication using wirephoto service, making it excluded from the area. Annual cost to this paper alone runs into five figures. Small city papers have been squawking plenty in recent months. J. N. Macy head of Westchester County Publishers, claimed that four inaccuracies in A. P. service (Hauppauge case, U. S. Supreme court god decision, Welton case and death of President Wilson) had caused management was experimenting with the wirephoto service. He changed that this photo service was necessary for a story to be told to those others who get their pictures via mail.

Mizner Blog on Press

The blog of Wilson Mizner has finally been completed by Edward Dean Sullivan, and Rae D. Henkle has it for publication immediately. Henkle has been Mizner's secretary to do his own autobiography and he had made a lot of notes for that purpose. Regarding his death in 1933 that he would not be able to do it, he turned the notes and other data over to Sullivan. It bears the title of "The Fabulous Wilson Mizner."

Editors Eat to Meet

Trio of editors of a many book publishing houses have met at the Editors Luncheon Club. Plan is to get together every other week at lunch for an exchange of ideas relative to the trade. Organizers of the club are Robert Innes Center, of Dodd, Mead; Maxine Gray, of Doubleday; and George Shively, of Stokes. Hope to enlist every book editor in town.

Phelan Awards

Phelan Awards in literature, made each year to the most promising literary prospects in the State of California, have gone to Gladys H. Merfield and George Hart for current annum. Awards are \$1,000 each.

Contestants obliged to submit samples of literary ability. Both winners entered partially completed novels. Judges who made the selections were Clarence Brown, Stephen Norris, and B. H. Lehman.

Best Sellers

Best Sellers for the week ending April 20, as reported by the American News Co., Inc.

Fiction

'Green Light' (\$2.50)By Lloyd C. Douglas
'Time Out of Mind' (\$3.00)By Thomas Wolfe
'Now and Then' (\$2.50)By Edna Ferber
'Now We Set Out' (\$2.50)By Susan Ertz
'Frylon' (\$2.50)By William Faulkner
'Personal History' (\$3.00)By Vincent Sheehan
'Francis the Elmer' (\$2.00)By Robert Buckett
'Skin Deep' (\$2.00)By M. C. Phillips
'White Home Burns' (\$2.75)By Alexander Woolcott
'Autobiography of John Hays Hammond' (\$5.00).
Rats, Life and History' (\$2.75)By Hans Zisner

Pulitzer Plays in 1 Book

Random House will publish a book containing all the Pulitzer Prize plays to date in one volume. Plays will all be complete and will be the first collection of the kind. William Lyons Phelps is doing the introduction.

Being figured for Fall publication. Only thing in the way thus far is the lack of knowledge over which will be this year's Pulitzer play and whether or not it will be available for this publication. If not, it will be the last year's play to 'Men in White' last year's winner.

Random House publishes all the O'Neill and George S. Kaufman plays.

On Show Biz in Yiddish

First mag in Yiddish covering the amusements of the English equivalent—Theatre World. Will take in the stage, screen and radio. Benjamin Rabin editing. A small supplement in English will be edited by Walter Hartman, who writes on the Yiddish attractions for the Daily Worker.

One or two issues of the Theatre World will be published for the present, to determine the appeal. If there is sufficient encouragement, regular publication will start around September.

S. & G.'s New Pulps

Harry Steeger and Harold S. Goldsmith have added a new mag, Dime Adventure Magazine, to their 10c series. Group now includes, in addition, Dime Detective, Mystery and Dime Western. Dime Western is now being published twice a month, instead of monthly. Dime Detective has been a twice-monthly for some time.

Steeger and Goldsmith issuing still another new pulp, Rangeland Romances.

WVO Building Italian 'W'kly

WVO, New York, is building its Italian edition of the *World* among Italian residents of New York area. Though the station publishes the weekly trade in the Italian language, most copy is devoted to culture and educational features.

It is on the newstands Saturdays, selling for a nickel. McGraw-Hill handles editorial matter, and Leander Forno is president. Paper is now three months old.

T. & C. Goes Monthly

With the installation of Harry A. Bull as the new editor of *T. & C. Country*, succeeding H. J. Whigham, the mag goes from a bi-monthly to a monthly publication. First monthly issue will be dated June. Change in make-up and features planned by Bull.

Defining Underworld Lingo

Dictionary of underworld words and expressions has been published, entitled *The Language of the Streets*. Publisher is the author, Albin J. Pollock, and he believes the volume will be of use as a reference work by authors and newspaper writers. Pollock is himself a newspaperman.

Scrapping Shadowplay

Last Shadowplay interfere with the build-up given Photoplay. Photoplay has decided to scrap former, June issue of Shadowplay will be its last. A few features in Shadowplay will be put into Photoplay.

Ch-H-E Baseball Insert

First baseball insert seen around was gotten up last week by the Chicago Herald-Examiner. Chicago, for the opening day of baseball. Special insert carried spread over a variety of the clubs park, beer, auto and other companies.

Those Lady Chopper-Upper

The N.Y. Daily Mirror, as a campaign yarn, has been plugging two Idaho champion lady wood-choppers. The tab has been entertaining while on a New York visit. As part of the buildup, some editorial and a pictorial comment on the newspaper and such bunch curators about Arthur Brisbane's commentary. A picture on last week's editorial page compared the two Idaho amazons to four Broadway showgirls. And a pictorial comment on the 'Two Fine Western Girls' urged them to marry 'The men with blue eyes and kind hearts.'

CHATTER

Eleanor Early off to Haiti.
The Harry A. Francke in Mexico.
Robert Nathan has finished a white.
Stanciar Lewis in town for a while.
Second printing for 'The Hound of Ireland.'
Rosen printing for 'Infantion Ahead.'

Arthur Gutterman back from New Orleans.

Tatiana Tchernavina sailed for England.

Sydney A. Clark touring the States.

Gene Capra in New York next week for his first visit.

John Tasker Howard working on a book of Elizabeth Nevin, the composer.

Catherine Bauer back after a speaking tour in the middle west.

John Tasker Howard working on a book of Elizabeth Nevin, the composer.

After seven years Esther Fox has completed a new novel, 'Miss Marvel.'

Emily Newell Blair has sold her rights to the novel 'The House of the Living Dead.'

William Saroyan in N. Y. and not at all bashful about meeting celebrities.

Henry H. Baloi, president of Bruce Humphries, Inc., on a swing tour of the States.

Lloyd C. Douglas back home in Wellesley Hills, Mass., after a winter in California.

Fourth printing for 'Green Light.'

Third printing before publication for 'Dew in April.'

Another book about New York and delivered it to Dutton.

Stanley Walker not too busy with his duties on the Mirror to prevent him from doing a new book.

Bob Wilson, sports editor of the *Brooklyn Journal-Courier*, has switched to the *Brooklyn Herald*.

John Evans and Claire Spencer, the scribblers who are Mr. and Mrs. Evans, have been married by motor.

Janet Ayer Fairbanks here from Arizona to deliver a new novel to her publisher, Houghton, Mifflin.

Appleton still has a new novel by Robert W. Chambers, although he has been dead for some time.

Hermann Broch did not begin scribbling until he retired from business. But he's making up for it.

Robert Faherty, ex Chicago newspaperman, in Tahiti. Has an acceptance from Doubleday-Doran of a new novel.

Ed Levinson of the New York Post writing a biography of Pearl Berglund, strikebreaker, for McGraw-Hill.

Baynard H. Kendrick on his way back from Florida. His newest story, 'The Flying Fool Fish,' is in the current *Literary*.

Donald Kloepper off on a four-nation tour of Europe. Getting even on his partner, Bennett, who made a similar trip last summer.

Benjamin Brush looking for a lighthouse that she might use as a summer studio. Has an idea it might be nice to fish from the living room window.

Book Reviews

Rice Blasting Again

Elmer Rice gets in some cholo paragraphs about his friends, the critics, in a preface to his new volume, *Two Plays* (Coward-McCann, \$2.00). "I have been his again in the second of the plays, 'Not for Children.' This is a highly original and interesting play, produced and would be interesting to see what happens if it. It reads almost as though it had been written by two characters sitting at the sides of a stage discussing various characters who walk across it; actors, critics, writers, producers, etc. In other words, Rice's idea of what he thinks of others connected with the theatre. He's been working on it for a number of years and almost had it produced about four years ago, but some of the lines are so little and timely they must have been written in recently.

Second play is 'Between Two Worlds,' which was produced on Broadway. This was the last Rice production the one which led directly into the one which he was through with the theatre for a while. The form it's just as dull as it was on the stage.

Joe Aikin's dramatization of Edith Wharton's 'The Mother's Regret—Century'; \$2) is surprisingly readable. It is not, as is usual with dramatized novels, inferior to the original—having, in fact, a quality all its own. A quality, as a matter of fact, distinct even from the play as seen on a stage. The quality that the staging had a good deal to do with the play version as current at the Empire, N.Y. On reading it, suggest some stage presentations suggest themselves.

History of Gambling

There has been a good gossip, slander and myth about Monte Carlo; that there is a ready-made audience for almost anything serious on the subject. The author, however, does a lot of digging into mid-European history and intrigue in the eighteenth century and does a complete job of the life of Francois Blanc, who was responsible for the success of the gambling headquarters of the world. The book is a complete dramatic yarn, and it is a pity this time as in the earlier work, his story nevertheless suggests some good film backgrounds.

Unfortunately, the translation, uncredited, is pretty poor.

Sound Handbook

James R. Cameron, who has written on pretty/nearly every phase of sound production, comes forth with a handbook, 'Serving Sound' (Doubleday-Doran Co., \$3.50), for the use of the man in the projection room. Like most of sound books, it is a little more than readily understandable to the non-engineer reader—and most projectionists find much of the material rather over their heads. There are, however, suggestions to cover most conditions which can be met in the projection room, which probably will help. But like almost all books of this type, many of the diagrams have been borrowed and are not original. The book becomes so small as to require a strong magnifying glass. Almost all the diagrams are of about 18 charts, which have been typed and then reproduced, with the reduction bringing the type face down to about four lines, or about half the height of this line. And the charts are the meat of the book.

Omnibus of Crime

One of the best whodunits in a long time is 'Death of an Alchemist' (Doubleday-Doran Co., \$2.00). Spriggs. Contains all the elements that should make it ok for filming: too; mystery, romance, action and character. It is a novel, a lot of good aerial material, too, which in a combo with the chiller element, should give it a very good sale. 'Peggy Fairchild, a youth invented by E. S. Liddon, is a sort of femme Phil Vance, which is different, but not less good. The story is a little more than readily understandable to the non-engineer reader—and most projectionists find much of the material rather over their heads. There are, however, suggestions to cover most conditions which can be met in the projection room, which probably will help. But like almost all books of this type, many of the diagrams have been borrowed and are not original. The book becomes so small as to require a strong magnifying glass. Almost all the diagrams are of about 18 charts, which have been typed and then reproduced, with the reduction bringing the type face down to about four lines, or about half the height of this line. And the charts are the meat of the book.

News From the Dailies

Expo.'s Nudists

Currently the arrival of the Nordie, exemplification of the ultimate in speed and luxury for steamship travel, is expected to prompt

(Continued from page 1)

Huey Long subject, in the new 'March of Time' release is a satirical one, treating Long and his career to

New York Theatres

pany was blazing the trail for regular passenger service to South America.

Currently the arrival of the Normandie, exemplification of the ultimate in speed and luxury for steamship travel, is expected to prompt many big companies to get plenty of lots of the boat and build stories

Comm'l Pix Nix

...ate in speed and luxury for steamship travel, is expected to prompt many pix companies to get plenty of shots of the boat and build stories

Huey a Censor

Huey Long subject, in the new March of Time' release is a satirical one, treating Long and his career to to in kidding fashion.

doi:10.1002/med.1133

Fox-Met Reorg. Plans

Early Start (Continued from page 6)

'I'm Telling You'

(Continued from page 6)
and Alvin Schlosser. Halsey-Stuart and Hallgren were among original underwriters of the \$12,000,000 Fox Met notes.

Sidney R. Kent and William Greve were the chief witnesses yesterday (Tuesday). Greve's testimony pertained mostly to his trading activities in Fox Met notes, either on his own or through joint accounts with other investors. He testified that while there may have been a so-called joint account, the individuals who traded therein were in no wise partners with him in the transactions.

Greve expressed the viewpoint, on examination, that neither the pending plan nor the proposed Fairplan offers the best possible plan for the bondholders. He figures that noteholders who are not offered a greater part of cash than is offered and also that the interest offered on the new notes in the Fairplan is low and could not be increased. Fairplan's offer is understood to be 20c in cash and 80c in 10-year 4% notes.

Another thing that Greve pointed out is that in a year and half the present Paramount-Low film franchise agreement for metropolitan New York, runs out. He pointed out either Paramount or Low might angle for Fox Met at that time.

Greve also stated that he would give an opinion on an independent operator might do well with the Fox Met circuit and that the circuit could be sold for more than he is being offered at the present time. Greve's opinion is that he is not afraid of Fox Met's possibly being sold as a franchise. Greve will probably receive the stand today (Wed.). Greve's secretary also testified briefly.

Kent's Testimony

Kent was the first witness to be called yesterday. So far as Fox Met is concerned, he testified that company testified its principle interest in Fox Met is on account of the company's film franchise. This franchise has six or seven years more to go and is on a basis of a percentage of the receipts.

Kent testified that the Fox franchise held by Skouras Theatres and Randorff was costing Fox Film money because in a clear market the Fox company probably could get from \$215,000 to \$400,000 more for such a franchise, at prevailing film rentals.

Kent told how nearly every group which had a plan for reorganization of Fox Met, from time to time, had asked him for his opinion. He testified he had refused to transfer it, Kent's belief is that he has the right to transfer under certain conditions because the first time Skouras and Randorff Theatres is predicated on delivery of the Fox product to Fox Metropolitan.

Joseph Schenck, in Florida, also asked Kent if the latter would transfer the franchise and Kent nixed the idea and previously had declined when Lowe's, with Warner, was bidding for Fox Met, asked for the Fox Film franchise. Not only did Kent nix the Lowe request at that time but also a request about the same thing made by KAO.

On examination of Greve, Kent testified that he considers that Skouras and Randorff have contributed reasonable management in the Fox Met circuit. Although they have not performed miracles, he considers that Joe Schenck's possible association with Fox Met, in the future, is a dangerous one. Schenck, stated Kent, has the reputation as a fighter and he would like to see after him. Greve's position in the trade is another element.

Archibald Palmer continued a few questions in the examination of Kent. Palmer, among other things, inquired whether Kent would transfer the franchise to a new chieftain if Skouras and Randorff would sell their interests in Fox Met. Schenck's secretary also testified that if Skouras or Randorff left Fox Metropolitan by any device he would cancel the Fox Film franchise. Kent's answer on this point is considered very material to the situation, as his statement practically assures that Skouras and Randorff must stick to the Fox Met picture if the Fox Film franchise stays in.

Kreel, counsel for Skouras, however, denied that Skouras or Randorff could step out of their operating contracts without the consent of the owners.

In his 18 years in the business, Kent related he doesn't know any

operators who could do better than Skouras and Randorff with the Fox Met group or in whom he places great confidence in doing the future job well.

Si Fabian, according to Kent, is a good average operator but not as good as the Fox Met theatres as the present Fox Met operators. He considers RKO okay as operators for their own houses but if they came into this Fox Met situation, Kent stated he would want to get out of it because Fox Met might be a place where dumping ground if control is bought by a major theatre company.

Kent further stated that Joe Schenck, as a producer, was valuable to Fox Met and that right now Schenck's product was running pretty strong and that Schenck has placed these theatres interests which he might favor over or against Fox Met.

Kreel's attack on the Fabian concern in regard to the Fox Met notes with William Greve, a member of the noteholders protective committee, is aimed apparently on the point of Greve's being required under the bankruptcy laws in order for a plan to be considered by the court. Kreel's aim appears to be to indicate that any Fabian plan for reorganization for Fox Met would not measure up to the requirements of the law on this point.

Other attorneys who took part in the hearings last week included Archibald Palmer and Nathan Burkan. Burkan questioned Russell Rinzler on the need of modernizing the Fox Met houses. His examination brought out the fact that Rinzler feels that Joe Schenck will help in this respect, among others.

Palmer questioned Horowitz and brought out that the latter, personally, felt the pending Fox Theatres-U.A. reorganization plan, a fair one. Horowitz also stated that the Fairplan is on the face of it may be a better plan for the bondholders.

George Skouras also testified. His testimony ran along the same line as that given by Rinzler and was examined by Attorney Kreel. Skouras also praised Joe Schenck highly. Rinzler, however, testified as to the importance of the Fox Film franchise to the Fox Met theatres. They indicated that the Fox Film franchise was tantamount to successful operation of the circuit.

Thus far the noteholders' committee comprising Greve, Horowitz and two members of the Halsey-Stuart firm have made no recommendation to the court, as a group, on any reorganization plan.

Rubles Not Rubies

(Continued from page 48)

Russian money is valuable. Also, he's a bit hazy on the purchasing value of rubles compared to the American dollar.

The report from Russia that the Manchians had gone to the American Consul seeking a revulsion of their contract which would permit them to leave Russia was news to Bay. He said the contract with the Manchians as with other American acts going over, permit cancellation of contract on one month's notice, without the need of paying transportation back to the U. S.

Now Bay looks at those Russian businessmen in a different light, seeing them as 'nightseeing' toys. 'And who are acrobate anyone that they should expect diamonds?' he asked. He himself claims he can't get any money for setting the acts in Russia—\$5 from Gomez and \$10 from the Brats unless he goes to Russia to spend it.

William Phillips, Under Secretary of State in Washington, after learning of the report, last week took the Manchians' complaint, issued a warning to Americans not to contract for services in foreign countries until they have fully ascertained all money difficulties.

Calif. Lottery Bill

Sacramento, April 23

Assembly Amendment Committee has recommended passage of the Brennan state lottery bill providing \$5,000,000 for old age pensions and schools. Measure, if enacted, would kill most all nuisance taxes and declare all other lottery taxes illegal. The bill is signed in signature by Governor Merriam, who is strongly allied with the church crowd.

while Columbia, scheduling 36, is expected to deliver another.

Distributors planning to increase programs for the 1935-36 season, as they stand now, are Columbia and United Artists. Figures not yet arrived at.

Virtually all studios are turning spring over to new product. Paramount's spring product, not to be delivered until 1935-36, includes 'Paris in Spring,' 'Accent on Youth,' 'Crusades,' 'The Milky Way' and 'So Red the Rose.' 'Warner Bros.' two outstanding productions, 'Midsummer Night's Dream' and 'The Admirable Crichton,' former already finished, also are for coming season's release. Other studio likewise are scheduling big pictures for the new film year.

NOON HOTCHAS IN L. A. CAFES

Los Angeles, April 23.—In the last four weeks this town has gone screwy over noon-day cabarets. Whole thing started when the El Comodoro Hotel got to get revenue out of its dining room, installed the Walton Kearney orchestra, added five acts to make a floor show and not a back. Average check is \$3.50 and a daily total of 900 lunchers makes the venture more profitable than a dance hall. Innovation is credited to Baron Long and popularity comes from smart ads plus the inclusion in the advertisements of the \$20 standard price for all drinks and the standard brand liquors used.

Following the clicking of the room, idea sprouted with 22 spots of a similar nature now operating. Some are joint with everything permitted, others give out with a little class, but all are coming money from noon until 2:30. Trade is all from the office buildings at the tag end of the rush when the on-the-make barge starts. When this happens, in a good half of the places, flags, flaps plus a good sprinkling of others on a bit of bling.

Show at the Biltmore room is strictly Johnny Small Time and Strictly. Presented minus showman's buff, but suffers by comparison with the Jimmy Grier come in the Bowl, downstairs.

Other places going for the noon trade are going for a lesser scale, some of them adopting the fan dancers from the beer joints. All display lack of showmanship, adding nothing that anything goes. Some smart safe man will install a show that will draw and will knock his hands off the door.

Boys should take a lesson from the beer joints. After four months of the out-of-towners, the racket is washed up with but one left in town. Sameness and repetition killed them.

Boys should take a lesson from the beer joints. After four months of the out-of-towners, the racket is washed up with but one left in town. Sameness and repetition killed them.

VARIETY'S BROADWAY GUIDE

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Similarly, the new pictures in the Broadway first runs and combinations 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 NEW FEATURES THIS WEEK
Paramount—"Mississippi" (Par).
Radio City Music Hall—"Richelle" (U.A.).
Rivoli—"See Missions" (U.A.).

HOTCHAS AND CANT NITIES
Cotton Club, Dickie Wells' and Ubangi in Harlem, Village Barn and Nut Club.

Hotch and King's Terrace in Times Sq., are sufficiently heated for the hectic nocturnal activity of the fave musicians' hangout. Less hectic but equally hilarious, Eddie Davis' saucy songs at Leon & Eddie's, and the Bal du Moulin, singing at Gay 90's are surefire for lively diversion and diversifications.

Any number of Times Sq. side-street dilettantes are also good diversion for yearning for different type of atmosphere. Mimie Faubourg, Montmartre and the Bal du Moulin, singing at Gay 90's are surefire for lively diversion and diversifications.

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permitted, others give out with a little class, but all are coming money from noon until 2:30. Trade is all from the office buildings at the tag end of the rush when the on-the-make barge starts. When this happens, in a good half of the places, flags, flaps plus a good sprinkling of others on a bit of bling.

Show at the Biltmore room is strictly Johnny Small Time and Strictly. Presented minus showman's buff, but suffers by comparison with the Jimmy Grier come in the Bowl, downstairs.

Other places going for the noon trade are going for a lesser scale, some of them adopting the fan dancers from the beer joints. All display lack of showmanship, adding nothing that anything goes. Some smart safe man will install a show that will draw and will knock his hands off the door.

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By Jack Osterman

We are living at the Astor (free ad) which is supposed to be one of the first hotels of the land and we think we have one of the first rooms. It is very lovely, done in early Louis the 14th, so early Louis didn't show up himself. General Motors have an exhibit and, instead of guests, cars are standing in the lobby. Last night we nearly checked out of our room and slept in a Cadillac.

Depression
Bumped into George Jessel the other day and he told us how tough things are. Fact findings are so tough with George, he doesn't know where his next winter in Florida is coming from.

Old Enough
One of the Yacht Club Boys has a radio that is so old he is still getting the Dempsey-Firgo fight.

Success
Then there's the burlesque strip dancer who, after eight encores and virtually no money, told the stage manager it was the best song she ever did.

Governing Territory
Just learned they are figuring on a Canadian company of 3 Men On A Horse probably will cut it down to "Two Kicks On A Sled."

Osterman
We are getting tired of being mentioned and glorified in one writer's column...give Sullivan a chance to fix up our domestic troubles.

Where Skolky became the father of a baby the other day and the kid is already taller than Skolky.

Understand the Hollywood producers are already figuring on a story for Jackie Cooper—"Picture of the Evening"—but 'start again at 40.

Suggested them song for Major Bowes—"Killing the Colonel." "Things are so tough with carnivals, even sawallers are using pen knives."

George Watson says that as soon as the green bulbs blow out at the Mayfair theatre, they'll stop playing.

Hayes Conn melodramas that it's getting so cold that relatives of high price, radio stars are now borrowing a weekly percentage of the gross. ARE YOU READING?

Derbytown Bullish

Louleville, April 23.—With the Derby sold out and horses getting in 40-40, on May 2, the local niter is big, beaucoup bullish. New Log Cabin at Joe Egan's, in the first round, a few minutes from here, has Bill Kurth, former manager of the Ziegfeld Roof, N. Y., as maitre and general.

Elaborate floor show is headed by Darlo and Louise Brooks, Rele and Louis Brown, Charles Buscetta, magician, Vivian Fields, Eight Texas Rockets and Frank Furman orchestra.

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MARRIAGES

Betty Hayward, former film actress, to Robert (Red) Golden, April 17, in Culver City, Cal. Groom is assistant director at Metro.

Jeannette Winter to William Creepinall, April 20, in Los Angeles. Groom is Vice-president of Chas. color.

Jay Pagen, p.a., to Doris Pheasant, April 15, in Hollywood. Daughter of Fred Fisher, songwriter.

Douglas Murphy, formerly of the K-C Club, Chicago, to Mrs. Rowena McDougall Union, in Chicago, April 17.

Frances May Mayer to Alvin A. Adams, Garden City, L. I., April 21. Groom is with U. A. exploitation dept.

BIRTHS

Mr. and Mrs. Thomas Freebairn-Smith, son, April 14, in Los Angeles. Father is radio announcer.

Mr. and Mrs. A. B. Graham, daughter, April 18, in Hollywood. Father is the N. Y. Daily News columnist.

Mr. and Mrs. George Frank, son, April 18, in Hollywood. Father is an agent, with Dunlap & Frank.

Mr. and Mrs. Sidney R. Bickley, daughter, April 18, in Philadelphia. Father is president of station WFLB and director of orchestra.

Broadway

Elissa Landi is around town. Miss Gordon due back May 1. Ann Sothern east for a week's vacation. Fanny Holzman is back from the Coast.

Gus Ryssell has had a bad case of grippe. Marvin Welt ahead of the Ben Blue unit. Mildred Palmer p.a.ing the Royal Cattle unit.

Frank Payne left on Sixth avenue and injured left shoulder. Lawrence Martin, head of the Berdmuds for a week's vacation.

Robert Nathan has finished his first play, *Muscle at Ebbwadi*. H. Lubin back from Hot Springs and much improved.

More Hollywoodites in N. Y. this week. Look back in *Horizon*. The Joe Laurie's, Jr., are in the market for a pet chimpanzee.

Sophie Tucker's son, Bert, is managing Louie's Hillside. Newspaper Guild's exec council meets weekly at the Times Square. Sophie Mayo in *My Sister Sam* heading back to the Coast for this week.

Nickers took a back seat. We look to make up for it this week. V. Johnson, cameraman's chief in N. Y., off for brief vacation in New Jersey.

Harry Carroll putting in floor show at Bill Bar's 500 Club, Atlantic City. Harold Pangborn to write a syndicated column for the General Press Bureau.

Nice weather Easter Sunday gave Coney Island its best pre-season in years. Meyer Horowitz has taken the lot adjoining his Village Barn for extension purposes.

Judy Coburn enters from the Rainbow room to play at Manhattan, L. I., during the hot spell. Fredie Bradna's barking dogs prevent him from appearing in circus programs.

Arthur Hanna is not interested in Eugene O'Neill, as he is presented by Frederick E. Mallory. Eugene O'Neill has one of those nickel-in-the-slot old-fashioned pieces in his Georgia home.

James Squire is now situated behind third base at the Yankee Stadium and Polo Grounds. Sophie Tucker, president of the American Federation of Actors, succeeding Edwina Dagnall.

Col. Fred B. Goldsmith received 200 letters following his radio celebration of co-meat in All-Weekend. Harry Brand, U. A. Coast p.a. in on a Broadway quickie, tried not to overlook anybody in saying hello.

Ralph C. Wentworth back in office after nine weeks in hospital. Report of injury from the fall. Arthur Horowitz, Jr., arrives in New York today (Wed) and sails Friday (3) for a European vacation.

Charlie Moskowitz, among the late goer-aways, went to Miami over the weekend for the season's push. Travels Banton, Paris style creature, returned from Europe on a train (23) and embarks soon for the Coast.

Week before Easter Sunday marked the first appearance of bare-chested, unstocked girl on Broadway (20). Lily Pons, opera star, left Saturday (20) for the Coast. Radio under contract signed during the winter.

Ken Murray has a byline column in the Washington Times and has had it for over a year. Royal Foster shooting in N. Y.

With his midlegs personally taking this week's *Horizon*, the show's elephants playing to and from the stable. Ernie Rogers, head of the show, to sing a song at Dinny Mahoney's annual benefit for the Actors Assn. at the Astor, Monday (23).

Two more post-repel casualties of the Maillon LeRoy, who sailed 56th at oasis for years, and the 49th St. Grill, both now no more. George Goldie, head of the show, with a fractured schnozz and other facial injuries, result of a fall, was in the hospital last week's waste of Rochester.

Kaura Benham, formerly fashion editor of Women's World, is latest addition to Warner Bros.' publicity department in N. Y. as a fashion writer.

Dario and Louise (Brooks), upon their return from the New Log Cabin unit near Louisville, will be back a Warner Bros. short in Brooklyn.

Lillian Emerson, of legit, gave a vodka cocktail party at the Stork club before showing off for her home in Black Mountain, N. C. for the latter holiday.

Rubinfod did a burp at last Sunday's rehearsal in *Horizon*, a chicken chewed gum, concluding, "Besides which, if you must chew gum, chew it right."

An imbecile press photo AP'd cast shows Alan Hale's near-dead daughter, Bridget, with a broken back and her father "stomping her to death."

Whereabouts of Babe Arnett, performer, is being sought by the promotion office of the theatre, dance halls, and cafes here.

adoption of Miss Arnett's orphaned son. Latest of the thespians to be bitten by the producer bug is Eddie Gray, who, if he can acquire a suitable script, says he will produce and angel a play starring himself this fall.

William Mills, stage manager with the Hirsch Bros. in *My Sister Sam*, London after a week's look-out of Broadway shows. May be back in New York next year with the next Bernier show.

Opening date for Bustonia's back to the restaurant here has been set ahead now to May 2. It was first planned to open its doors on April 24. Spot is located in Tebetoro, N. J.

Another benefit, but this one for the kids, will be given by the Theatrical Children's Association at the Biltmore theatre May 5. Proceeds of event will be turned over to needy tots of professional performers.

George Price, now with Price & Plislin, brokerage in Rockefeller Center, hasn't retired professionally despite his \$30,000 investment in a Stock Exchange seats. Telling a "play" production method would be Schwab for next season.

Joe Guastella, the Bar-Jidd, barb who returns to Broadway and Hollywood juves on how to retain the leading on the national scale with a chain of hair-treatment dispensaries. Guastella's hair treatment method would be mail-ordered in outlying spots.

Some of the visiting celebs would be behind the scenes in the system of the Broadway enteries in juggling the incomes. Guastella usually finds himself or herself personally in the treatment method, but the moment they scream "to."

Goldwyn is closing his publicity office in New York for the summer, with press concentration from the Coast during the period where Jack Lawrence is in charge. George Goldie, Broadway director, east, shifts to exploitation of Mickey Mouse during the summer months. Goldie to Goldenwyn payroll in the fall.

That Mae West "marriage" report from the Coast during the period where Jack Lawrence is in charge. George Goldie, Broadway director, east, shifts to exploitation of Mickey Mouse during the summer months. Goldie to Goldenwyn payroll in the fall.

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Paris

By Bob Stern

Laudy Lawrence to Spain. Monroe Bros. playing the Empire. Alexander Korda in Paris on a H. R. Lenormand traveling in Sahara.

Kathe von Nagy passing through Paris. Monroe Bros. across at the Empire. Dorothy Denese a holdover in new Lido show.

Cinda Glenn dancing at Etoile. Paul Floret doing his best to come back. Helen Robert getting a Berlin film engagement.

Raymond Patenotre back from Philadelphia. Lotte Lehmann off to Cap Martin for a rest. Mariosa Hayes and Alan Hammond in town.

Spinnell playing 'Ecole des Cocottes' at the Nice. Curtis Melnitz at Gilbert White's cocktail party.

Reg. Ingram getting his coffee at Cafe du Flore. Marcello Duffenne's furniture sold at auction.

Harold S. going to Switzerland and for Easter. Brailovsky giving recitals in French province.

Viola Mitchell, violinist, back after a U. S. tour. Carlo Zingales Luigi Pirandello back to Paris.

Richard Elphberg to make another tour. Joe Rogers here to put on a show of the Empire.

'Chasseur de Chez Maxime' revived at the Antoine. Marcello Duffenne giving a lecture series on Hollywood.

Parisians returning to town in new cars. Radio Tchaikovsky. Josephine Baker to make a new tour of the Empire.

Clotilde and Alexander Sakharoff resting in Switzerland. Carlo Zingales giving new bill of laughs and shockers.

Scene of film 'Ecole Scandaloux' shot in Casino de Paris. Yvonne Printemps saying New York is the place to put on a show.

Granovsky's next film to be based on Gogol's 'Tartarus-Bulba'. Carlo Zingales coming on trip to Barcelona, then to London.

Marcel 'Pagnoli' 'Topsa' to be revived on boulevard stage. Jane Armstrong and Hugh Wade playing in Paris.

Wild Bird by Paul Nivola to open April 9 at the Madeleine. Rene Besson, having found coal, to reopen the Vieux Colombier.

Molony Sisters, of two, to open at the Theatre de France. 'Ecole Scandaloux' troupe back from Moscow and Paris.

Yvonne Printemps, hitting 300th performance at Bouffes Parisiens. Yvonne Printemps, hitting 300th performance at Bouffes Parisiens.

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at a cocktail party at Maxims; She's back at the A.B.C. Marcelle Geniat and other actresses to sell vegetables at Central Market for charity.

Rene Koval, star comedian of the Bouffes Parisiens, made a Chevalier of the Legion of Honor.

Cinda Glenn to play in Bouffes Parisien opera by Leopold Marchand, in September.

Jim Wittered is put for Ambassadors again this season, despite change of management.

Peppit Albertin, Josephine Baker's husband and manager, to U. S. to look things over.

'Love and Luck' and 'Two Places' added to the Comedie Francaise repertory for the Italian trip.

Charles Gordon selling film story to France International Film and to supervise production himself.

Raymond Patenotre, holding annual lunch under chairmanship of Maurice Lehmann.

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London

don Hamilton with a brace of new songs. Gitta Alpar expected back here April 15.

'Love on the Dole' sold for Scandinavia. Geoffrey Gwyther has a new play, no theater yet.

Marlon Leone to Lake Como; hiring summer villa. Tom Arrault moving into Julian Wyllie's old office.

Universal star-hunting for 'General Suter', talks Harry Fox, due book full of film studio luncheons.

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Prospects of Liberal Sunday Law Booms Parks and Tracks in Pennsylvania

Lancaster, Pa., April 23.

Prospects that Sunday amusement parks and tracks in the Pennsylvania Legislature is resulting in a mad scramble for long lagging parks, groves and ball fields. Many of the parks and tracks are already under vague contracts for the season with promoters sitting on their hands waiting for the bill to go through.

Spots in this section which have operated on Sunday off to officials who didn't care or who could be greased were grabbed off quick, going to those willing to cut 25 to 40 per cent of the gross to the owners.

New operators plan very type of show as entertainment ranging from the popular jug-band battles to top vaudeville and radio entertainment.

Local amusement parks plan a new back under the new legislation and are adding to their equipment.

Fair grounds which have been idle for several years are in demand also. While there is little expectation that the agricultural shows will come back in a big way, operators are bagging on to them in the hopes that horse racing will be legalized and the old tracks put back to work.

Another Pennsylvania pastime, anticipating a Sunday spurt, is fallow racing. This amateur horse version of auto racing is indulged in by young bloods and old cars. Participants sign releases before each race in which they agree to sell their car for \$10, and to say nothing about it if their necks are broken.

Opinion is that like tap rooms, there'll be no many Sunday spots that no one will make any money.

MUD SHOWS UNDERFOOT IN OHIO VALLEY SPOTS

East Liverpool, O., April 23.

Major motorized circuses after a record season in the east are heading east the earliest in many years aiming to beat railroad shows which have the industry cornered on near peak operations for several months are expected to give circuses their best spring business in more than a decade.

Barnett Bros. 'mud show,' which opened its tour at York, S. C., only two weeks ago, has the jump on opposition in the upper Ohio valley. Show will invade Ohio valley the last week in April, the earliest of a circus hereabouts in many years. A show will play Wheeling, W. Va., and Steubenville, then hops to East Liverpool for the first week in May, then heads east, adhering much to its 1934 route.

Following close on its heels is the Downie Bros. circus, piloted by the veteran showman, Charles Sparks, which launched its annual tour April 13 at Mason, Ga., the show's winter quarters. Downie show has been contracted at Wheeling and Watonsville, W. Va., and also picked up the pottery city on its way east, playing here just two weeks later than the Barnett show. The Sparks unit will also have contracted a dozen towns in the immediately Pittsburgh steel district, all of which will be visited in accordance with this outfit before it enters New York state.

Early routes of the Cole Bros. and Hargnbeck-Wallace circuses indicate that both valleys will avoid the upper Ohio valley this spring. Wall will head east immediately, the Cole Bros. show will pick up Canton and Akron, Cleveland, and then Pittsburgh on its trek. Hargnbeck-Wallace will stick to its regular route playing a few stands in West Virginia before it encounters the opposition from Cole Bros. in New York state. Both shows play Cincinnati the week of May 6, a few days apart, and then head into their first week in canvas, both closing their Chicago indoor engagements the same day, May 6.

Back Stretch Attraction

Toledo, April 23.

Tiffin, O., county fair officials want Sally Rand to appear with her act at the annual fair, which is to fall. They're scratching their heads over her offer to come for five

Mass. Fair Dates

The State Agricultural Fair Association here last Thursday drew up a resolution proposing no change in laws which would grant dates for racing during Aug. 15-Sept. 20. The association won't ask for any racing permits during that time, and doesn't want any competition. Fair dates for 1935 were announced as follows:

Nantucket, Aug. 21-22; Marshfield, Aug. 21-24; Strabridge, Aug. 21-22; Westfield, Aug. 21-22; Topsham, Aug. 30-Sept. 2; Bridgeport, Aug. 31-Sept. 2; Blandford, Sept. 2-3; Brockton, Sept. 9-14; Greenfield, Sept. 9-11; Huntington, Sept. 13-14; Uxbridge, Sept. 13-14; Springfield, Sept. 14-21; Acton, Sept. 14-21; Framingham, Sept. 24-28; Northampton, Sept. 28-28; Groton, Sept. 27-28; Seagrass, Oct. 10-11.

Iowa Dates

Des Moines, April 19.

The official Iowa fair list for 1935, just issued, schedules 19 fairs to be held throughout the state. According to A. R. Corey, fair secretary, more than half the fairs will be held during the month of August. The first fair will be that of Taylor county, Bedford, July 29 to Aug. 3. Howard Shouting fairs will be held at the height of the fair season, Aug. 21-30.

Bids for a Park

Medina, O., April 23.

E. F. Masch, receiver for the Chipewake Lake Park Company, is accepting three bids for operation of the playground this summer. C. F. Mabery of New York has offered \$1,500 cash and five percent of the gross receipts for the privilege of running the resort from Decoration Day to Labor Day. George and Carl Sinclair, both executives in the Meyers Lake Park Co., have offered 10 percent of the gross receipts with no cash guarantee. L. G. Collier, former Cuyahoga county treasurer, has bid ten percent of the gross, with a guarantee of \$7,500 for the season and \$1,500 cash at once.

That H-W-Cole Scrap

Dayton, O., April 23.

Refused to permit to show at the fairgrounds, where the new Cole circus is booked May 11, the Hagenbeck circuit has secured McCook field, a former army flying field on the edge of the city, for May 9.



Pittsburgh

(Continued from page 61)

blithely dinner for Art Levy Sunday.

Mayrout Dlx, Pittsburgh, tagged by Metro for its junior stock exchange.

Gene Murphy announcing 'last week' that he was leaving to go to a 'strawberry'.

Gene Raymond's mother accompanied him here for his personal appearance.

Mamie Greenwood branching from great-grandmother's dance motion as well.

John Maloney had a dress of mimos on hand for his MGM lunch-on at Variety Club.

Dixey Dean made a personal appearance at Enright's, Saturday morning talk show.

Karl Krug, crick, and Louis Little, lawyer, are collabing on a screen play called 'Mittens'.

Louise DeForest slated for an ocean trip to join a Clifford W. Brown show in London.

Franklin Heller, Carnegie Tech. drama grad, now heading for Dover (N. J.) Little Theatre.

Physicians say Wilma Horner, burlesque dancer injured in Boston, fall, will be in a cast for six months.

Florence Fisher Parry, Press club columnist, column of failure to re-appear two-week losses at Broadway.

Return of Johnny Harris to active theatre management being celebrated in all his show houses.

Johnny Harris Celebration Week.

Milwaukee

Peter and Angelo Guadalupe have taken over the Miami Club.

Clare Plunk, pianist, now in Trans-Lux neighborhood this week.

Morris Zaldena, former Gayety manager, has been hired to re-house in Cleveland.

Joe Hickey, house manager at Paradise, is planning a new Sensational annual cookout school.

Football club at Wisconsin University scheduled for one-day appearances with annual play at Dayton, April 27.

Ave Zetley, former operator of the Pastime, receives suspended sentence on charge of failure to report on state income tax.

Sherman Brown, former manager of the Davidson (Ind.) and one-time reputed worth \$50,000, left jail for a second time.

Harold J. Mirisch is out at general manager of the Warner theatre in Elate.

Gran replacing Mirisch is joining Gran Theatres as booker.

Cole Kinnor's 'National News' critic, writing under two nom-pseudonyms, Don Reel and Cecil Lane, Reel tag is used for reviews and Lane name used for Hollywood chatter.

Boston

By Maxwell Fox

Johnny Limer now agenting. George French looking over salaries.

Cyl-Champin conducting art class.

Sally Limer now in Chi with the Enright Madrigals group.

Frank Jenkins back from Chit-ditto for George MacKinnon.

Helen Bager moves her office across the street this week.

Mitch O'neil of the most literary boys in Rub show his.

Howard Shouting fairs, the cards like a Cardinal understudy.

Ray Thome has joined the Dorr Street ball club, playing between shows.

Donna Von Bach, wife of Sid Reinherz, made Bob Ripley's department recently.

Pauline Reville has just revealed his hobby is target shooting. Young Jack Smith his latest protégé on the line show.

Ben Ginsberg looking over top stage and radio names for the May fair this summer to go with the new rolling road.

Everett Haydon, an amateur comedian, has been hired to go with, who filmed some art stuff on 'Folies Bergere' unit.

Baltimore

By Albert Scharper, Jr.

Isay Rappaport holidaying in Atlantic City.

Mark Silver around tub-thumping in advance 'Ritcheu'.

Robert Welberg up and at 'em again after bout of pneumonia.

John J. Carlin swung open his amusement park for summer season Sunday.

Leo Weinberg, asst. mgr. at Little Theatre, chattered about new Jewish Times.

Elmer Greenstader, playwright, might solve means of shooting telescopic films.

Robert Marxenke, doorman at Waldorf Hotel, now has 30% interest in Majestic, small west-side theatre.

Adrienne, psychic, who has been seering patients at Giergled, N. Y., came into Baltimore here next week for projected run.

'Bolero' and 'Sorecerer's Apprentice' pair Max Reichman's fantastic film in Paris, will be American premiered at Little Theatre.

Jack Silverman, operator of the Strand, Altona, Pa., is recouping here after the Johns Hopkins hospital.

Was pleasantly surprised when Jack Malloy, operator of his own theatre, sent him flowers.

'Rama,' play revolving about a Hollywood femme star by Elizabeth McCormick of Richmond, Va., has been produced by the Little Theatre and will get its initial showing here next month at Vagabond theatre.

OBITUARIES

CHARLES OTIS RICHARDSON
Charles Otis Richardson, 70, for a long time manager of traveling shows and one of the pioneers of the picture business, dropped dead April 17 at his farm on Muskegon, Mich., while chopping down a tree. He is survived by his widow, two daughters and a son.

He entered the show business in 1877, as road manager, and for a time as partner with Clay Lambert in a traveling repository company. He plotted one of Jacob Little's 'In Old Kentucky' companies. In 1886 he saw the Vitaphone, the motion picture projector put out in Edison's name at Koster & Bial's. He bought the state rights for Maine, obtaining the fifth machine to come from the factory. After he had exhausted the possibilities of his territory, he took the machine to Florida and gave a showing of the films in Key West. He dropped the idea to engage with his father in the fruit raising business in 1891. In 1891 he acquired the Alcazar theatre from W. R. Stanton. He made an effort to anticipate air conditioning by the fifth machine to come from the factory. After he had exhausted the possibilities of his territory, he took the machine to Florida and gave a showing of the films in Key West. He dropped the idea to engage with his father in the fruit raising business in 1891. 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After he had exhausted the possibilities of his territory, he took the machine to Florida and gave a showing of the films in Key West. He dropped the idea to engage with his father in the fruit raising business in

Cole-Hagenbeck 'War' Not So Warlike; Chicago Billing Battle Doesn't Come Off; Both Open Well

Chicago, April 23. Circus fans were on their toes here with the opening Saturday (20) of the show. It's up to them. They know if the outfit has a big season they'll get some of it.

Super-Colossal
Cole troupe has hauled out of the moth balls every adjective ever used in sawdust land. Of the parade, it

says, the 'longest, costliest, most magnificent free street parade ever presented in this or any other country.' And this one, hauled out has been buried since Barnum died: 'Now Back in America after conquering conquests of continental Europe.'

Cole Bros. has a Ford tie-up, while Ringling is tied in with General Motors. Both have programs well cluttered with paid ads. Cole,

however, is giving its customers a small booklet issued by Floyd King telling all about the show, its European tour and other things it didn't do. It's good reading, nevertheless and may help build the

Hagenbeck - Wallace - Fore -
paugh-Sells Brothers is probably
the longest and most involved cir-
cus title in use today. It takes up
a great deal of room, whether it's
on a 24-sheet or a herald. Idea ob-
viously back of the addition is to
convince natives they are getting a
lot of show.

What's going to happen has all the boys agog. Whatever it is, there's a new outfit starting and if it's successful there'll be others.

Cowan Riverview P.A.
Chicago, April 28.
Lou Cowan goes in as chief of
publicity of Riverview Park.

Replaces Ralph Ketterling, who held the spot for years.

Chi Circus Notes

Alfredo Codona, husband of the late Lillian Leitzel, is equestrian director of the Hagenbeck-Wallace-Paw-Sells circus. Ira Watts assistant manager of the show.

Floyd King, general agent of the Cole Brothers-Clyde Beatty circus, last season was press agent of the

Samuel Gumpertz, vice-president and general manager of the Ringling, Barnum & Bailey circus, at-

New elephant stunt being offered this season by the H-W circus has the ton-weighters stampeding on the track. The thriller is the work of Cheerful Gardner, who trains

Frank Cook, for many years legal adjuster of the Ringling Brothers-Barnum & Bailey circuses, replaced Jess Adkins, former man-

ager of the H-W show. Adkins this year is one of the owners of the new Cole Bros.-Clyde Beatty circus.

Outdoors in Charlotte

In the beginning Cole Brothers laid down a route it wanted to follow. It took the show through Ohio, into Wheeling and then east. As

into wheeling and then east. As soon as Arthur Hopper, general agent of the Hagenbeck-Wallace outfit, picked up the scent and knowing the towns switched bla

knowing the towns, switched his show's route to get in ahead of Gole. Only wanting to be alone, Cole switched. Hopper and Hagenbeck also switched, clearly indicating

they wanted battle. And it looks as if they're going to get it. As it stands, money is on Cole, as it's manned by old timers, who've been through circus wars and know how to fight, and also most of the Cole employees are cut in on the profits

John Brice is the legal adjuster with the H-W show. William Cronin is in charge of the front door for the same outfit.

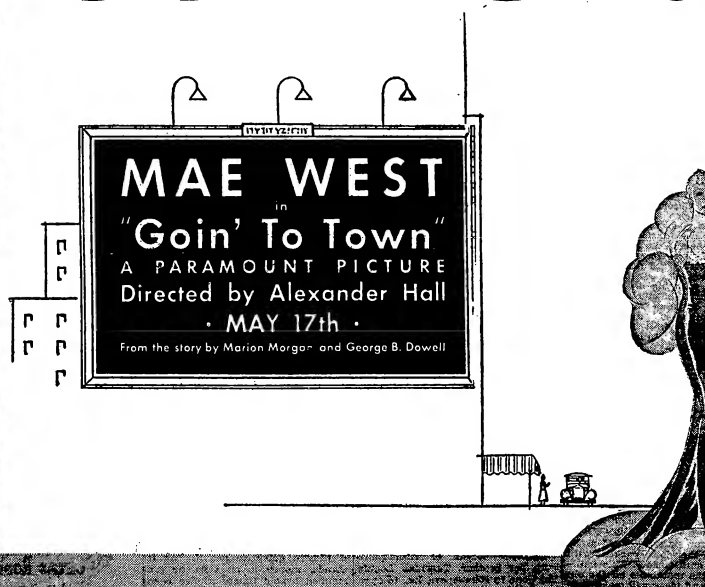
Cole Bros. are carrying the only African elephant on exhibition this year.

Circus Routes

Al G. Barnea

Modesto, Cal., 22; Fresno, 23; Bakersfield, 24; Taft, 25; Porterville, 26; Tulare, 27; Los Banos (mat only), 28.

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