

# THE NEW YORK TIMES

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56 PAGES

## 'SAFE' B'WAY FOR H'WOOD'

### Talking 75c-\$1 Sunday Nite B'way Legit as Bid for Pic House Trade

A strictly 75c—or \$1 at the outside—legit attendance may be created if Broadway gets its Sunday shows. It is estimated by observers in the drama field. Ticket brokers particularly are dubious about \$2-\$4 tops for the Sabbath evening shows.

Ticket men figure Times Square's Sunday night patronage is instinctively picture house-minded by training, and that a large portion of legit shows' Sunday night trade will be film theatre overflow. Legit at six bits or \$1, at regular box office scale, and not through cutbacks, would be something entirely new for Broadway and previously known only in the hinterlands.

Now a 75c-\$1 scale on Sundays could be reconciled with the higher prices during the week is a stumbling block just now for any serious thoughts of establishing a regular policy in advance. Legit people regard the problem as something that will have to work itself out after the Sunday shows get under way.

Times Square gets an estimated average of 200,000 visitors on Sunday nights. Picture houses get around 60,000 of them. Rest hit the dance halls, restaurants, or just stroll.

Legit's problem would be to convert some of the regular 200,000 into drama patrons, and also draw additional patrons downtown who otherwise would not visit Broadway on Sunday evenings.

### MATERNITY HOSPITAL'S SHOWMANSHIP POLICY

Chicago, April 30. Chicago Lying-in Hospital is going on the air with a series of five-minute transcriptions. Outside of the opening and closing theme number, "Ten Tiny Little Finger Prints," the records will consist of copy plugging the hospital's service, standing in the medical profession, etc.

Disc will be spotted on 13 stations in and around Chicago. RCA Victor is handling the job.

### Flyer's Lecturing B. O.

Spartanburg, S. C., April 30. Col. Roscoe Turner, second money winner in the London-Melbourne air dash, plus transcontinental record holder, is stacking 'em in the skies with a two hour lecture-motion picture show in Dixie on one night stands. Films show major flight details.

Turner, under the Bruce Quisenberry-Harold R. Peat (New York City) management, is also billed as "Hell angels" and other air thriller stunt film.

### Looking Ahead

London, April 31. Ben Beyer, American comedy cyclist, is booked for a month at the Scala, Berlin, in 1936.

Figures by this time the Hitler regime will be defunct.

### London Specs Stuck Pretty with Parade Ducats at \$75 Per

London, April 31. One of the most amusing side-lights on the projected Royal Jubilee here has been the way speculators have stepped in and attempted to make profits on seating for the royal procession.

All seats on crown property along the route—in the main boulevards through the parks, and so on—are sold at anything up to \$75 a time, the proceeds going to the official charity started for the purpose.

Privately owned seats along the route are mainly being devoted to charitable purposes, with the owners, who have had the expense of putting up stands, taking a cut for their outlay.

Lots of smart boys, when procession was first announced months back, started buying seats wholesale, arguing that the demand would be so high that even a \$75 top wouldn't stop the overseas visitors wanting a peep at the horses.

The boys are now realizing they have been sold short. Speculation has been announced as being brief and without extension.

Buyers, as a result, are not so keen. They thought they would see a real eye-fel, and since the announcement the sale of tickets has fallen off. There's likely to be plenty of blank seats as a result.

### Talking Paper

Moscow, April 30. A far reaching invention, which promises to revolutionize the talking film industry, has just been successfully completed by B. P. Sirovsky, a Soviet engineer associated with the Scientific Institute of Communication. Consists of making talking films on photographic paper.

A number of records made on 'talking paper' have been demonstrated by a new spot, set up in a hall formerly used by Andre Citroen, auto king, as showroom. Place offers feature picture, newsreel, cartoon, reading room with daily papers, telephone booth, information bureau, horserace pari-mutuel agency, and travel bureau, all for one franc (6 cents).

### CINEMA SUBSIDY FOR PROTECTION

Insures Breeding Ground for New Film Faces—Script Values a Secondary Factor

### FIVE TO B.R. LEGITS

'Save Broadway for Hollywood' is the watchword in the film-legit marriage for future production. Metro, Paramount, Warners and 20th Century, all in the market for legit scripts, have taken the elastic of the b. r. and Columbia is ready to join them. All feel that they must produce plays in order to keep Broadway going.

Filmfom has come to the conclusion that Broadway must be kept going because it is the most natural source of both talent and material. Especially talent. Only about 20% of film stories come

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### MAX REINHART THEATRE ON BROADWAY

Warners is negotiating arrangements with Max Reinhardt whereby the latter becomes producer for the Hollywood theatre on Broadway with Warners financing his productions. If closed, house will be renamed the Reinhardt, with first attraction probably 'Tales of Hoffman' due this fall.

Deal will not interfere with Reinhardt's annual productions abroad or proposed annual presentations in the Hollywood Bowl on the Coast. Warners has Reinhardt under contract for one picture yearly for five years, first of which is 'Midsummer Night's Dream,' soon due for release.

### SEVEN-CENT CINEMA

New Low Price for Paris — And Reading Room Grats

Paris, April 30. Low price for Paris cinemas touched by a new spot, set up in a hall formerly used by Andre Citroen, auto king, as showroom.

Place offers feature picture, newsreel, cartoon, reading room with daily papers, telephone booth, information bureau, horserace pari-mutuel agency, and travel bureau, all for one franc (6 cents).

### Joe Schenck Does a Nifty Straight As Liz Bergner Receives the Press

#### Tots on a Spree

'RKO Albee, Brooklyn, as a business inducer for a Saturday midnight show hangs out a sign reading:

'All children 26c.'

### Ringling Show Aerialist Passes Out on Wire, But Doesn't Let Go

A member of the Grottoff Troupe, one of the two high wire acts with the Ringling show at Madison Square Garden, N. Y., became unconscious at Monday afternoon's (23) performance but he did not fall. Show people marvelled over the incident.

Turn is a dupe Wallenda act and the man who passed out is Wallenda father-in-law. He complained of illness before going aloft and went limp while attempting a head-stand. Balancing pole and a guy wire which holds the heavy strand taut are believed to have saved the aerialist from dropping into a net held by razor-backs, but performers said he did not lose his balance entirely.

One of the Olari Troupe, flying act, went aloft and hined Grottoff to the platform by the seat of his breeches. He was lowered to the sawdust by a rope. Aerialist went out of the show for several days.

### 'Poet Prince' of the Air Returns to the Pulpit

Anthony Frome, 'the poet prince' of the radio, has left the klyocycles to resume his former status as a rabbi. Under his right billing as the Rev. Abraham Feinberg he has accepted a call from the Mt. Nebok Synagogue in New York City.

Five years ago the singer-preacher resigned an assistant rabbinic to study voice. Subsequently he achieved considerable prominence on the air and made numerous theatrical appearances around New York. He is 34 years of age.

Only Goering singing cleric was Cantor Josef Rosenblatt, who achieved world-wide fame as a concert attraction.

### PLEASE-DON'T-RAIN CINEMA

Jackson, Miss., April 30. One of those please-don't-rain theatres with nothing overhead but the sky, has been opened here by Alec Denney, under the name of the Rottererie.

First run pictures will be shown customers who indulge in a sandwich and a drink.

#### By CECILIA AGER

Well, it seems Joe Schenck and A. C. Blumenthal, using their celebrated gifts for persuasion, convinced Elisabeth Bergner it would be real nice of her to give in for once and meet the press. The motion picture press, that is. Never mind the legit press. Miss Bergner is about to make 'St. Joan' for United Artists. Mr. Schenck and Mr. Blumenthal were genuinely interested in giving the picture press a break.

And so Mr. Schenck sent telegrams to the pic people to come meet Miss Bergner in little Mr. Blumenthal's great Fig Italian Renaissance suite at the Ambassador, where; they promised, she would give her very first and only interview in this country. 'Promptly at 5,' the telegrams read.

Promptly at 5 the second string pic press assembled, were greeted by U.A. publicity men tip-toeing about the entrance hall. Cued, the press itself then tip-toed into the vast drawing room, where they

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### EVEN IN WEDDINGS NAZIS PLAY POLITICS

Berlin, April 31. Announcement of General Hermann Goering's marriage to Emmi Sonnemann was more than a society event. It was also of political significance and marked a victory for the poly-poly general over his short enemy, Dr. Joseph Goebbels.

When Nazi Germany began regimenting all walks of life, Goering, as Prussian president, issued an order saying he was assuming the godfather role for all Prussian state theatres. He called a huge celebration in Berlin's state theatres.

Goebbels, as head of the Kulturrammer, strenuously objected to Goering's new role and appealed to party councils, but was rebuffed. Goering had beaten him to the punch. So Goebbels played his hole card and forbade any German paper to print Goering's announcement or speech outlining his plans for rejuvenating Prussian theatres.

But Goering bided his time and finally was able to crash German papers on his wedding and theatrical connections with plenty to spare.

### PIC THROWERS' REVIVAL

Hollywood, April 30. Ralph Staub will make 'Good Old Days' at Warners with a number of old Seneca comics who are being rounded up.

Only pic throwers cast thus far are Ford Sterling and Chester Conklin.

# Big Shorts Not Only Would End Dualism but Favored as Means To Develop Talent, Directors

While the big circuits and operators on the one hand are reported ready to make concessions to independents in the Greater New York area and elsewhere in order to end duals, the production of elongated shorts, running as long as reels, is a possibility on the other hand by distributors. At least one large major is considering this thought.

The lengthened short subject idea would call for the production of well planned one-act plays by footage in order to run under three or four reels. Thought is that such length would take the place of a second feature and at the same time leave good turnover room for news issues and one-reelers.

Among other things, plan is reconsidering conditions because three and four-reel productions, based on one-act plays, would provide a new medium for the development of talent, directors, writers, etc., at lower salaries than possible in features. Because two-reelers are getting nowhere, due to duals.

Conferences are continuing in New York with respect to eliminating the double feature over the metropolitan area but not much headway reported so far. It is agreed that the only chance of wiping out duals out of New York lies in agreements giving indie a better pick of product and that leading circuits and other operators now having the edge are willing to make compromises. As it is, with Loew and RKO both heavily dualing Greater New York, the indie is at rock bottom, none is making headway. The indie also realizes the hopelessness of the situation with the circuits double featuring and are ready to take turkey but will insist on some protection. They want only during the week deal on product but clearance which gives them a better chance. Elimination of duals may be tried in some New York sections first to see how it works out.

## PAR, 20th C., WB ETHER MUSICALS

Close on the heels of Paramount's grabbing air names for its 'Big Broadcast of 1935', the 20th Century has contracted with the Harry Stockwell, Paul Whiteman and his band, Phil Baker, Bette and Bette and Rubenoff for the radio musical. Picture is still lacking in female lead who will also be played from the air.

Meanwhile, Warners is after air names for its 'Radio Jamboree' with Maxwell Arnow now in New York scouting talent.

## 'Personal Relationship' Angle in Agency Suit

Los Angeles, April 30. Considering herself no longer bound as a client to the reorganized A. Schulberg-Charles K. Feldman, Inc., agency, since withdrawal by Mrs. Schulberg and Sam Jaffe, Evelyn Venable has brought suit in declaratory relief to have the managerial contract annulled.

Actress' action asserts that the essence of the disputed contract was the personal relationship which existed at the time the agreement was made, but that with change of personnel when Mrs. Schulberg sold her interest to Feldman and the latter was joined by Ralph H. Blum as now partner, the obligation has been nullified. She asked her position in writing, but the returned agency disputed her right to withdraw.

Nat C. Goldstone is demanding \$2,373 in asserted commission arrears from Andy Devine in superior court suit, which declares that the actor has carried \$5,000 since signing a five-year managerial contract in 1931 and has only paid \$121.

## SHIRLEY'S GUARD

Fox Praiser Keeps Press at a Distance

Hollywood, April 30. Shirley Temple is at Palm Springs for two week stay to clear up a severe cold that bothered her for a short time. Fox has sent Joe Shea, publicity man with her, to see that the youngster is not annoyed.

Shea will keep the photographers and interviewers in line and arrange their appointments with the youthful star for times that her vitality and energy will not be overtaxed.

## LIGHTN MOVES OVER TO MG AS PRODUCER

Hollywood, April 30. Metro has grabbed Louis D. Lighton to a three-year contract with the Paramount producer going over to Culver City Aug. 1, when he will have completed his final two pictures under his Portland deal. Lighton is scheduled to do a maximum of six a year for Metro and will function as an executive producer responsible to Louis B. Mayer.

He joined Paramount 10 years ago as a writer, and for past seven has been producing. Final pictures there are 'Annapolis Farewell', which Richard Wallace directs, and 'If You Hunt With Old Don'.

## Gagmen Travel with Marxes' Laff-Clocker

Seattle, April 30. Al Boasberg and Morris Ryskind are traveling with the Marx Bros. tab version of their forthcoming Metro film musical, gauging the laughs and restructuring dialog and situations. After the current week at the Paramount, Marxes with their company of 30 in the 70-minute stage show, go to Portland for a week and wind up in Frisco the following stanza. After that the picture goes to work.

For the local Par week the 25-35c scale was tilted to 45-55c. Feature, '410 Raise' (Metro).

## EXTRAS COOLED

Mob No Like That \$17.50 Weekly Top in Stock Co. Setup

Hollywood, April 30. Proposal made by some factions of extras for a stock company of atmosphere players under the auspices of all major companies is now cold with the discovery that the best a Class A extra could get out of such an arrangement would be \$17.50 a week.

This figure is based on the average use of registered extras over the last nine years and operating with a stock company of 1,000 as suggested.

With this number to get all the dress spots, the calls for the average picture would guarantee under existing conditions less than a day and a half each per week.

## Vallee's 'Let's Pretend'

Hollywood, April 30. Warners will star Ray Vallee in a musical, 'Let's Pretend'.

Script for the film is being written by Ben Markison and Harry Sauber. Latter wrote the original yarn.

## JOAN MARSH BACK AT MG

Hollywood, April 30. Joan Marsh is set in 'Anna Karenina' at Metro, her first role at that studio since her contract release two years ago.

## SETTING ROGERS' NEXT PIC

Hollywood, April 30. Fox has borrowed Anne Shirley from Radio for the juve lead in 'Steamboat Round the Bend', next for Will Rogers.



## WILL MAHONEY

Edinburgh Evening News, England, says:

"Those who saw Will Mahoney when he was in Edinburgh in November will not hesitate to renew acquaintance with an artist who danced and tumbled until they were hiptires with laughter. Others, having heard of Mahoney's unusual comedy gifts, have apparently decided that he is an article which should not be missed."

WM. MORRIS AGENCY  
Mayfair Theatre Building  
New York City

## Metro Settles Edwina Booth's \$1,000,000 Suit

Metro is settling the \$1,000,000 suit of Edwina Booth, erstwhile M-G contract actress, out of court. The amount was brought in result of a fever she contracted while making 'Trader Horn' in Africa about five years ago. Preliminary hearing has been arranged and ready, with final details on the settlement awaiting Miss Booth's arrival in New York from Hollywood. She is scheduled to get here Friday (3).

Amount of the settlement, based on adjustment so far made, is not mentioned, but Miss Booth is said to have been anxious to reach the compromise instead of awaiting trial of her suit, so that she could go abroad to undergo treatment for the fever from which she has suffered ever since going on African location with 'Horn'.

Actress will sail for England as soon as settlement of her suit is consummated in New York with Metro.

Miss Booth went into the 'Horn' picture from unknown ranks, achieving importance as name through the success of the animal production but subsequently deprived of going further in pictures due to the fever ailment. Metro kept her on the payroll for a time.

## SAILINGS

June 22 (New York to Rio de Janeiro) Maurice and Cordoba, Buster West, Lucile Page, Danny Bary Gloria (M). Maxine orchestra (8) (Pan American).

May 12 (Los Angeles to New York) Mrs. M. C. Levee (California).

May 8 (London to New York) Arthur Dent (De de France).

May 4 (London to New York) Sally Metcalf, Eileen Ford (Paris).

May 3 (New York to Hollywood) Eddie Cantor, Phil Rapp, Harn Einstein (Virginia).

May 4 (New York to London) John van Druten (Champlain).

April 27 (London to New York) D'Ory Car Opera Co. (Ascania).

May 2 (New York to London) Jack L. Warner, Jack Wilk (Majestic).

May 1 (Los Angeles to Honolulu) Claire Trevor (Montepry).

April 27 (London to New York) Jack Whitting, Beth Sully; Allan Cross, Gall Gail, Felvia, Fred Mackay, Mrs. Jack S. Connolly (LaFayette).

## ARRIVALS

Margaret Sullivan, William Wyler, Gregory La Cava, Helmut Gerdine and Joe, Crane Twins, Monty Banks.

# FAMOUS FIRST NIGHTS

The following descriptions of memorable theatrical premieres are 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 such presentation range from special occasions to Chu Chin significance, in connection with the debut of an artist, novelty stage venture, play or company, to some other attendant excitement backstage, some colorful occurrence out front, or merely because of the gala circumstance. This is to be a continued series.

## 'Chauve-Souris'

(Century Role, N. Y., June 5, 1922)

First showing of 'Chauve-Souris', the Russian variety show imported from Paris, was at the 49th St. theatre, N. Y. where, starting in February, 1922, it was announced for six weeks and stayed 18 weeks. Comstock & Gest made the presentation but it was Morris Gest who was the impresario and 'Chauve-Souris' paved the way for the Moscow Art Theatre which he presented with distinction the following season at the Theatre, a house that has passed from the legit field.

But the premiere of the second edition of 'Chauve-Souris' was on the Century Role, the same summer of its debut. So sure was Gest of the show's popularity that he opened it against the premiere of the 'Follies' at the New Amsterdam. It was a brilliant opening, drawing the class of intellectuals and the literati. Feminine portion of the audience was an unofficial fashion show rivaling anything of a costume nature on the stage.

Nikita Balleff, the moon-faced m.c. who was called a confederate, 'The Parade of the Wooden Soldiers' and 'Katinka' were retained from the original hit and stood out.

Comstock & Gest had used the Century Role before for midnight revues which echoed the Ziegfeld 'Midnight Frolics', both aerial shows being out by the time 'Chauve-Souris' arrived. In the theatre proper they had produced 'Alphrodite' and 'Mephistopheles' and 'The Great White Show', staged at the Manhattan Opera House, and were about to ready 'The Miracle', last act at the Century.

'Chauve-Souris' maintained an admission scale of \$5.50, only attraction to hold that top through the season until the 'Follies' came. There was a downward trend in ticket scales and when the 'Music Box Revue' opened at \$5.50, 'Chauve-Souris' dropped to \$4.40. The Century is now the site of an apartment house.

## 'His Excellency'

(roadway, N. Y., Oct. 14, 1895)

Produced by Al Hayman and Charles Frohman, this operetta marked the debut of a new star and set the Pittsburgh beach. The place was written by W. S. Gilbert and set to the music of Dr. Osmond Carr, whose efforts merely went to show how importantly Sir Arthur Sullivan's music had figured in the G. & S. production. The libretto was absurd and creaky, based in its comic device and lacking the easy flow of the earlier work. It was his last important work.

The debut was that of Nancy McIntosh, sister of Burr McIntosh, who had made her New York debut in a personal debut in the Pittsburgh beach. She gave rare promise but married and retired before the fulfillment of her ambition. Ellaline Terriss, from London, and Julius Steger, were also in the cast. Antel Seld conducted.

# Acad's Big Brother Bid to Scribes Has Guild Looking Under Woodpile

## HOT AND COLD

Pogany Gets Bid For P. O. Murals Same Day Spouse Sues For Coin

Los Angeles, April 30.

Circumstances gave Willy Pogany the hot-and-cold treatment last week when his former spouse sued for alleged maintenance payments on the same day the U. S. Government asked the artist to submit mural designs for the new post office and palace of justice at Washington, D. C.

The Hungarian painter currently set designer at Warners, is one of 11 artists throughout the world who have been invited to compete for the new capital buildings adornment.

Lillian Pogany's suit demands \$2,136 she claims is due under a property settlement paid at \$60 per week made in January, 1932.

## Film People in Cafe

### Brawl Settle Damage

Los Angeles, April 30. Long Young's complaint for \$15,000 damage for injuries allegedly received during a so-called 'Year's eve affray in the Trocadero' case was dismissed on a reported settlement just before the case was taken under submission by Court Commissioner Kurtz Kaufman.

Commissioner Kaufman declared that he was satisfied Mrs. Roy Chalk wife of the writer, was partially liable for injury to Young when an ill-fated cocktail glass was hurled from a group and struck the independent producer in the head as he was sitting at a nearby table.

## Nora Gregor Back

Vienna, April 19. Nora Gregor, who was in Hollywood for Metro for a while, is re-appearing on the stage here after a long absence.

She will make her first appearance again in May at the Burg theatre. Will play the leading role in Ernst Tondy's production of Ludwig Ballin's 'Marie Baschiritsch'.

## MISS DAVRIS' DIVORCE

Hollywood, April 30. Yvonne Davril, film actress, was granted a divorce here from Edward Davis, music director and songwriter.



# Pic Biz Runs 2d to Oil Production

## In Calif; Census Lists 39 Studios

### Valued at \$97,748,377; 9,022 Workers

Washington, April 30. —Motion picture production in California's second most important industry, being out of top place by oil production and refining, Census Bureau reports from last year's biennial census of manufactures reveals.

Based on reports for 1933 operations, Census survey placed figure at \$97,748,377 as the rough value of products from 39 studios, explaining impossibility of arriving at more or more dependable estimate and noting that this figure more accurately represents the aggregate cost of production.

The number of studios reached the lowest point in the past six years, Census reported, dropping from 67 in 1931. Total for 1933 was 52.

Despite the depress, and possibly reflecting benefits of the pic code, Census study showed number of wage-earners—not including stars, writers, directors, and other high-paid employees—was 9,022 as compared with 8,036 in 1925. Figure for 1931, when creative group was included, reached 11,160 but is not strictly comparable with the other two years.

Total wage payments were \$15,460,981, as compared to \$19,560,327 in 1929 and the inflated figure of \$63,242,671 for 1931. Cost of materials, fuel, energy, etc., ran \$17,092,643, lowest in the six-year period and comparing with \$20,658,025 in 1931 and \$26,457,945 in 1929.

Although only a loose approximation, the value of products estimated for 1933 ran to \$97,748,377 against \$119,410,293 in 1931 and \$129,274,216 in 1929, while the value added by manufacturers was \$20,658,025 in 1931 and \$26,457,945 in 1929.

Confesses is a little significance—was \$80,656,734 against \$98,758,268 and \$103,618,301 respectively.

Films' payroll for wage-earners only amounted to more than one-fifth of the entire amount paid in California's manufacturing industry, while the number of such employees was nearly double that in other line. Total wage-earners in all types of manufacturing was 70,531 and aggregate payroll was \$7,847,105.

## AMOS 'N' ANDY SET IN PAR'S 'BIG BROADCAST'

Hollywood, April 30. —Decision of Paramount to include Amos 'N' Andy in 'The Big Broadcast of 1935' came after seeing returns on Lord & Thomas' survey to ascertain the blackface team's popularity.

Three days before the contract was signed, Amos 'N' Andy left the coast for Chicago, although they had been hibernating at Palm Springs for two months. The contract being closed the day previous, they could have remained here and knocked out their sequence in the picture. As it is, Paramount has to bring them and their announcer back here in June, and pay the additional line charges for the broadcast.

Willie West and McGinty, standard vaude act for 20 years, have also been added to the picture, and will do their house building routine.

## Par Overrides Queenie

Hollywood, April 30. —Option of Queenie Smith, brought from the stage to the screen a few ago, was not picked up after its expiration three weeks ago.

**Fox Signs Barbara Blane**  
Barbara Blane has been signed to a one-year contract by Fox. She leaves for Hollywood May 3.

**Edward Trevelyan Quits Theatre**  
Theater player recently given Fox contract is already on the Coast.

## Some Fun

Hollywood, April 30. —New sport, variation of the Laurel and Hardy give-and-take routine, has been invented by Busby Berkeley and Ted Healy. It's played with two pairs of actors and a few warring holds. Idea is to see which can cut most of the other's hair. Berkeley is present world champ.

Boys say it's great fun, only drawback being you have to wear your hat all the time.

## SCHNOZ NICKED FOR \$4,000 ON FORGED CHK

Jimmy Durante, just closed at the Casino de Paris, N. Y., is niter, is going back to the coast on two matters. One concern Metro, which is offering him an option on his film services. The other is to discover who forged him for \$4,000 by forging a check.

When the Bank of America, Culver City, wired the Schnoz that he was overdrawn, Jimmy sent for the statements and discovered the phoney, dated Feb. 11, last. There followed a series of messages, one finally relating what appears to have happened.

When the wise guy who knew Durante would be east for several months, propositioned the Master Shoe Rebuilders in Los Angeles, saying that Durante was considering buying in on the business. Check made out to the company for \$4,000 was tendered with the stipulation that if Durante changed his mind the money would be returned, less \$100, latter item to be retained for any other incurred.

After the phony cleared through the bank, the alleged crook advised by shoe concern that if he did not, secured a check for \$3,900 from the Rebuilders and vanished.

## Barrymore in Warfield Role for 'Peter Grimm'

Hollywood, April 30. —Lionel Barrymore has been brought from Metro by Radio to play the David Warfield part in 'The Return of Peter Grimm.' Anne Shirley is also set.

George Nichols, Jr., will direct; Kenneth Macgowan producing. Scripting of the Belasco play is being done by Francis Faragoh.

## Metro's Remake of 12 Year Old Viennese Pic

Metro has bought 'Hands of Orlac,' a 12-year-old Viennese silent film, for remake purposes. It will be Karl Freund's first directorial assignment for M-G and was bought at his suggestion to star Peter Lorre on loan from Columbia.

Freund suggested the yarn to Universal when he was there some months ago but was nixed.

## WAITING FOR JEANETTE

Hollywood, April 30. —Nelson Eddy is back on the Coast after a concert tour, for Metro's 'MacDonalds Sing, Too.'

Eddie's first director, Jeanette MacDonald from a Hawaiian holiday.

## CAN'T RUSSIANIZE CALIF. BASED ON SCOTCH TRANSIENT VOTE

All Sections of State Join Forces to Set Up Barrier Against Vagrant Influx—Cross Border at Rate of 5,000 a Month—Act to Scotch Transient Vote

## STUDIO REDS

Hollywood, April 30. —'They Can't Russianize California' is the battle cry of business in northern and southern California, united for the first time in the history of the state. It's all in an effort to kill off excessive taxation for the present and future by advocating the passage, by the present legislature in session at Sacramento, of a law whereby transients must reside a minimum of two or four years within the confines of the commonwealth before permitted to register and vote.

Interests united in this move are motion pictures, California Citrus Growers' Association, oil and cement companies, financial groups, manufacturers and merchants' association, railroads and bus interests, local and state chambers of commerce.

Besides the move to keep the state from being 'Russianized' via legislative measures, these groups will also appeal to the U. S. Government along with the other states bordering on California to devise means whereby so-called vagrants and persons not having visible means of support or positions in the state be stopped at the various bordering towns from entering the state.

This move which brought about harmony between the north and south of the state was kindled by the picture interests which started the campaign against excessive and prohibitive taxation, pointing out that conditions would be unbearable in California if the so-called vagrants were permitted to come into the state and get a Government county dole and in short time find their way to the ballot box to have voice in the election of state funds in a reckless and unnecessary manner.

5,000 a Month  
It was demonstrated through statistics and figures that around 5,000 or more transients a month were coming into California and that within a few years industry would find conditions intolerable from a taxation standpoint and an exodus of both capital and population would start which in a short time, would leave California in a bankrupt condition, without any possibility of raising the revenue funds to meet its needs. (Continued on page 52)

## G. M. Making a Play for Caviar Set By Draping Pic Stars Around Chevy

Hollywood, April 30. —In order to get the aristocracy of the south to get rid of its old crocks and outmoded customs, General Motors has representatives in Hollywood trying to get the cinema great to appear in 200-foot subjects, show them at the wheel of a Chevie.

Motor company has found a great deal of sales resistance in the south among owners of old Cadillac, Lincolns and Pierce Arrows who feel that anything less than 154-inch wheel base is white trash.

GM has entrusted Jam Handy Picture Service of Detroit to make the subjects which must be created with dignity and picture names of the first rank.

## Hollywood's Eastern Production Experiment with 15-20 Pix Next Season Now Awaits Bankers' Okay

## Under \$200,000

Paramount's 'The Second,' Hecht and MacArthur's third production, with Noel Coward starred, costs under \$200,000, the cheapest cost picture to go into Radix City Music Hall. It opens tomorrow (Thursday). Low cost was achieved through the H-MCA team drawing nothing for script or direction, being in on a split with Par.

Coward was drawing at the rate of \$4,000 a week and worked four weeks on the film. He additionally is cut into the profits of the picture.

## GEO. KAUFMAN'S COME 'N' GO MG DEAL

Hollywood, April 30. —Deal permitting him to come and go from the studio as he sees fit, during the existence of the pact, has been made between George S. Kaufman and Irving Thalberg at Metro. Kaufman is to serve in a general editorial capacity for five years.

Writer is due here in about a month, and will be given the right to commute between Culver City and New York whenever his business and show affairs require.

## PAR'S NEW VIENNESE GAL VIA LONDON'S BIP

London, April 30. —Grete Natzler, under contract to B.I.P. for three pictures, has signed a long-term contract with Paramount.

She leaves London for Hollywood in the middle of May.

B.I.P., at first annoyed at losing her, has become pacified. Looking for a new leading woman for 'The Dubarry,' in which had her set.

## WEBB, WOOD'S CHOICES

Clifton Webb left Saturday (27) for Hollywood to start in on his term for Metro.

Same day Peggy Wood hopped a Hollywood-bound train for a one-film assignment at Radio. Picture is 'Jaina.'

## G. M. Making a Play for Caviar Set By Draping Pic Stars Around Chevy

Latter is important because one of the large manufacturers of household equipment had a picture made here several months which for a name featured one of the better known screen comics. Comic got so hoky in the picture that it killed the manufacturer's chances. General Motors wants to take no risk of this kind, so comics are out. Public has grown to expect that every time a comedian gets into a car the thing falls apart.

Has organization last week issued one of those formal statements deprecating commercial screen advertising. It was inspired by reports of GM's campaign for Hollywood names in commercial shorts.

Hollywood, April 30. —Hollywood is serious about making 15 or 20 pictures collectively in the east.

While the idea originates here, the main problem now is for the studio men to sell it to the bankers in the east.

Prime thought of the eastern trek, if only for a limited number of pictures, is that such an undertaking would stand as a permanent rather than an abstract threat on the film industry leaving Hollywood. It may prove Hollywood's best protection. Especially so if the actual production experience in the east pans out. By production 'in the east,' the trade now understands that to mean North Carolina, New Jersey or Delaware. Site not yet definite. But the collective production experience in the east is strong among studio heads.

The 15 to 20 of next year's features, contemplated by a group of major producers, will be made east, regardless of which way the tax wind blows in the legislative gale up north.

Those interested in the cooperative setup are Paramount, Metro, Radio, Fox, Columbia, United Artists and Warners. It is held likely that each of the major producers will turn out at least three pictures. Expected that within a fortnight, site of the group plant will have been selected. Plans call for early fall production which would mean that the plant will rise through the summer months.

Studio executives figure that such an experimental move would serve useful purpose inasmuch as it would offer a gauge of working up north.

(Continued on page 44)

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# SEE HOW UNIVERSAL SALE NOW: SELZNICKS AND ROWLAND MAY BECOME PRODUCERS

## Henigson and Bergerman's Departure Leaves Room for Production Manpower—'Frankenstein' a Factor—Jr. Laemmle and Kohner's Schedule

Likelihood of a sale of Universal is dimming, according to New York sources, with the setting up of a stronger producing organization than it has had. However, the Warner brothers' interest in U hasn't dwindled entirely.

Dave and Myron Selznick may join the U. producing ranks under contract, but that's all. Among other things, Carl Laemmle is reported less willing to consider any offers of purchase right now than he might have been six weeks ago. 'Bride of Frankenstein' as a pull-through at this time is one factor.

Richard A. Rowland is also reported looking for production financing and U. may elude it.

The Stanley Bergerman-Carl Laemmle, Jr., friction on the Coast, with Bergerman resigning, and with Henry Henigson also gone, leaves considerable room for production men at the U. studio. Henigson has since joined Paramount.

Hollywood, April 30. Unit production plan to be inaugurated at Universal to handle the new season's product will have only two of the current group of producers turning out the features. These were announced by Carl Laemmle as Laemmle, Jr., and Paul Kohner. At same time, resignation of Stanley Bergerman as executive producer was accepted by the studio.

First of eight pictures to be made by Laemmle, Jr., will be a remake of 'Showboat,' with Irene Dunne topping the cast.

Pictures slated for production by Kohner include those starring Margaret Eberth, German import, and the Warner cartoon division, to be directed by Willy Forst and Anatol Litvak. Gregor Rabnowitch, who takes up his contract in the fall, will also make features for the Kohner unit.

The Buck Jones unit with six adventure films scheduled, and the Walter Pizarro cartoon division, will continue undisturbed. Other associated producers wash up their studios with the completion of eight pictures remaining on the current slate.

Three new producers will be added when the new system goes into effect. Laemmle will hold the reins over the 38 pictures set for the new lineup.

Fred S. Meyer continues as executive studio manager to supervise physical operation of the plant in addition to acting as executive aide to the president.

No successor will be named to the Bergerman portfolio.

## 'Oil for Lamps' Overlong, Warner Snips 1,500 Feet

Hollywood, April 30. Preview of the metropolitan feature 'Oil for the Lamps of China,' Jack L. Warner and Hal Wallis within 24 hours had snipped 1,500 feet from the picture, how show as it had run in first audience and press going. Warner wanted to see the major trimming done for speed-up before he planned for New York.

'Oil' is being readied for opening latter part of May.

## Rubensmen's Double Duty

Louis Rubensmen, formerly of the Curtis-Brown agency, has joined Leland Heyward's agency.

Will have charge of legist and literary, replacing both Miriam Howitt, who went to United story department, and William Fadinan, who took that assignment for Sam Goldwyn.

## 'Inferno' for Fall

Hollywood, April 30. Not likely that Fox will have 'The Inferno' ready for general release before late fall. Figured as a roadshow attraction.

## Bergerman's Final Duo

Hollywood, April 30. Stanley Bergerman starts production this week on 'Lady Tubbs' and 'Sing Me a Love Song,' then terminates his contract as executive producer at Universal.

No announcement of his future plans.

## 600 PAID \$4,500 TO ATTEND AMPA DINNER

About 600 persons planked down about \$4,000 for the annual 'baked trout' dinner of the Association of Motion Picture Advertisers at the Hotel Astor, N. Y., Saturday (27). Dinner was attended by celebrities from all branches of show biz.

No speeches, even the date being done away with for the occasion, but a long stage show for entertainment purposes. Grover Whalen opened the proceedings with the only talk, but spoke only a few minutes by agreement. Came as representative of the Advertising Club of America, of which he is president.

As usual 'at A.M.P.A. meetings, a number of gas were perpetrated at the expense of the industry, most elaborate being a series of mock telephone conversations between sundry film executives. As a topic, pseudo-press conference. Roosevelt spoke to W. R. Ferguson, AMPA's past prez, asking what AMPA stood for.

Show started immediately after dinner and continued till past midnight. Dancing followed.

New officers elected introduced. They are Bruce Gallup, prez; Gordon White, v.p.; Edward McNamee, secretary, and Herbert Berg, treasurer.

## Weingarten Back at Metro, Draws 'Bishop'

Hollywood, April 30. First picture to be produced at Metro by Larry Weingarten, following his recovery from a protracted illness, will be 'The Bishop Misbehaves,' from play by Fred Jackman.

Production is slated to get into Weingarten's next two weeks with E. A. Dupont directing from script by Monckton Hoffe and Leon Gordon.

## New Par Financial Setup Sees Zukor Becoming Chairman of Bd.

Any Wall Street move for John E. Otterson, Bppl chieftain, to become a Paramount executive is held to mean that the post of chairman of the board is being held open for Adolph Zukor.

A. H. Fortinberry appears to be named chairman of the new financial committee. Indication so far as to the possible makeup of the executive committee. The present management stands to remain undisturbed for some time because, despite any possible undercover understandings or moves, no single group so far can muster a majority of the new board.

A stockholders' meeting will be held May 15, at which time a merely perfunctory approval is expected from the stockholders on the amendment of the company's charter, the naming of directors and terms thereof, and to okay the unwrapping of the plan as agreed to by Adler Corp. and approved by the court.

Atlas will have Lehman Bros., Hallgarten Co. and possibly the Lawrence Stern Co. of Chicago, as associates in such underwriting. The amount to be underwritten is \$1,000,000. Atlas' share of the company will be 1%, possibly the lowest fee ever for a similar underwriting arrangement.

He it is has been determined that the chance of Chas.

## National First Runs

### UNITED ARTISTS

'Les Miserables,' United Artists, Detroit, May 2; Omaha, 3; St. Louis, 4; Des Moines, 5; M. S.; Ballantine, Toledo, 10; State, Houston, 10; Aldine, Phila., 11; Grand, Atlanta, 17.

'Ridiculous,' State, Rochester, 3; Colonial, Wilmington, 3; Poli, Bridgeport, 3; State, Cleveland, 3; United Artists, Chi., 4; Palace, Waterbury, 8.

### UNIVERSAL

'Frankenstein,' Lafayette, Buff., May 2; Keith's, Balto., 2; Indiana, Indpa., 2; Missouri, St. L., 3; Fox, Detroit, 5; Park, Denver, 2; Majestic, Houston, 2; Keith, Boston, 2; Ritz, San Bernardino, 4; Majestic, San Antonio, 4; Romy, N. Y., 10.

### COLUMBIA

'Party Wine,' Modern, Lawrence, Mass., May 3; Orpheum, St. Paul, 8; Rialto, Atlanta, 3; Garde, New London, Conn., 4; Mayfair, Miami, 5.

'Air Hawk,' Rialto, Phoenix, May 4; Varatly, Lincoln, Neb., 10.

'Men of the Hour,' Strand, Bklyn., May 9; Rialto, Phoenix, 25.

### METRO

'Baby Face Harrington,' Cap. N. Y., May 10; Broadway, Portland, Ore., 18.

'Vagabond Lady,' Bijou, New Haven, Conn., May 10; Majestic, Bridgeport, 3; Cap. Charleston, W. Va., 5; Poli, Waterbury, 5; Orpheum, Seattle, 10; Empire, Montgomery, Ala., 25.

### WARNER BROS.

'Black Fury,' Met, Houston, May 2; Stanley, J. C., 3; Avon, U. S., 3; Capitol, Meriden, Conn., 3; 'G-Men,' Met. Boston, May 2; Brandeis, Omaha, 2; Strand, Albany, 2; Warner, Worcester, 2; Orpheum, Seattle, 3; Earle, Washington, 3.

'In Caliente,' Strand, Albany, May 23; State, Raleigh, N. C., 23; Riviera, Birmingham, N. Y., 24; Keith's, Cincinnati, 24.

### PARAMOUNT

'Goin' to Town,' Par, N. Y., May 10; Fifth Ave., Seattle, 15; Keith's, Dayton, 15; Fox, Duluth, 15; Lakes, Buffalo, 15; Saenger, New Orleans, 18; Majestic, Dallas, 18; Palace, Columbus, 24; Mayfair, San Antonio, 24.

'Devil is a Woman,' Par, N. Y., May 3; Met, Boston, 10; Fox, Atlanta, 15.

### FOX

'10 Rains,' Albee, Bklyn., 3.

### 'US PYGMALION'

London, April 30. Bernard Shaw's 'Pygmalion' is under consideration for production by Universal.

## 10% R. O. BITE LOOKS STEADY

Washington, April 30.

Continuation of 10% retaliation bite for another year seemed certain today (Tuesday) as Congress began pondering new revenue measures. But was specifically continued by legislation if not to expire automatically June 16.

Senate Finance Committee is reported to have decided to recommend retention of all miscellaneous excise taxes imposed in 1932, but some signs of rebellion are showing in the House Ways and Means Committee. House members, however, have not mentioned box office even as one likely to be abandoned, taking the same old view that it is painless and produces handy revenue.

## P.A.'S FIGHT HAYS OKAY IDEA FOR PRESS COPY

Hollywood, April 30.

Major attack on Hays was turned down the proposition suggested by the Hays office that all publicity copy clear through the local office here. This was done at the monthly meeting of the p.a.'s at which Luitpold Wilkinson presided.

P.a.'s stated they were not in sympathy with Hays and would fight the plan to the last ditch. They felt this suggestion would put publicity control in the hands of Hays as still, and that copy might be censored on purity and other angle prior to being cleared, as well as delaying its dissemination for a long period.

They also said it would be an embarrassment on their standing as executives.

## Hecht-MacArthur Await A B.R. From Their 2 Pix

Before Ben Hecht and Charlie MacArthur go ahead on a fourth picture, to be delivered to Paramount under this year's producing agreement, they will wait for money to come in on 'Scoundrel' and also, if and when it is released, from the same picture, 'Once in a Blue Moon.' The two pictures start Hecht-MacArthur and their backers \$475,000. 'Blue Moon' cost \$307,000, 'The Scoundrel' under \$175,000.

'Scoundrel' goes into Radio City Music Hall tomorrow (Thursday) 'Blue Moon' produced months ahead of it, is still to be released.

Plans of the Hecht-MacArthur combination is to make a fourth this year, starring Beatrice Lillie.

## Too Many Tooters, Par Gives Raft Air Pic

Hollywood, April 30. With his current and next picture turns around an orchestra, Paramount has tossed out George Raft's 'Drum Beats,' also an org picture, figuring Raft needs a change.

Substituted for 'Drum Beats' is a musical aviation story.

## Joe E. Brown's Tuner

Hollywood, April 30. 'Back to Broadway,' a musical, will be next for Joe E. Brown at Warners.

Tunes are being written by Kaimar and Ruby.

## Imports Held Over

Hollywood, April 30. Margaret Grew, English import, has been given a term by the court for her work in 'The Informer.' The Birelli's option has been lifted by Columbia.

## Stooges' Feature

Hollywood, April 30. Howard, Pine and Howard have been signed by Columbia for another series of short shorts. Knockabouts will also do one feature.

## CLAUDETTE ON 'TELVEY'

Hollywood, April 30. 'National Velvet,' sweetest yarn, has been purchased by Paramount for Claudette Colbert. Leo McCarey directs.

# WEEKLY PICTURES

## GTP and Duovac Radio's Final Court Drive Vs. A.T.&T., Erpi and W.E. on In Wilmington; Sound Films Reviewed

Wilmington, April 30.  
Damaging testimony to Erpi in the suit by General Talking Pictures (DeForest), and the Duovac company, against the electric, was given today (Tuesday) by two witnesses for the plaintiffs, David R. Hochreich and Joseph Stark. Hochreich, v.p., and general manager of the Byere Studios, electrical transcription outfit, testified that the monopolistic practices of Erpi wrecked his old Vocalmim company. Stark's testimony intimated that Erpi was interfering with DeForest equipment installations.

There is a suit pending in the N. Y. federal district court by Vocalmim against Erpi.

Stark is an officer of the International Variety Co., and also is connected with General Talking Pictures (DeForest).  
Hochreich told of his own efforts to make a deal with what he termed the 'Big Five' picture producing companies, back in 1929 or so, and that he had contracted with Educational Pictures to purchase Vocalmim equipment, but that he was compelled to release Educational from the contract. He said Erpi also was making deals at the time with these people and that was the cause of (Continued on page 23)

## 26 WARNER PIX FOR BRIT. PROD.

London, April 30.  
Warner's Teddlington studios will completely give up production of quota pictures and devote itself to regulation features, according to Irving Asher, just returned from conference in Hollywood. Studio space will be expanded.

Hollywood, April 30.  
With 26 pictures scheduled for production abroad under Irving Asher's supervision, Jack Warner pulled out Saturday (27) for the east, a few days later sailing for London, where he will put the schedule in working order.

During his three-week stay on the Continent, he will survey the foreign market and decide on personnel from the States in need to turn out the product.

Warner will be back on the Coast by June when the Warner-First National sales convention is held at the Burbank studio. He will be accompanied by Sam Zieff and Jack Wilk. Wilk also sails Thursday (3), going over on the same boat with Warner, on a play scouting trip for his producers. He will visit Spain and Italy.

## Gable's 'Bounty' Balk, Silvers Wants Out Too

Hollywood, April 30.  
Two Metro players are balking on the lot. Clark Gable refuses to go to New Britain on Tuesday (May 1) and Silvers, after being pulled out of a featured spot in 'Broadway Melody', is asking for his release from his writer-actor contract.

Gable claims that his part in 'Bounty' is not for him. Silvers, who Jack McGowan, worked on the 'Melody' script for three months and was spotted in the picture in a part second only to Jack Benny. Last Wednesday Silvers was yanked from the cast and Stuart Erwin substituted. Silvers burned at the switch, demanded that the studio release him. Meanwhile studio is trying to explain the substitution, have the writer-comic remain on the lot.

## Zanuck's Alaskan Vacash

Hollywood, April 30.  
Accompanied by his wife and family, Darryl Zanuck departed for Seattle, where he boards a yacht for a vacation on the Alaskan island passage and perhaps some bear hunting. He returns here June 9, when production resumes at 20th Century with 'Sing, Governor, Sing.'

Another 20th Cent. voyager is Harry Brand, who, with his wife, left here Tuesday (30) for Panama and a week at the Canal Zone.

## Rothafel-Roxy Th. Up Again; Blumey And Joe Schenck?

possibility that Fox Film may be considering the Roxy theatre, N. Y., with an eye to a takeover. One account links Fox Film's interest as a joint venture with Joseph M. Schenck.

A Loew angle also has shown up, along with renewed talk concerning the return of Roxy (S. L. Rothafel) to the theatre bearing his name. A. C. Blumenthal and Schenck figure in this Rothafel move, also, which may indicate that United Artists may have a two-way entree into the Roxy theatre under consideration.

No definite deal is stated to be on hand for the theatre by any of these parties mentioned, although inquiry reveals that agents on behalf of Rothafel are still pursuing the property.

Sydney S. Cohen, associate of Harry Arthur in the operation of the Roxy theatre, is connected with one of the new bids which have been made, but so far not made public. He also is a W. A. C. to the bondholders in the situation.

## STROMBERG'S 8 FOR MG IN FOUR MONTHS

Hollywood, April 30.  
Hunt Stromberg has eight productions in various stages of preparation at Metro for the next four months.

First feature to hit the stages will be 'After the Thin Man', to be directed by W. S. Van Dyke. Also in the line are 'The Great Ziegfeld', with dramatic and comedy sequences for the picture to start in the fall.

Other eight Stromberg productions for Metro will be 'Ab Wildenstein', directed by Clarence Brown; 'Wife vs. Secretary', topped by Jean Harlow, William Powell and Myrna Loy; 'Jeannette MacDonald-Nelson Eddy musical', 'Americans Can Think Too', 'The Distant Side', and features to be directed by Sam Zimbalist, 'Frat House', and 'Three Indelicate Ladies'.

## \$1,500,000 Budget for MG 'B'way Melody' Is Top Cost

Hollywood, April 30.  
Roy Del Ruth has drawn a budget of approximately \$1,500,000 for 'Broadway Melody', which he will direct at Metro.  
Studio plans to use more people in cast than in 'Ben-Hur'.

## BIP FOLLOWING GB INTO U. S. MART

British International's G.M. Coming Over with Product to Attract American Interest—Also Planning Hollywood-Elstree Talent Exchange Idea

### MAXWELL LATER

London, April 30.  
Arthur Dent, general manager of British International, is sailing for New York May 8 to begin a hefty BIP attack on Broadway. Is bringing the most recent BIP big films with him including 'Mimi' co-starring Douglas Fairbanks, Jr. and Gertrude Lawrence; 'Abdul the Damned', starring Fritz Kortner; Queen Elizabeth, and 'Royal Cavalcade', a screen history of the life of the British royal family.

Dent's arrival is a part of prelude to the visit of John Maxwell, BIP's prez, who will follow in a fortnight.

A Broadway house will be previewed by Dent at which he will preview his films for the trade and press, company's future American policy being influenced by reactions of the previews. Company is not at present represented in the U. S., although at one time it was the biggest British company operating in the U. S., even having a Broadway showcase (George M. Cohan theatre).

After the previews Maxwell and Dent will go to Hollywood to work out some deals for American talent to go over to England for the company's future productions. Several actors and directors are already being negotiated via cable.

BIP's theatre circuit at the present time numbers 220 in England, with Maxwell keenly interested in a study of American theatre conditions, results of which he hopes to apply abroad.

Gaumont's British pioneered an American invasion early this season, and is currently engaged in it, on the same lines that BIP is now assessing.

### McGuire Doubles Up

Hollywood, April 30.  
William Anthony McGuire draws the production reins on 'Dancing for Love' at Metro in addition to doing the associate trick on 'The Great Ziegfeld'.

Clifton Webb set for 'Love'.

## Fox Bid for Ostrer Holdings in G-B On Again; Balcon Becomes Unit Prod.?

London, April 30.  
Fox is again dipping for the Ostrer holdings in Gaumont-British. Understood that an offer of \$500,000 has been made by Fox or its representatives for the stock.  
The Ostrers have consistently asked for \$1,000,000, but from sources close to them it is learned that they are ready to take for \$750,000. That they will take less than that figure, unless some unforeseen change of some along, is not believed likely.

Meantime a number of further executive changes are understood imminent in Gaumont-British. Latest report is to the effect that Michael Balcon will be relieved of his duties as joint studio head of Gaumont-British with Maurice Ostrer. He would then, it is understood, be appointed a unit production manager and will make four pictures annually on his own.  
This move will likely mean also that Balcon would move his activi-

## Time-Honored Film Trade Custom Of Press Books on Next Season's Pix Being Abandoned; A Waste?

### Par's 6 Into Work

Hollywood, April 30.  
Paramount is putting six pictures into work within the next two weeks as first activity since the new production regime was installed.  
Pencilled for start are 'Peter Ibbotson', 'Last Outpost', 'Two for Tonight', 'So Red the Rose', 'Annapolis Farewell' and 'Milky Way'.

## Schulberg-Kohn May Also Become V.P.'s at Columbia

Hollywood, April 30.  
Ben P. Schulberg and Ralph A. Kohn have signed for a year with Columbia. The former will produce series of pictures during that period, with Kohn to function in a business executive capacity at the plant.

Schulberg comes in on a salary and percentage of profits on his pictures. Both ex-Paramounters will probably be elected vice-presidents of the company.  
This is the first Coast studio experience for Kohn, whose only prior film connections were with Paramount in the distribution and theatre departments.

## GRAUMAN'S CHINESE GOES DUALS MAY 9

Los Angeles, April 30.  
Loew's 'Sue and Chinese' will go into double bill policy May 9. Houses originally scheduled to do so on May 2, but Darryl Zanuck kicked idea when 'Sue and Chinese' (Richard) Richelieu was to be the first of the double header attractions. Metro also balked.

Charles Skouras compromised by moving the double bill start back a week with 'Richelieu' being final on single bill plan and 'Pamela Moon' (Fox) with 'Caino Murder Case' (Metro) starting the bargain policy.

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This move will likely mean also that Balcon would move his activi-

With the possible exception of Columbia, year books on product are to be a thing of the past. None of the major firms is getting out a press book on 1935-36 season's schedules this summer, ending a distribution custom that's as old as the business itself.

Many reasons for this in major distrib and advertising quarters in support of the decision to drop the publishing and circulation of the program books, most of which through the years have been elaborate pieces of work. Not the least of these is the fact that they are costly, including expensive art work and printing jobs, usually in color, plus general composition that ran into important money.

Average cost of getting out a year book, together with circulation among exhibitors and film buyers, has been \$30,000. RKO Radio last year sent out what must be the last book yet devised. It cost around \$80,000 to produce and circulate.

Exhibits Never Liked 'Em  
The exhibitor has always contended that he had to pay for the year books, with the cost being passed on to him in the form of film rentals or accessories. He has also frequently complained about the money spent on press books and that exhibitors are rather elaborate and overdone.

One difficulty with year books, which also tends toward favoring their elimination, is that no company can detail a whole season's productions in advance. Year books have never been able to make a full program of titles. Many pictures which are scheduled at convention time, when the books are released, are never produced at all or switched around as to cast, director, etc. Par has been taking care of this situation through manuals prepared periodically for the sales force which outline the pictures two months in advance. Par's year book last season saved little on only 48 of the 64 pictures scheduled, leaving 16 unannounced entirely.  
Of dropping year books, distributors favor advertising the product to the trade when release time nears as a more beneficial expenditure.

## LE BARON'S 7ON NEW PAR DEAL

Hollywood, April 30.  
William 'Le Baron' signatured with Paramount for another year. Deal has been hanging fire for the past month.

Producer has seven pictures on his schedule all slated for production before October and will be 'Rose of the Rancho', 'Renegades', 'Burns and Allen's 'The Plot Thickens', the next Max West feature, 'Kiss of the Spider Woman', a picture and Jan Klepura's musical.

## HENIGSON MOVES OVER TO PAR AS PRODUCER

Hollywood, April 30.  
Henry Henigson, lately resigned from his producer berth at Universal, has signed a year's contract with Paramount and will be an associate producer and executive.  
Draws first assignment on return from a vacation this week.

CUT 'DREAM' TO FIT  
Hollywood, April 30.  
Warners has cut the Max Reinhardt's 'Midsummer Night's Dream' down to the desired red-dash footage of 12,200 feet.  
Picture is being scored, with no release details yet set.

# FIRST DIVISION-PATHE FUTURE TO BE DECIDED AT TODAY'S (WED.) POWWOW

**Expansion Moves, Financing, Production, Joe Brandt and Lots of Other Things to Be Threshed Out at Confab**

Whether First Division stays local or whether F. D. will expand into a national outfit, or whatever First Division may do under Pathe company direction, is expected to be determined today (Wednesday). Among the first things to be settled is what F. D. time to do about money claims against it by Pathe.

In consequence of the uncertainty as to the situation, as production talks from First Division, active or inactive, is superfluous. Joe Brandt is known to have made an inquiry into F. D. under the supervision of Attorney Sam Spring. But nothing is known about the details of Brandt's report.

Very likely President Kolbe and Executive Vice-President Robert Atkins, of Pathe, will meet with various parties to the situation today, to come to a conclusion on the whole business.

It is felt that the 'March of Time' people will stick with the Pathe company interests in any move to be made regarding First Division. Also, it is held that neither Pathe, under Kolbe and Atkins, will consider putting any more money into F. D. Already, it is said, Pathe has around \$350,000 in F. D. Pathe is stated to hold around 80% of the F. D. stock as collateral for this money. 'March of Time' interests hold the remaining 20% stock interest.

Among the matters which Pathe is figuring concerns certain contracts held by F. D. individuals.

Hollywood, April 30. Nicholas S. Ludington, first v.p. of First Division Productions, and Henry Hobart, first v.p. of production, leave in a few days for New York to sit in on the formulation of plans for a financial reorganization of F. D., following the Pathe purchase tightening.

Decision to go east follows repeated orders from New York here to halt all future production plans and the giving of notices to the few persons still on the payroll. Understand that notices of quitting are as of May 11, although Hobart denies that any one is being discharged.

Production halting process leaves two Hoot Gibson pictures up in the air.

Locally, First Division was expected to launch into the major class following the clean-up of the Gibson westerns, but current situation has also jumbled the plans which the company was supposed to have for several names whose services have been optioned. Discover for pictures to follow the outdoor features. First Division has also optioned services of several writers and a number of stories. Whether or not the commitments are to be taken up is under consideration. Pathe is expected to acquire through purchase the Far West excursions here and in San Francisco, headed by Sam Wylder and Niel Huling, were held last week.

## RADIO SPOTS HEPBURN IN 'MARY OF SCOTLAND'

Hollywood, April 30. Katharine Hepburn will be starred in 'Mary of Scotland,' the Maxwell Anderson play which Helen Hayes did in New York. The picture, which was acquired by Radio for pictures. Script for the film will be written by Dudley Nichols and Miss Ford will do 'Mary' on completion of her next, 'Alice Adams,' based on the Booth Tarkington story of the same title.

## HARRIS SET AT U

Hollywood, April 30. Universal will produce 'Sing Me a Love Song' with Robert Harris as associate producer on the picture. Harris' deal with studio called for his services on production in the event the studio decided to make it. Harris is an original by him and had him coupled as producer with the option pickup at his discretion.

## WARNERS EXTENDS GENE RAYMOND'S PERSONALS

Pittsburgh, April 30. As result of Gene Raymond's big business at the Stanley last week, screen actor's personal appearance has been extended to his new film into several other WB spots at a tilt in salary. He's in Cleveland this week, then to Cincinnati and Washington and Baltimore after that.

Raymond came to Pittsburgh direct from the Coast for the Stanley booking, intending to go from here to New York for a short vacation and then return to Hollywood. Doubtful now it'll be back in pictures before midsummer.

## L. A. to N. Y.

Ketti Gallian. Cary Grant. Austin Parker. Ed Hatrick. Donald Ogden Stewart. John Balderston. W. P. Lipscomb. Helen Ferguson. John Nickolaus. Laura La Plante. Monckton Hoffe. Nicholas Ludington. Henry Hobart. Ray Tracy. John E. Kennebeck. Dorothy Tree. Ben Koenig. Jack Kier.

## N. Y. to L. A.

Kitty Carlisle. George Cooper. Bob Sisk. Clifton Webb. Peggy Wood. Jack Walney. George Engle.

## There's a Limit

Complaint among film fans against the English custom of dropping everything to have tea is against 'Man Who Knew Too Much.' In this British-made, 10-minute scene of shooting and killing suddenly shifts to afternoon tea.

A patron at the Fox, Brooklyn, squawked to the manager, Zsa Friedman, about this. He wanted to know what was the idea of cutting the picture and demanded his money back.

## F. D. R. May Set Special Judge For St. L. Trial

President Roosevelt has under advisement the appointment of a Federal judge to conduct the St. Louis conspiracy trial against Par, Warner Bros., RKO Radio and individuals, but no indication just yet, who it will be, or when choice will be made.

Federal Judge Davis, in the St. Louis district has refused to sit in this case. Attorneys, however, do not believe the St. Louis case will die because of the unwillingness Judge Davis to sit and the delay that has occurred.

Except for N. E. Depinet, individuals included are not as yet pleaded. Depinet pleaded 'not guilty.'

## 'SUZY' FOR FITZ

Hollywood, April 30. First for George Fitzmaurice under his new term at Metro will be a picture of the Herbert Gorman novel, 'Suzy.' In addition to directing, he will also work on the screen treatment.

## Amusement Issues Show Increase For 6th Straight Week on Averages

Reactionary trend in common stocks continued yesterday (Tuesday), with most Amusement Issues in the procession. Further sensational spurts by Paramount lens featured trading in bond market. Paramount-Pamous-Lasky 68 and certificates of the same each made new highs at 88, former sporting a 3-point advance and latter a gain of 10. Warner Bros. 66 also soared to new peaks at 90, up 3 1/2 points, and certificates of these registered a fresh top at 89, an advance of 3 1/2 points. New 1935 highs also were being up by General Electric Equipment bonds and certificates, the former at 11 and the latter at 10 1/2. Warner Bros. 66 were firm at 86, up three-quarters. Nearly all amusement issues on the big board closed yesterday with losses. Exception was American Seating, which rose to 6 1/4, a quarter away from the year high. While Eastman Kodak common continued to decline on further profit-taking, it preferred went up 2 points to 16 1/2.

Despite profit-taking in most market tissues the last three trading days, last week the Amusement Issues continued to show a steady climbing to the highest levels in 16 months as measured by the average of 15 stocks. The group showed a gain of 0.54 of a point at Monday's (29) close, which was at 8 1/4.

## New Highs for Five

This strength was reflected by the ability of five stocks in the amusement classification to register new 1935 highs and eight bonds to touch new peak levels. The stocks, their new tops and net changes were: Eastman Kodak common, 14 1/2, up four points; Loew's common, 39 1/2, off three-quarters; Madison Square Garden, 7 1/2, off a fourth; Radio Preferred B, 4 1/2, up four and a half points; Westinghouse, 14 1/2, up five-eighths. Columns Broadcasting A and B issues went

## Yesterday's Prices

Sales	Col. Pict.	High	Low	Last	Net
1,000 Fox A...	104	104	104	104	35
12,000 Fox A...	104	104	104	104	12
2,800 Low...	88	88	88	88	16
100 Pict...	88	88	88	88	16
4,000 Pict...	88	88	88	88	16
800 Radio B...	4	45 1/2	45 1/2	45 1/2	34
800 W...	8	8	8	8	14
800 Tech...	20 1/2	20 1/2	20 1/2	20 1/2	4
100 Trans...	19	19	19	19	4
184 Gen...	77	77	77	77	13 1/2
1,000 Keith...	77	77	77	77	13 1/2
23,000 Pict...	104	104	104	104	48
23,000 Pict...	86	86	86	86	12
40,000 Pict...	86	86	86	86	12
41,000 Pict...	86	86	86	86	12
41,000 Pict...	86	86	86	86	12

\* New 1935 high.

to new ask price highs at 82 1/2 and 82 1/2, respectively. The lens, with their new highs and net changes, include: General Theatre Equipment bond, 10 1/2, up 1 1/2 points; certificates of same, 11 1/2, unchanged; Keith 68, 77, up 1 1/2 points; Paramount-Pamous-Lasky 68, 85 1/2, up 7 1/2 points; certificates of same, 86, up 4 1/2 points; Paramount - Public 5 1/2, 87 1/2, up 6 1/2 points; certificates of same, 87, up 6 1/2 points; Paramount-Broadway 6 1/2, certificates, 83 1/2, off three-eighths.

More than 200 big board common stocks finished Monday with losses rather than gains, the amusements never fell below 2 1/2 in the averages, which was only fractionally below the previous week's closing level. The peak of 2 1/2 was the highest point reached by this group since the big upsurge in 1933. It exceeded the top level early in 1934. The move was made on the basis of a group of 15 stocks since early last December. It marked the

(Continued on page 23)

Unsuccessful in his attempts to stop his opposition, Dietrich & Feldstein, from operating bank night at their theatre in San Fernando, Calif., John T. Rennie is inaugurating the money giveaway in his Rennie theatre there. Rennie succeeded in securing a cease and desist order against D. F. from the Los Angeles griev board, which was upheld by the Code Authority following appeal. Bank nighters suspended the court sent in September, but resumed it recently when in answer to their application for an injunction against stoppage of film, U. S. District Judge Paul J. McCormick, sitting in L. A., ruled that bank night was not interstate, and therefore not subject to NRA regulation.

After waiting three weeks trying to get a decision from the Music Hall, N. Y., on 'Bride of Frankenstein,' the deal holding up a New York first run booking, Universal yesterday morning (Tuesday) finally got its answer. It goes in the Roxy, N. Y., instead next week (10). The Hall had previously indicated it would accept the picture, its management stalling on a final decision in the thought that 'Bride' might prove a welcome change in product for its clientele. Meantime the Roxy had been running a trailer announcing picture as coming, despite lack of final confirmation of a booking from U. Y.

Rialto also wanted it but the Hall had the first turnaround privilege.

That Ray Hall would become the new editor of Paramount News, succeeding A. J. Richard, and latter would have European activities of the reel, as reported, is denied by Austin C. Keough, v.p. of the News. Keough stated that Richard went to Europe at his request on business matters concerning the reel but that he remains editor-in-chief and will return here at the end of May to take over the latrine. Understood that Richard went across to provide the newswell abroad in the event of war, so that Par would be insured of proper coverage. Richard, an Emanuel Cohen appointee in Par, has no contract with Par.

Net earnings of Paramount-Public Corp. in the first quarter that would be available for interest and on new preferred to be issued under the reorganization is estimated in Wall St. at \$2,000,000 to \$2,500,000, with the net earnings will be the earnings will be the earnings. Among other factors considered in reaching such a figure in the street is the widespread belief that theatre business thus far this year is materially better than a year ago. Exact figures will not be available until after more figures come in from various theatre operating subsidiaries.

The Will Hays statement that the Hays organization was opposed to all types of screen advertising was regarded by newspaper editors in N. Y. as funding the picture. The American Newspaper Association and confab of advertisers as strictly a smoke screen for their edification. Three years ago the plans of Paramount and Warner for a series of shorts incorporating advertising by big industrial firms were halted as result of squawks from the dailies.

Action of Paramount directors approval and by the court in voting to make the Atlas Co. the sole underwriter of securities to be issued under the reorganization of the picture, well it is the first time in financial history that an investing organization has directly participated in the financing of an industrial corporation, the Atlas Corp. is held to be one of the most conservative and well managed, by those in the street. arket action of the lens and stock attested to this.

Brunt of recent severe fire law inspection appears to have been shoved onto Brooklyn, N. Y., picture houses. Fire department inspectors working under the authority of the Division of Public Assembly have been notably severe in all fire inspections in recent weeks. In Brooklyn, one exhibitor suffered a cash fine that ran into three figures for having a fire door locked.

Ahead of her appearance at the Easter sunrise services at Hollywood, Mary Pickford rehearsed her spiel at Recordings, Inc. and had a disc made of the speech. Newswell photos who caught her at the rehearsal services were dissatisfied with her delivery and discarded the oral stuff for a dubbed version from the previously made record.

Hays office is compiling booklet of data on the picture industry in response to demand by studios, deluged with requests for facts and figures by universities and colleges all over the country. Due to the spread of courses on motion picture appreciation at seats of learning, subject has become a popular one with the students.

Although RKO Radio isn't keen about releasing 'Becky Sharp' in the first week of the picture, complete picture, the picture under the year's contracts. Date set is May 13. Its production cost has hit \$950,000 and will go considerably more when prints have to be made. Being Technicolor, printing costs are more.

Sameness in personality and looks between Grace Bradley and Iris Adrian, is given as Paramount's reason for not picking up the latter player's option. Miss Adrian, brought west from Broadway six months ago, has been in four pictures. Miss Bradley has been at the studio two years. Similarity has just been discovered.

Paramount put 'The Devil Is a Woman,' Marlene Dietrich starrer, before the camera after the picture was purely sealed by Joe Green and passed by the New York and Kansas censorship boards. Retake involves a brief sequence. Revision was ordered by the home office. It opens at the Broadway Par this Friday (8).

Metro changed the title of 'Public Enemy No. 2,' its Fed cop entry, to 'Baby Face Harrington,' for fear it might be confused with another 'Public Enemy No. 2,' 'Harrington' is being rushed out with picture scheduled for the Cap. N. Y., and other first runs Friday (10).

With 'G Men' set, Warners will follow with another story glorifying the Department of Justice. Film will be 'Special Agent,' a story written by Al Cohn and Leslie Mason which went on the shelf in favor of 'G Men.'

First issue of Joe Burstyn's Yiddish newspaper, made in New York for one monthly release via Workino, is completed and contains a sequence showing the Hebrew Actors' Union tryouts, never before seen by the public.

With a heavy overhead already piled against it, Radio for a while debated whether or not to continue with 'Last Days of Pompeii.' However, picture is set for a production start May 6, with Ernest B. Schoedack directing and Merian C. Cooper supervising.

Loew's is going ahead building its proposed theatres in Chicago as exhibitors continue to refuse any Metro-Goldwyn overtures. Dave Lynch has been in Chi constantly for Loew's, looking over sites.

Eastman Kodak is conservative about the new color process, but the inside is that the engineers feel reasonably certain of bringing in the device in a form to permit unlimited prints to be made for commercial use at present the film is limited to the 16 mm. and being rushed out the demand for film far in excess of the present capacity. Sold to give

(Continued on page 11)

# THEATRE

## F-WC Balk at the Balboa Theatre Allegedly Another Code Stall Move

Protest of Fox-West Coast representatives against the Balboa theatre (Los Angeles) price-clearance action, which resulted in calling a special Film Code Authority meeting for today (Wednesday) is just another obstructionist move in the opinion of some critics and numerous L. A. exhibitors.

Feeling of these C. A. members and exhibitors is that F-WC will act every effort to prevent the L. A. zoning and clearance schedule, adopted with reservations last week, from going into effect until the fate of the Blue Eagle is determined. Full cognizance of the fact that the Film Code will cease to exist after June unless Congress votes to extend it, is being taken by Fox-West Coasters, according to some code members.

Some four or five meetings besides innumerable committee sessions have been held since Fox-West Coast first protested some phases of the previously adopted L. A. schedule early this year. Even after an open meeting heard all representatives from the L. A. area, the legal and other representatives of F-WC in New York on this schedule squashed the idea. The meeting was placed on the revised lineup for Los Angeles last Tuesday (23). But at Balboa, in which Harry Arthur, Fanchon & Marco and indie hold interests, is rated an important L. A. suburban situation, the exhibitors claim that his admission price was switched on March 31 and feels that the clearance for this house is no more out of line than that present at several theatres operated by F-WC.

Protests of the Fox-West Coast operators since the first of the year have prolonged consideration until now the effective date of the new schedule is fixed for May 15. Whether or not the F-WC representatives will gain further postponement of the effective date probably will be determined by the measure by the actions at the special confab today (1).

But officials say that the session today will not interfere with the L. A. schedule going into effect May 15. Copy of the approved schedule has been sent to the L. A. board so that it can be set up into operation on the scheduled date. But even in the face of this, electrical C. A. members and indie exhibitors believe further delay confronts the L. A. schedule until late June or until the fate of the Blue Eagle is officially prolonged.

Los Angeles, April 30. Without awaiting the approval of the U. S. District Court and the determination whether the new schedule conforms to government consent decree, the Los Angeles zoning-clearance board meets today (Tuesday) to order the long delayed setup into effect May 15.

Exhibitors believe that the Federal decree supersedes the clearance schedule and, unless evidence of conspiracy is proved after plan is effective, it's not mandatory to get court's approval.

## O'Donnell Closes Pooling Deals in Texas, N. Mexico

Los Angeles, April 30. Bob O'Donnell, general manager, and John Morone, legal chief of the Interstate circuit and Texas Consolidated Theatres, have returned to their offices after spending several days here last week.

Pair came here after closing for two theatre pooling operations, one in California and the other in the Mexican, N. M. In the Texas deal, Martini, Dixie and Key, operated by A. Martini, have been pooled with Texas Cona's Queen.

Albuquerque houses pooled are the Kino, Meas and Rio, operated by the French interests, with Texas Cona's Sunlight and the Chief. Former deal went into effect April 19. Latter starts May 1.

## How It's Done

Hollywood, April 30. Columbia quibbled for several days on a cast name for Michael Bartlett, opera singer in the new Grace Moore picture, 'Love Me Forever'. Then someone had a great idea—he'll be billed as Michael Bartlett.

## KANS.-MO.-IOWA EXEMPTION PLEA

Washington, April 30. Plea that 20 film houses in Kansas, Missouri and Iowa exempted from labor clauses of the industry code is slated for hearing before the Kansas compliance director at Topeka on May 1.

Appeal by Glen W. Dickinson, president of Glen W. Dickinson Theatre, Inc., Dickinson Investment Co. and Kay Valley City Theatre, Inc., is the most important attempt to duck wage and hour requirements so far encountered. Houses for which waiver is asked are:

Dickinson, Beloit, Kan.; Dickinson, Hiawatha, Kan.; Dickinson and Cozy, Junction City, Kan.; Booth, Independence Kan.; Dickinson and Variety, Lawrence, Kan.; Dickinson and Warehouse, Manhattan, Kan.; Dickinson, Osgood City, Kan.; Dickinson, Oskawatomie, Kan.; Dickinson, Paola, Kan.; Updell, Parsons, Kan.; Dickinson, Ellsworth, Kan.; Dickinson, Chillicothe, Mo.; Dickinson, Fayette, Mo.; Dickinson, Marceline, Mo.; Dickinson, Slater, Mo.; Dickinson, Creston, Ia., and Dickinson, Great Bend, Kan.

## 13 MORE IN MAY, JUNE WINDS UP FOX THIS YR.

Thirteen pix skedded for release this month and in June will complete the Fox program for 1934-35. All have been completed with the exception of 'Orchids to You', 'Curley Top', 'Hardyack Harrigan' and 'Lord's Ransom'.

## Truthful Picketing OK, But No B. O. Interference

Rochester, N. Y., April 30. Injunction obtained by the Hollywood Theatre against truthfully picketing pickets from congregating to interfere with patrons' entrance and from carrying signs misrepresenting the truth. Allied Building Trades is permitted to picket the house on its claim that union labor was used in remodeling it.

## Jr. Orph. Washup

Hollywood, April 30. Junior Orpheum is in final washup with the payment of \$13,000 to creditors.

Federal Court now passes on its reorganization plan.

## SEE WM. FOX BACK OF FABIAN PICTURE

## All Financial Offers for N.Y. Theatre Chain Must Be Filed Today (Wednesday), Court Rules— Greenfield the Middle- Man for Fox?

## SEE EARLY DECISION

The Fox Metropolitan Theatres (over 80 in the N. Y. area) reorganization is still wide open.

Those who wish to make cash bids for control of the Fox Met theatres must appear before Federal Judge Julian Mack this morning (Wed.) at the N. Y. County Lawyers' Association building, 14 Vesey street, N. Y. Apparently the court has decided to clean up the matter. Today's (Wednesday) session is expected to be the final day of hearing on reorganization, prior to oral arguments to be made later by presently contending interests. Lawyers will have their say-so this morning at 10 a. m.

Only the court may know where the current reorganization fuss on Fox Met is heading. Practically the entire trade is involved directly or indirectly, through testimony which is being given at the hearings before Federal Judge Julian Mack in N. Y. William Fox, himself, appears to be a certain entry in the competitive race for control. Paramount and Warners are also mentioned. United Artists, Keith-Albee-Orpheum are assured principals in the present situation. Fox Film is in the picture because of its film franchise. Columbia and Universal alone, among the major companies stand aloof, as yet. Lower is also mentioned whispering as having some concern about Fox Met.

Albert M. Greenfield's association with William Fox, not only as voting trustee in Bankers Securities Corp. of Philadelphia, but in other ventures, gives rise to persistent belief that the former film magnate, if not seen presently in the picture, will in time show up as a directly involved principal. Testimony by Greenfield is contrary to such belief.

The B.S.C. is the company which offers to lend Fabian \$650,000 of the \$1,000,000 in cash which Fabian would put up on his offer for Fox Metropolitan control.

Fabian, asked by Attorney William Bainton, of Beekman, Bogue & Clark, attorneys for the Fox Met noteholders, whether he will guarantee that he will keep the operating costs of the Fox Met group, as a unit, to eight weeks at the Playhouse, that if the operating costs exceed this percentage, Fabian agrees to

## \$359,000 Code Budget for 1935 Set By NRA, Provided Film Code Stays

## Nothing Else to Do

Detroit, April 30. Club women of this city are launching a 'better films' board. Detroit Federation of Women Clubs, which includes all clubs in town, having nothing much else to do have turned their attention to the film problem. Plan is to divide the town into sections. Members will visit the neighborhood theatres and report on picture shown.

## BANK NIGHTS' GROWTH IN N.Y.

Growth of bank nights at neighborhood houses in many parts of the greater New York area is presenting a tough problem for the Blue Eagle. While the Code is definitely against such freak nights as a means of drumming up business, it takes the protest of a competitor to bring the evil before the NRA for official action.

With competing theatres going in for the same bank night idea rather than protesting to the local grievance board, and with even some of the larger circuits inaugurating the idea, the chances for the C. A. being able to stamp out this form of lottery are slim.

Even the recent ruling of the solicitor of the U. S. post office that the bank night idea was a violation of the federal postal regulations is not regarded by colliers as helping much in New York. Effectiveness of this postal regulation depends on regulation through the mail, which means newspaper advertising. In most instances, the N. Y. nabes do not employ newspaper ads to rally their bank nights. In other sections of the country, this post office ruling has started to curb the popularity of these lotteries.

The bank night idea in the south in past months became so widespread that at least one state legislature talked of a tax on theatres using gift and bank nights.

make up the excess or consider failure to do so a violation of a deal which may be made with him.

Bainton's questions are purely for the guidance of the noteholders' committee and form suggestive points in the entire procedure. Fabian testifies he figures operating costs can be reduced under his operation substantially, because he plans unit operation of the theatres as a whole, and suggests his own (Continued on page 54)

Washington, April 30. Administrative budget of \$359,000 for 1935 was approved by the National Recovery Administration last week, giving Film Code Authority permission to proceed with current year assessments.

Because of the chance that Congress will not come through with law extending the N.R.A., Recovery Board conditioned its order of approval, stipulating that not more than \$171,197.75 may be spent before June 16, when the existing act lapses and initial levies shall be for only half the annual rate.

Exhibitor assessment plan, based on population, capacity of houses and run, was ordered as only half proposed and as revised late last year. Provides for bills from \$5 to \$60 for the first half year.

Alternative method of contribution was specified for producer-distributors following complaints that the system devised last year is unfair. Companies may kick in either by paying lump sums according to classifications based on business volume, or may pay a percentage determined by 1934 grosses.

Half of 1934. The Recovery Board figures in half the approval of the assessment plan embodying 14 clauses with fees running from \$40 to \$110 for the half-year, specifying that if Indies and small companies doing less than \$500,000 of box office pay more than \$5,000, the excess must be related.

Alternative method allows producers and distributors to contribute 1/4 of their last year's revenues, making total annual assessment on this basis 1/2%.

Idea of having distribute proportion the producer assessments was retained with the provision that producers may pay either directly or through the distributor who handles his pix. In the latter case, distributor is responsible to colliers. Total assessment is to be divided according to the ratio between producers' revenue and distributor's gross receipts.

Any complaint of undue hardship must be examined by the Code Authority and adjusted, subject to okay the government while any excess received from either division shall be credited to the group overpaying. No bills may be levied for the period after June 16 until Congress has extended the law and the NRA has given permission.

Revised assessment plan effective May 9 unless countermanded because of kicks from the industry.

## N.Y. Riato's Finale Pic Day-Date with Mayfair

Arthur Mayer's swan song at his Riato Broadway, which becomes a day-date with the Broadway day-date booking with Walter Reade's Mayfair, five blocks up the street, Chicago, particularly in the Harlem section, simultaneously. Reade has Metro flicker first but when Mayer couldn't land U's 'Bride of Frankenstein' the day-date booking was effected. It opens today (Wednesday).

'Frankenstein' goes into R. C. Music Hall May 17, following 'The Informer' (Radio). Tomorrow at the Hall starts Paramount's 'The Sign of the Cross' and the day-date 'Frankie' but the Hall has first call on U pix under its contract.

## Crisp in 'Mutiny'

Hollywood, April 30. Metro has tabbed Donald Crisp for a spot in 'Mutiny on the Bounty', Irving Thalberg production which Frank Lloyd is directing. As a result, Crisp has been ordered to postpone his sailing to Hawaii and the South Seas until the first part of July. Player figures Crisp will be in the Hawaiian cruise in his 100-foot schooner, accompanied by Mrs. Crisp (Jane Murfin).

## Chi Goes Wide Open on Duals, Giveaways and Dime Admissions

Chicago, April 30. Exhibits and exchanges agree that four features at now in Chicago. Last Friday (26) a double feature hit the loop at the B.&K. Garrick, Man of Arab (GB) and 'One New York Night' (MG), the first double bill in Chicago in three years and the first twin feature ever to be spotted on a loop screen.

Changes. B.&K. and the exchanges are being adapted as the picture which ran 26 weeks in New York. B.&K. is playing a shorter version but it's making the industry in Chicago pretty restless because of the ad treatment.

Double feature was considered inevitable because dishes and other giveaways have already lost their punch. Even where kitchenware

draws 'em, it's only on the gift nites, and they stay away the rest of the week. Exhibitors say the exchange brought this condition about themselves.

Dime admissions are just around the corner due to the court suits now being waged by the Astar and Public theatres against Balaban & Katz, other circuits and the exchanges. B.&K. and the exchanges have almost come to terms with the Astar theatre out of court, with the balance of the agreement being the okaying of 100 tickets. If and when the Astar wins its case it will mean 100 houses in at least 19 spots in Chicago, particularly in the Harlem belt, the Madison and Halsted section and the South State street district.









## Pitt Groggy with Easter Hangover; Tury 19G, Marietta 17G, Just Fair

Pittsburgh, April 30.

(Last Exploitation: Stanley). Easter Week took a lot out of the town and takings aren't coming up to expectations this session. Only the Penn and State shows did any business, but even they're just fair.

While 'Black Brute' with stage show is hitting brisk pace at Stanley, a possible \$19,000 is a few grand short of what management had originally looked for from this generously-exploited film. It's getting all the loose mites strung but females seem to be steering clear of it. Just behind it, 'Naughty Marietta' at Penn, with 'Splices of 1935' on stage looks like a \$17,000 bet and coming in there about at this figure. Flicker got rave notices but its appeal lies in the direction of the trade and there's not enough of that around here.

Elsewhere, all is blue and depressing. Alvin taking a terrific nose dive with 'All The King's Horses' and as result will sink tonight (30), opening 'Bride of Frankenstein' tomorrow, two days ahead of schedule. 'The Great Gatsby' shows, however, continues through Thursday, with new presentation in line with the original. Doubtful if brief session of 'Horses' will mean even \$5,000, plenty brutal. 'Sam and Ella' and 'Mary Jane's Par' languishing between \$3,700 and \$4,000.

Stanley shot the works on 'Black Brute', what with a Pittsburgh locale and the fact that story was set in it in part by a local judge, M. A. Musmanno. Biggest stunt, was having the condemned for the gallows in Harrisburg, together with a personal appearance of Mrs. John Barco, widow of minor who died there several years ago by coal and iron policemen. Story broke in all the dailies here and got a big day on the wire services as well.

Estimates for This Week: Alvin (Harris) (RKO) 15-19—'All The King's Horses' (Par) and 'Zig Zag Reveal'. Taking it plenty on exchange management. Penn (State) 'Bride of Frankenstein' (U) two days ahead of schedule. Four days of 'Horses' at \$19,000 gross. Last week 'Princess O'Hara' (U) and A. B. Marcus 'Continental Review' showed down at street level to \$10,000, just fair.

Stanley (Harris) (1750) 15-25-40—'Thunder in the East' (UA). Formerly 'The Battle', this one opened yesterday. It's had a little break from weather. Management bringing in 'Initiation of Life' (U) for a revival next Monday. After that may darken for a few weeks. Last week 'George White Scenic Follies' (Fox) grossed \$17,000. Penn (Loews) (UA) (3,300) 25-35-40—'Naughty Marietta' (MG) and 'Splices of 1935' unit. Flicker attracted rave notices but nothing extra on the b.b. and vaude disappointed at same figure. Stanley (WB) (RKO) 15-25-40—'Black Brute' (WB) and stage show. Great interest in this picture in the district. Last week's combination in trade. While \$19,000 is not bad, it's still quite short of what was expected. Last week's combination of George Raymond in person and 'Go Your Damn Way' (WB) strictly dynamite at \$24,750.

Warner (WB) (2,000) 25-40—'Held On Trial' (Par) and 'Mary Jane's Par' (WB). Taking an extraordinary dual to send this house above \$400, but this looks like hundred dollars short of that sum. 'MacFadden's Flat' (RKO) and 'MacFadden's Flat' (WB) got some Easter Week stimulus and climbed to \$4,200.

## ST. JOHN ON DEAL FOR COAST ALLIED 'CHANGES'

Los Angeles, April 30.

Floyd St. John, vet independent exchange operator of California and head of Cooperative offices in San Francisco and Los Angeles, is negotiating to acquire the Allied exchanges in the two latter cities. Allied offices have been operated by M. H. Ray, president of Liberty Pictures, for several years. Deal, if consummated, would give St. John a complete distribution on the Liberty product, in addition to Monogram.

## Meeting on Oakleys

Hollywood, April 30.

Downtown theatre managers are meeting this week to stamp out the 'pull'.

Investigation revealed that several thousand free duets are being passed around weekly.

## Extras Go to School

Hollywood, April 30.

Course of picture lectures has been arranged by Central Casting Bureau at the Selma Avenue school, whereby extras can attend night school and learn phases of picture making, thus fitting them for jobs outside the atmosphere ranks.

Course comprises eight weekly talks by different authorities in their respective film fields. Subjects to be covered include scenario writing, production, planning, casting, set designing, make-up, direction, photography, color, sound and lighting.

Mary Carlisle Sued

Los Angeles, April 30.

Mary Carlisle is named in a \$15,000 auto injury suit filed by Fred A. Parkey, who asserts he was struck down by the actress' machine while he was working in the street.

Metro-Goldwyn-Mayer is also named defendant as employer of Miss Carlisle at the time of the accident.

## Studio Placements

Hollywood, April 30.

George Archainaud directing 'Thunder in the Night'. Fox Arthur Aylesworth, Bill Robinson. 'Big Broadcast of 1935'. Par.

Robert Rich, 'Front Page Women'. WB.

Harry Holman, Spencer Charter. George Meeker, Maude Eburne, 'Not On Your Life'. WB.

Elwyn Groe, 'Old Man Rhythm'. Radio.

Noel Madson, Tarbin Meyer. Clara Lamon, 'The Great Gatsby'. Who Came Back. Chesterfield.

Houston Branch, screen play. The down arrow. U.

Allyce Brady, Alan Crosland directing. Harry Trivers, adaptation. 'Lucky Rube'. U.

Gladya Unruh, scripting 'Strange as the Party'. U.

Robert Presnell, adapting '101 Fiftys'. U.

Robert Lee Johnson, screen play. 'While the Crowd Cheers'. Par.

Nate Gatzert, original story. Screen play for Ken Maynard. Co.

Wilson Collier, scripting 'McLaure and McFarley'. RKO.

Joseph Moncreux March, screen play. 'George of Trullio'. Metro.

Reginald, 'The Great Gatsby'. 'The Two Cities'. Metro.

Lloyd Hughes, Manion Hamilton. Film of smaller interest. Wallace Clark, 'Flame Within'. Metro.

Clifford Jones, David Worth, Lyman Williams, 'Anna Karenina'. Metro.

John Crawford, Clifton Webb. George Oppenheim, Edwin Knopf, adapting. 'Elegance'. Metro.

Ed Martin directing: Wells Roto, screen play. 'Wild Geese, Golden Goats'. Metro.

Peter Lore: Karl Freund directing. 'Mad Love'. Co.

Milton Krims, adapting 'Portrait of a Rebel'. Radio.

John H. Brown, Cromwell directing: Anthony Vellier, screen play. 'Jalna'. Radio.

Sam Robertson, directing 'Freckles'. Fox.

Beattie Sarrell, 'Masquerade'. Metro.

Leon Errol, Mary Treen, Guy Ribben, 'Not On Your Life'. Fox.

Charles Butterworth, 'Orchids To You'. Fox.

Gerard Fairlie, writing Charlie Chan story. Fox.

Doris Schroeder, screen play. 'The Rich Man's Daughter'. Par.

W. B. Van Dyke directing. 'Claustrum'. Fox.

Jesse Laury, Jr., Jack Kirkland, adapting 'Dark Dames'. Metro.

Samuel Jackson, 'Front Page Women'. WB.

George Guhl, 'Farmer Takes A Wife'. Fox.

Roger Gray, 'Case of the Lucky Legs'. WB.

Howard J. Green rewriting '13 Hours By Air'. Par.

David Boehm writing untitled original. Par.

Robert Weston, developing mystery yarn. Par.

William Janney, Nigel Bruce, Halliwell Hobbes, 'Jalna'. Radio.

Benny Baker, Arthur Aylesworth, Leon Holmes, 'Bunny Kaaren'. Mildred George, Judith Vasselli, 'Big Broadcast of 1935'. Par.

## Actors All

Hollywood, April 30.

Outsmen can take a crack at Hamlet; meggers can forget their woes in dabbling early seasons and bookers, stencos and office boys can satisfy that thespic urge. It's at Columbia studios, where a little less movement is being organized.

Idea is not only to give all outsmen a little crack at being great, but also to give a crack at having fun under pro guidance, but also to prosper that some hidden talents may be brought from under cover.

## PAR MAKING 2-REELER AS 'CRUSADES' TRAILER

Paramount is producing a two-reel short titled 'The Extra Girl', which will be a trailer for 'Crusades', Herb Moulton is directing.

Francis B. De Mille, members of the 'Crusades' cast and contract players on the lot all appear in the picture.

## CUSTER'S GIDDYAPS

Hollywood, April 30.

Bob Custer will make a series of seven westerns to be produced by Jack Vance under Sovereign banner for the indie market.

Deal was closed last week.

## Richelieu and Olsen Bawl \$20,000, Oke: Too Much Competish in Balto

### Spokane's Big B. O.

Spokane, April 30.

Spokane is at its best in years. Evergreen has all the first-run theatre and some of the second. Grosses are excellent for the burg which has only 100,000 pop, but rivals towns twice the size for box office.

Main reason is the Coulee Dam project on the Columbia river, tributary to Spokane and adding more to the good feeling in biz circles than actually in cash. Likewise, many nearby are living up.

Horse racing is set for this summer, and the inland Empire fair will resume.

## VALLEE LEADS HUB AT \$29,000

Boston, April 30.

(Best Exploitation: Keith Boston). Hub film first looked for a new

on the weekend by a combination of hot weather and daylight saving, but there are still some very hopeful signs. Rudy Vallee on the Met stage is leading the parade easily, not understanding that he's here for only six days on account of N. Y. radio coming in with the same flourish. It means anything, and big a little disapproval.

'Polka Berger's' stage show broke the Keith-Boston record last week by \$3,000 so it's logical to hold it with the same flourish. 'Transient Lady'. Can stay only five days before it moves on, but the Frenchies will perform at an extra mid night show (\$1.10) Tuesday night (30) to swell the take.

Captivity his at a wrestling match in Boston Garden (20,000) Friday night (28) numbered among the weekend headchases.

'Star of Midnight' shapes up as only average because of opposition: 'The Frenchies' promises big returns. 'Four Hours to Kill' playing three stands and resting on laurels of good notices.

Keith publicity office planted a load of readers and photos on the 'Polser' unit before and during run of the show. Handled the censorship angle skillfully enough so that the show appears to have no effect on the b.b. Whole campaign cleverly planned and unfolded by Jack Goldenberg, 'The Frenchies' selling the show as naughty but nice.

Estimates for This Week

Met (M&P) (4,200) 35-50-65 'Stolen Harmony' (Par) and Rudy Vallee (WB) (1,600) 15-25-40, though suffering from weekend heat wave about \$25,000, not bad, but under hopes. Last week wound up satisfactorily for 'Go Into Your Dance' (WB). Opened inauspiciously, but built to a strong \$28,000. Next week it's 'Q Men' and 'Isham Jones in person' for eight days.

Keith-Boston (RKO) (2,300) 40-55-65 'Transient Lady' (U) and 'Polka Berger's' unit held over for 'Star of Midnight' (WB) (1,600) Tuesday (30) figured to add the h.o. a new high. 'The Frenchies' stage show, which is doing all the drawing, a very fancy \$33,000, but should be a high for the house.

Will be tough to smash. Tremendous publicity for the nudish show, but should be a high for the house day night (1) and goes to double feature, second choice, at pop prices for the summer. 'Lucky' and 'Nut Farm' the first dual.

State (Loew) (8,600) 25-30-40-55 'The Frenchies' (WB) (1,600) 15-25-40, promising only \$14,000. Last week 'Reckless' (MG) bucked to about \$15,000, only to go up a little on the slide? Certainly no fault of the exploitation.

Pat. Memorial (RKO) (2,900) 25-35-40-55 'Star of Midnight' (Radio). Not too distinguished, but should be a high for the house. Last week 'Life Begins at 40' (Fox) slightly gentle at \$18,000. On both \$15,000 in themselves, but the house suffered from RKO opposition at the Boston. Net result, however, Hub-Keith nicely lined for the two weeks.

Orpheum (Loew) (3,000) 25-30-40-55 'The Frenchies' (WB) (1,600) 15-25-40, and 'Blanche Calloway' heading the attack. A sheepshead \$35,000. Two of the hand comes in from the vaude in town. 'Naughty Marietta' (MG), second run, and a good

Baltimore, April 30.

(Best Exploitation: Valencia). War ushered in first real sunny weather, and the populace has been taking plenty advantage of it. Beginning to drive out into the countryside in the evening, race at Pimlico, ball club at home, and woe to the slave magnets!

However, notwithstanding the many oppositions, the local situation currently isn't so bad, and a couple of spots are getting along nicely. 'Vaudeville Century' will come out solely with 'Richelieu' and George Olsen's work on stage. Nut is huge, and though the groos looms large, it's not known how much profit in the \$20,000 house will snag, but velvet, nevertheless.

Valencia, H. Adrienne, psychic, who is also penning daily prognostications in the News-Post, on stage. Newspaper column is largely what is selling her to the public.

Estimates for This Week: Loew's (Loew) (U) (1,600) 15-25-30-40-55-65—'Richelieu' (UA), 'The Frenchies' (WB) (1,600) 15-25-40, and 'Blanche Calloway' on stage. Getting solid \$20,000. Last week, with much lighter nut, it's not known how much profit in the \$20,000 house will snag, but velvet, nevertheless.

Loew's (Loew) (U) (1,600) 15-25-30-40-55-65—'Party Wire' (Co) and Gus Arnheim work on stage. It's a punchy one, but much profit. Oke is putting on a neat show, but it's not known how much profit in the \$20,000 house will snag, but velvet, nevertheless.

Keith's (Schenberger) (2,500) 15-25-30-40-55-65—'The Frenchies' (WB) (1,600) 15-25-40, and 'Blanche Calloway' on stage. It's a punchy one, but much profit. Oke is putting on a neat show, but it's not known how much profit in the \$20,000 house will snag, but velvet, nevertheless.

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## Chi Censors Cutting Up Again. Funnies Reject Reason on 'G Men'

Chicago, April 30.

Censor board here is having a lot of fun with pictures, slinging some and bluntly rejecting others. Latest to be kicked into the alley, "G Men" (WB), was refused any sort of R rating by the censors here. Right now WB has three pictures thus tied up by the board, the other two being "Dr. Monica" and "Side Streets" with the local exchange about having given up hope of ever getting these by.

Expected that Warners will put up a lusty fight against the rejection of "G Men". Warners is pretty burned up anyhow, having been pushed around plenty lately by the censors here. Right now WB has three pictures thus tied up by the board, the other two being "Dr. Monica" and "Side Streets" with the local exchange about having given up hope of ever getting these by.

Three weeks ago the board rejected "Black Fury" and it took plenty of angling to get the final okay on the Muni flicker.

Local censor board is now kicking over the traces lately but strictly on gun & action pictures. With no sex flickers to censor and since the censors are not kicking the censors in practice on underworld epics.

With no sex now to cut, the censors now 'exciting for children' taking the exchanges and exhibitors wondering if the censors will shortly be cutting up the western and other flickers.

Another picture rejected last week by the censors was the new Marlene Dietrich picture, "Devil in a" (Par).

## PURELY R-R'S JUST GET BY

Philadelphia, April 30.

(Best exploitation: Stanley) Business in the city is not as good as it was last week. The director should be somewhat average this week with, however, few noteworthy pictures.

On face of things, 'Reckless' at the Boyd, brought in more than the reviewers were none too kind and a few of-mouth and exhibitors were unfavorable. Started very strongly, may nose-dive, but probably \$16,000, which is fine house.

Of the houses with straight film policy, the Stanley should follow Boyd with "Black Fury" and then again word-of-mouth is hurting. Local exchange emphasized heaviness of film. Mebbe \$14,000.

Estimates for This Week  
Aldine (1,200; 25-30-45)—"Richelleu" (UA). Figures for a sound \$10,000 in its second week. Last week's \$14,000 was a hand over expectations.

Arcadia (600; 25-40-55)—"Private World" (Par). Third downtown run and should be helped by critical handclapping. \$7,500. Last week "Wedding Night" (UA), disappointing at \$2,000.

Wood (2,400; 35-40-55)—"Reckless" (MG). Ought to be week's outstanding but negative word-of-mouth hurting. "Black Fury" should hit \$16,000. Last week "Naughty Marietta" (MG). Slipped second week with only one word-of-mouth not enough.

Wrie (2,000; 25-40-55)—"Hotel Murder" (Fox) and "Vantiles" (Tag). Show figured to be real magnet and week's boost hit for word-of-mouth. "Hold 'Em, Yale" (Par) and vaude, scant \$14,000.

Fox (3,000; 40-55-65)—"Ladies Love Danger" (Fox) and stage show. No more than \$13,500. Last week, "Naughty Marietta" (MG). Perhaps \$14,500, but not much better than recent average.

Kariton (1,000; 25-35-40)—"Unwelcome Stranger" (Col). Not figured for better word-of-mouth. Last week, "Laddie" (Radio), fair \$2,800.

Smith's (2,000; 30-40-55)—"Marietta" (MG). Sharp drop in second week at Boyd make chances here uncertain. Ouch! Last week \$3,000, though. Last week, "Mississippi" (Par) second run, a nice \$2,400.

Stanley (3,700; 35-40-55)—"Black Fury" (WB). Word-of-mouth is hurting, but only about \$11,000. Last week, "Into Your Dance" (WB). \$13,500 for six days, but not for performances, very disappointing.

Stanton (1,700; 30-40-55)—"Four Hours to Kill" (FN). Perhaps \$5,000. Last week, "McFadden's Flare" (Par) cut its expected \$5,000, fair.

## Switch Ties Walker

Hollywood, April 30.

Production switch on "Sing Me a Love Song" at Universal delays Walker's function as a featured associate producer. He recently announced elevation from directorial bracket.

Kurt Neumann had been assigned to direct, but has been held off for another picture, pending reorganization of the U. I. lot, by Carl Laemmle, with Walker stepping into the meg. "Love Song" script has been finished by Ben Grauman Kohn.

Estimates for This Week  
Albee (RKO) (3,300; 35-42)—"Richelleu" (UA). George Arliss free from "Side Streets" to "Hold 'Em, Yale" is tugging \$9,500 on its first nine days at Keith's, theatre's best for the week. "Side Streets" is hitting lots of fat notes at the Palace, for a lame \$7,000. Shubert, "Side Streets" (WB) and "Hold 'Em, Yale" (Par) are getting \$10,000.

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probably pays better dividends than any stage play in the city.

Estimates for This Week  
Broadway (Parker) (2,000; 25-40)—"G-Men" (WB). Figures for a sound \$10,000 in its second week. Last week's \$14,000 was a hand over expectations.

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## Music Hall's 5-Yr. Product Deal With RKO-Radio; Fox Wants Better Break in R. C.; U. A. Deal Still On

usual policy, but not the usual business; \$10,000 will be welcome. Last week, "Stolen Harmony" (Par), broke the split week policy to stay full seven days with "Naughty Marietta" (MG) on the stage; \$10,000 was cut in by transportation trouble. "Naughty Marietta" (MG) has for a partner "Hold 'Em, Yale" (Par). \$8,500 week. Last week, "Private World" (Par) and "101 Raise" (Fox), the picture fell and strong enough to hold off the strike for a nice \$7,500.

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Fox Film intends to insure its picture being handled better at the Radio City Music Hall than hitting at the Rockefeller cinema institute. The Fox people are not happy over the way the Hall has treated Fox's picture during the current season.

While talks continue with United Artists for a block-program deal with the Rivoli, the latter closed a five-year product pact with RKO-Radio. That's the biggest single theatre product deal in years. In conditions of a buyout of the films annually for the Music Hall, RKO is a financial partner in the line and therefore has some responsibility to see that the Rockefeller screen palace gets an adequate supply of proper product.

Proposed U. A. deal has United Artists' film deal may result in U. A. getting a somewhat raised film rental en bloc, the excess rental portion of which would be paid to the U. A. distribution end to make up the probable b.o. deficiencies at the Rivoli under the deal.

Any United Artists product arrangement would run for five years and would be subject to a buyout. U. A. is understood, expires within a couple of years or so. Therefore, any safeguard for the Rivoli b.o. looks to be of limited duration.

## NEWARK DUEL "DANCE" \$11,000

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probably pays better dividends than any stage play in the city.

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## Spain Sets Up Industry Council To Go Over All Angles of Pic Biz

Madrid, April 19. National Cinematographic Council for reorganizing film biz has finally been set up. Council was once formed under various decrees some months ago.

Council's announced purpose is to study the industry's problems and "propose solutions" to government and convenient to the national interest. It will study problems relating to distribution and exhibition of pics, regulations of commercial operations deriving therefrom; defense of Spanish film interests and industry; possibility and convenience of establishing obligatory showing of certain percentage of Spanish-made films and manner of applying such a measure; economic facilities which the common language might give to Spanish-American production; financial aspect of cinema industry; and commercial taxes on films; customs duties on imported films, apparatus and production material.

Council also will study newsworld production and distribution; films as an auxiliary means for encouraging tourist trade; documentary films; film, radio, and educational films; films for publicizing sanitary laws; films for labor education; use of motion pictures for making of maps and for military purposes.

Film control group lined up as follows: President, director general of industry Francisco Vives Nuin; vice-president, director general of commerce Francisco Javier Meruenda Fornos; secretary, Manuel Quero Simon, named by direction general of industry.

### Members

Other members: Enrique Carrion, owner of Capitol theatre, Madrid, appointed by direction general of industry; Rafael Maura, director named by direction general of commerce; Alfredo Cabanillas Blanco, appointed by direction general of industry; Rafael Maura, director named by direction general of commerce; Alfredo Bauer, named by Spanish Tourist Bureau of which he is secretary-manager; Antonio Pons, named by Industrial Engineers' Federation; Jose Forn, named by Society of Cinematographic Authors, of which he is president; Rafael Maura, president of the Chamber of Commerce and the CREA Studios, named by producers; Arturo Camarero, president of the United Film Critics, named by newspaper critics; Alberto Arroyo Villarroel, elected by laboratory companies; Lucas Argiles, manager of the General Society of Impresarios, elected by pic house owners; Antonio Pons, elected by film actors; Manuel Carreras Macaya, director of UFA in Spain, named by pic distributors who import films; and Antonio Palheiro, named by distributors who do not import.

But of some newspaper criticism was Perez Camarero, who was named to the council by the critics. But the Madrid newspapers, El Sol, La Voz, Ya, ABC, Diario de Madrid and the newscasting department of Union Radio, most important local station, disagreed with the appointment, claiming it was made by film advertising solicitors, not critics. Film reviewers for these papers assert they are independent and removed from contact with advertisers, hinting that their other colleagues are not only critics but also that they solicit the advertising for their film pages.

### ELIOS STARTS AGAIN

Milan, April 20. With assurance of financial backing from local bankers, Elio Film will resume production of pictures. Producers intend putting two pictures in work immediately. Interim shots are to be done at Cine Studio in Rome. Parafra Bassi was recalled from Berlin, where he worked for Ufa and Etna, and engaged to direct the film.

### ZUCKMAYER'S SCRIPT

London, April 21. Contract between Ludovico Toepfritz and Carl Zuckmayer, which was reported to have fallen through, is still in the works. Toepfritz' original idea was that Zuckmayer should write a script for a film of the National covenant which was abandoned. But Zuckmayer is under contract to Toepfritz to write a script for them.

## Fears Nothing

Rome, April 19. A fearless film critic has appeared in Rome. He's Mussolini's son, Vittorio.

First Vittorio, who is a critic on *Avanti*, XIII, a fortnightly mag, raved about "Cleopatra" (Par), despite the fact that the ruler of Italy has tucked him down on it, not liking the inuendo against some of the national heroes. Then he really made it go, and by praising "Campio di Maggio," which is getting raves all over Italy. A "Campio di Maggio" is a film made from Il Duce's own script.

## Marcel Hellman Joins B.&D. on Production of 'Job' with Greg. Ratoff

London, April 21. Marcel Hellman, former president of Metaxas Film in Berlin and for the past year with Pathe-Natan in France, has joined British & Dominion, and will jointly produce 'Job' by Joseph Roth, which has been adapted for films by Oskar Dymov and Frederick Kohner. Production will cost \$200,000, with Hellman and B. & D. going 50-50 on the project. Gregory Ratoff is to be started, and shooting to start around the middle of June.

Hans Oppenheimer, responsible for Ratoff's "Forbidden Territory," was originally in on the 'Job' deal but was let out on a \$2,500 compensation, with Ratoff buying his release.

United Artists, which has practically completed a deal to release 18 Minutes, the Banks-Ratoff film, is now in the 'Job' deal, which will world-release the latter.

Les Garmes will come over to photograph 'Job' in America, and New York poet and playwright with a rep moiety in Tiddling light.

## ITALIAN PRODUCERS BUSY ON NEW PICS

Rome, April 19.

Native film producers are awakening from their lethargy. Inactive for some time, they are all planning expansive production programs now.

Among the first to go before the camera will be "Boots to the Sun," a story of the Alpine Italians' part in the war, which will be directed by G. Elter for I. M. L. Another early pic is "Guns in the Sea," which deals with the salvage work of the ship Artiglio, being voiced by L. Bragatino.

Initial due to start soon, "Hills of Steel" a naval subject assigned to Alessandro Blasetti by Manenti films, two pictures for Tirrenia, "Red Passions" from the book by G. G. Napolitano, which Guido Brignone will direct and "The Cupole" by Novelli, Giocchino Forzano, using the scenery and costumes from his "Campio di Maggio," will commence shooting "Napoleon and the Women" by Novelli.

Motor Car goes on the Novella company's schedule under Mario Camerini.

Working on the existing organization of filmers as basis, Delacomme is trying to unite authors, directors, cameramen, producers, distributors and everybody else. Plans to be nationalistic and reactionary in political tendencies.

Following on the flop of the Henri Clerc-Paul Charles River move to unite the industry through associations of exhibitors, distributors and producers, this new attempt would be important if it had a chance of success. That remains to be seen.

Current French trade deal plans depend on organization of trades into groups which can make rules for conduct of business, and cinema biz needs one. Also needs a little unity to defend itself against political attacks. But disunion current is such that Delacomme's association seems likely to be just another association taking up newspaper space.

### Two-Way Mex Pics

Mexico City, April 30. Foliards pics with a double headed commercial purpose to sell at home and abroad and induce more foreigners to come here as tourists—are being made by Mexico's first co-op producer. Produces Mexicanas Argos, S. A., organized by the thespians, scribes and technicians.

Company has two folklore pics, featuring national costumes, songs, music, dancing, etc., in the works, to be released this spring.

## Paris Court Rules Film Producers Same as Authors; Nightly Payoffs

## New Spanish Distrib., Exhib. Co. Gets Start

Madrid, April 19. Newest distrib and producing outfit, Hispano-Mex Films, opened its offices with a general reception for diplomats, writers, artists and critics. Jose Sechil is managing the concern with Enriquez del Campo, a Mexican, as artistic director. Hispano-Mex proposes to distribute Mexican-made films in Spain and its own productions through a Mexican distrib in Mexico. It is planning to build its own studios here and first production will be 'Africa,' based on an original by Luis Amado Blanco, local newspaperman. Campo and Maria Ruel, also a Mexican, will be starred. Exteriors will be shot in Tetuan, Spanish Morocco.

## MG'S 1,840 SEAT CAP, MADRID SHOWCASE

Madrid, April 18. MGM has taken over the Capitol theatre, 1,840-seater, as an outlet for its product. Capitol is a first-run house opened about a year ago and is Madrid's deluxe showcase.

Enrique Carrion, owner of the Capitol, has been taking it on the chin for some time. Reported that Metro paid somewhere between \$40,000 and \$50,000 for a year's rent, with contract running for five years.

Metro wanted to start off with 'The Merry Widow' on Easter Sunday, but controversy with Spanish Authors Society held it up and prevented immediate release.

Understood the Capitol will depend on Fox Movietone for its newsworld in view of latter's expansion in Spain with subsequent increase of Spanish newsworld product.

## EXPECT BIG HOLIDAY -BIZ FOR ANZAC PIC

Sydney, April 10. Slight pre-Lenten slump here, but biz is expected to go tremendously high over the holiday period. A rainy holiday period means capacity, no matter what type of entertainment is playing.

Managements are re-arranging their bills to meet the requirements. In Sydney Len End means a big racing carnival so 'Broadway Bill' (Col) will go in as one of the major attractions.

"Night of Love" (Col) goes into its fourth month and will continue, 'Lives of Bengal Lancers' (Fox) is set sold, passing its 7th week.

"Bright Eyes" (Param) stayed four weeks and will be replaced with 'Hers Is My Heart' (Fox).

Other current releases doing well include 'Beyond Bengal' (B.E.), 'Kid Millions' (Ufa), 'Little Man, What Now?' (Evelyn Prentiss) (Ufa), 'Painted Veil' (M.G.), 'Old Curiosity Shop' (B.E.), 'Are You a Cavalier' (B&D), 'Under Pressure' (Fox), 'My Love' (WB), and 'Richest Girl in World' (Radio).

Ufa's Mex Showcase  
Mexico City, April 30. Cine Principal, converted from the Teatro Principal, America's oldest cinema, has been showing cinema after more than 20 years of stage shows, is becoming Ufa's Mexican show window.

German cinema has introduced several pics there. Biggest attraction is current production, 'Death of Shehriazade,' which ranks as one of the big local pics at the b.o.

## Paris, April 21.

Decision of the Paris Civil Court, giving to producers of films all the special rights which the French law reserves for authors of dramatic works, opens up new vistas in the matter of collection in this country of rentals and other payments due to producers and distributors.

Edict comes in a suit brought by Tobis against the Studio de l'Etoile, local showcase, which for months ran the Tobis Viennese film 'Mascarade,' that has been bought by Metro for American remake. Despite big box success, Tobis claimed it received no payments from the exhibitor and brought suit.

Basis of Tobis' action are decrees issued during the French Revolution, in 1791 and 1793, which forbid public performance of any work without written consent of the author, under penalty of confiscation of the entire gross for the benefit of the authors. Law of 1810 backs up these decrees by providing a fine of 10 francs for any showman who fails to pay the author.

Tobis claim

Tobis claimed that in the case of a sound film the only person who can be considered the real author is the producer, and brought action to get a ruling that he had the right to contend that the law was made only to protect scribes, but the court overruled him.

Decision says that the rights of all the other authors of the film are concentrated in the producer, who is entitled to receive royalties everybody in collecting royalties and rentals, and to redistribute what he collects by contracts which he may wish to make at any price.

This is expected to have a big effect on the controversy over royalties now raging in France. Producers of the film 'Mme. Angot's Daughter' have announced that they will rent only to exhibitors who agree to credit the producer's name collected nightly at the theatre by representative of the Author's League, and exhibits plan to boycott the picture, making it impossible for an author and the rep of all the co-authors, makes him the sole collector, not from them, and therefore they don't have to pay attention to authors wanting royalties on the side. On the other hand distributors are not authorized to put a deal for collection of royalties into their contracts.

Exact effect of the decision on this controversy has not yet been figured out, but exhibitors claim that the court, making the producer an author and the rep of all the co-authors, makes him the sole collector, not from them, and therefore they don't have to pay attention to authors wanting royalties on the side. On the other hand distributors are not authorized to put a deal for collection of royalties into their contracts.

## Nordisk Starts Royalty Suit in Norway; Same As Swedish Litigation

Oslo, April 20. Nordisk, Swedish electric company, which won a priority patent suit against American film interests, has started a similar suit in Norway and has come to terms with American companies on a royalty, has started similar suits in Norway.

Theatre owners here, gathered together during the past few days and are demanding that all distributors and exhibitors covering exhibitors in case of future difficulties. They want the distributors to signature to the effect that if and when the court should find them responsible for past or current film royalties these will not be held up or made to pay.

Thus far the distributors are saying nothing doing, American companies standing together on the issue. Feeling that if they find exhibitors of the sort it will be a legal detriment when the case comes up for trial.

G-B Recalls Frances Day  
London, April 21. Gaumont British is withdrawing Frances Day from the successful film, 'Dorling,' on May 4. Star is wanted for three films.

Jeanne Aubert, late of the Parisian Folies, is her likely successor in the 'Dorling' musical.

# FRANCE'S FILM CHANCE

## Hoysts Expanding Nabe Operations To Combat Par-Metro Maneuvers

Melbourne, April 10.  
Charles Munro, co-director of General Theatres and managing director of Hoysts, says that Hoysts will expand its operations in the Melbourne nabe theatre field. Says that plans are advanced for extensions in West Brunswick, Sandringham, Caulfield, and Baldwin. Expansion has also figured on in the Sydney nabe. Also says that from now on his company will let out on lease any house it is found impossible to operate profitably and concentrate only on houses that pay.

This Hoyst expansion move is an attempt to combat the alleged Par-Metro combine spread in the Melbourne nabe centres in opposition to Hoysts. It is learned, although denied, that Par and Metro are backing the indie men and propositions have been offered whereby if the indies can find financial backing for new theatres, Par-Metro will guarantee a full program supply.

For many years Hoysts has sole control of nabes here, but following the film war of a few months ago, and the bitter fight between Par, Metro, Hoysts and G. T. indie theatres have been gradually breaking into the Hoyst territory, and pics played by the indie men have, in fact, been a big success in Sydney. In Adelaide the indies have been gradually breaking into the centre of G. T. activities.

Chatswood, N. S. W., dickers are understood proceeding for a new theatre in opposition to Hoysts. Par-Metro product has been offered to the sponsors. Some in other spots.

Par recently made a deal with G. T. for several pics in certain centers. Par also has an agreement with the Carrolls to supply them with pics. Last week Par went into first-run with programmes in Sydney in opposition to G. T.

Metro also has a deal with G. T. for programmes in the Sydney Sydney. This house, however, goes indie shortly with a vaude policy.

Both Par and Metro operate theatres in Melbourne in opposition to G. T.

## KRS NIXES UA'S DND CIRCUIT'S MERGER

London, April 30.  
Kinematograph Renters' Society put a veto on the United Artists' proposed amalgamation with the Deutsch and DeMunnich entities.

KRS claim is that the same situation exists as when it vetoed the Gaumont-British proposed booking with the French-owned Union Cinema circuits recently and that it would not be equitable from a distributors' standpoint.

## NO MORE KIDDING

French Army, Navy Don't Like Farces About Themselves

Paris, April 21.  
French military authorities are getting touchy about indie farces on army life—one of the most popular type of picture locally—and the War Ministry has decided to ban any further films on the subject of officers up to ridicule. This will stop the most prolific branch of French production.

Similar notice to the Navy Department to forbid the making of a picture Jacques Deval had planned for Mistinguett. Story dealt with a spy among the French sailors.

## BUSINESS IN PARIS

62 New Film Companies in 1934 and 26 Bankruptcies

Paris, April 21.  
Sixty-two new corporations for production and distribution of films were formed in France in 1934, according to a compilation by Louis Sautrel, published in Critique Cinematographique, Incorporations for 1935 were 41. Total capital put into new concerns in 1934: \$1,265,000; 1933: \$463,000.

Failures in 1934 amounted to 26, with total liquidations of \$483,000. Previous year only nine firms went bust but their capital amounted to \$901,700. The G.F.F.A. liquidation is not included in these statistics, because not completed. Besides, failures, four firms are cited as having been dissolved in 1933 and eight in 1934.

Increase of capitalization of existing firms in 1933 amounted to \$738,000 in 1933 and only \$104,000 in 1934.

## G-B PRODUCTION SKED COMPLETE

London, April 21.  
Gaumont-British, has practically completed its production schedule for the current year.

In addition to the usual output by Jack Hübner, Cicely Courtneidge, Ralph Lynn and Tom Walls, as well as their routine productions by Jessie Matthews, Nova Pilbeam and others, there will be more specials than usual.

George Arliss will make two films for G-B. Conrad Veidt with stars from Noah Beery and Henry Vincent in *Kiss of the Dancer*. He will also be associated with Richard Dix and Madge Evans in *The Tunnel*.

Madeleine Carroll will have a Somerset Maugham script; Peter Lorre returns from Hollywood to appear in a picture.

One of the proposed most pretentious productions will be *Rhodes*, based on the life of the late Cecil Rhodes, who built up South Africa. Walter Huston will have the main part.

Maureen O'Sullivan, Gordon Harker and Aubrey Smith will appear in *Kipling's 'Soldiers Three'* and Boris Karloff returns for one more production at Shepherd's Bush.

## ITALY'S 20% IMPORT TAX PLAN—NO QUOTA

Rome, April 19.  
Although the film quota question is not settled yet, and importations are apt to be confronted with difficulties, reports here indicate that the trouble will be ironed out. Method being considered is a 20% tax to be placed on foreign films, but understood tax will not be enforced providing the company seeking admission for its product will produce films in Italy to such extent that production of same shall require funds amounting to that which would have been realized by the levy.

This idea will supplant the reduction of imports to 25% of present amount as at first suggested by governmental chiefs a few months ago.

## GRIESMAN IN SYDNEY

Sid Griesman of Associated Talking Pictures, London, is here on the tour.

Griesman will remain in this territory for some time on behalf of Associated.

## BUILDING UP AS REICH TUMBLES

17 Pictures Past Season and Production to Be Tripled—Expiles Help Vienna Make Several Successes

## CONFIDENCE

Vienna, April 19.  
An Important Austrian film industry is growing out of the ashes of the political hatred which lately has separated Austria and Germany.

According to reliable information the Austrian government is considering giving important support, including coin, to the Austrian film industry to combat the allegedly pro-Nazi films coming from Germany.

Industry here has had several successes this year, which is encouraging all around. *'Maskerade'* and *'Lieser sehen meine Lieder'* (*'Easy Flow My Song'*) have already been sold to the United States. Metro taking the former, and two more successes, *'Hoch Schule'* (*'High School'*) and *'Der Herr ohne Wohnung'* (*'Homeless Man'*), are being prepared for foreign distribution.

Some of Vienna's best theatre and opera talent is being conscripted for films now, with the increased output. Werner Kraus already has done a couple of pictures here and Leo Slezak, opera star, is devoting himself to a couple of singles.

Austrian firms only turned out 18 films last year, but nearly one-half of them were highly profitable. They expect to triple production this year as a result of encouraging results. They admit the industry never would have got started if it had not been for the political tension between Austria and Germany, which made German films unacceptable in Vienna.

## Seidelman Buys Jones Distributing Org. in Australia for Col.

Sydney, April 30.  
J. H. Seidelman, head of Columbia's foreign department, who has been visiting here for the past three weeks, has bought back his company's franchise from John Jones along with the distributing organization set up here five years ago by Jones. Means that Columbia will now distribute here on its own.

Jones' company, named Greater Australasian Films, has been handling nothing but Columbia films except an occasional local pic. It has five exchanges in Australia, all of which Columbia proposes to operate. Name of the company will be switched to Columbia Pictures, Prop.

Move is in line with Seidelman's expansion policy, inaugurated when he came over from Paramount about two years ago. His new has offices and exchanges started and functioning in most countries of the world. Will do some o.o.'ing in the Far East before returning to New York.

## Cineas Clearing House

Madrid, April 18.  
Cineas, second biggest film house circuit in Spain, with 15 theatres in Barcelona alone, is getting rid of all its houses before next season, including five first-runs in Barcelona.

Reported outfit can't stand the losses any longer and is renting its houses out to distribute or independent. Lots of offers, but nothing signed yet.

## Bernard Natan, Head of Pathe-Natan, Indicted in Paris; Sundry Charges

CAPETOWN BIZ OFF  
Only 'Veil' Oke; Film Quality Generally Mediocre

Capetown, April 8.  
Only decent box-office results by films recently are being taken by *'Painted Veil'* (M-G), which is at the Royal (Union Theatres). Film is doing well not entirely on its own merits; a paucity of competition is helping.

Business generally is in the dumps in this sector. Newspaper space campaigns avail nothing. Conditions have accounted for by the poor quality of fare. Public is avoiding cinemas during the week, but coming in for week-end.

## JAPANESE PIC POOLING PLAN

Tokyo, April 8.

Tsuyokichi Hata, manager of the Tokyo Takarazuka theatre and chief booker for the Hibya Eiga Gekijo (cinema) has called for the United States. Wouldn't say what for, but reported that he's on a deal for film rental and exhibition domination.

Takarazuka and Shochoiku are now linked through the Nippon Gekijo, which is jointly controlled but booked by Hata. Takarazuka now books three first-run houses and is building two more. Shochoiku has a string of a dozen playing foreign pic. Between them, they have most of the first-run houses of the Empire which use foreign product. Idea, which has been building in Japanese minds for a long time, is to offer lump sums for the product of four or five major American companies, divide the best pics among them and thereby hammer down rentals of all kinds in this country. Two chains need about 200 pic a year to keep them going. Last year only 251 American features were imported.

Shochoiku and Takarazuka went into the Nippon Gekijo with the avowed purpose of eliminating an indie competitive bidder which had doubled first-run rentals in the previous year.

## 100% FILM TAX RISE PASSED IN THE HAGUE

The Hague, April 19.  
Second Chamber of the Dutch Parliament has passed the new tariff bill. In this bill, films are taxed with a duty of 10c per meter. This is a 10% ad valorem plus 30% surtax; the new tariff being about double.

Bill now goes to the First Chamber, which can only pass it or reject it. It has not the right to alter the bill. Certain that the bill will be passed by the Senate, but it will not take effect immediately.

Holland has signed an agreement with the Scandinavian states to the effect that it cannot raise tariffs without giving due notice. This takes some time and once these states have been duly informed, the last phase is a Royal Decree, publishing on the date when the new tariff comes into force.

## Sheehan in Rome

Rome, April 18.  
Clayton P. Sheehan, foreign chief of Fox, is in Rome.  
He was received by the Under Secretary for the Press and Propaganda, Count Ciano.

Paris, April 30.  
Bernard Natan, head of Pathe-Natan, biggest producing and distributing company on the Continent, was indicted Monday (29) on a charge of violation of laws governing French corporations.

This action was taken by examining Magistrate Ledoux and Public Prosecutor Bruzin following a search of the Pathe-Natan premises on April 18 and an examination of the film company's books by three accountants named by the court.

Details of the charges against Natan have not been made public, but are understood to be a direct outcome of charges made by Robert Drier, chairman of the Pathe-Natan stockholders' defense committee. Drier has been trying to sue Natan for some time, alleging that Natan manipulated stockholder meetings for his own benefit. He has charged that the company's affairs are not in good shape and has repeatedly asked for accountings. Natan fenced with Drier and his group for the past six months, but has refused to furnish any legal sort until the present indictment.

## FILMS PILE UP IN CAIRO TAX BATTLE

Cairo, April 8.  
Meeting was held at the Continental Hotel at Cairo, of all picture dealers and distributors in Egypt for the purpose of studying the question of the new customs duties imposed on foreign films and adopting necessary measures with a view to averting it.

M. Faras, Paramount head in Egypt, acting as chairman of the meeting, declared having made a close investigation of the matter and established that the imposition of the new tax will lead American films to be excluded from the volume of films exported to Egypt to 20%, whereas French companies will be impelled to furnish Egypt with 10% of their usual allotment of films and British distributors in this country will be obliged to close down their offices altogether.

This will result in the fold-up of 50% of first run picture theatres and 70% of the second runs, while all cinema in villages and provinces will be forced to close down.

Following an interview with distributors in Egypt, the course of which reports were submitted to him, the Finance Minister, Ahmed Abdel Wahab Pasha, promised to instruct the customs officials to study the question with the help of distributors and draw up a report on the matter.

Since the passage of the new tariff bills are accumulating at the Customs Office, as the distributors refuse to withdraw them until an agreement is reached.

## Italian Cartoons

Rome, April 19.  
New company formed here to produce cartoons under the name of C.A.R.

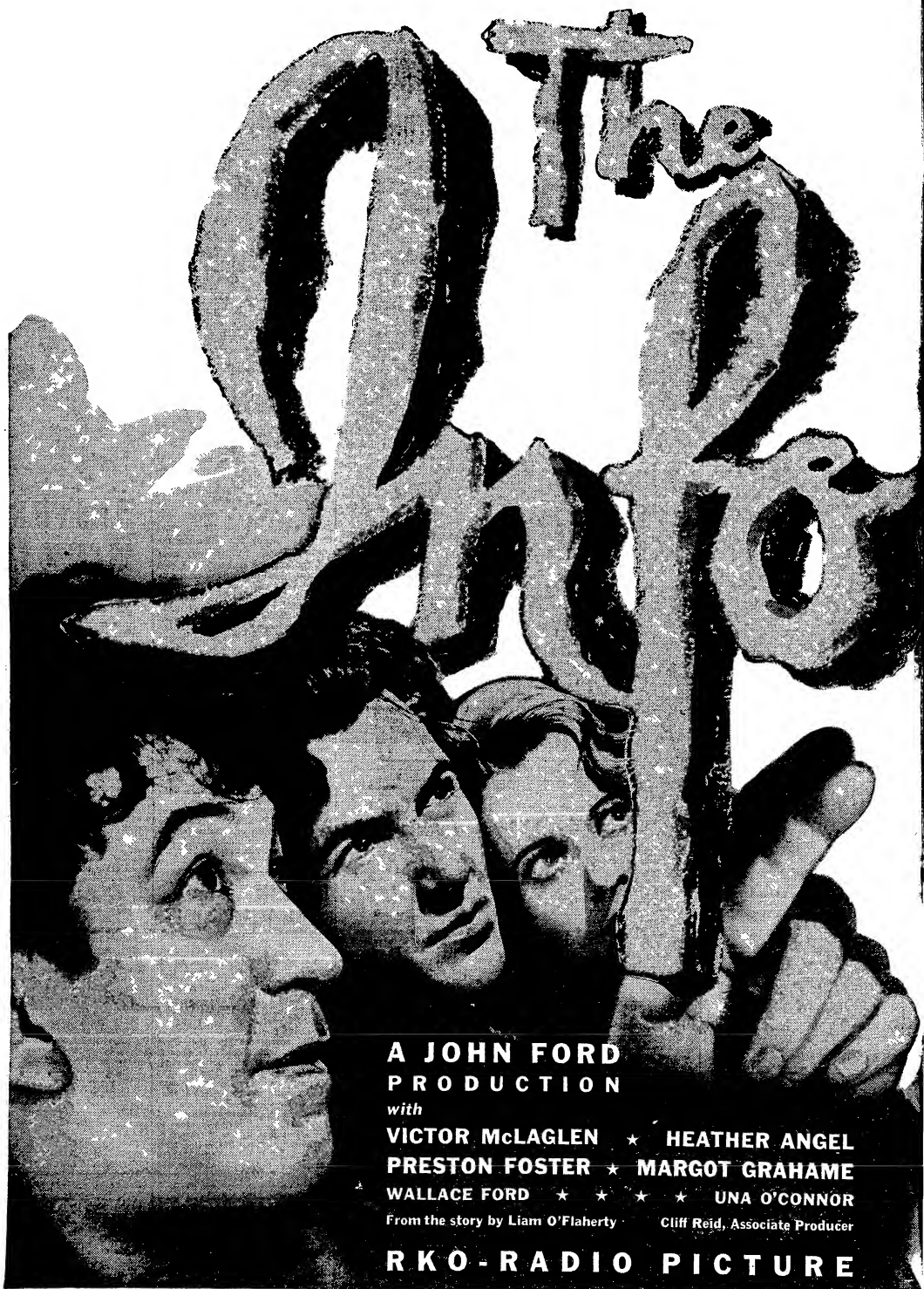
Subject matter will be based on Italian fables. First to get going is *'Avventure di Gulliver'*, which will be followed by *'Avventure di Signor Bonaventura'*.

## Fox Spanish Buy

Madrid, April 19.  
Sidney Horen, Fox rep in Spain, has closed a deal for Fox purchase of *'Avventure di Gulliver'* and *'Fracchia'* (*'House of France'*) for Spanish production.

Rosita Diaz Jimenez probably will be featured in pic.





**A JOHN FORD  
PRODUCTION**

with

**VICTOR McLAGLEN ★ 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**





**LAST WEEK WE PREDICTED THAT EVERY CRITIC  
IN AMERICA WOULD PLACE THIS PICTURE ON  
HIS LIST OF THE "TEN BEST" FOR 1935 . . . .**

**HERE IS THE START OF THE NATIONWIDE STORM OF PRAISE . . .**

**"A FINE AND DISTINGUISHED MOTION PICTURE .. IN EVERY  
WAY A SPLENDID CINEMA ACHIEVEMENT"**

*Richard Watts, Jr. in Special preview for N. Y. Herald Tribune*

**AND FROM HOLLYWOOD**

**"The Informer' is one of the finest pictures ever to come out of  
Hollywood"**

*Los Angeles Examiner*

**"It held a preview audience spellbound! . . by far the most dynamic  
picture that has been shown in many months"**

*Los Angeles Times*

**"This picture should be listed among the greatest films ever  
produced"**

*The Movie Mirror*

**"The Informer' is magnificent"**

*Hollywood Reporter*

**"Strong entertainment . . . it looks like a natural"**

*Hollywood Variety*

**"A triumph of artistic expression"**

*Motion Picture Daily*





# the celebrated NOEL COWARD



Presenting  
**NOEL COWARD**  
IN HIS FIRST MOTION PICTURE  
**"THE SCOUNDREL"**

Written, Directed and Produced by  
Ben Hecht and Charles MacArthur  
A Paramount Release

AUTHOR • ACTOR COMPOSER

Most widely publicized personality in the world of literature, music and stage. Millions have seen the motion pictures adapted from his stage successes, among them "Bitter Sweet"... "Private Lives"... "Design for Living"... "Cavalcade." Millions more have heard his hit songs, among them "I'll Follow My Secret Heart"... "Some Day I'll Find You"... "I'll See You Again." His appearance in his own stage plays immediately stamps these productions as the hits of the season. Millions are eager to see him in his first motion picture... "THE SCOUNDREL."

"THE SCOUNDREL" World Premiere RADIO CITY MUSIC HALL, New York, May 2nd





TODAY!

# OPEN

STRAND

Broadway & 47th St.





# IT'S SMART TO BE LIONIZED!



WE'VE been peeking again. Just for fun we looked over the headlines in the trade press since this season started. It's the same sweet story. M-G-M hits predominate again in the news from the nation's box-offices. And we've got a little secret for you. Another Lionized entertainment is on the way. Watch for it! Start talking it up now! "NO MORE LADIES" starring JOAN CRAWFORD and ROBERT MONTGOMERY. It's smart to be Lionized!

**THE PEOPLE'S CHOICE!**  
(they kept theatres Lionized all season!)

DAVID COPPERFIELD  
NAUGHTY MARIETTA  
TREASURE ISLAND  
RECKLESS  
FORSAKING ALL OTHERS  
THE PAINTED VEIL  
HIDE-OUT  
EVELYN PRENTICE  
AFTER OFFICE HOURS  
SEQUOIA  
CHAINED  
THE MERRY WIDOW  
WEST POINT OF THE AIR  
BARRETT'S OF WIMPOLE STREET  
—and many others

And soon:  
**NO MORE LADIES**  
starring  
JOAN CRAWFORD  
ROBT. MONTGOMERY





# CALIFORNIA COMMISH

## Ask Sponsors and Agencies to Bankroll Audit of Station 'Circulation'

The radio has asked the Association of National Advertisers and the American Association of Advertising Agencies to contribute toward the bankrolling of a bureau of standards for measuring station coverage. Proposals were made last week at a meeting of an auxiliary to the commercial committee of the National Association of Broadcasters to which reps from the ANA and the Four A's were invited.

Proposal of the broadcasters was that the advertiser and his agency help make the proposed ABC of radio an unbiased setup by coming in for a share of the expenses and take part in the selection of the men for the job. Resolution urging the formation of a special committee to find ways and means of establishing a bureau of standard for measuring station circulation of listeners was passed at the last NAB convention. Arthur B. Church, KMBZ, Kansas City, was subsequently named chairman of this committee.

Representing the ANA at the meeting were Stuart P. Moody, Paul West and Alvin Lehman, while the Four A contingent consisted of L. B. H. Wolf, Fred R. Charles Gannon and H. H. Kynnett.

## Garment Union Seeks N. Y. Spot On WCFL Wave

International Ladies' Garment Workers' Union, with a membership of over 250,000 persons, wants to build its own station in New York. In its application to the Federal Communications Commission the union has put in a bid for 1,000 watts, unlimited time, on 970 Paul. The latter channel is occupied by organized labor's only air mouthpiece at the present time, WCFL, Chicago. Hearst has applied for a franchise on this same wavelength, with the station located in Albany. Another applicant is WBAF, Dallas. Like other labor and liberal groups in New York City the garment workers' union has for several years contributed to the support of WCFL.

## CHEVROLET STRIKE DEFERS NBC SHOW

Strike in the Chevrolet factory at Toledo has prompted the General Motors executive committee to defer action on a summer show that has been submitted by the Campbell-Eldred agency.

Musical series, if okayed, will be released over the 8 to 9 Sunday night spot that the auto combine has been using on NBC's Blue (WJZ) link the past 28 weeks.

## NATIONAL YOUTH WEEK Youngsters Will Start Strut Under Y.M.C.A. Auspices

Florence McGee, menace of 'The Children's Hour,' N.Y. drama, will air over WBAF at 8 p.m. on May 4. Appearance is part of National Youth Week under the auspices of the Y.M.C.A.

NBC's Hollywood studios will start the half-hour show Starlets to be heard will be Baby Jane, Spanky, Dickie Moore, David Holt, Frankie Darro, Sammie Lee and Freddie Bartholomew. New York will then present Mitzel Green, Jane Wyatt, Constance Cummings and Miss McGee. All under 26 years.

Buck Jones to spilt from Hollywood, and Walter Connolly will handle all N.Y. introductions.

### Ingenuity

Los Angeles, April 30. Clarence Hamilton, chief announcer at KJH, without a telephone in his home for three days, arranged a signal whereby he could let his wife know if he was coming home for dinner or not.

If he announced the five o'clock bill he was working late. If a subordinate did the backing it was the signal for the frau to shove the roast in the oven.

## KNOX REEVES SETS UP AS AGENCY

Minneapolis, April 30. Knox Reeves agency newly formed advertising outfit in Minneapolis, is now handling that portion of the General Mills account which was formerly serviced through the local McCord agency.

Knox Reeves himself was formerly a member of the McCord agency. Understood that McCord and General Mills had a little tiff over a certain proposition which General Mills wanted to put over. This shift in Minneapolis does not affect the General Mills business handled by Blackett-Sample-Hunter.

## Furriers Ordered to Stop Advertising Film Stars as Patronage

Washington, April 30. Newspaper and radio advertising which misleads the public and constitutes unfair trade was banned today by the Federal Trade Commission in a cease-and-desist order issued against two Chicago fur companies. Believed the first time broadcasting was specifically mentioned in commish warning.

Evans Fur Co. and Kent Fur Co. were told to quit claims in their propaganda that popular film stars wear their garments, as well as other representations which were declared untrue and liable to dupe the customer.

## Jack Pearl Off Air

Burns and Allen (White Owl Circus) move May 23 into the Wednesday 10 p.m. spot previously held by Jack Pearl for Frigidare on CBS. Exit date will have meant 15 weeks for Pearl.

Comedy team have been in their present 9:30 Wednesday night spot for four consecutive years.

## Visiting New York

Stan Barnett, WCAO, Baltimore. Gene Conner, KSO, Des Moines.

Low Cowan, Chicago. Emanuel Levi, WHAS, Louisville. Lee Coulson, WHAS, Louisville.

J. C. Bell, WBBC, Birmingham. J. T. Ward, WLAC, Nashville.

S. A. Miller, WBST, South Bend. Howard Pierce, WXYZ, Detroit.

Ted Dealey, WFAA, Dallas. J. Truman Ward, WLAC, Nashville.

George Storer, CKLW, Windsor-Detroit.

Harold Ryan, WRPD, Toledo. William Papp, WIXBS, Waterbury, Ct.

## MEX. 970 CASES AS THE NEEDLES

Fire Concentrated on Sykes, Brown and Pettey—Washington Buzzes with Political Machinations—A.T.&T. Inquiry Looms in Background as Explosive

### ANVILS RING

Washington, April 30. A determined drive to discredit, embarrass and force resignation of two or three Federal Communications Commissioners has been mapped out secretly by Congressional enemies of chain broadcasters and critics of Government policies.

First move in the campaign, it was revealed in political quarters, was the recent kick about an allegedly offensive Mexican program aired in this country by NBC stations. Further moves in this direction are under discussion but present attitude is one of watchfulness.

### Stations' Viewpoint

As the result of its wholesale citing of stations for allegedly wrong advertising practices in recent weeks the new broadcasting setup of the Federal Communications Commission has created a jittery condition in the industry. Broadcasters visiting New York on business last week averred that the feeling prevailing in the business is that the commissioners have not only singled out the small indie outfit for their cleanup campaign but placed all licensees under a heavy hand by refusing to give any inkling as to what will or will not be tolerated.

Small station men have complained to their Congressmen that the behavior of the new contingent of commissioners can only lead to widespread uneasiness among the broadcasters and find them constantly being hauled up on the FCC taps for trivial offenses. No broadcaster, they contend, can feel safe doing his own business holds to the policy that it won't tell what a station may or may do, but at the same time holds threat over the station's head that if it does the wrong thing it will be cited for a hearing.

and hesitation to see what develops concerning the Mexican issue.

Strategy agreed upon calls for frequent communications about either commission action or conduct of big broadcasters, intent being to put and keep the Commish on the spot until new policies are adopted or personnel changes occur.

Campaign is continuation of the which started when appointment of Judge Eugene O. Sykes to the regulatory body was subjected to thorough scrutiny by the Senate Commerce Committee. Other prior developments included replacing of Sykes in the chairmanship by former Congressman Charles McNary of New York and more recent shake-up of the broadcast division, which resulted in shuffling around of Commissioner Brown.

Brown and Sykes are the target, primarily because they were members of the old radio commission, which drew repeated criticism from Congress. Legislators consider their continued presence on the new outfit seriously damages hopes of a new deal in radio regulation.

970 as 'Scandal'? Another complaint being readied, but temporarily delayed for strategic reasons relates to the undercooperative agreement to chop up the 970 kc clearances now used by KGB, Seattle, and WCFL, Chicago. If the

## See Time Buying Segregated From Programs at Agencies; Transfer Elizabeth Black

### Lazy Bones

Benny Holzman, Eddie Cantor's personal rep, was colored last week by a guy with a million-dollar idea. 'It's a honey,' said the guy. 'All Cantor has to do is sit around, and you do the work.' 'I'll take it,' said Holzman. 'If you can switch it so I sit around and Cantor does the work.'

Transfer of Elizabeth Black, time buyer for Ruthrauff & Ryan, from the agency's radio department to its medium department is construed by some in the advertising trade as presaging a general movement among agencies toward allocating all facility and talent buying to the media authority. Under such arrangement radio would cease being a separate institution and would become part of a general media campaign.

Ruthrauff & Ryan's move is in line with the development that Fred Gamble, executive secretary of the American Association of Advertising Agencies, has been predicting the past two years. Gamble holds that the time isn't far off when the functions of station and talent buying will become part of the agency's media department. With the radio department relieved of these two duties, it would then concentrate on the existing and production of programs, status tantamount to those now held by the copy and production departments for print media.

Only reason that the business of time and talent buying got away from the radio department, Gamble has pointed out, was due to the fact that the problems involved were entirely new and the head of the media department didn't have the time or inclination to study its various ramifications.

## RATE CUT C. A. COMPLAINT ON KMOX, KWK

St. Louis, April 30. First radio code squawk in this territory hit last week when complaints were registered against two local stations, KMOX and KWK, for rate cutting.

Squawk involved prices quoted by the two stations for a 15-minute sports review seven times weekly for an oil company. Understood that the stations each quoted a price of \$150 weekly for the service.

Commish sanctions plan to put new stations proposed by William Randolph Hearst and Amos G. Carter, prominent Democrat and influential Texas newspaper publisher, on the point of okaying the deal. Since KGB has expressed its willingness and WFL has not entered any objections, Commish is readying the grant on the ground the other stations affected are agreeable.

Mexican squawk will be followed up vigorously by congressional bloc, which filed the complaint and demanded suspension or revocation of licenses held by members of the NBC blue web, which aired the allegedly-offensive poem recited in Spanish.

### Pettet Undisgloved

Commish mania is having plenty of other troubles, mostly of political nature. Grumbling is heard over the intercom of Postmaster General Farley and other Democratic big-shots, with added grumbling from Herbert C. Hooley, youthful secretary, whose powers recently have been restricted in an endeavor to put him in his place. Charges of infidelity in his office and meddling are being passed around the Commish, but his power is so firmly overcast by political pressure to head off the inquiry ordered by Congress persists.

All these things are being whirled very closely at the Capitol, with the expectation that any slip by the Commish will furnish adequate excuse in turn on the Senate and put the agency on the griddle.

## MAX GARDNER GETS A.T.&T. CHORE

Washington, April 30. Former Governor O. Max Gardner, North Carolina, has been picked to head the Federal Communications Commission's array of attorneys to handle the forthcoming probe of the American Telephone and Telegraph Co.

Expected to hold up his own in this tough job, Gardner has attorneys while knocking down only \$10,000. Gardner will carry the burden of laying groundwork for congressional action and protecting investigating group from possible court snafus. Has been influential attorney as well as prominent politician, lately representing textile interests in the capital.

## HEARST ASKS MORE JUICE FOR KELW

Los Angeles, April 30. Los Angeles Herald (Hearst) has petitioned the Federal Communications Commission for permission to boost the power of KFLW, which it takes over May 1, along with KGLW and KTLA. Presently KFLW (night), currently license is for 500 (night) and 1,000 (day).

Expected that on taking over the joint frequency of the two stations, KFLW will be dropped with the whole of the Hearst broadcasting hourly content of KFLW.

Price paid the stations for their equipment and goodwill is reported at \$50,000.

### Jack Benny's Vacation

Jack Benny has been extended by Kell-O to July 20, at which time the comic will return from radio for a six weeks vacation. When he returns it will be for the same amount of time on the same Sunday night NBC spot.







# THE NEW YORKER

## Countess Olga Albani, Guided by Press Agent, Tells About Herself

By CECILIA ADGER

Herself, Countess Olga Albani would like to be known as just plain Olga Albani. She would like to drop the "Countess," she really would. It makes no difference to her, but the sponsors—ah! They insist upon it. Countess Albani supposes the sponsors like its prestige. Yes, it's a genuine title, Spanish. The Countess acquired it by marriage.

"The Countess loves radio. I love it—hm! that curious 'I' the Countess said, in her low, melodious voice, her soft brown eyes glowing, her lovely face lighted up. Rudely interrupted and asked why she loves it, Countess Albani thought for a moment, explained gently, 'I suppose it's because it's my first love. I love it, perhaps, because of my innate gratefulness to it. It has been good to me.'

It is amazing, the Countess went on, to discover how widespread radio is. She has "concertized" in little bits of towns, she said, and it was amazing to her to find out that in even the littlest towns the people listened to the radio, and many recognized her name though most of her concertizing is done at morning musicales presented in homes.

She likes to sing, she said, but in radio work, she doesn't see her audience, she has no way of gauging the size of her audience. It is so nice to concentrate, therefore, and learn that she's really got an audience, to concertize in little bits of towns and even there find loyal radio listeners.

Now there was a knock at the door of Countess Albani's hotel, and the Countess went to get her publicity counselor, come to see how the interview was progressing. 'I have just been saying,' she told him right away like a glib child, 'how much, I love radio.' The publicity counselor beamed his approval and offered the interviewer biographical data. 'The Countess said, 'But I think that sort of thing is so stereotyped, could you?' 'The Countess is going to Hollywood for pictures,' the publicity counselor remarked, as the Countess left the room to fetch something to show the interviewer. 'But first she's going to make pictures in New York.'

"What—shorts?" asked the interviewer. "No, three-reel shorts," said the publicity counselor. The Countess returned, bringing some exquisite linens she'd bought for her home in Hollywood. They were beautiful and everyone said so. 'I don't know, I just love linens and silver!' she exclaimed charmingly, adding the linens.

'Linens and silver are her hobbies,' the publicity counselor pointed out.

Like Torch Songs Furthermore, Countess Albani is a trained singer. She has received a very best record, she said, and she is so glad for her training, for when one is a trained singer, one knows how and why, though she is a girl, she is noted for her way with opera and songs from the classics, she always likes to include in her radio programs. She doesn't believe that trained singers, singing torch songs, rob them of their earthly quality, she said, spontaneously. It depends on the singer. Trained singers know how and why to sing them, how to get the right effect, and untrained singers must achieve only by ear and actual instinct.

"I always feel that torch songs are like folk songs," she said. "If you get into the spirit, and love them. . . If I felt declassing singing a torch song, I wouldn't sing it. I'd feel cramped and unhappy—but I don't. I love torch songs. I'm comfortable doing them," she explained.

"It wouldn't be a wonder if Brothers knows that you dance," mused the publicity counselor.

"Oh no, I don't suppose they do," said the Countess. "I don't think I told them."

It seems the Countess, when she

## Storer Files with FCC

Detroit, April 30. Application for a permit to construct a new radio broadcasting station in Detroit to operate 1,000 watts 10 hours during the daytime was filed this week by George B. Storer, with the Federal Radio Commission.

Storer holds interests in WSPD, Toledo; WWVA, Wheeling; WMMN, Fairmont, W. Va.; WJKB, Detroit; CKLW, Detroit; and recently sold an interest in WXYZ, also in Detroit.

Following the regular procedure of the application going before the commission in the next 10 days, Storer could receive his license immediately if no protest is registered in the 20 day period allowed for such.

## Dave Stern Won't Allow Columnist on WIP Show; Paper, Store at Odds

Philadelphia, April 30. Jim Keeney, who authors the local chatter column for the Philadelphia Record under the nom de plume of "Ocell Pennyfeather," was nixed from recording his show on WIP.

Orders handed down by publisher J. David Stern prevents Keeney from beginning a commercial for Major Petroleum via WIP, as scheduled to run thrice weekly. Scribner was a former photographer on the Record when an open-columnizing contract was made for a job. It is understood that newspaper wants Keeney to concentrate on typewriting and forget the mike until he's grooved in pounding out the daily stuff.

The situation, however, is reported of the opinion that restriction wouldn't have been handed down if it were another studio. WIP, owned by Gimbel Bros., finds itself in the middle of an ad fight between Record and the emporium. Daily was to have snared free credits on all Major Petroleum programs.

## MAY FOLLOW PENNER WITH RIPLEY SHOW

Negotiations were on yesterday (Tuesday) for Robert L. Ripley to replace Joe Penner in the Sunday night bakers' program over NBC in the fall. Deal calls for Ripley's doing a minimum of 26 weeks, with a weekend debut. He has had several appearances in the Rudy Vallee-Fleischman Thursday night frame.

Penner departs from the bakers' spot June 23.

decided to begin serious study, had to choose between singing and dancing, and she chose singing. She was trained in both arts, but made singing her major pursuit.

The Countess has not been on the air so much more often in radio, but now that there are so many audiences at the radio broadcasts, she finds it makes her work akin to stage experience. "It depends on the presence and poise," she said. "You walk on the platform, you have to take your bow, then you sit. Then you have to get up and sing. I like audiences at broadcasts. They don't annoy me in the least. They give me so much more class. Although it's really singing to the air audience just the same. I always think of my six auditors in the microphone, by phone, I try to project myself as far as I can into infinite space. I feel myself surrounded by millions of people, and I'm singing to them."

But though Countess Albani's air audience is first in her heart, her broadcast audience is luckier. They can see a slim, dark, chic and beautiful young woman, vibrant with love for radio.

## SUNDAY JUNY SEEN ON RUN

Code Authority Surprised as Stations Follow NBC, CBS Lead in Tilting Time Prices in Face of Seasonal Bugaboo

## GOOD OMEN

Washington, April 30. A general and unseasonal upward revision of broadcast rates is under way, encouraging hopes that a thing of the past and that prosperity really is around the corner for the radio industry.

Steady stream of new rate cards reaching the code authority indicates everybody except 100-watters is following the example set by NBC and CBS in boosting charges. Interpreted as a sign of confidence and evidence that the customary spring drop will be less severe than in former years.

Several factors are cited as possible explanation for the nearly uniform trend higher:

Code requirements stabilized rate making and put the industry on an even keel.

General improvement in business confidence and more optimistic outlook in all lines, plus fear of inflation.

Realization that listener apathy during summer months has been counteracted to large extent by heavy sales of automobile radios and low-cost portable sets.

While situation is somewhat puzzling and astounding to industry observers and leaders here, but the fact that scores of transmitters are upping their charges, whatever the reason, is giving much satisfaction all along the line. Both government and industry watchers noted with pleasure that what April bids seems to be much better than in recent years and are beginning to look for volume of advertising to repeat substantially until June and possibly until July.

Former idea that arrival of warm weather and late seasons puts severe crimp in radio advertising is on the way out, in opinion of close observers, who point out that popularity of automobile receivers and low-priced sets for camps and summer homes should have the effect of increasing, reducing the slack business period.

Analysis of the general trend is contemplated by James W. Baldwin, executive secretary of the code authority, who has been impressed by the number of rate changes and the proportion of upward adjustments. Contemplates studying all recent revisions for comparison with conditions before the code and late last year.

Retention of the clause requiring posting of rates is expected under the new recovery act, although Code is in trouble over right price-fixing moves. Revised policy on this point announced last week by the Recovery Board permits use of system employed in the broadcast agreement.

Effect of the rate-fixing clause was extremely beneficial to the entire industry and advantageous to users of radio time. In the eyes of Deputy Administrator William P. Farnsworth, who said the stabilizing influence had killed off extremely vicious competition and helped boost the General result, Farnsworth reported, was a percent slash in average rates, but substantial gain in revenues for industry as a whole. The code authority under the code have reported sales 10 percent over their all time highs, NIRA exec commented.

## Aylesworth Reported Called In by Higher-Ups in Station Jam-Up

## Tom Noonan Off Air

Tom Noonan's Cathedral of the Underworld which was revived over WMCA, New York starting Easter Sunday as a sponsored series, has been pencilled out. Adams Hat putting up for the time, backed out when Noonan insisted on personal cash.

Only one broadcast carried on the contract, and that was Easter Sunday session with Grand Duchesse Marie on hand to make it an event. Program was also to be an inter-city presentation between N. Y. and WIP, Philly.

## WMAL DUCKING SALE, HEARST COMPLAINS

Washington, April 30. Suit to compel Leese Estate to perform contract of promise to sell Station WMAL to Hearst interests was filed here Monday (29) in District of Columbia Supreme Court, following reported efforts of station owners to evade deal and accept better offer. Bill of complaint filed by Hearst Radio, Inc., states alleged contract was signed Jan. 12 for transfer of Capital stock of M. A. Leese Radio Corp. at price reported in vicinity of \$500,000, considerable portion in Hearst securities.

Station is currently operated by NBC under contract with three years to run at \$36,000 annually. It is reported from Belgrade, Yugoslavia, that the government there is also considering erecting a radio station, and American and British firms are already making offers.

At present the most powerful Balkan station is in Bucharest. It is only 12 kilowatts.

Suit named Fannie L. Leese, widow of Leese, Leese Good, Martin Norman Leese and Earl William Leese as administrators. Three years ago Meyer reported having lost interest in bidding grew steep, but when actual purchase was on point of developing became alarmed at possibility of Hearst acquiring air outfit, and re-entered the picture.

## Rubinoff's Personals

Dave Rubinoff is going on a tour of personal appearances. He has been informed 20 Century will want him for Sixty Governor. Somewhere between July 1 and Aug. 15. Winding up on the air with Eddie Cantor Sunday night (28). Rubinoff opens at the Broadway Cap, Detroit, Friday (3). Other dates are Hipp, Baltimore, May 10; Chicago, May 11; Minneapolis, May 24, with additional bookings in advance.

## STOLL GIVES IN

Will Send Out Once Weekly Air Program from Manchester

London, April 21. Sir Oswald Stoll, once a staunch opponent of broadcasting on the air of vaudeville talent, has altered his attitude.

He has constructed Arwick Empire, which he has renamed New Manchester Hippodrome, is to broadcast its program once weekly. Such experiments at other spots have helped Stoll to the decision that broadcasting does not hinder box office receipts.

M. H. Aylesworth is reported taking personal charge of the NBC station relations situation after it looked for a while as if National Broadcasters Company might be cut adrift of some half dozen or more of its basic big stations. Those who were handling the station relations were not informing Aylesworth hereof.

When WJR, Detroit, walked out it is understood the S.O.S. to Aylesworth followed. Apparently the bigger people interested in NBC make some inquiries.

NBC was able to line up some 35 or 40 stations, but the recalcitrant group of 10 or 11 of the most individualistic stations could not be induced to accept NBC's compensation plan.

It may be possible that the NBC station sales plan will be revised on account of this Curtian stand by the personality stations, but that presents all sorts of difficulties. NBC is committed to a uniform contract for all alike.

Because of Aylesworth's standing and personal popularity in the trade and his past relations with the stations, the higher-ups insisted by report that his services be used and not ignored as had been the case.

## 100 K WATT FOR BALKANS

Vienna, April 19. Bulgarian government has reported here, will shortly build the only 100 kilowatt radio station in the Balkans.

New outfit will cost about \$225,000 and will be by far the most powerful in southeastern Europe. It is reported from Belgrade, Yugoslavia, that the government there is also considering erecting a radio station, and American and British firms are already making offers.

At present the most powerful Balkan station is in Bucharest. It is only 12 kilowatts.

## Boston Thinks It Spies Hearst Radio Behind Jeweler Kirby's Bid

Boston, April 29. Much eub rosa conjecture has been aroused in connection with incidents attending the bid for a new radio station in Boston by Joseph M. Kirby, a Hub jeweler, and the biggest name that repeatedly crops up in the witness done is that of William Randolph Hearst. Several months ago Kirby applied to the Federal Communications Commission for a license and was granted daytime privileges on his proposed station. The jeweler then applied for a full time license, and while waiting for an answer on this application let his building permit on the station lapse.

This week, following a hearing at Washington, he was finally granted an extension on his building permit with questions as to what expires July 16, 1935. In fact the station must be erected and operating by that time if Kirby is to avoid another expired permit on his hands.

Only in the past few days have radio circles in Greater Boston buzzed with questions as to what the permit renewal is all about. Local radio men are trying to determine as to whether the new building ground for a new broadcast outlet, or if he has purchased any equipment. But the upmost question around here is, "Where does Hearst fit into the picture?" Current theory links Governor James M. Curry of Massachusetts with the Kirby interest in the proposed station, but nothing of this nature can be verified.



From the bits of the  
constructed the  
unknown

ANSWERS

RELIANCE  
PICTURES  
presents

# LET 'EM



From the worn heel of a woman's shoe, they learned the name of his moll!

From an oil-stained glove, they learned where he was; who he was with and the name of the hide-out!

apple, they re-  
appearance of an  
gangster!

# AMERICAN YOUTH AND SCIENCE /ING INTO ACTION IN THE AR AGAINST ORGANIZED CRIME!

telescopes against machine guns, relentlessly tracking unseen and unknown  
obstacles...re-building their very images from simple clues, trapping them in their  
hide-outs from tiny bits of evidence!  
"LET 'EM HAVE IT!"... the embattled cry of aroused youth in America's "silent  
war"! A story of incredible daring, of high courage... of a youthful army  
fighting ceaselessly while a nation sleeps!

# HAVE IT

Richard **ARLEN** • Virginia **BRUCE**  
Alice **BRADY** • Bruce **CABOT**  
Harvey **STEPHENS** • Eric **LINDEN** • Gordon **JONES**  
Produced by EDWARD SMALL  
Directed by SAM WOOD



**MAX BAER**  
With Carson Kani  
Tad Di Corsia,  
nsaux.  
Melodrama  
30 Mins.

**COMMERCIAL**  
**WEAF, New York**  
Max Baer returns to the air under the auspices of Ruthrauth & Ryan, the same agency which last year headlined him on the Goodrich program prior to his champion ship fight. As before, the pugilist is outfitted with literary material by Louis Golden and put through his act in pieces by Chet Miller of the Jean Grumbach organization. And as before, the results are surprising: Good, bearing in mind that the protagonist is supposed to be a fighter and not an actor.

However, since a lot of the talent on the air can neither act nor fight, it looks like Baer is quite a remarkable fellow. But even granted that he is literate and versatile, providing him with what it takes at proving the omnibus as an entertainer was the chief problem. Max Baer in a once-a-week yaw would have been poor value for the coin invested. It had to be more than just a celebrity chase. And it is. It's bright and breezy amusement.

Hidden sticks to plot. Doesn't  
for wit or lines that glisten. Stor  
moves. Sufficiently involved fo  
pleuthing' purposs, yet bascall  
simplie. Baer is Lucky Smith,  
gentlemanly detective. His weak  
ness is the ladies. Comes a beaut  
ful hellress who lives by the river  
edge in a crumbling mansion for  
which, under penalty of her ecec  
tric father's will, she may not mov  
Sooundrels plot to divert the fortun  
through the artifice of a double fo

Except that the fighting  
dumbled and the pandemonium  
sound effects leaves the listener un-  
informed until explanations are  
forthcoming, the story consistent  
field attention.

plugs (Gillette blades) were done with discrimination and at a logical point in the narrative so the good will was not jeopardized. Ringside tickets and transportation to Baer's next fight are held out as prize bait for best letters on shaving. In view of the temper of the times and the

admitted cynicism of large sections of the public, it might be well to give some assurances geographically. Persons in the west might logically surmise that there would be few winners in the distant zone with three cents a mille figured. Contests are often characterized

by certain vagueness as to the precise nature of the prizes. 'Ringside' will mean the first few rows to most people, but as a matter of fact, the east 'ringside' can be half a mile from the ropes. And 'transportation' should be clarified. Land.

**PRESS AGENTS PARADISE**  
Stunt Program  
30 Mins.  
Sustaining  
WNEW, New York  
WNEW, New York, bsnt on doing  
the unusual via its air waves, com-  
maled a mob of p.a.'s along the street

for a broadcast, dubbing it Press Agent's Paradise. Hour was minn... many fanfare of gongs or pistol shots usually associated with amateur nights, but was long on plugs for various clients. P. A.'s sure of the time cooked up any number of ways and means for bringing their customers in for months

Ed Wiener up first on the novel  
list, told of Lindbergh's South  
American flight, which was a so  
of good-will excursion, with fune  
supplied by Guggenheim interest  
This was his best stunt, but ju  
What part he played in it he himse  
is vague as the Ivy League public r

tion's office is supposed to have handled the entire program. Hauptmann prize boner concerned the dance team of Veloz and Yolanda. But Hauptmann happened to get pinched that day and no reporters were available for the next six months. Then some last-minute blurbs about

Mack Millar, station's own p.a. who also ballys hot spots as a side

line, followed. Rudy Vallee is his creation, with the Vagabond Love creating at least 24 identifications. In this section of the broadcast, Warner Miller tried to trek across country under cover, but old man Millar got wind of it, sent the Vallee minutes men down to the Grand Central

Restaurant beauts, and lo, the secret was out. His boner also concerned Vallse, being something about a marriage ceremony with his band ranks, which did not jibe as expected. This was too hazy a treatment to catch, and fell with a thud, and the subject made for

Dave Albers treyed on this novice spread, soared Tony won stock skyward. CBS and Fridge the 13th were used for a man of the street confab. with Wons ticin up traffic at 49th and Broadway

## Inside Stuff—Radio

### Tough to Follow

At the conclusion of its present series of 13 quarter hours over the NBC blue web, the Mexican government contemplates increasing its schedule to 30-minute programs. Filed by 16 anti-Mexican members of Congress against the first broadcast (March 21) is described by the Mexican government's American advertising agency, DeArmo & Kilborn, as "a temper in a teacup."

Even recited in Spanish with background music was called lewd and indecent by the anti-Mexican bloc. This poem is "En Ello de Silves," and is 350 years old. It was originally written in Arabic by a Moorish prince who died in 1093 in a Spanish jail. Rev. Wilfred Parsons, one of the editors of the magazine, "America," is the authority for the allegedly objectionable translation.

All of the Mexican programs are broadcast from New York on Thursday nights with Machado's orchestra and guest singers. Announcements are in English by Alois Havrilla, but the music and the lyrics are Mexican. Program seeks to attract American tourists. A free booklet describing Mexico is given away in connection with the program.

WFIL's (Philadelphia) newly established policy of segregating department ownership and studio operation, finds both L.T. Brothers and Strawbridge & Clothier stores now bankrolling their Commercial shows.

Former emporium is sponsoring the WFIL Little Symphony, for a Monday eve 80-minute stanza. Group is bated by Saul Caston, outstanding member of the Philadelphia Orchestra with the complete line-up from that symphony organization. Other store also leaning toward the more classic musical, has a string unit and chorus directed by Edyned Lewis, former manager of WFIL.

Station believes handling of parent accounts in this manner produces results for the store, beside the good-will institutional angle, in addition to supplying station with quality programs its sustaining budget might not allow.

While the new, revolutionary system of radio transmission announced by Major Edwin H. Armstrong, professor of electrical engineering at Princeton University, is a vast and slow-motion ultra short wave broadcast in use, it will not materially aid the progress of television in this country in the opinion of research experts interested in television development. The improvement on ultra short wave work, such as used in television, is admitted. The only hitch is that this development is not pertinent to present television problems.

Biggest tasks now confronting television, say those interested in its growth, are the obtaining of the funds and showmanship necessary to bring this medium up to the standard of present-day radio broadcasting.

Restrained from sponsoring a new program on WJZ, New York, because of the press-radio pact, Blackstone clear has done what it considers the next best thing, "the high school." So far, the pact between the press-radio bulletins and Lowell Thomas three times a week.

Blackstone's program consists of an orchestra under Jack Shilkret's direction, and a review which Blackstone characterizes. Latter figure was part of the Blackstone Plantation, which, with Frank Crumit and Julia Sanderson, ran on NBC for five consecutive years. Clear brand supports a Transradio series on WOR, Newark, and also on the Yankee network.

Gilbert Martin, former announcer for the Detroit symphony, is now with the Ringling-Barnum & Bailey circus, announcing the feature acts at Madison Square Garden but is slated for radio plugging of the big show in advance.

Martin has fully recovered from the slugging received when he and his wife were kidnapped by Clyde Barrow and Bonnie Parker last year in Oklahoma. Mrs. Martin is still in the hospital. Soon after the Marlines were assaulted the notorious pair were machine-gunned to death by G men.

WMCA, New York, took its portable mikes into the heart of "the beach," walling wall of the actors in Times Square. Question asked by A. L. Alexander, "What do you think of the flying assignment was, 'What do you think of the new law legalizing Sunday legit?' About 20 performers spoke briefly.

Majority were against the measure on the reasoning that the man-agers will benefit, but that there is nothing direct or tangible for the actors. Most of those interviewed appeared to be vaudevillians.

Three new orchestras ailing over WOR, New York, might be joining the out-of-town dance parade which station now broadcasts. Irving Conn playing at Ben Riley's Arrowhead Inn, now on the schedule. Spot in the city limits so the management is paying the tax assessor. Frank Haynes is playing at the Milwaukee and Dorsey Brothers, playing at Glen Island Casino are other two additions here. Trio is spotted twice weekly at night over station. Chicago, Cincinnati and other far-flung posts fill in between.

Entertainment talent for the maiden voyage of French Line's Normandie still hangs fire. Most of the acts will be from the continental night spots. It is thought. Nothing has been settled definitely, however, in this line. A variety of tango and rumba orchestras will supplant the regular symphony orchestra at the numerous terraces and salons.

Sailing date is May 29. Both NBC and CBS engineering staffs will go over two weeks in advance to test broadcasts.

Sopho Tucker plans to discard the red hot mama stuff in her Music Hall series over WHN, New York, and play the role of godmother to the vaude talent on board. She figures her reputation has become an adverse factor in securing a radio break. So she's going out after a new rep.

Irene Castle McLaughlin recently made some other platters for Formit Records. One review which Mrs. McLaughlin insisted upon was that the platters would not be released on any Chicago station, as it would not jibe with her social standing in Chi.

Within two weeks both Metro and Warners offered to test Francia White with prospective contracts in view. Los Angeles singer, now in New York under contract to NBC, couldn't get a tumble for pictures prior to her radio pact except for occasional back scene dubbing.

Hearst Variety hour is planned over WINS, New York, shortly in which all talent will be drafted from within the ranks of the Hearst radio staff. Station has issued several letters to staffs in all enterprises owned and operated by Hearst interests, to line up entertainers.

### Material Suit Against

#### Pearl-Wells Dismissed

Suit by Howard Snyder and Hugh Wedick, Jr., for \$3,000 against Jack Pearl and William K. Wells, who reached the jury before Judge Wendell in City Court. Latter granted

Attorney Julius Kendler's motion to dismiss the complaint on the ground that the suing authors did not get forth a cause for action.

The \$3,000 claimed is alleged valuation of material that Pearl and Wells thought Pearl and Wells owned the old Lucky Strike-Baron Munchausen series of broadcasts.

Among the odd twists of competition existing between ad agency producers is the rush to register musical titles which Gregory Williamson and Thomas McAvity, of Lord & Thomas' New York office, engage in weekly. Gregory handles the Lucky Strike show and McAvity, Victor's Radio City Party. One show follows the other, in that order, on NBC's net (WEAF) link Saturday nights.

With the production idea of his program necessitating the use of at least 14 current song releases a week, Williamson has to protect his first call on such numbers by filing the program listing as far ahead as possible. By the time that Williamson has staked his claim there are few current tunes that McAvity may use for his show. An NBC rule protects the repetition of the same number on network within less than three hours.

Victor stanza got around this situation last Saturday night (27) by confining itself to operetta.

## TRADE BETTER; HELP BENEFIT

Los Angeles, April 30. With KFI, Los Angeles, and the Don Lee Coast network showing an unprecedented profit during the last 30 days, the chain is putting more weekly coin into the hands of the employee pay envelopes.

Boots have gone principally to program producers, announcers and office staffs. The net is averaging around 10 to 12 1/2%.

### Bill Cooper at WTFL

Philadelphia, April 30. Newest face at WTFL this week is Bill Cooper, as press representative.

Cooper scribbles an other column for a New Jersey weekly. Is using the tag of Jay Kenyon.

## Improbable Broadcasts

### No. 17—Polyanna and the Facts of Life

#### By Bob Landry

Signature—Look for the Silver Lining.

Tony Wons—Look for the Silver Lining—what a pretty thought, ain't it now, folks? Ain't it pretty like? There's a heap of good in the best of us and a heap of bad in the worst of us. And I guess none of us ever quite forget everything. What do you say, buddy?

Cherlie—I well remember when I was a merry boy in short pants.

Wons—And you know, folks, we feel mighty proud to be bringing you these beautiful thoughts. It gives a fellow kind of a glow inside ain't that how you feel buddy?

Cherlie—That's nothing like good glow inside.

Wons—Folks, you know you don't have to die young, you too, can go to be sick and dead and wonder what's wrong. You, too, can glow inside.

Signature—Fell-o-cad.

Polyanna—Hello-o-o-o, everybody... just everybody... this is little Polyanna, the sunshine girl of way back before the war—when there were lots more people in the world—you remember how I was forever giggling and smiling and breaking myself up, well, then came the war and I was a Kentucky colonel and had to go to France and carry on and stuff.

Music—Over the top, over the top, sound effect—Marching here.

Wons—Boots, boots, boots, etc., etc.

Polyanna—The war did things to me. Through an unfortunate error of the general staff all the Kentucky colonels were sworn in as Ken-tuckians. I had been taught never to complain but to accept life cheerfully and to save the silver lining. Thinking it would be a negative thought to mention that I was Polyanna the sunshine girl, I never referred to my sex. I went through the whole war in the front line

## All Coast Stations Showing Heavy Biz Increase; \$75,000 Monthly Net

### Howard Frazier on Own

Philadelphia, April 30. Howard Frazier, chief engineer at WFEF for many years, resigned this week to open his own amplification biz.

Frazier was consultant technician on the former Ed Wynn network.

## FILM STUDIO AIRS IN N. Y.

First program series originating from an eastern film studio is being framed for release over WOR, Newark. Shows will be staged in Warner Brothers' 'taphone layout in Brooklyn and run a half hour Sunday afternoons.

Tieup is on a sustaining basis. Programs will let the listeners on the inside of film short making and convey the idea that they're tuned in on an actual rehearsal for a one-reeler.

### WMBR, JACKSONVILLE, BID NOT ENDORSED

Washington, April 30.

Proposed daylight power increase of WMBR, Jacksonville, Fla., should be turned down because the state already exceeds quota figures and better service could be obtained by other changes. Federal Communications Commission was told Monday (29) by Examiner H. Daberg.

Admitting that licensee is financially qualified and that a need for better service exists, Daberg declared evidence shows "conclusively that the same results incident to the increased power requested would be attained by an increase in the height of the antenna." Station wanted to go from 100 to 250 during daylight hours.

Los Angeles, April 30.

Broadcasting has finally emerged a major industry in Los Angeles, with a checkup of the local stations showing the group netting a profit of more than \$75,000 a month.

With the combined stations running 40% more business so far this season over last, the increase for some stations during the last 60 days has been unprecedented.

Outstanding in this respect is the Don Lee Coast network, which a few months ago was running behind the eight ball, is now showing a monthly profit of around \$40,000. Thomas Lee, son of the organizer of the chain, admitted in court last week in the litigation of Mrs. Lee for a widow's share of the estate that the chain was netting better than \$20,000 a month.

Heavy jump in accounts on the chain, now emanating 80 commercials a week, plus an economy campaign on efficiency angles, is responsible for the almost red to deep black twist.

KFI and KECA, the local NBC outlets, are reported to be profiting to the tune of around \$30,000 a month with KNX, the 50,000-watt independent, running a monthly profit of around the same figure.

KFWB, the Warner Brothers station, is showing a monthly profit for the first time in years. Last year the station went behind around \$15,000 but is now in the clear around \$1,000 a month.

Another smaller station group, KMPR, Hollywood, is reported to be showing the best gain, with around \$2,500 a month in the black. Others are all in the clear to \$10,000. Summer schedules for the three top stations, KFI (CBS), KFI (CBS) and KFI (CBS), a bigger commercial season than in any years in the past.

## FROWN ON WTMJ 2ND STATION BID

Washington, April 30.

Proposed erection of second high-power regional transmitter by the Milwaukee Journal, set for Monday (29) when Examiner R. H. Hyde told the Federal Communications Commission that the need for additional facilities has been demonstrated and recommended denial of application for construction of the station operating on 1,010 with 1 kw.

Examiner noted that publisher is already operating a station with WTMJ and has adequate resources and also pointed out that Wisconsin is under quota, but said that granting of the request would result in concentration which might not be in the public interest.

It is doubtful whether the fact that the state of Wisconsin is under-quota as to existing assignments of broadcast facilities may be taken into consideration in the need for the assignment of additional regional facilities to the Milwaukee area, Hyde said. "This examination of the Milwaukee Journal's application would seem to show that the placing of another regional station in the Milwaukee area would tend toward the concentration of more than a fair percentage of broadcast facilities in one area."

Examiner also pointed out interference with other stations, WNOX, KGOE, WNAJ, and WHN, and that the Milwaukee Journal report noted that "some interference might be caused to the reception of WHO and WFEL in areas outside the primary service areas of these stations." Sheet had developed ingenious plan for directional antennas, the report noted, and had made thorough investigation to make certain its projected station would not bother Canadians.

Discussed proposed policies and programs. Hyde said evidence showed new transmitter would be operated in close conformity to WTMJ and other while no definite arrangements for chain service had been made the paper apparently expected to take network features. 3











## FCC's Washington Hearings

Washington, April 30.

Three broadcasters received the nod in response to pleas for power boosts last week from the Federal Communications Commission, while a dozen requests were ordered to the limit of the dockets.

Power boosts of 50 to 100 watts were granted WXXH, Buffalo; WMMN, Fairmont, W. Va., from 250 watts to 500 and 1 kw; and KWJCS, Pullman, Wash., up days from 2 to 5 kw.

Applications forwarded to examiners included:

WMBC, Detroit, frequency shift from 1420 to 1300 and power boost from 100 night and 250 day to 500 night and day; WEED, Rocky Mount, N. C., increase power from 100 to 250 and shift frequency from 1420 to 1350; Robert K. Herbst, Moorhead, Minn., new station on 1310 with 100; WAAF, Chicago, increase from 500 to 1 kw and change from daytime to unlimited; WAAW, Omaha, increase from 500 to 5 kw days; North Side Broadcasting Corp., New Albany, Ind., new station on 1370 with 100 night and 250 day; Paul R. Heitmeier, Salt Lake City, U., new station on 1210 with 100; Miles J. Hansen, Fresno, Calif., new station on 1210 with 100; KLO, Ogden, U., increase from 500 to 1 kw; KGGU, Mandan, N. D., shift from 1240 to 1250; KMA, Shenandoah, Ia., change from sharing to unlimited; WFJM, renewal; WMBD, Peoria, Ill., 500 night and 1 kw day to 1 kw night and day; and KGBZ, York, Neb., renewal.

Two examiners reports were disposed of, Commish granting plea of KSLM, Salem, Ore., for unlimited time instead of day hours, and denying application of Bailey Brothers, San Diego, Calif., for new one-lunger.

Several prior grants were recalled, following squawks from other stations, and slated for hearings. Group included WELI, Urbana, Ill., change frequency from 890 to 580 with 1 kw; WCBBS, Springfield, Ill., change frequency from 1210 to 1420; WELI, Battle Creek, Mich., increase to 100; and WBOV, Terre Haute, Ind., increase from 100 night and day to 100 night and 150 day.

Leading the flock of new applicants, WJR, Detroit, filed plea for permission to boost power from 10 to 50 kw. Other requests included:

Fred S. Rogers, Glens Falls, N. Y., new station on 1210 with 100; WIOD-WJBF, Miami, Fla., shift frequency from 1500 to 970 and power from 1 kw to 1 kw night and 5 kw day; Review Publishing Co., Moscow, Ida., new station on 1310 with 100; Pauline Holden, Porterville, Calif., new station on 1240 with 100; KMAK, Harrisburg, Penn., facilities of WKJC, Lancaster, when moved from Lancaster to Easton, Penn.; WNEF, Binghamton, N. Y., increase from 100 to 100 night and 250 day; KDFN, change from 1440 to 780, requesting frequency of KGHJ, Billings, Mont.; KGHJ, Reno, Nev., increase from 500 to 1 kw days; KOMO, Seattle, Wash., increase from 1 to 5 kw days and shift from 720 to 750; WORX, York, Penn., shift from 1000 to 1230; Century Broadcasting Co., Richmond, Va., new station on 1270 with 100; Alexandria Broadcasting Co., Alexandria, La., new station on 1420 with 100; Clark Standiford, Marysville, Calif., new station on 1210 with 100; Clark Standiford, San Diego, Calif., new station on 1210 with 100; Clark Standiford, San Jose, Calif., new station on 1500 with 100; Clark Standiford, Fresno, Calif., new station on 1210 with 100; KGBU, Ketchikan, Alaska, increase from 500 to 1 kw night and 5 kw day; International Ladies Garment Workers' Union, New York, new station on 970 with 1 kw; Call-Times Publishing Co., Corpus Christi, Tex., new station on 1230 with 1 kw; George B. Storer, Detroit, new station on 680 with 1 kw; WESG, Ithaca, N. Y., special authority to operate daytimes on 860; KAST, Astoria, Ore., change from 1870 to 1500 and increase from 100 days to 100 night day; and Golden Empire Broadcasting Co., Redding, Calif., new station on 1370 with 100.

## Another New Idea for the Station of the Stars!

What WHN's Amateur Hour is to the amateur—Sophie's Hour will be to the "untried professionals."

## SOPHIE TUCKER'S MUSIC HALL

MONDAYS AT 7 P. M.

WHN is one of the few New York stations the New York Times considers worth listing!

**The NEW**

**DIAL 1010**

**STUDIO 1200 NEW 1540 NEW N.Y.C.**

INITIAL STAGE APPEARANCE

## ANDY SARNELLA

And His

## MANHATTAN MERRY-GO-ROUND ORCHESTRA

LOEW'S STATE, NEW YORK, THIS WEEK (April 26)

ON THE AIR SUNDAYS AT 9 P.M., WFAF (D.S.T.)

Direction: BOB GOLDSTEIN  
250 Park Avenue, New York

## LULU BELLE

WLS PRAIRIE FARMER STATION

HEADLINING

STATE LAKE THEATRE, CHICAGO

This Week, April 27

## HERE AND THERE

Virginia Lund, songstress, off WICC, Bridgeport, schedules to study dancing in Manhattan.

Reginald A. Allen has joined WBT, Charlotte, N. C., as an announcer. He came from WDMG, Durham, N. C. He replaces Weston Britt, who resigned to become program director at WSPA, Spartanburg, S. C.

KPRC, Houston, celebrates its tenth birthday anniversary program on May 9 with a special broadcast.

Mills Bros. will May 4 for a 10-week route of England, Scotland, Holland and France.

Annette Hanahaw avers she will not sing again for the Camel show unless she's accorded top billing.

Jimmy Regan, warbling over WJCA, New York, is to make three Warner Bros. following in his brother's footsteps, Phil Regan.

Wilma Miller, San Carlo opera singer, guesting on Planter's program over WINS, New York, on May 5.

Andrew W. Talley new to sales staff at WINS, New York.

The Rogues, singing trio of WFBM, are back home after trying their wings for one week in Chi.

Len Riley back at the mike for WIRE, to open the Indianapolis baseball season.

Leo Kennett helping with the installation of new control equipment at WFBM, Indianapolis.

John Holtzman, who used to put WFBM, Indianapolis to bed at night, now gets it up in the morning, account of DST.

Paul Sutton, WIRE, Indianapolis songster, leaving with Charlie Davis and ork.

WFBM, Indianapolis, will start construction of a new RCA transmitter and 425 foot vertical radiator, during May.

WQV is keeping its midday farm program on standard time, although the Schenectady station operates on daylight saving time.

Pauline Lang, of the Lang Sisters, WQV, Schenectady, is wearing a dazzer on that important finger, it being the gift of Edward J. Skelly, theatre manager.

Lowell MacMillan, WHAM, Rochester, sportscaster, is back from a tour of the Florida baseball camps for his apostrophe, Kendall Oil.

Craig Lawrence, commercial manager, KSO and KRNT, Des Moines, laid up with a bruised foot.

Iowa Barn Dance Frolic on WHO, Des Moines, adds 'Dad' Lewis, Jungle Rhythm Boys, Barnyard Steve and Harmonica Joe.

Bill Kuser transferred from the announcing staff of KPRC, San Francisco, to KHJ, Los Angeles. Robert Sherwood off the latter station.

KNX, Hollywood, will start remodeling its new station within a week and will move to its new quarters in August.

Raymond F. Morgan formed a new radio agency in Hollywood under the title Raymond R. Morgan Co.

William Forbes, formerly in charge of the Los Angeles office of KMPC, Beverly Hills, joined KHJ sales staff.

Radio station XEAM has been inaugurated at Matamoros, on the border, opposite Brownsville, Tex., by American and Mexican interests.

Bob Howard, who has been a WINS artist, now for the next several months, is also singing and playing over WHN, New York, nightly.

Wen Niles, orchestra leader and XCL (Seattle) announcer, planning trips to New York next month.

Elaborate ceremonies celebrated the opening of the new WMT studio, at Hotel Russell, Lamoni, Waterloo, Iowa on April 21. Iowa

## Catholic, Protestant, Jew Guide Philly Station's Religious Policy

Philadelphia, April 30.

Imagining a sudden switch in religious policy, WFIL will shortly remove all of its local religious broadcasts and relegate that angle of its schedule to a selected committee of the clergy.

Policy becomes effective May 12. Donald Withcomb, WFIL manager, explains that station has modified the precepts of the NBC Committee on Religious Activities. They require that the broadcasting of religious programs conform to the following principles:

1. The message of religion in general, as distinct from the service of any particular congregation.
2. Universal in appeal and non-sectarian in character.
3. Not an effort to provide a substitute for a church service, but designed to stimulate the listener to respond to that which his church can provide.
4. Under no circumstances the broadcasting of an actual religious service from within a church or place of worship. Exception will be made, of course, for the service outstanding of national significance.
5. Delivered only by those who are recognized as leaders in their own communities and also in the community.

In order to overcome the expected bias of criticism of its policy WFIL has secured three notable clergymen to serve as advisory council on religious activities. All complaints will be handled by the trio composed of Rt. Rev. Monsignor J. L. Lamb, chancellor of the archdiocese of Philadelphia; Rev. J. A. MacCallan, Presbyterian minister, and Ralph Wm. H. Fincher.

This council will have a brace of duties:

1. To recommend speakers for WFIL on religious topics, whose personalities and addresses on the air will carry out the principles above declared.
2. To pass on all requests from individuals or organizations for the use of its facilities for any purpose within the scope of religious activities, the procedure being that each request will be referred to the member of the council representing the faith of applicant.

Withcomb states, "Under this policy, no church service will be

Broadcasting co., owner of the station, which recently became merged with KVCB, Cedar Rapids, has added new equipment all around the "Voice of Iowa" station.

KOL's "Carnival Hour" variety show now playing one-night stands in the sticks of western Washington, in addition to the daily Seattle broadcast.

Dick Lackaye, KOL, Seattle, dramatic program, teaching twelve-a-week class in radio dramatics at the radio station.

Henri Damaski, KOMO-KJR, Seattle, musical director, giving a series of national talks at the nine local high schools.

John B. Kennedy in Dayton last week for Dayton Daily News and WHIO annual industrial show.

Earl Harper of WINS, New York, reviving the Inquiry Microphone program gain.

Thurston, magician, had two 15-minute spots on WHIO, Dayton, while playing vaude there.

Lester Spencer still covering night spots over WOWO, Fort Wayne.

Dick Reed no new continuity editor at WHIO, Dayton; Merle House, auditions, and Tom Slater, special events.

Harold Parks has joined Iowa Broadcasting Co. from WBBM Chicago as sports commentator for both KSO and KRNT.

Don Inman is commercial manager and Paul Spargrove program director of WMT, Waterloo, now in hearings at Hotel Lamson.

'Between the Bookends,' quarter hour of poetry and prose, by Ted Malone, which has been on KMBC, Kansas City, for six years, becomes Waterloo, Iowa on April 21. Iowa (Continued on page 39)

**RUTH ETTING**  
Kellogg's  
Plan  
WJZ-NBC  
FBI  
No  
DST  
EXCLUSIVE MANAGEMENT  
ROCKWELL CRIFFEL, INC.

**BING CROSBY**  
Woodbury's  
Shop  
WABC-NBC  
TUES.  
8-9-10 P.M.  
DST  
EXCLUSIVE MANAGEMENT  
ROCKWELL CRIFFEL, INC.

**Victor Young**  
SHELL  
OIL  
SATURDAYS  
WEAF  
9-10-10-30 P.M.  
DST  
AND HIS ORCHESTRA  
EXCLUSIVE MANAGEMENT  
ROCKWELL CRIFFEL, INC.

**BARRY McKINLEY**  
Thirty-Ninth  
P. & G. G. G. G.  
DREAMS COME  
TRUE  
WEAF-NBC  
W.F.M. SAT  
MAY 1  
WED. 10-11  
THURS.  
EXCLUSIVE MANAGEMENT  
ROCKWELL CRIFFEL, INC.

**MILLS BROTHERS**  
Sullivan  
for England  
S.S. Campbell  
Saturday, May 4  
PALLADIUM  
LONDON  
Two WWS  
Beginning  
May 13  
EXCLUSIVE MANAGEMENT  
ROCKWELL CRIFFEL, INC.



# INTRODUCING A NEW STAR

## A Manager Goes Berserk

- This office has had the privilege (and, maybe, the fitness) to represent the best of artists.
- This office also recognizes the fine capabilities of all other performers.

### BUT

- We now unhesitatingly announce that we have the honor of introducing a new popular songstress who is *nothing less than great*. And *great* is the word. Her name is

## LOIS RAVEL

- She will make her radio debut tomorrow night (Thursday, May 2nd) with

### RUDY VALLEE

On the Fleischmann Yeast program.

- We believe Miss Ravel is "going places". That's wrong; we *know* she's "going places". She's going to be a *new singing star*.
- We desire, also, to sincerely thank the gentlemanly Mr. Vinton Freedley for his confidence in offering to send Miss Ravel to London for his "Anything Goes" production.

EXCLUSIVE MANAGEMENT

**BENJAMIN DAVID, INC.**  
30 Rockefeller Plaza  
New York City  
CI. 7-1815

(A WHISPERED ASIDE)

Dear Miss Ravel:—Don't let this embarrass you; keep that pert head of yours level—let us do the raving. We're not afraid; we know you'll "deliver."

## Radio Reports

(Continued from page 39)

around town fishing things, such as black cats, tail ladders, etc., to make the day complete. "Fiber McGee and More" also brought in. Paula Gould was the only femme on the bill, and took advantage of her as a powers deliver. Good copy here. She started a Daytime Wives club for a dull film production of the same moniker. This took root and spread like fire. It also landed her in jail, but made the front pages as desired. She had a good radio voice.

Others asked up to WNEW in-  
RADIOS NEWEST, LOVELIEST VOICE

## BERNICE CLAIRE

"Lauder and Old  
Lauder" (WABC, Every Tune)  
"Baby" (WABC, Every Tune)  
"Baby" (WABC, Every Tune)  
"Baby" (WABC, Every Tune)  
"Baby" (WABC, Every Tune)

Infection, LESTER LEO, BIRD, N. Y.

## SAM LEARN

"(HELLO STRANGER)"  
MR. SCHLEPPERMAN  
Clubs Club, 1667 Broadway  
Circle 7-4400

MONDAYS  
8 to 9 P.M.—WHN

## ALEX HYDE

AND HIS MUSIC  
Dir., WM. MORRIS AGENCY

XBO • ENO • WJZ

## HAL KEMP

And His ORCHESTRA  
NIGHTLY  
PENNSYLVANIA HOTEL  
NEW YORK

Every Wednesday, 8-8:30 P. M.

## DIANA WARD

CASANOVA, PARIS  
AND  
BRITISH BROADCASTING  
COMPANY  
Director KEN LATER  
M. S. Bushan Office

WJZ  
8:00-9:30 P.M. DST 10:30-11 P.M.  
Saturday VICTOR Wednesday COTY

## RADIOS

and his ORCHESTRA  
NBC, COAST-TO-COAST

WJZ  
8:00-9:30 P.M. DST 10:30-11 P.M.  
Saturday VICTOR Wednesday COTY

WJZ  
8:00-9:30 P.M. DST 10:30-11 P.M.  
Saturday VICTOR Wednesday COTY

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8:00-9:30 P.M. DST 10:30-11 P.M.  
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Saturday VICTOR Wednesday COTY

WJZ  
8:00-9:30 P.M. DST 10:30-11 P.M.  
Saturday VICTOR Wednesday COTY

cluded Bessie Mack, George Lottman, Bert Nevin, Meyer Beck, Jay Fagan, Irving Mansfield, Earl Perry, and J. M. Joseph, but they bount out.

HORSE SENSE PHILOSOPHY  
With Andrew Kelly  
Sustaining  
WGY, Schenectady

Andrew Kelly, heavily-brooded, sharp-brained gentleman from New York, has returned to WGY's air lanes with his "Horse Sense Philosophy," different in the form of presentation, but somewhat similar in theme. He is now working alone, whereas on the previous blocks of broadcasts he used a stooge-questioner, "Danny." In the present series Kelly is tracing the story of the American economic-industrial-governmental development back to the end of the World War, rather than dealing almost exclusively with current situations and maneuvers, as he did on past programs (networked over NBC for 15 minutes).

He has requested post cards from listeners as evidence of their desire to hear the "story." This he believes necessary for a proper understanding of the country's present difficulties. The response is reported to have been strong, and was singularly absent before asked for a mail check. This is still a good program although it seems to lack the freshness of the novelty and timeliness which made the program the station's outstanding local feature. The response is reported to have been strong, and was singularly absent before asked for a mail check. This is still a good program although it seems to lack the freshness of the novelty and timeliness which made the program the station's outstanding local feature.

Mr. Schenectady  
Clubs Club, 1667 Broadway  
Circle 7-4400

DICK AND DOT  
Serial Sketch with Songs  
15 Mins.  
COMMERCIAL  
WGY, Schenectady

A new romantic-adventure sketch acted by Patricia Sheldon and an unnamed young singer-lead, on a twice weekly early-evening swing for a Schenectady bakery and its "Betty" bread. Miss Sheldon plays the role of a so-called budding young authoress, and her warbling vis-a-vis portraits of an amateur golf champion. Childhood friends, they meet on ship leaving for an ocean voyage. Listeners is held out the picture of unknowns.

First two episodes proved unexciting. Indications were that skit would be minor. The entertainment affair—the quality latter due largely to the tenor singing. Playlet does not impress as particularly realistic or convincing, perhaps because the script is only a sketch. The vocals, for instance, are dragged into the action. Little reason for their introduction being given via lines and situations.

Male lead is a competent actor and a pleasing singer. Miss Sheldon is a fairly good actress, the eventual object of his affections. However, she would be better if she spoke less rapidly, eliminated a half-smothered laugh, and exercised more care in keeping up the pitch of her voice. In short, it is a bit difficult to understand her. A firm-handed director would bring quick improvement in Miss Sheldon's speech.

Production is average. Advertising, as usual on a local, tends to be overdone. A spiel in which "Lady Betty" is mentioned about ten times slows up proceedings at the start. Later bread is dialog-tapped once in an unsuitable manner, and a second plug comes on the sign-off.

Jaco.

TRANSDRADIO NEWS  
Sustaining  
15 Mins.  
COMMERCIAL  
WOR, New York

Transradio news is now sponsored up to the nose-line on WOR. Educator Biscuit, General Mills, Fisher Baking and Biscuits Clear each have quarter-hour programs of their dashes, while a fifth sponsor, Continental Baking, takes a five-minute session. Scattered through the day the various programs reveal the Transradio service as hitting a fast pace.

Straight commercial appeals on the various sponsorships. Responsibility is upon the program entirely. Spots with get across with about customary bi-blah effectiveness. Whether the multiplicity of commercials may result in listener confusion or one of those delicate questions concerning which every advertiser is as good as the next. Would seem probable that the person hitting all five programs (and a number of others) could carry away a pretty

murky idea of the sponsorships involved.

However, each interlude is probably best judged alone. Important question is the quality and timeliness of Transradio flashes. Generally speaking, the editing is fast, accurate and breezy. More human interest stuff is inserted than with the Press-radio (network) five-minute dashes, and greater liberty of editorial comment is allowed.

Sounded (33) like a paid plug for Ben Mardine's Rivers night club opening, and in reporting the Westchester cream plot poisonings the editorial comment seemed anxious to vindicate the wholesale bakery of the same name. The curried delicacies that gave an entire country tummy ache. The disposition to find offense for poma-laden goodies sounded strange if not downright partisan. Land.

HELEN HENSHAW  
Organ  
15 Mins.  
Sustaining  
WGY, Schenectady

From its pioneer days, WGY has broadcast organ music, and since sound pictures and vaudeville bills closed Schenectady-Albany outlets, the only channel remaining open for the organ is the Union College Memorial Chapel. There, Miss Henshaw plays a 15-minute program on Friday afternoons.

Classical and sacred music comprise her radio fare. As such it may be less tasty to the appetite of the average listener than servings of history—currents and popular standards are included. Organists here are more likely to appeal to the history-lover of lofty moods. The fact that group selections sometimes run as long as seven or eight minutes, and that the instrument being of the church type, lacks the range of effects now obtainable on reduction on theatre-studio consoles, serves to accentuate program's class appeal.

Obviously a well-trained organist, Miss Henshaw "manipulates the stops and trills with skill. Jaco.

'MUSICAL MOMENTS'  
Hugh Conrade, Tom Shirley, Pierre Andre  
15 Mins.  
Disc  
COMMERCIAL  
WBWB, WGN, Chicago

Chevrolet's campaign of publicity gets two local outlets in Chicago, WBWB on the Columbia and WGN, the Chicago Tribune station. Gives Chevrolet six nights across the board for its pitfalls.

In general, it's a meaningless 15 minutes that will leave a listener competing with other shows at the same time. Slapped-together affair with a medley of tunes out of the regular "World Broadcasting system's" library. The program's lack of standing is expected to have more dignity and class to its entertainment program. The program has been an afterthought following, not preceding, the decision to launch an album.

Band music is fairly good but the vocals are poor. In many cases the needle-scratch is too noticeable coming in over the loudspeaker with swishing of the ship state.

As appetizing as cold soup. Gold.

POLLY MORAN  
Comedienne  
6 Mins.  
COMMERCIAL  
WEAF, New York

Film comedienne, Polly Moran, attacked the microphone with gusto and gusto, guesting on Shell Chateau program. Not content with a single opening blast to let listeners know her presence, she kept up the pitch throughout. There was a variety of noises ranging from simple hog-calling to yodeling to the gusher. When she did drop into natural, it was for the purpose of catching up on her breath only, as she resumed the hollering right away again.

Actress has been absent from the Hollywood lots for some time. Hitting night club dates and vaude dates. Now she sails for London to continue her personal appearances. Tension strain must be terrific.

RAY BROOK  
"The Oldtimer"  
15 Mins.  
COMMERCIAL  
WIOD, Miami

Ray Brock, "The Oldtimer," aired over WIOD and controlled by Goodrich-Silverstone, is causing somewhat of a sensation here. After ten weeks on the ether, "The Oldtimer" has steadily built a following and at present rates at tops with local commercials.

No gab marm this program and old-time mountain ballads rendered naturally are largely due to it's success. Unusual ditties, presented in a natural manner of presentation make anything he does acceptable to other audiences. Thomson.

## Eliz. Bergner--She Speaks

(Continued from page 1)

were presented first by name, then by their publication, to Elizabeth Bergner, who had been added in a number of the great big Blumenthal sofa and graciously acknowledged each introduction. Now the members of the press were led to chairs grouped in amphitheatre fashion facing Miss Bergner, whereupon the more conscientious and ambitious journalists of the group, mastering their awe, thought up questions and fired them at their acquiring target—although many of the questions revealed practically no thought at all; and "fired" is the wrong word for their timorous, guilting delivery.

Polite

Miss Bergner listened to each question politely and replied with wit and intelligence, skirting any question which her shrewdness told her it would be tactless to answer, dominating the situation with a level-headedness that belied her gamine get-up and little-girl charm. Miss Bergner was in the mood of her role in "Escape Me Never," which was not treated as a subject. Bergner has filmed "Escape Me Never" and it is rumored it will shortly be released in this country. Perhaps because the setting, Miss Bergner's prestige, the feeling that they were eye-witness to the making of history—this really was Miss Bergner's first interview in America—and the presence of Joe Schenck himself standing behind her, she was not so fearful of the all-splashed to make it a memorable occasion, there were, at first, as in the general questions, no Luis loomed, threatening to engulf the whole room. And then, in the person of Mr. Schenck, came the U. S. Marine.

Tension-Reliever

Rushing into every breach with quips and cracks—"Who is your favorite manager?" once Mr. Schenck asked, parodying a previous question, and again, "Is it animal, vegetable or mineral?" with seriousness, Miss Bergner relieved the tension, distinguishing herself as a resourceful straightman and quite a card. He got legitimately laughing every time, and often babbled, even though some of her re-echoed a bit longer than they would have ordinarily, were not so fearful of having to carry on again and be themselves bright—once they had allowed their laughter to subside.

But now—not to be stampeded by any "promptly"—the first string pic press had begun to arrive, their status forever established by Mr. Schenck himself, who, glancing a bona fide first stringer in the doorway, was seen to slip away from the scene behind the sofa and, taking the first-stringer by the hand, lead him or her up to his prize and personal possession, or her, making it clear to Miss Bergner the reason for his importance.

This is Miss Cameron of the News, he murmured, introducing Miss Cameron to Miss Bergner. "It has the greatest circulation in the world." Mr. Schenck defined the accomplishments of Regina Creve, Ellen Creve, former Ambassador Gerard, with equal sincerity, and each personality commended Schenck introduction became a tact signal for a general shifting of the pressing the matter fry and the newest big shot was maneuvered into the place of honor next to Miss Bergner.

One lad, dazzled by the splendor of the scene and drunk with the glory of it all, was started to hear himself frame a question that turned out to be: Miss Bergner, do you know anything about men?

The Crisis

There was a silence, and then Miss Bergner asked, incredulously, "What did you say, I trapped the last repeated question. "Is it permitted to ask such a question?" Miss Bergner looked about the wide-eyed crowd for confirmation. "Is that permitted?" she went on, temper, temperament, distaste battling with her innate courtesy, rising in her voice, "Is such a question permitted?" she asked, and Mr. Schenck, who was about a first stringer to the door, came running. U.A. publicity man came running in. Mr. Blumenthal came running in. It was a crisis. "What was explained, soothingly, that yes, any question was permitted, but no question need be answered."

But now Miss Bergner wanted to answer that question. She said, looking the lad straight in the eye,

"I like European men. I like European men very much. She emphasized the "European" and still the lad came back: "Do you like American men?"

Perhaps American women like American men, she replied, very politely, very quietly. Whereupon a U.A. publicity man cleared his throat and suggested that perhaps the guests would like to come into the dining room?

They got it.

COLUMBIA ARTISTS BUREAU  
PRESENTS

## LITTLE JACK LITTLE

And His Original Columbia Broadcasting Orchestra on Tour

Sun., May 5, Russell, Ohio  
Mon., May 6, Kalamazoo, Mich.  
Tues., May 7, Grand Rapids, Mich.  
Wed., May 8, Kalamazoo, Mich.  
Thurs., May 9, Chicago, Ill.  
Fri., May 10, St. Paul, Minn.

ALSO ON COLUMBIA RECORDS  
And Broadcasting Duty for  
Niagara Hudson Electric  
Light and Power Co.

UNCLE EZRA  
(Pat Barrett)

Featured Comedian  
Sponsored by  
ALFA SELTZER

BLANKETING THE KEY CITIES  
OF AMERICA. NOW DOUBLING  
ON 2 NETWORKS; OVER 500

THE ULTIMATE IN  
NOVELTY PROGRAMS

## BORRAH MINEVITCH

WOR, 8-8:30 P. M.  
Every Tuesday  
REID'S ICE CREAM

Columbia Broadcasting System  
Presents

## BEN AY VENUTA

WABC and  
Entire Columbia Network

Management CBS Artists Bureau  
Personal Management  
Julius Albert Kimberley,  
New York City

BAND  
ON TOUR

B.B.C. NETWORK

# Radio Chatter

## New York

Chlo Condon's orchestra, playing at the New Kenmore hotel, Albany, now is broadcasting 12 times each week on WOKO and WABY. Byron Snowden, WABY announcer, handles all of them.

Dick Porter, Negro on style of pop singer, on WABY, Albany, has gone to New York.

The Southerners are on a tour of western New York. They'll return to WABY, Albany.

New southerners on WABY, Albany, are Anita Dolan, warbler, Peggy Engeldinger, saxophonist.

and George Gibson's Embassy Club orchestra.

With the coming of spring WGY's Artist Bureau is booking new acts. It's now booking Friday (25) as Pennsylvania. Bureau has scheduled the Radio Owens and Fane (formerly called "Melvins") for a week-end date in late May at Sunset Park, near Lebanon, Pa., and for another June 1 at Stevens Park, Lancaster, Pa. Act in playing theatre engagements.

Belmont's 23 trained canary warblers, now singing at Gardens of the Nations in Radio City, are to double on a new sponsored air show for another June 1 at. Amateur winners on Gus Edwards' WOK spread from the Bradford theatre in Newark 40.

Tastyeast program over NBC starting May 5. Finalists to get additional experience this way on network's Opportunity Matinee series which airs from 12 to 12:30 p.m. EDT.

## Louisiana

Another 15-minute program has switched stations and landed on WWL. New Orleans. "Orphan Angel" follows "Melvins" for the 10,000-watt plant.

Teddy Fontelle of the WSMB service staff leads the New Orleans fashion parade by blossoming front in linen and aerocutaneous Wheelchair, announcer, was running him a close second.

Alfred Riccio is announcing the broadcasts of Bernie Cummins and his orchestra from the Blue Room of the Roosevelt Hotel.

A. S. Foster of the WWL commercial staff is off on another trip to New Metropolitan and City.

Orrin Tucker's orchestra is definitely out to replace Johnny Decker's musicians at the Jung hotel. Ray Teal, popular as a master of ceremonies at the Senger theatre here a few seasons ago, is expected to provide the music.

W. P. Beville and Adolph Mese are out in the territory surrounding New Orleans, organizing the merchants in the small towns into cooperative half-hour broadcasts over WWL.

Helen Levy, WSMB secretary, has finally clipped the last of the Marguerite Chapman of the same staff is celebrating two years of service with a record of not having missed a single day.

Anthony Paterno, former Hollywood writer, has taken over the management of the Southern Artists' Bureau.

Myra Butz, of the WSMB department, is suffering from writer's cramp from changing programs around to meet the switch caused by Daylight Saving Time.

William D. Fyle, president of WGO, Denver, and Mrs. Fyle were visitors to WSMB's studio last week. They passed through New Orleans on their way to Florida.

Tony Bacigalupi returns to WWL with his dialect in a 9:30 a.m. spot.

Presentation of the WWL Radio Jambores at New Orleans theatres has been dropped temporarily. In the meantime the shows have been booked to play in theatres and cities surrounding New Orleans.

Richard David, employee of a petroleum firm, here's winner of amateur contest by WSMB under the sponsorship of the Masonic Radio department.

His prize was a week's engagement in the Blue Room, swank night spot in the Roosevelt hotel at a \$50 a week salary.

## Minnesota

Will Osborn and his orchestra with an extended engagement at the Lowry Hotel during the week-end nights over WTCN and WCCO.

WCCO's quartet standby for the week-end nights (NDR) left the station for Frisco with Paul Pendarvis' orchestra.

Four Dominos, Negro quartet, building nicely as a new WCCO unit.

Ramona Gerhard, WCCO staff organist, doing a piano concert for the Valley City (NDR) Kiwanis club, Sunday (25).

Val Burdison, KSTP's "Mr. Editor of the Air," has lately been interviewing the big shots: Frank Bignard, Congressman; M. L. Wilson, asst. U.S. Attorney; and J. A. G. Starnes, State Attorney.

Early spot of 9:45-10:00 p.m. starting May (25). Val also is on an early spot to build him up for regular stuff.

Redwood Falls being o.o'd by Melvin Passot, head of the Minnesota Bureau of Criminal Apprehension, as probable site for new state school music program over WCCO in a bill passed last week by the Legislature.

Clarence Gunderson, the newest WGO staff addition, replacing

Charley Weber as assistant to George Jacobson, chief engineer.

Abbott Tesson, KSTP announcer, did the marital goose-step contest with Marie Hamm, non-pro, Sunday (27).

Don Irwin and his orchestra moved into St. Paul Casino, Friday (25), succeeding Paul Pendarvis who goes to the Coast, opening at the Palace hotel, San Francisco, Sunday (5). Latter plans to turn out a few discs in L.A. before his Frisco booking.

Hugh McCartney, WCCO chief engineer, Sunday (27) celebrated his 20th anniversary as a radio operator. Got his license in 1915 in Chicago while a high school student.

## New England

New program on WNAH, Boston, has chirping canary birds. Linus Travers, Yankee Web's director of production, has been appointed custodian of the canaries.

Donald VanWert and Carl Moore, talents at WGB, Boston, trying to outdo each other in fancy hats. VanWert sports a "pork-pie" specimen while Don sports a duck derby patterned after the chapeaux worn in the Alps.

R. L. Harlow, assistant to the president of the Yankee Web, has organized Anglo-American Chanters consisting of 100 Boston Shriners. Harlow conducts, composes and arranges.

Cary Moore, the Rumbling Rhyme of WNAH, Boston, is now in Moore, since he and Bill O'Connell are sponsored by Cal-Aprin.

Stanley Schultz, WJMK, Boston, organist, back from sick-leave.

WMEX has cleared time for the "itty Bitty Kiddy" hour from WJMK, New York.

Ex-lightweight champ Benny Leonard's twice weekly descriptions of New York fights clearing through WGB, Boston.

Bradley Kincaid in Boston to sing hillbilly songs over WGB.

Ray Teal, blues singer, returns to WGB, Boston, after an absence of more than a year.

WGB, Boston, electric force had a short vacation Tuesday afternoon when the lights went out and the plunged the office into semi-darkness. However, an electrician was summoned and the lights came on before any of the staff could leave for the afternoon.

Stanley L. Spencer, WGB and WBEA salesman, has been transferred to WGB, effectively, effective the first of May.

Anne Demerian, soprano, is now singing at WGB. Both WMEX and WJMK, Boston.

Myra Butz, who started with WBEA, Boston, now broadcasts over WHDH, in three weekly spots.

Crazy Crystal program, transcription over WJMK, Boston, may be for live talent soon.

Edna Dunning graduated from the Massachusetts College of Pharmacy in 1929.

Shut-In Hour with the United States Marine Band, back on WEEI, Boston, Friday mornings.

WBEA, Springfield, Vermont, will carry the baseball broadcasts of the Yankee Network this summer. May make 12 stations carrying the Penn Tobacco agency. WNBX tie-up only for the games.

WDRR, Hartford, now taking two Yankee Net news periods, a.m. and 1:30 p.m.

## Kentucky

Morris Perelmutter, WHAS violinist, to leave for Hollywood studio soon. Played farewell program for Kiwanis Club, of which he is member, assisted by Sam, Gil and Louie, WHAS male vocal trio.

Clayton McChesney, manager of Georgia Wildlife, WHAS hillbillys, offered probable fracture when his car overturned near Lexington, Ky. Act was returning from personal appearance date when accident occurred.

Skeets Morris and Al Crowder, of WAVE, appearing in Louisville position, sponsored by Board of Trade.

O. H. and Charles L. Harris are men behind application for 100-watt station New Albany, Ind. Formerly piloted New Albany on the Air program from Indiana theatre.

WAVE, appearing in Louisville position, sponsored by Board of Trade.

Jimmy Joy and His Orchestra with Margaret Beamish, Ray McDermott and King's Jesters on nightly over WAVE.

Marcella White, singing lead in "Samson and Delilah," May 15, with Civic Art Association.

James J. Jones to leave University of Louisville School of Music at close of semester. Has conducted annual music programs over WHAS for past three years.

Gene Autry and Rangers played Atlanta theatre four days, starting April 31, to good business.

## Michigan

Rufus Smith, formerly with WWJ-Detroit News papers, won audition contest with Major Jones in Brooklyn.

Frank McIntyre, Captain Henry of 20th floor, comes home to Ann Arbor on week-ends.

Staff of WJX playing nursemaid to WJMK, Detroit, that placed its nest on ledge of window, 28 stories up on Fisher Bldg., opposite station.

Bird showed its appreciation by laying egg on Eastern morning.

WJMK, Detroit, broke into WJMK artist Ray Dauberguer's car.

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department of Blackman Advertising Agency.

Nancy Nancey and Vivian Brown additions to WBN's publicity department, New York.

Dolly Kay, WOK, New York, songstress, on a short vaude tour in the east.

Ethel Merman's program gets label "Rhythm at Ritz," starting May 5.

WFA's, White Plains, issuing a promotional brochure this month.

W. R. Christian has opened Standard Broadcast Service, with offices in Atlanta, Ga.

Shell has added the NBC southeastern group to its hookup, making it 35 stations in all.

## AL SHAYNE

Radio's Ambassador of Song  
HEADING  
LOEW'S DELUXE THEATRES

"A Radio Sensation. Without the slightest doubt, the greatest singer of popular songs on the air today. Wides appeal."

DAILY MIRROR  
Broadcasting Every Sunday  
6:30-8:15 P.M., WOR, N. Y.

FOR SALLY'S STUDIO  
America's Leading Theatre  
7 West 44th St., New York City

## GRACE BARRIE

Next Week (May 3)  
PALACE, New York

Radio's Ambassador of Song  
HEADING  
LOEW'S DELUXE THEATRES

"A Radio Sensation. Without the slightest doubt, the greatest singer of popular songs on the air today. Wides appeal."

DAILY MIRROR  
Broadcasting Every Sunday  
6:30-8:15 P.M., WOR, N. Y.

FOR SALLY'S STUDIO  
America's Leading Theatre  
7 West 44th St., New York City

## EASY ACES

NBC  
7:30  
Monday-Tuesday-Wednesday

"Hello Everybody"

Radio's Ambassador of Song  
HEADING  
LOEW'S DELUXE THEATRES

"A Radio Sensation. Without the slightest doubt, the greatest singer of popular songs on the air today. Wides appeal."

DAILY MIRROR  
Broadcasting Every Sunday  
6:30-8:15 P.M., WOR, N. Y.

FOR SALLY'S STUDIO  
America's Leading Theatre  
7 West 44th St., New York City

## CARLETON

Radio's Ambassador of Song  
HEADING  
LOEW'S DELUXE THEATRES

"A Radio Sensation. Without the slightest doubt, the greatest singer of popular songs on the air today. Wides appeal."

DAILY MIRROR  
Broadcasting Every Sunday  
6:30-8:15 P.M., WOR, N. Y.

FOR SALLY'S STUDIO  
America's Leading Theatre  
7 West 44th St., New York City

## 103 CONSECUTIVE WEEKS

Ken Englund  
Park Central Hotel, New York

## EMORY DAUGHTERY

And His Orchestra  
La Parca  
Washington, D. C.

## EMERSON GILL

And His Orchestra  
Hotel Webster Hall  
Detroit

WJMK, Detroit, broke into WJMK artist Ray Dauberguer's car.

WJMK, Detroit, broke into WJMK artist Ray Dauberguer's car.



# MUSIC

## Canadian Soc.'s Income Jumped from 17G to \$113,000 Since '31, Inquiry Shows

Toronto, April 30. Revenue of the Canadian Performing Rights Society, collection agency in the Dominion for the American Society of Composers, Authors and Publishers and the British Performing Right Society, increased from \$17,000 in 1931 to \$113,000 for 1935 to date, it was disclosed here in the Royal Commission probe into CPRS activities. The inquiry has been launched to determine if the new scale of performance fees is excessive, whether permission for performance of musical works is being unduly withheld, and if the CPRS operations in Canada are deemed detrimental to public interest.

Complaints will be laid before the Royal Commission by Famous Players-Lasker, Canadian Radio Commission, Motion Picture Distributors and Exhibitors of Canada, Canadian National Exhibition, Allied Exhibitors of Ontario Theatre Holding Corporation, Canadian Association of Broadcasters, Musical Protective Society and the Hotel Association of Canada.

In defense of performance tariff increases, Henry Jamieson, CPRS president, must submit detailed statements of royalties collected, disposal of the monies, right to levy charges, and a substantial list of title claimed to more than 2,000,000 musical works. The books of CPRS and a list of members must also be placed before the probe board. Statement of cash income received by CPRS was given as follows: 1931, \$17,000; 1932, \$45,000; 1933, \$64,000; 1934, \$64,000; 1935 to date, \$113,000. Asked to account for the continued increase, Jamieson claimed this was due to increased use of music and increased tariffs.

**Even Boarding Houses**  
During his preliminary questioning, Jamieson revealed the schedule of tariffs charged theatres, radio stations, hotels, restaurants, steamship companies, outdoor exhibitions and race tracks. He admitted that collection of such tariffs extended to private village houses and bungalows equipped with radio, and merry-go-rounds. An attempt was also being made to tack a license fee on boarding houses equipped with radio.

He reported that CPRS has approximately \$25,000 on hand, but was not asked to show "common sense" proportionate revenue remittances made to ASCAP or the British Performing Right Society.

The charge that Canadian composers and song writers who wished to get proper handling of their works were pushed into the British organization was made by Arthur Slaght, K. C., counsel for the Musical Protective Association. Slaght wanted to know what "common sense" was present when British publishers were given the right to pocket money from Canadian composers whose works were published in Canada. Jamieson admitted that some 100 Canadian song writers had shared for 10% the royalties but were told they must join and receive the share accorded them by the compilation.

Jamieson said, "In the United States the publisher gets one half and the composer and author one half." In Britain, the publisher gets one third and the author and composer two thirds.

Since last January, theatres operating more than three days a week had been tariffed 30c per seat per annum. Before that, it had been 10c, said Jamieson. It admitted the chance to the doubled rate had been levied because the old rate "wasn't enough."

"What do you do when a 1,000-seat theatre only has 100 people in it?" he was asked. "We think that is the owner's problem," said Jamieson.

He claimed that where there was infringement in the use of music without payment to the author or composer, legal action had been taken with the larger firms, such as Famous Players.

### Benefit Okays

Musical publishers are re-established in buying decisions to any benefit without first obtaining the approval of the Code Authority under regulation passed by the industry codists last week. Authority at the same time prepared a form which the promoters of a benefit are required to fill out.

Application asks the persons behind the benefit to state why they think the affair should receive the support of the publishing industry and what portion of proceeds is to be given to the organization for which the benefit is being held.

## 'Let's Call It a Dream' Must Be 3 Other Songs; Is Withdrawn by Pubs

Shapiro-Bernstein last week settled the infringement allegations lodged against 'Let's Call It a Dream' from three different sources by discontinuing publication of the number. Song was authored by Lew Pollack and Paul Francis Webster.

Those alleging melody similarities were Felix, Witmark and Dr. Irwin Van Cortlandt, who written the score for several Broadway shows. Felix averred that the Pollack melody infringed on 'Swanee Dream,' which he published in 1919, while Witmark compared it to 'More Than Words Can Tell,' which was added to its catalog in 1927. Dr. Van Cortlandt compared the tune of 'Let's Call It a Dream' to one he wrote 10 years ago, 'I Never Believe in Dreams.'

### MARKS VS. ROY MUSIC

First Code Violation Is Charged—Dismissed

First complaint made about an attempted violation of the music code was dismissed after a hearing by the code authority last week. Case involved the Roy Music Co., whose Philadelphia rep was reported to have offered compensation to Leo Zollo, leader of the band at the Benjamin Franklin hotel, for a plug on 'My Marguerite.' E. B. Marks Music Co., which lodged the complaint, did not have a rep at the hearing to give testimony.

M. LaPrenza, who appeared for the Roy firm, declared that the Philly rep worked for his organization on part time basis and was supposed to get his version of what had happened because of the fellow's detention in Boston on business for another publishing house. LaPrenza assured the codists that his concern has taken care to comply with every provision of the code since the instrument went into effect and that if the Philadelphia rep did anything that was out of the way it was with the knowledge of the Roy Music Co.

### Hold Musician in Attack

Baltimore, April 30. Norman Shusterman, who was the vocalist in an orchestra at a north side night spot, is incarcerated in Bel Air, Md., 24 miles north of Baltimore, charged with criminally assaulting an 18-year-old local girl.

Defendant, who denied the charge, is held for the Grand jury without bond. Attack allegedly was to have taken place when Stebbins and the girl were motoring back from the race track at Harve Grace.

Gus Kahn and Arthur Johnston dishing up the ditties for 'Gleanings,' Joan Crawford starrer at Metro.

## FIMCO, PREVY GIVES ULTIMATUM

Gene Buck Told by H. M. Warner That Five Music Subsidy Will Quit Dec. 31 Unless There's Drastic Revision in Payoff System—Group Would Set Up Own Performing Rights Bureau

### CONSENT DECREE?

Definite indications that the Warner Bros. music publishing group is taking steps to organize its own performing rights bureau were given last week when Harry M. Warner, chief executive officer, president of the American Society of Composers, Authors and Publishers, that there would be no renewal of membership contracts forthcoming from his group unless the Society agreed to a drastic revision of its payoff system. View expressed by the WB head was that either ASCAP consent to split its income on the basis of performance record, or the organization had long been dissatisfied with the methods employed by the Society and since the ASCAP board of directors, in approving the new membership contract, had elected to ignore the changes suggested by his group there was no alternative for these firms but to withdraw from the performing rights combine. Warner averred that the Society could avoid its membership an equitable deal all around by adopting a system whereby the publishers and composers would be paid on the basis of performances accumulated by their works.

### WB Prepared

It has been generally known to the publishing trade that the Warner Bros. organization has for months been accumulating data about performances and licenses in the various media, particularly broadcasting, with the thought in mind of being prepared to set up its own performing rights bureau. It couldn't get together with the Society on the terms for a renewal of contract. Members of the ASCAP board of directors, other than those representing the WB group, have on various occasions declared themselves opposed to the proposed revamping of the organization's by-laws so as to allow for a payoff that will be similar to that of the British Performing Rights Society. British method is predicated on a definite scale of values for each type of plug and the members collect accordingly.

Five firms in the Warner Bros. group are Harms, Inc., T. H. Harms, Inc., Witmark & Tishler Music Corp., and Chappell-Harms.

Muscle circles and the film trade see the probability that the Warner Bros. five music publishing firms may agree to a consent decree in the pending anti-trust suit against the American Society of Composers, Authors and Publishers. In favor of the government, which is bringing the monopoly action, the five Warner Bros. firms consented 25% of ASCAP. Its effect on ASCAP's defense of the suit may be serious.

It is held that such a consent decree is already under formulation and may be made public by the government, bringing a suit against ASCAP's defense of the proposed release in music taxes sought.

## 802 to Agitate for National \$3 Tax; Expect Opposish from the Sticks

### Mail Order Plugs

Chicago, April 30. Kay Kyser, whose band is at the Blackhawk here, in a special meeting with the song-pluggers asks the boys not to hang around the restaurant so much.

He suggested a new arrangement that each letter will be replied to, by mail, within five days after receipt. If accepted, it will be so stated, and if rejected Kyser promises that he will give explicit reasons just why the song is not played by his orchestra.

Efforts will be made by the delegation from the New York musicians union to have the local \$3 tax on broadcasting adopted as a national measure when the American Federation of Musicians holds its annual convention in Asbury Park, N. J., in June. Although Joseph M. Weber, A. F. of M. prez, is understood to be in favor of the proposal, it is expected that reps from small town locals will oppose any premium on remote broadcasting.

Refusal to back up the New York local's move will, it is anticipated, be motivated by the fact that the local tax has worked to the favor of bands whose reputation had heretofore been confined to their respective communities. With the majority of the New York spots held out against the extra toll, the network has had to be less choosy about the cafe and hotel units given national release. Many of these previously unknown comedians have been able to take advantage of the air opportunity afforded them by getting out on the road and snatching at the one-nighter coin.

### A Handicap

Having had a taste of the fruits that come with national ballyhoo, it is unlikely that these interland bands will favor any move to saddle them with the same handicap now experienced by the dance aggregations in New York. The \$3 tax for members of the New York local has served to help even things for the fellow out in the sticks, the latter's delegates are expected to point out on the convention floor.

Indications are that the New York local will this fall undertake to organize a national local, the \$3 tax for members of the New York local has served to help even things for the fellow out in the sticks, the latter's delegates are expected to point out on the convention floor.

### Music Notes

A Meyer Davis orchestra, direction Phil Solari, opens at Nantucket, Mass., May 1; Meyer orchestra, direction Lon Chasney, opening at the Greenbrier, Nantucket, May 1; Howard Lilly, opening at the Westchester Country club, Rye, N. Y., May 14; Derno Dolan, opening at Canoe Place Inn, Southampton, L. I., June 30; Cy Deiman, opening at the Southern hotel, Baltimore, May 15.

Mitchell Schuster opens at the Park Lane, New York, May 21, for the spring-summer season.

Jerry Blane replaces Paul Whitman at the Paradise Restaurant, New York, May 8.

Horace Heidt, shows Drake, Chicago, May 15.

Kearney Walton, band leader at Low Angeles Billmore hotel Rendezvous Room, will do a lation waging sequence in 'Tage Miss Gray' at Warner.

Baka Leinikoff, who scored 'Bride of Frankenstein' for U, assigned to 'The Haven.'

Hotel entelan, N. Y. roof opens today (1) with Marti Mitchell open moving upstairs Clyde Lucas depicts 'Jailor' day from the Hotel New Yorker. Clarence Inn on Riverside Drive, N. Y., premiered last night with Freddie Starr's orch. Arnold Schellier still manager.

George and Jaina, dancers at the Waldorf-Astoria, have a self-created 'Jailor' day from the Hotel New Yorker. Clarence Inn on Riverside Drive, N. Y., premiered last night with Freddie Starr's orch. Arnold Schellier still manager.

## VISITING BANDS SOCKED 10% IN N.E.

Worcester, Mass., April 30. Adoption of the tax by which orchestras invading this territory must pay 10% of their salaries to the union was voted on favorably at the New England conference of the American Federation of Musicians here Sunday (28). Local unions will get 4% of the levy and the national organization receives the remaining 6%.

It was also voted to organize a New England band masters' association to make this section more 'band conscious.' A bid will be made for part of the Government's allotment of \$3,000,000 for white collar workers to pay for band concerts this summer in parks and other public spots.

Officers elected were: Vincent Castrovano, Providence, president; Frank B. Field, So. Norwalk, v. p.; William A. South, Boston, secretary-treasurer; Charles E. Hicks, Portland, and H. P. Liehr, Boston, exec. committee.

Hartford gets the next convention.

## RALPH GALLET KILLED IN CHI AUTO CRASH

Chicago, April 30. Ralph Gallet, veteran night club operator of Chicago, was killed in an automobile crash here last night. He was returning to the city after supervising construction work on a new nightclub here, which he was to have opened next month. Formerly named the Lighthouse, it is due to open as Coccato Grove.

Gallet was a part owner of the oldtime Frolies with Jake Adler. He was also interested in the Royale Frolies and had been in the night club business in Chicago for some 20 years.

### SYMPATHETIC SCRAM

Los Angeles, April 30. Orchestra of 10 pieces, affiliated with musician's Local 41, was pulled after working one night at the newly opened Dome cafe and night club here, due to cooks and waiters going on strike.

Cafe is being picketed with union musicians still out in sympathy.

against ASCAP has been pending since early fall. It broke just above the time that the film and theatre trades on their own were considering bringing a suit against ASCAP's defense of the proposed release in music taxes sought.



Now Playing Mayfair, New York  
**MIKE CONNOLLY, Pilot**

# THE NVA DRIVE

## The NVA Drive

The annual NVA drive for funds commences shortly. With many changes, in both method and motive.

No collections this time, no hat or plate passing. No imposing upon the theatre-going public and no forced begging by and humiliation of actors.

The NVA of today is a different NVA, as different as day and night. The money goes where it should go—to the Saranac Lake sanatorium, to the ill and needy of the profession in New York. Personal promotion, petty company-unionism and extravagant vanity are out. The people now guiding the NVA's destinies are contributing their services without remuneration, personal publicity or financial interest. There is no reason for their efforts other than a desire to do the right thing and see it done.

Charity is not the only appeal that the NVA must sell this time. It has to sell itself to the show business which is still auspicious of the NVA. The new NVA must convince its prospective supporters that it really is new, in ideas and ideals, and a worthy cause in every respect. No easy assignment, considering the past.

Instead of plate-passing, theatres on May 20 will be asked to contribute 10% of their day's gross. On May 18 actors will be asked to give their services in benefit performances. It's a 60-50 proposition now, whereas in the past it was 90-10 one-sided, with the public asked to pay the bills.

Radio and other exploitation of May 20 as 'NVA Day' will be attempted to encourage theatre attendance all over the country on that day. In that manner it is hoped business will be increased sufficiently to repay the theatres for their participation. Actors on the benefit shows will, as usual, be paid off in applause; yet, for once, the actors will be playing a show for their own kind. It should be a novelty and a pleasure for actors accustomed to playing benefits for strangers, and often questionable strangers, every Sunday night during the year.

The NVA cause is a good one now. It deserves the support of everybody in the amusement industry.

## CODE STAYS AS IS TILL JUNE 16

Further action and changes in the vaudeville section of the Motion Picture Code, such as the proposed appointment of a special code committee to deal with vaudeville problems, won't take until after June 16. That's the expiration date for all present NRA codes, and future fate of the recovery measures have not been settled.

In the event the Vaudeville Code, among others, is maintained after that date, the vaudeville committee will be appointed by the Code Authority. Each branch of the variety field will be represented by membership. Meanwhile, and until June 16, the code, plus its recently added provisions, is still law.

## BLUE NOT TOO BLUE; NO DATES CANCELLED

No time has been lost by the Ben Blue unit, playing the south, despite reports to the contrary. The unit was the Paramount (Kinney-Wilby) southern house bookers had figured the Blue unit too blue and cancelled remaining dates following Charlotte.

Since that wasn't the case, the unit continues on the Pat time playing Fayetteville today (Wednesday) and Greensboro tomorrow, then opening in Atlanta for a full week.

Cancellation rumor apparently broke due to cleaning up under-gone by the unit at Charlotte.

### Gwen Stone Quits

Gwen Stone, of the adagio team of Stone and Vernon, and the wife of Lou Wolfson, of the William Morris office, has retired from the stage.

Hob Vorn with a new part.

### SIDELINE WORTH \$660

Rochester, April 30. Betty McGowan, 26, won \$660 damages on the claim that injuries in an auto accident ended her career as a dancer.

Trial decided that dancing was a sideline and her regular occupation was phone operator.

## Several Adagio Acts Involved in Suits; It's Quite a Mixup

Dance team of Jane, Moore and Billy Revel have entered an infringement suit against Ann Pritchard and Jack Goldie in New York Supreme Court, at the same time adding to the list of dance adagio suits each other or being sued. Moore and Revel suit came up on court Thursday (26), but was postponed till yesterday (Tuesday) when decision was reserved on the request that Pritchard and Goldie be restrained from using a copy of Moore and Revel's alleged original routine until suit is finally heard.

Another suit among dance acts is currently pending in Circuit Court of Cook County, Chicago, where Lowe, Burnoff and Wensley are seeking to enjoin two other tris, Gine, DeQuincy and Lewis and Dolores, Andre and Dimitri, from further infringing and imitating its work at lower salaries than the average \$300 Lowe, Burnoff and Wensley command in vaude, niteries, etc.

Lowe, Burnoff and Wensley are being sued in turn in Municipal Court, New York, by San Berwartz, Charles and Ted Adolphus, stagger for \$1,000 on breach of contract and for using material allegedly belonging to Berwartz and Adolphus. Suit brought against Gine, DeQuincy and Lewis by Adolphus late last year on the same grounds was lost by the unit.

Berwartz produced and Adolphus staged both the Lowe, Burnoff and Wensley and Gine, DeQuincy and Lewis tris, they claim.

## Tyros Spreading in N. Y. State; 3 Shows in Troy

Albany, April 30. Amateurs are spreading through central and northern New York. Warner Bros. has started a 'New Talent Bureau' in the Troy theatre. Troy, Ritz, Albany, and Avon, Utica.

Schlein's Avon, Watertown, has two months of play-acting contests, with a piano as grand prize for the winner. Local music store sponsors the contests. Avon has three amateur shows, at the Troy, RKO Proctor's and Griswold. In Albany, besides the Ritz, the Paramount and Royal have weekly opportunity nights.

## MORRIS AGENCY PARTS WITH MORRIS

**Boris Morros New Booking Head — Charlie Freeman and Harry Kalchman Bookers — Bergen-B. & K. in Chi — Affiliated Southern Time Sought**

### MAYBE 30 WEEKS

Paramount is reorganizing its booking offices in New York and Chicago, with a view of expanding as a stage booker of shows for its own theatre and houses of affiliated circuits that now book independently or through other exchanges. Boris Morros, who has gone to Hollywood for a post in the Par studio, will be kept in New York as supervisor of all stage bookings.

Par's contract with the William Morris office, by which Morros has been a partner in the circuit's first bureau, expires June 1 and will not be renewed, by agreement on both sides. The new York setup will have Morros in charge and Harry Kalchman and Charlie J. Freeman as bookers. Freeman has been booking the Interstate time, will also spot the shows in any affiliated circuit houses in the circuit's first bureau. Par office for bookings. Kalchman will continue booking the deluxers in Chicago, Detroit, etc.

Change in the Chicago lineup will be brought about through the departure of Dick Bergen from the Chi Morris office. Bergen is returning to the Balaban & Katz-Great States office with his theatres. Chicago exchange will be operated by Morros, Kalchman and Harry Freeman, all affiliated with the New York bureau.

Seven Weeks from N. Y. Kalchman is booking seven Par weeks out of New York, while the Bergen book in Chicago has around eight weeks of time. Between Interstate, if and when playing shows, and the partnership houses which will be booked from using a copy through New York, Charlie Freeman may have up to 15 to 20 weeks next season. This may include the Wilby-Kinney and other southern Par-affiliated circuit houses, which play independent units mostly at present.

There is a possibility that Par all told may have 80 or more stage weeks on its combined New York-Chicago books next season. This would far exceed the amount of time on any other circuit book, with Paramount at the top of the combined RKO-Loew books.

In its breaking of formal relations with the William Morris office, the Paramount organization stresses the fact that the parting is strictly friendly and by mutual arrangement. Morros office has desired to step out of the tie-up for some time, and has been operating the Par artist bureau under a 30-day expiration clause for about a year or so, with an eventual cancellation in mind.

Par partnership in the past several years has not been as beneficial to the Morris agency as it has been in the past. The deal required the Morris office to give up the Par, but the severe shrinkage in Par's playing time precluded clause for short years or so. The Morris office has been doing most of its business away from Par, by security, anyway. It has been asked to serve Par in an advisory capacity in the future.

The new York setup was arranged by F. Frank Freeman, Par's theatre operating head, and George J. Schaefer, general manager. Bureau will be called Artists Booking Office.

Chicago, April 30. With reorganization in the Artists Booking office nationally on the expiration of the Par-William Mor-

## Three-a-Week Commercial Broadcast From Vaude House—No Talent Payoff

### Mandatory

By a series of deductions, Dave Vine has figured out that there must be plenty of vaudeville time next season. The winners of the radio amateur shows over the summer have got to play someone, where.

## HOUSE PINKS PARIS' UNIT

Pittsburgh, April 30.

Stanley is voluntarily plinking 'Hello Paris' unit, which opens there Friday (3) with 'G Men' on screen. Trailer and all but announced no children will be admitted, but there's no age mentioned, which may or may not leave the management a loophole.

'Hello Paris' show was to have disbanded in Boston last Friday (26). Louis K. Sidney, who was for Europe following day, but Steve Trilling made a quick booking at last minute for Stanley. Likely that the unit will be routed into other Warner deluxers as well.

## SOPH'S 1ST WHN VODE SHOW SET FOR MAY 2

Sophie Tucker's first program in her professional talent sustaining series over Loew's WHN, New York, for which vaudeville acts will be used chiefly, is set for Thursday night (2). Acts include Rex Rose, Miss Tucker, John Nive, McWaters and Tyson, Johnny Wells and Delivery Boys, with Soph m.c'ing.

Program plan involves a public ballot to determine which acts shall go on their own WHN sustaining series. Louis K. Sidney, studio directors, figures on digging up some commercial possibilities in this manner.

Miss Tucker is staging daily talent auditions in the William Morris office.

### BACK TO VAUDE

Hollywood, April 30. Joe Morrison, tourist, who came to pictures from George Olsen's band goes east on a p.a. tour. Opens at the Palace, Chicago, May 19.

His contract on June 1, Dick Bergen moves into Balaban & Katz-Great States here to handle booking for the ABO. In the new arrangement, the Morris office relinquishes its booking of the B. & K. and Great States time and will confine itself to being simply an artist representative agency. For years the Morris office has functioned as a booking agency for B. & K., Great States and other houses.

With the dropping of the B. & K. job, the Morris office will be at liberty to submit acts not only to the ABO, but also for RKO, the State-Lake theatre and other indie booking offices in this territory.

In the past, the Morris office has restricted itself to the B. & K. interests, which, since tie-in dates back to the personal friendship of A. J. Balaban and the Morris office which not only did the booking, but also acted as the talent agent.

Dick Bergen was asked to remain with the Morris agency, but Bergen preferred to return to B. & K., for which he has booked the Great States circuit for the past three years. It was only last January that he moved into the Morris agency to handle Great States time out of that office.

A commercial sponsor starts a 15-minute, three-weekly program over WMCA from the Academy (Skouras), New York, Friday (3), without the obligation of paying for talent. Latter will be furnished by the theatre, booked by RKO, which also will not pay the talent for broadcasting.

Sponsor is the Gottfried Bakir Co., which is going on the air for the first time. Periods will start at 8:30 p. m. Mondays, Wednesdays and Fridays, with initial contract with WMCA and the Academy running for nine weeks.

RKO's contract for airings at the Academy will carry a 'radio broadcasting' clause, making all acts obligated to go on the air without any addition to their stage salaries. Ethingier will be done from the rehearsal hall over the theatre, which is now being equipped as a studio.

According to the theatre's present plan, only the headlines, and perhaps some other acts, in the shows which are adaptable for airing, will broadcast. First name act is 'M. M. and the Girls' troupe. Booking of the theatre in the future will be done with radio programs in mind. Inasmuch as public demand for shows is one way of making it possible for the house to continue vaude through summer months, another thing, theatre claims, is that if programs click for the sponsor it will try to get the latter to pay the acts extra.

## Roxy Cancels 'Broadway Unit on Billy Rose's Infringement Complaint

A 32-people unit, 'Call of Broadway', scheduled to start a two week engagement at the Roxy, New York, Friday (26), had its contract cancelled for that engagement and a subsequent one at the Casino de Delia, after Billy Rose complained that it was an infringement on the American Federation of Music Hall when Rose was producing the shows there and at the Casino de Paris.

Rose complained to Fanchon & Marco, which books the Roxy, after learning that 'Call of Broadway' was being used in the billing of the show. The producer told F&M that if the first week, not the second, and \$1,750 for the infringement it could be played, but otherwise the theatre faced suit. Ralph Whitehead, executive secretary of the American Federation of Actors, was asked for an opinion and agreed that it was an infringement.

Rose then informed Fanchon & Marco, that, since Loew's once offered him \$3,000 for 'Small-Time Cavalcade' for the second week, he would have to donate \$500 to the Actors' Dinner Fund if it wanted to play the 'Call of Broadway' 'Small-Time Cavalcade' and the dates were cancelled. Unit was booked into the Roxy \$1,000 for the first week, \$200 for the second, and \$1,750 for the week at the Fox, Philadelphia. Jack Lewis was the producer. He had booked most of the acts for the Rose show.

### Pan's Units

Hollywood, April 30. Plan to inaugurate stage shows at the Hollywood Pantages is taking shape, with Rodney Pantages' reports already rehearsing several units.

Recent deal with Fanchon & Marco to route shows from the Paramount to the Pantages fell through.

## UNIT REVIEWS

## IT'S THE TOP

(ORPHEUM, ST. PAUL)

St. Paul, April 26.

Nifty tepping, snappy comedy and some brand new tunes—everything dished up in swift tempo—makes this unit an outstander.

Vic Oliver emcees the show, weaving in something resembling continuity by doubling as pianist and violinist, and purveying some bright chatter besides. There's also a good tenor, John Fogarty, with air up-to-the-second numbers and over-sopko.

Helen Honan has an impersonating repertory. Her Lupe Velez impersonating Katharine Hepburn is a riot. Good on Garbo and Pitta imitations, too, but these are better so overdone it's not funny any more.

Large and Morgner, one-legged acrobats, do some stunts that many two-legged trapezists would find proud to accomplish. Petch and Deauville, two fast-stepping dancers, were seen here recently in another show, but they went over handsily just the same. Bebe Bart dancing girls, with several specialty numbers, also provided beautiful flash.

## RUNNIN' WILD

(ORPHEUM, LINCOLN)

Lincoln, April 27.

This 62-minute affair is described by the title; it has so few serious moments, the audience can't believe 'em. Headed by Gene Gory, formerly with the Britts with a wild

Only thing wrong with this unit is that it has two finales, one midway in the show, which is bad. Opening on a legit flash from the band conducted by m.c., Davy Jamison, there's a lot of stogees in the crowd which lets the neighbors know they're in. Then Lewis Nelson, brother of Bat, does a fast hand walk to let 'em get their breath, after which Claire and Yost, dancing girls, are announced, but have to run all the way down from the balcony where they've presumably been watching the pic. Dance not so forte.

Lupe and Lewis, armed arm act, do some heavy stuff, and then Gene Gory and his band return to the stage to a mass of broken boards. Gory's fun at the fiddle and subsequent entanglements with the strings is good. Drop even falls down. Here is the first finale. Curtain closes in so the stage hands can use a broom and Harmonica Leonard, one of Minnesota's old boys, takes up the necessary time. Jackson and Blackwell, adagio in slow motion, are ok. Dorothy Claire, acro terp, fair. Johnny Devo and Co., skaters, would be all right, but the edit could cut the

song. Jamison breaks down from m.c'ing at this point and give his Primrose and Trisco routine socking 'em. Sullivan Sisters, a couple of big girls, do a combo dance next. They heave to, work hard and score.

Gory and Roberts come on just ahead of the finale with more fiddling and wreckage. This bit should come ahead of the band, because it's impossible to make the gang believe it's McCoy as introed. Gory pulls an ideal opera for Gory's Madame Po-Po bit, which is a sock. As this closes, all people are pulled up for the finale.

Gory's 20 minutes could all be piled up at the end of the unit for much bigger sock than it amounts to when presented in the present manner. Some of the panto flash bit, but that's why the show's on this time—to straighten it out; 12 minutes could be spared easily. It's owned by Homer Holt and under the Cushman tag.

## 15 YEARS AGO

(From VARIETY and Clipper)

Burlesque wheel managers asked for two weeks in several of the larger stands.

Music pubs and the Woolworth stores were adjusting their differences. Sales were away down both hurt.

Amusement parks were upping admissions and rides. Everyone had coin. Luna Park went up a nickel, but threw in a free circus for the first time.

Clipper had an editorial headed, "No more stock tax," but the majority were affluent—but that was 15 years ago.

Exhibitor suggested to VARIETY that the film reviews should not back up on each other, because of fling. Idea adopted and still in force.

Paramount took over the Criterion, N. Y. Only recently gave it up. Was taking in around \$1,000 a day at the top.

Robertson-Cole (later F.B.O. and absorbed by RKO) threw a party at its N.Y. studios to see Georges Carpentier box. Got a free mob for a picture in which he was working.

Government was planning to reopen Liberty (camp) theatres if the

universal training bill became a law. It didn't, so 100 actors out of jobs.

Anna Held, Jr. came into \$225,000 from her dead mother's estate. Figured total about \$1,000,000.

Sheet music in the worst slump in its history. Songpluggers to be barred from backstage in all V.M.P.A. houses because they represented agents not on franchises.

Paramount was figuring on backing stage plays in the hope of getting screen material. Already had the Charles Frohman office, but was spreading out.

Six Yiddish houses had to return \$10,000 Sunday night because the police cracked down on their Sunday shows.

Que Hill working on a legit circuit at \$1 top. Had 11 houses.

Broadway had 47 shows running, but the take was larger than with precisely the same number the year before. There were 18 boys and 19 cut-rates.

Barnes circus in trouble. Soaked for a \$200 stock tax, had seven horses attached and one of its riders sued by a lion tamer on another show for libel.

Leo Carillo was ending a 2,000 performance run in Lombard, Ill.

## 50 YEARS AGO

(From Clipper)

Relche Brothers, Charles and Henry, bought into the Van Amburg circus. Made their original stake taking 800 camaries to California, via the Isthmus. Got \$25 apiece, and hoisted to \$50. Made enough to come back to N.Y. and start producing animals for circuses.

Barney McAutuly, whose celebrations had twice that season caused his company a layoff, was released from the Cleveland workhouse on bond of his lawyer, gave him a chance to straighten out.

Buffalo Bill won a pigeon match in Birmingham. Made a perfect score, potting all 50 birds. His opponent was 47.

A "Michael Strogoff" was trouping New England. Advertised a magnificent ballet and military bands (plural). Had eight girls and six musicians. Ads boomeranged.

Reported that a Jersey City woman had become the mother of a child with the head of a sea-lion. The mother had visited an aquarium at Coney. Child refused milk, but Clipper fails to report whether they tried it with a fish.

Baby Venus, a museum attraction died in Chicago. Though only six years old, she had the complete physical development of an adult, and was nearly four feet tall.

Out in Cleveland, Co. A. of the 14th militia regiment was doing drill on roller skates to replenish the company fund.

George F. Rowe gave a tryout of his play, "Beauty," at Wallacks. Clipper opined it would flop with Americans to whom "the follies and absurdities of English beauty-worship are unknown." No Miss Americas then.

Newly opened Lyceum had its first jam. Viola Allen heard she was to be replaced in "The Deland" she refused to go on and the house had to refund. She was still distant from stardom.

Member of a troupe touring India reported that in many spots there were no hotels and the troupe had to camp in the railroad station. Cantonments had dak bungalows.

Helen Gardner given a divorce from De Wolf Hopper. The initiator.

Doris show erected a 100-foot billboard in Seymour, Ind., to blanket an ice house carrying John Robinson paper.

Three Indianapolis theatres were planning to dodge the license fee by incorporating as churches. Would give Sunday concerts for the poor.

## New Acts

## LOUIS PRIMA'S SWING QUINTET (5)

Music, Songs

12 Min. Full (Special)

Metropolitan, Brooklyn

Name of Louis Prima is identified with a new night spot, The Famous Door, patronized for the most part by the orchestra crowd. Pysenome halls from New Orleans, and smacks a bit of the Original Dixieland Jazz band style of playing. In the intimate club setting, quintet fills the air with blasts and sock beats. On the large stage, more wind is needed so the players try twice as hard to keep up the noise. Result a hard, but called smooth syncopation. Cornet is predominant. A few off-beat solos also in the routine.

Group strikes some fancy poses, which a photographer would delight in, but on the stage they look silly. Tune always starts off with some hoof-beats and the message from the leader is driving it. Three numbers played at this hearing, which all sounded alike, due to the racy orchestrations. Doubtful if act would mean much outside of the N. Y. area.

## RHYTHM AND ROMANCE

Music, Songs

15 Min.; Full (special)

Orpheum, N. Y.

Three boys and two girls in a dance flash which should make the grade. All are well versed in hoofing and are generous in their numbers, besides being youthful and of neat appearance. One girl appears in white tulle and top-hat for a slow-motion strut. Later she is back in a modernistic specialty which is a weird flash because of her scarlet-painted face. Just what this is supposed to convey is hard to tell. Audience didn't go for it.

A closing solo has the other femme stepper rising, heract up in acrobatic knots which look more painful than graceful. Trio of males do their best work minus any accompaniment from the orchestra. Act is dressed simply in black curtains. Costumes are fresh, with changes confined to the girls only.

Used here as a closer and should fit snugly for general fare.

## SYRACUSE OPENS

Syracuse, N. Y., April 23.

George Katz, New York burlesque producer, opened a stock company at the Civic last week. Lineup includes Elmore Johnson, Lola Bertram, June Rhodes, Babes Courtney, Johnny Kane, "Chuck" Wilson, Doane Williams, Harry Levine and Harmony Quartet.

Victor W. Frank is house manager. House is trying two-a-days with three-a-day on Saturday and Sunday.

## ROSE ALONE AGAIN

Harry Rose goes single again after a lengthy spell with units, mostly with the Ed Sullivan show. Opens on his own May 8 for Loew in Newark.

## Syr. Mayor Asks Strict Censorship Of Burly, Or Else

Syracuse, April 30.

Mayor Roland B. Marvin today (Tuesday) directed Commissioner of Public Health, William E. Rupp to maintain a stringent censorship of stock burlesque at the Civic, which reopened last week with George Katz as producer. The mayor wrote his commissioner:

"Upon examining the reports of the police investigators sent to inspect the burlesque show at the Civic theatre, and upon the receipt of several complaints from private citizens, I am convinced that this burlesque show is an indecent and offensive performance. Such a performance will not be tolerated in the city of Syracuse."

"I think we would be justified in closing this show preemptory. However, I am taking into consideration the fact that a number of Syracuse people have been given temporary employment by the opening of this theatre."

"Please advise the proprietors of this show that they are to clean it up at once and make it a decent performance, which decent men and women may attend without being offended, or they will be treated summarily, please ask Chief Carroll to have this performance checked daily, and if there is any repetition of the indecent features noted, have him close the show and take the proper steps to punish the proprietors."

## Eastern Prod.

(Continued from page 3)

conditions, natural elements, costs and other expenses incidental to the making of the film away from the home site. Then if conditions are favorable to the exodus of the industry to that point, there would be no further headaches over the state taxation program at every session of the legislature. Added to this, should be the possibility of cheaper production, which would exert a strong influence in the transference of the business locale.

With all studios involved working under one roof, conflict would be avoided, it is said, by giving each studio its shooting dates, excluding the possibility of an overlapping of productions. Cost sheets will be scanned closely, which will have a major bearing on the future action of the major producers.

★ FEATURED ACROBATIC DANCER

ON CORRELL

With DAVE APOLLON'S

INTERNATIONAL VARIETIES OF 1935

Held Over Second Week (April 26)

CAPITOL, NEW YORK

## HEADLINING

KATHARINE PARSONS

"GIRL O' YESTERDAY"

APPEARING NIGHTLY "GAY NINETIES CLUB"

WEEK-APRIL 26, ROXY, NEW YORK

AND HELD OVER SECOND WEEK (MAY 3)

Direction: JOHN SCHULTZ

## GAYLENE SISTERS

RHYTHM CONTROL MARVELS

With

MANHATTAN-MERRY-GO-ROUND

LOEW'S STATE, NEW YORK, THIS WEEK (APRIL 26)

(INITIAL APPEARANCE)

Direction: SAMUEL DAEWITZ-LEDDY AND SMITH

After Starring 39 Consecutive Weeks with Frank Nella's Show, "NEW EXCITERS," at the New York Theatre in Australia

## NICE, FLORIO and LUBOW

Sail on the "S. Montara" for America, May 29. Now Taking a Much Needed Holiday in the Famous Blue Mountains of Australia.

## Marcus Loew BOOKING AGENCY

General Executive Offices

## ICE BUILDING ANNEX

160 WEST 46<sup>TH</sup> ST.

BRyant 9-7800 NEW YORK CITY

## J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

## R K O

THEATRES

1270 SIXTH AVENUE

RADIO CITY NEW YORK













## Australian Censoring

Government in Australia has just issued a list of banned books covering the Commonwealth. List includes: 'Death and the Lover,' by Hermann Hesse; 'Story of Light' by Charles Desmond; 'My Bones Will Keep' by Maurice Richardson; 'Scene Has Changed,' by James Hay; 'Captive Demons,' by Joseph Moriet; 'For Women Only,' by J. J. Markey; 'God's Little Acre,' by Brinslie Caldwell; 'Fascism in Algeria,' by Alma Koenig; 'Hindu Art of Love,' by Edward Windsor; 'Redhead,' by Norman Lindsay; 'Brave New World,' by Aldous Huxley; and 'Farwell to Arms,' by Ernest Hemingway. Film Fun, Ballyhoo, Life and Rascaries are banned magazines. Banned will be the next to go on the banned banner. It is understood, Commonwealth employs a board member comprised of college professors to handle the book situation, but books and magazines may also be banned by customs men, and police, too, can take action if they desire. Customs men carry great weight because they recently prohibited the entry of Film Fun and also ordered a number of advertisements removed from pic fan magazines.

Booksellers are kicking up a big squawk all over Australia, saying that the present form of censorship is killing trade.

## Sturmer in N. Y.

Hittler's long-standing order against allowing Dr. Sturmer, notorious anti-Semitic sheet published at Nuremberg by Julius Streicher, whip-toting Nazi boss and ringleader, to be either banned or restricted, or the sheet is being smuggled out of Germany for sale in America.

Book number 1000 arrived in New York shortly after the first of the month, and is on sale in Yorkville.

Like its previous issues, paper continues trade against Jews. Among stories in the rag is a bitter attack on Mayor of New York, New York, with a head reading: 'The Jewish Mayor of New York Calls for Further German Products Boycott.' Turning from the Jewish question, Dr. Sturmer, ears a blast at the Vatican because of His Holiness' protest, through Cardinal Pacelli, against Nazi discrimination against Jews.

List of the contents in the April issue is indicative of the general tone:

'Free Masonry in Austria,' 'New Palestine,' 'The Forged Prayers,' 'Six Slipsund Gotschalk,' 'Commercial Advisor Adolf Names,' 'The Cry for Help of a German Father,' 'Comments from the Time of Jewish Rulers.'

## Newspaper Goes Lit

'Memphis' Warrenton, newsmag at Hollywood and Vine, Hollywood, has gone literary, publishing a poetic brochure with the title, 'Three Words.' His former customers who paid him nickels for papers are now throwing out quarters for copies of his literary efforts.

Dedication is to 'one of the most beautiful gardens in Hollywood's secluded flower—J. H. The initials "J. H." mean Jean Harlow.

## South Gets Quarterly

A new quarterly called 'The Southern Review,' will make its debut in June, to deal in current Southern activities in literature, criticism and drama. Edited by B. E. Publishing Co. will be published at Louisiana State University, but will not be academic.

Charles W. Pipkin editor-in-chief, Associate editors are Robert Penn Warren and Cleanth Brooks, Jr.

## Wise Adds Another

William H. Wise is continuing to expand his activities, following his recent establishment of a number of book publishing subsidiaries, and his acquisition of the Vollard Co., has taken over John Martin's book house. Last named is publisher of children's book and also the sponsor of the juvenile mag, John Martin's Book.

Wise some time ago stepped out from the book concern still bearing his name.

## New Juve Publishers

New book publishing company to issue books for children has been organized by Vernon Ives and Theodore Johnson, under the name of Holiday House. Understood that the new concern will be edited by Alice Gentry, the Western publisher of children's books. First of the Holiday House volumes will be issued in the fall.

## Unveiled

Two studios and a number of picture names in Hollywood went the limit entertaining a fellow representing Collins, only to discover he was selling books and not representing the mag as a writer.

## Knickerbocker's Gold

'Sweetest' foreign news correspondent's assignment is that of E. Knickerbocker, who is paid in gold, per contract. This is to allow for depreciation in the rates of exchange entailed by his roving assignment. Other correspondents, however, are taken care of through a salary increase of about 30%, generally, which absorbs exchange rate losses.

Newsmen in the German sector by now have learned that the 'far-left' correspondents who ignore the Berlin propaganda ministry altogether, are most respected by the Nazi political regime. Foreign pressmen who evidence vacillation are constantly on the carpet for alleged 'unfriendly' stories, whereas the American, British, French and other correspondents who write things their own way seem, if anything, to get fuller co-operation from the local press authorities, possibly as an indirect attempt to woo foreign favor.

## Heart Calls Off Tab

Los Angeles Examiner has abandoned its idea of a tab radio and picture section for the Sunday paper. The Examiner is looking at a conventional-sized section in color which will feature radio and screen news. Section will be coupled with present March of Events six pages.

Studies are all battling for representation in the first issue slated for May. A. J. R. is the favorite. Probably will revive its Preview Magazine, published by the California Rejuvenation Co., which was dropped last year.

## New Coast Venture

Arthur Whipple has set himself up in Los Angeles as a book publisher and plans to issue a limited list of volumes of a socialistic nature. Has a couple of manuscripts by and from Louis Adamic, both of which will be published in limited editions. 'The Adamic work is a piece called "Lucas, King of the Balucos." Other is an appraisal of the work of Carl McGWilliams, entitled 'Louis Adamic and Shadow-America.'

## New Film Fan Gag

A series of small volumes called Pictorial Biographies, each a profusely illustrated blog of a screen personality, is in the planning stage. Publisher is Pictorial Biographies, Inc., with Henry Gall editing the series.

## Dodd-Mead's New V.P.

Long-vacant post of vice-president of Dodd, Mead has been filled by the elevation of Howard C. Lewis, formerly secretary of the book publishing house. Arthur M. Chase, treasurer, will combine the duties of secretary and his own. Frank C. Dodd continues as president of the company.

## 'Lily Love' on Stage

Last week Beth Brown signed a contract for the stage version of her 'For Men Only,' which probably will be seen on the Coast before coming east.

Since the first publication of the book, a number of dramatists have been negotiating with the author.

## B. &amp; E. Changes Hands

B. & E. Publishing Co. has passed to the control of Michael Rosenberg and Irving Firstman. Pair plan a number of new picture projects, one of them a new crossword puzzle mag.

## To Stress Books on Radio

Hugo Gernsback, the chain mag publisher, who has also been issuing books on and about radio from time to time, will give the name of a building under the trade name of Radio Publications.

## Walker on Manners

Stanley Walker, now managing editor of the N. Y. Daily Mirror, has a third book in preparation for Stokes, a mass of American bad taste and bad manners.

## Book Reviews

## In Plain English

Robert Whitcomb is a new writer who quite obviously has lived. His first novel is 'Talk United States' (Simon & Schuster, \$2.00) and there will be plenty who will be annoyed by it. It's too close to home for comfort.

It's a proletarian novel but deserves better than that rating. Has to do with life in the raw, life as it is lived, by plain common down to earth people. And written that way, (Simon & Schuster) in United States. Some of the slang is not quite what it should be and occasionally it's over the top, but it is so much power and strength in the yarn and its manner of telling that these things don't matter.

## Wandering Plot

Katherine Bush's 'Don't Ever Leave Me' (Farrar & Rinehart, \$2), is out on a peculiar pattern, with all of the action in the 210 closely printed pages ostensibly centered about a ball at a country club. The story is loaded with bad histories, (Simon & Schuster) in United States. The thing but plot, though the main thread concerns a married woman, her wild and first husband, her third spouse and her latest admirer.

Nothing definite happens, leaving the problem precisely where it was at page one. Interesting reading, however.

## Gentle Irony

E. E. Cummings' new novel, 'The Idiot,' is a gentle irony and satire have always been pretty well pointed, hands himself and his partisans a neat chuckle in his new book, 'The Idiot' (Simon & Schuster, \$2.00). 'No Thanks' (Golden Age, \$2) and is dedicated to Farrar & Rinehart, Smith & Haas, Simon & Schuster, Modern Library and practically every other ranking publishing house.

Idea being, which Cummings doesn't like explaining, that those publishers had previously rejected the poems.

## P-T Primer

Cashing in on the present Parent-Teacher year for pictures in schools and churches, Milton Anderson of Los Angeles, has written 'The Modern Goliath' (David Press, \$1.50) on the picture in churches and schools. David Press is announced as a new educational and religious press.

Anderson makes an evidently sincere effort to supply the P-T organization with a primer. He weakens his argument somewhat by contradictory figures, quoting, for example, the cost of an educational two-reeler at \$500 a reel in one spot, at \$5,000 in another, and \$2,000 in a third spot.

He has ideas all nicely laid out. The only trouble seems to be they are not practical.

## Omnibus of Crime

Written in the modern, tough guy manner, 'Murder in the Madhouse,' by Jonathan Lattimer (Crime Club, \$2), makes good reading. It is plenty rough and loaded with action and gore. Setting is a bit unusual and more gruesome than most who-dunnits, but it's a good read. He can take it. Not for films.

'Deadly' (Dover) (Doubleday-Doran, \$2) is not actually a mystery yarn. It's crime in the making, with the readers allowed to watch the ramifications of a series of murders as they are working themselves out.

A trick finish helps. Not for films, either.

## Torch Song

Alan Lampert does not bring very obtuse or deep in his book 'A Torch to Burn' (Kenall & Sharpe, \$2). It's a love story not so pure as it is, but with the title a tip off to the yarn trend.

Okay reading for rental library purposes, but a bit too obvious for more than that. Not for films.

## CHAPTER

Maxwell Aley back from abroad. Mrs. Belloc Lowndes has gone home. Financial World has taken new and larger quarters.

Samuel Shalberg's literary book publisher, back to London.

Walter F. Gruening has quit Harper's to join the Nation.

Samuel Shalberg is remaining in France to complete a new novel.

May issue celebrates fiftieth anniversary of Good Housekeeping.

Mrs. Thomas Boyd now connected

## Best Sellers

Best Sellers for the week ending April 27, as reported by the American News Co., Inc.

## Fiction

'Green Light' (\$2.50).....By Lloyd G. Douglas  
'Ties of Mind' (\$2.00).....By Lloyd G. Douglas  
'Now We Set Out' (\$2.50).....By Susan Ertz  
'Of Time and River' (\$2.00).....By Thomas Wolfe  
'Beauty for Ashes' (\$2.00).....By Grace Livingston Hill  
'Come and Get It' (\$2.00).....By Edna Ferber

## Non-Fiction

'Culbertson's Summary,' 1952 Ed. (\$1.00).....By Elly Culbertson  
'Francis the First' (\$1.00).....By Francis Hackett  
'Personal History' (\$1.00).....By Vincent Sheean  
'Skin Deep' (\$2.00).....By M. C. Phillips  
'While Rome Burns' (\$2.75).....By Alexander Woolcott  
'Autobiography of John Hammond' (\$5.00).....

## Going Places

By Cecelia Ager

## S. A. As Mugg Softener

'Hold 'Em Yale' is a Damon Runyon story that means Patricia Ellis, an heroine, will be surrounded by a pack of mugs, a pack of very special 'mugs' that will adhere, and adhere and widely at the waist with a broad neckline but, Fortunately, Miss Ellis wears this interesting frock for her first appearance in the picture, thus opening at her throat. The tan cloth suit with gold lame blouse tied in a large bow at her throat, which she wears thereafter, for most of the picture, as a costume of a runaway school girl herself, which is tough on Miss Ellis who has herself been so careful to live up to the role.

Whatever the reason, Miss Ellis' tailored white dinner dress is made of a material that clings. It is added all over with silver nailheads, for the better to make it adhere, and adhere and widely at the waist with a broad neckline but, Fortunately, Miss Ellis wears this interesting frock for her first appearance in the picture, thus opening at her throat. The tan cloth suit with gold lame blouse tied in a large bow at her throat, which she wears thereafter, for most of the picture, as a costume of a runaway school girl herself, which is tough on Miss Ellis who has herself been so careful to live up to the role.

Excuse Cameras  
Alice Fay's the lucky girl in 'George White Scandals.' The cameras just adore her. They find her so nice to look at in fact, they can scarcely bring themselves to watch the other girls. To show a life measure of devotion to Alice Judge, for her part, she is a good girl, as is our only Lydia Robert can coax them in a big way from their rapt contemplation of Miss Fay's blonde charms.

Grateful, Miss Fay returns their gaze with new persistent animation and a fine new makeup that does something about her eyes. In some shots the under-lid outlining grows over-generous, maybe too much. But on the whole, in 'George White Scandals,' Miss Fay's own picture wins warm production, for her part, she is a good girl, as is our only Lydia Robert can coax them in a big way from their rapt contemplation of Miss Fay's blonde charms.

Miss Robert is presented as a spectacular and bizarre personality and dressed accordingly, even to an ubiquitous Peke. She is never granted the opportunity, however, to prove her contention. She's always promising to be something remarkable and winds up still promising.

Miss Judge, most provocative of the femmes dashing through the picture, carries too briefly and to general regret, Miss Powell shows a perfect opportunity, however, to prove her contention. She's always promising to be something remarkable and winds up still promising.

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## Broadway

The Coral back from the Coast. Greenwich Village's big comeback. J. E. McNaabb off to Europe, Friday (28).

Horace Jackson in from Coast on short visit.

Harry Cooper's cafe has added open-face effect.

Three Night Club holding final revel Sunday (5).

Alex Gottlieb has a new car and summer top cabriolet.

Mrs. Dave Vine underwent an operation at Medical Center.

The Pinco in the Pinco, on a two-week vacation to Bermuda.

Peggy Goldberg, of Educational's publicity staff, will seriously ill.

Herbert Shumlin thrilled with overnight plane trip to coast.

Jack Whitney playing back to Coast for preview of 'Becky Sharp'.

Debbie Meyers' home party, even down to the girl's spare stockings.

Bobby (Uke) Henshaw back from London with mustache and uke in tact.

Louisa Lowenstein, g.m. for 'Any-thing Goes,' back from 10-day cruises.

Two vacations over. Gary Cooper and Kitty Carlisle left for the Coast.

Jan Klepcka, Polish singer, signed by Par, doesn't come over until September.

George Brown has taken Zeke Colverson's house at Bayside for the summer.

Russ Carter, Coast tenor, has the old Lopez band around him as a sidekick.

Allen Goldsmith, son of the late Harry Goldsmith, attorney, now a wine.

Dario L. Faralla, former treasurer for First Division, to Co. the East.

Irving Brecher and Abe Lepkowitz wrote the musical 'The Blue Bird'.

'The Blue Bird' Lenihan will summer at Cape Cod during the Ritz shutdown.

Johnny Ratoff and Monty Banks in from Lunn with their new U.S. Pic made abroad.

Cliff Gilmore and Paul Turner of Equity back from a six-week Mediterranean cruise.

Phyllis and Sam Miller have the new spot on east side of town tagged 'C. De Niro'.

Martine Louche, legit actress in 'A Body,' is the wife of Morris H. United States.

Every time Emile Boreo is brought a drink he goes for Grand Duquesne's made with vodka.

Jack Curtis and Charlie Allen hosting Frank Neill, Australian film manager, on his first visit.

George Blison, in charge of Warner Bros. and First National travel service, left Thursday (28) for Coast.

Phyllis Mayo may Canal-boat back to Broadway, possibly on the boat with the Eddie Carter party.

Lou Lissner, of the Old Fashioned Opera celebration, will be married to a good wife as a double twenty-eight.

Reud, p.a. for the St. Moritz, recovering from pneumonia. George Lottman staging the night club at the St. Moritz.

Sign of summer: several 'social' affairs closing their doors for the night waiting for open spots on the board circuit.

George Groke, exiled from Germany, will appear in all-male dance recitals at Park (Cosmopolitan) and 4.

Earl Carroll's revue premiered into Ben Mardani's Riviera for the season to a \$5 tariff, including coat and dinner.

Mike Poller succeeds Frank Kennedy after several years as assistant to Jules Levy, Radio's general sales manager.

Lew is framing a 'Hollywood' opening for 'Go Into Your Dance' at the Palace on Friday night (3).

Hammer (Cap usually opens 'em quickly'—Hammer, 31st Ave. Galleries) will have his commodities, three vodka cocktails and all at his Village mane Sat. night.

Those Times Square burlesque men who go from the Palace to the vice versa, with their stage makeup on, are not walking ads for the theatres.

Jack Goldman installing a musical oval bar at his Hickory House May 10, so, and Jack Golding, vice com in to preside at the door.

Excelsior removing the booths for better visibility.

Manhattan (ex-Billy Rose's) Musical at the Broadway, on the way black-and-white, depending on Connie Inn which came from Harry Brown Broadway on the site of the old Palais Royale.

Pictures people, solicited by one of the Coast lines for patronage, are laying off for alleged prejudicial reasons. Film folk are advising the home office as to their reasons for refusing patronage.

Book 'em, Dime and Buster West have been re-signed by Educational for short next season's production on the Coast.

Sylvia Froos will wind up work on present season's season.

Earle stands in for becoming a nitery entertainer, currently at the Rock Club, was deemed a natural

# TIME SQUARE

## Berlin

for Derby week engagements near Louisville, but Sherman Billingsley has the jockey-singer under contract.

The slow service at the Park Center, at Marvin Schenck's shingle, believed to be the hotel's cute idea, to bolster the flicker sales during the week-end, and the wise Brodsky way bunch which predominated the attendance.

Saboteurs against a Broadway nitery with repeated stenings has the insurance company, the labor union, and the authorities combined to trace the source, which is not ascribed to labor difficulties. Competitive elements are suspected.

Worst stenings last week started at 5 a. m., so that the stuff sank into the carpets and permeated the premises too thoroughly to be dislodged in the usual manner. Odor lingered for three days.

## Paris

By Bob Stern

Curtis Melnitz back from Munich, back Anne Hagier under the weather.

Harold Smith passing Easter in Paris.

Ludmila Pitoeff recovering from an operation.

Marie Sussanne to be revived at Gaite-Lyrique.

Daughters born to Georgius and Marie Yvonne.

Student's film club formed to show movies on the subject of the war.

Jim Gerald to London for a double-version film.

Little theatre group.

S. R. O. at the A. B. C. for Lucien Boyer's 'The Blue Bird'.

Jean Anouilh putting last touches on 'The Blue Bird'.

Mme. Dussanne, after illness, back at Comedie Francaise.

Two new seasons of farcical farewell lunch to Carlo Bavetta.

Jose Squinquel engaged by Sasha Guitry for Polio.

Excelsior troupe playing Yvan Noe's 'Woman Out in Pieces'.

New theatre named after Pele, after mountain in Martinique.

Dick de Rodemont to Switzerland.

Harry Lesaint's son George, 12, undergoing appendicitis operation.

Marcel Pagnol to leave for London to grind for Eastern holiday season.

Touring Francis Mangan girls making Marseilles after Nice. Then back to Paris.

'Ruggies of Red Gap' (Par) getting to a good start at the Lord Byron.

Club du Faubourg giving a banquet for Jacques Foyder and Francois Rosay.

Marcel Pagnol to make a picture with Marseilles film school.

Jean Pierreumont back in cast of 'The Coward' at Nouveau Comedie.

Stage show his giving farewell to Adolphe at Adolphe 50 years on stage.

Anges Cremlieux forming French troupe company for South America, to sail in June.

Alfred Flein proposing reduction in number of symphony concerts, to increase grosses.

Gaby Morley booked by Rene Debrene for tour all over Europe, beginning October.

Maurice Lehmann to change shows weekly at Porte Saint Martin in June and June.

Pierre Richard Will signed to work in French version of 'Stradella' at the Theatre de la Renaissance.

Dennis Ameli's 'Woman in Flower' to open next season at Varietes, with Valentine Tessier in lead.

Jean Duvernois 'Rouge' to remain in St. Germain, all year, and season and to reopen in fall.

Guy Dorian, original Topaze, to take same role in revival of Pagnol play at the Varietes.

M. Priole, singer, listed \$2,000 in suit against Louis Leval, Martin, critic who didn't like his work.

French version of Noel Coward's 'Private Lives' at Theatre Michel.

Alfred Flein and Laval attending Comedie Francaise show in Milan after conferring on Germany.

'Crossfire' by Albert Jean, which will open next season at Theatre Montparnasse.

Janine Cispin to Brussels to play in 'Supper at the Ritz' by Raymond Raalte Wessel, at Theatre Royal du Parc.

Raymond Lussiez and G. Louvain going to Berlin for the convention. Also representatives of French film industry.

Duprene de Walferre, film salesman, to be awarded Legion of Honor for French military medal for war heroism. Already had Croix de Guerre.

Rome Express accommodations too small to take entire Comedie Francaise troupe from Paris for an Italian tour, so half going on other train.

## Theatres folding for summer.

Paul Negri finished 'Mazurka' pie. 'Elf Teufel' bought by Milner.

'Der Mutige Seefahrer' sold to Europa.

Leopoldine Konstantin gone for good breeding.

Freya Lyssa producing kiddie shorts for Panorama.

Leopoldine Konstantin gone for good breeding.

Jan Klepcka under way 'Ich Liebe alle Frauen' for UFA.

'Der Dämon des Himalaya's shows best scenic shots of year.

Cine-Albans signed Martha Eggerth for lead in 'Casta Diva'.

Adele Sandrock leads Bavaria's 'Der Kampf mit dem Drachen'.

Martha Eggerth finishing 'Die Blonde Carmen' with Leo Slezak.

Ufa took 'Der Rheinfleck' with Trude Marlowe, Paul Richter and cast, south for exterior shots.

Gustaf Grawert playing King Charles VIII in UFA's 'Der Kaiser Johann' (Joan of Arc).

Melody Froelich and Leo Slezak finished 'Karnevalnacht' for NDLS.

Herbolster, Maria Andergast, Serda, Sabo and Sima, leading in 'Die Entdeckung'.

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Sam Keys, Davy Burnaby, Vera Lennox, Albert Burdon, Olive Groves.

Evelyn Lay and Francis Lederer may play leads in C. B. Cochran's forthcoming production of 'Dalliance' with score by Oscar Straus.

'Justice,' first of Leon M. Lion's Galsworthy season at the Playhouse earned considerable profit for production by Stephen Haggard of the leading role.

Coyne walking out of the Lee Ephraim show, 'Toi C'est Moi' (You're Me!) after several days' rehearsal. Says he is through with show business.

There Go All of Us' (which opened at Duke of York's under title 'For the Defense') closed at Piccadilly theatre, April 13 after seven weeks at the top.

Two of Wainwright's theatres, in Hitchin and Hertsford, now booked by Sidney Bernstein, with K. R. S. objecting, claiming it is just another 'Theatrical' production.

Frances Day leaving cast of 'Jill Darling' to do a picture for Gaumont.

John Gielgud, who is in the contract, 'Pictura' will star Jack Hubert, also directing.

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Sam Wood back at Metro.

Les Tracy east to talk plays.

Harold Hopper in from the East.

Joe Morrison east for personals.

Alma Mowbray made a hole in one.

Seymour Moley no like black splinters.

Peg Murray back from City.

Emily Ford's misssus out of the shop.



# FARSGO CHICHI EXPO

## A.C. Gives Permit To H-W Show, First In Three Seasons

Atlantic City, April 3. For the first time in three years the Atlantic City Commission has granted a permit for an engagement of the Hagenbeck-Wallace show at the shore resort. Frank Hubin, a veteran showman, is credited with having made the plea which broke down the barriers which for three seasons have prevented the showing of any large tent organization at the amusement center. License will cost \$350 per day.

Negotiations are now on for the use of the old Pennsylvania railroad station site, in the heart of the city, which would permit the show to unload practically risk-free. All applications from traveling shows have been refused in the past on the grounds their appearance would be inimical to the pleasure and other show places. Local political conditions appear to have brought about the change of heart.

## Mrs. John Ringling Says Husband Broke Agreement

Next step in the legal battle between John Ringling and his wife, Emily, is dated for New York Supreme Court May 6. Mrs. Ringling has applied for the abrogation of an agreement whereby she agreed to forego her dower rights and extend for four years a note for \$50,000 on a loan she made to Ringling. The agreement and extension were made with the proviso that Ringling withdraw an action for divorce. Mrs. Ringling avers that, although that was done, Ringling again filed divorce proceedings which are pending at Sarasota, Fla.

## BARNETT BROS.

Fairmont, W. Va., April 30. Barnett Brothers circus for 1935 gives a creditable performance for a motorized show of its size and has realized that the only way to a limited supply of talent with a small show the program presented exhibits remarkably showmanship. The doubling of acts and the combination of acts at times conveys the impression fully twice as many cast are carried. The Casting Leaters, the Rogers Sisters wire act, and Knight troupe, and the Pinky Hollis riding number are especially clever while the three performing elephants, the LaVines perch act, Capt. Roy Moore's horsemanship, and the LaVine double trapeze act, are standard numbers for a show of this size. The menagerie number, the LaVine display, Ed Raymond and his coterie of clowns and the Arab act are the most of the male acrobats of the show appear round out a well-balanced program. Jean Evans is the singer in the spectacle which follows the grand entry. There is a 1-piece band which makes better music than could be expected of an organization of limited members. Moore is fixer with the show.

## CIRCUS NOTES

Frank Cook has returned to the Ringling outfit as legal adjuster after opening the Hagenbeck-Wallace show in Chicago. Ralph Clausen, who was fixer for the H-W trick, has succeeded Cook with that show.

Floyd Hill, of the Walter Gulec bar act, recovering from plural pneumonia.

Amerika Olivera, aerialist, who fell and fractured both arms, now early in the date, out of the hospital.

## BARNETT'S SLOW START

Motorized Outfit Off to Poor Business in Early Stands

Fairmont, W. Va., April 30. Barnett Brothers, first show in West Virginia for three seasons, did only fair weather but this is change against the western. But with better weather at Clarkburg April 18 and Grafton April 19 business did not pick up as it should. Grafton on a nice spring day of this year gave the show small business while last year the outfit had big take with snow falling. This too, when the government is building a dig dam near Grafton and the city is on a boom. The show did a fair business here.

One side of the reserved seats was not opened either afternoon or night.

Harry Carey, just then remembered for the picture, "Trader Horn," was featured with the circus when here last season. It is possible that a picture star will be added to the show later this season.

## Chi H-W Shakeup

Chicago, April 30. Frank Cook scrambled out of the Hagenbeck-Wallace outfit and flipped to New York with pretty reliable reports that he's out of the Ringling organization entirely after more than 25 years with that outfit.

Being replaced here as key man by Ralph Clausen who's been an adjuster with the Ringling organization for years.

## Two B'ham Carnies

Birmingham, April 30. Rubin & Cherry Exposition, came wintering in Montgomery opened at Legion Field here Monday (29) for a week's stand. They came here from Montgomery, where they opened last week's stand after opening the season there.

Story Palm Shows, another carnies, has been around town since the first of April, playing local lots. Apparently the show has been pretty good or the show would have left town.

## Mostly Stock

Syracuse, N. Y., April 30. Free acts at the 1935 New York State Fair here will run mostly to animals. Just as announced by Director J. Dan Ackerman includes Dr. Bernard's elephants, Carver's diving horses, Air Loyals' trick dogs. In addition, the Bob Eugene troupe, aerialists, has been signed. Change in direction makes Capt. John M. Keeley of the State Police head of the State Fair horse show.

## NOTES

Bela Schaffer's ork into the Wilshire Bowl, Los Angeles, lately.

Bobby Sanford opens his Showboat Revue on one of the Hudson River Day Line ships, moored off lower Manhattan, June 1. Meyer Seaville will be associated with him in the venture for the fourth season.

Marti ichel unip is furnishing the nameplay at the Hotel Montclair, N. Y.

Freddie Starr's combo doing the music at the Claremont Inn, New York.

Eddie Elkins renewed for the summer and De Husted's rumba ensemble has been added to the floor show by the Club Normandie, N. Y.

Maurice Henry is back at Trommers, Brooklyn, N. Y.

## Circus Routes

Week of April 29  
At G. Barnes  
San Jose, Cal.; San Val, Lito, 40°  
Mateo, 1; San Francisco, 2-4.

## SEEK WORD'S FAIR FLAVOR

Villages and Peep Shows Readied for Fall Festivals — Commercial Sponsors Sit Up for Fairs After Chi Experience

## CIRCUS ACTS OUT

Chicago, April 30. State and county fairs throughout the country have gotten exposition conscious. No longer are they content with the old-fashioned, regulation setup of attractions, festivals and contents, because the public has generally expressed itself as being fed up with the same line of attractions year after year. And all this all-around dissatisfaction with the old school of fair festivals is due to the powerful publicity of the Chicago Century of Progress exposition.

Both the fair secretaries and the public paid visits to the Chicago expo, and now the fairs, from the smallest county two-day to the big day state fairs, are trying to get as much of the Chicago expo flavor into their setups as possible.

Result has been that the fair agencies around have been swamped with demands for a new kind of attraction. Demands run from fan dancers to nudist colonies, daredevil drivers, harmonica acts. Straight circus stuff is passing out rapidly.

## Foreign Flavor

Not only is the switch to exposition style noticed in the type of acts sought, but also in the setup of the fairs themselves. Suddenly the county and state festivals are branching out with plans for "Villages" concessions in the manner of the Chicago expo.

First in demand is Streets of Paris, called "French Village" for a number of fairs; Black Forest, Merle England, Belgium and Oriental are the way they set up in demand. Where the fairs themselves are not setting up these villages, they are making deals with their contracted performers to bring in such an outfit, and it's generally a "French Village" according to present plans, with the Parisian atmosphere a climax for peep shows and blow-offs.

## Ad Bally

This shift of the fairs to exposition style is being eyed carefully by the big advertising concessionaires at the Chicago fair, the auto manufacturers, oil company, packing houses and others. They are already making moves to contact the fair secretaries to see about the possible tie-up with the fairs for commercial exhibition of their lines. And, just like the Chicago expo these companies are offering the fair free shows in part payment for the space and angle in many cases the fairs are considering a good enough bargain just for the show and the prestige of the sponsors, but the bigger fairs are drawing up plans to set up regular prices to the commercial sponsors for the rental of concession space, exactly as it was handled by the Chicago expo.

## Mostly Mice

Cumberland, O., April 30. One of the oddest outdoor shows ever launched in the Midwest took to the road this week, piloted by Harry E. Moore, local showman, billed as Harry E. Moore's Famous Pests.

The show will feature more than 500 mice, most of them trained and gathered from many different climates. Moore has long been identified with the white tops, chiefly in the capacity of an animal trainer. Outfit is completely motorized and will play Midwest territory.

## Cole Bros., Hagenbeck Shows Off to Big Chi Start; Total Above 105G

## 40-Foot Fall Injures

## 17-Year-Old Flyer

Buffalo, April 30. Nelson Pugh, 17-year-old trapeze performer with the Six Flying Potatoes, was injured following a 40-foot fall from the bar at the Indoor Shrine Circus.

## Hoodoo Start

Bellair, O., April 30.

Charles Drew, 72, circus man for almost half a century, Louisville, Ky., died in a hospital here Monday, April 22, after a carnival truck ran wild down a hill and crashed into a stone wall. Four others were hurt, one seriously.

He was driving the lumbering octopus truck when the accident occurred as the Knapp & Belmont Shows were moving into Bellair.

Marcus Richardson, 50, of Covington, Ky., was thrown through the windshield and suffered serious cuts. Earl Thomas and Jim Deavers, also of Covington, were slightly injured. It was the show's first stop on its 1935 tour.

Chicago, April 30. Both the Cole Bros.-Clyde Beatty circus and the Hagenbeck-Wallace-Forepaugh Bros.-Sells show got away to bang-up grosses on their initial week despite the competition. In fact, the rivalry seems to have helped both. Cole show grossed over \$50,000 on its first session while the Hagenbeck circus hit around \$55,000.

On actual pace, however, the Cole outfit figures as the stronger trick due to the fact that it played to almost complete sell-out at the relatively tiny 10,000-seat Coliseum while the Hagenbeck-Wallace show had the mighty 26,000-seat Stadium for its use and never got near filling that arena. Cole Bros. also stands to make a much greater profit in its stay in Chicago as the Jess Adkins-Zack Terrell trick has a pretty sweet deal at the Coliseum while the Hagenbeck show has been put at somewhat a disadvantage in its money arrangement with the Stadium.

## Booting the Pups

Tacoma, April 30.

The death knell of dog races in Washington was sounded by Governor Martin when his attorney-general ruled betting in any form on dog races is illegal and subject to criminal prosecution.

Theatre men who have been fighting against permission for this form of racing are jubilant.

## SENSATION OF THE AMUSEMENT WORLD!!

THE ONE BIG SHOW YOU'LL WANT TO SEE

JESS ADKINS, ZACK TERRELL, Owners and Managers

**1080 PEOPLE**

**COLE BROS. & CLYDE BEATTY**

**WILD ANIMAL EXHIBITION**

**812 MENAGERIE ANIMALS**

**3 DOUBLE LENGTH TRAINS OF R. R. CARS**

**6 MASSIVE WOODEN RINGS & STAGES**

**THE WORLD'S NEWEST BIG SHOW**

ORIGINATING AND STUPENDOUSLY PRESENTING ALL NATION'S BIGGEST CIRCUS FEATURES

**250 PERFORMING HORSES**

**60 CLOWNS**

**5 HERDS OF ELEPHANTS**

**JUMBO**  
Only Africa Elephant with all Circuses

**400 INTERNATIONALLY FAMOUS MEN AND WOMEN ARENIC STARS**

# **WARNING!**

**Prepare for Riots**

## **MAE DAY**

### **MAY 17<sup>th</sup>**



## **MAE WEST**

### **"GOIN' TO TOWN"**

*A Paramount Picture*

**DIRECTED BY ALEXANDER HALL**

**MAY 17<sup>th</sup>**



# ENTERTAINMENT WEEKLY

PRICE

15¢

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Vol. 118 No. 8

NEW YORK, WEDNESDAY, MAY 8, 1935

80 PAGES

## RADIO-SCREEN-STAGE

### Pancakeries' Floor Shows, Childs' Idea

Baltimore, May 7. Childs' pancakeries in the Eastern key cities which, with repeat, were dolled up and given likker licenses and orchestras, may add floor shows next autumn. Spots will bear the uniform tag, Gingham Club, in all towns.

Shows playing thrice daily and booked out of Baltimore by the National Agency, have been working for some weeks now in Childs' in Washington. Phil Gordon of the eastern chain, who originated the Gingham Club idea, is now priming expansion of the floor show plan. Firm's site in Atlantic City may have acts this summer, but probably the other towns won't see the innovation till next September.

Burgs with spots that are due to get the acts are Balto, Phila., Pittsburgh and New York. One site each in first three towns and three locations in New York. New York layout calls for acts at a location near the Pennsy r.r. station, one on Broadway in the 80's and the third in the basement spot occupied by Childs in Paramount theatre building in Times Sq.

### Studios Rush Pix On Dime Chain Gag In Race to Screen

Hollywood, May 7. Within a week after the send-a-dime chain letter gag hit Hollywood, the studios were searching for stories that they might be in the theatres with a chain letter picture before the craze dies out.

Paramount asked several writers to submit scripts and simultaneously announced a tentative cast for the film, headed by Fred McMurray, Gail Patrick and Baby LeRoy.

Studio intends to rush picture into production under the title "Chain Letter."

Meanwhile, Sol Lesser had beaten them all to the punch by stopping production on a current George O'Brien western to write in a sequence on the get-rich scheme.

Metro was next under the wire, putting into production a Pete Smith one-reeler kidding the theme. Letter's contribution is titled, "Can You Spare a Dime?"

### Projected 'Scenery'

Radio City Music Hall has been developing a projected scenery idea which it plans to utilize more extensively this summer in the stage presentations. It's on the principle of rear projection, and a sample, although stated to be rather rudimentary, is in the current stage show.

### Steady There!

Beverly Hills, May 7. If you can't touch your nose with a finger while your eyes are shut you're drunk. At least, that's part of the sobriety test given by local judges.

When Al Kaufman, agent, missed the schnoz, after being hauled in for driving through traffic signals and jumping a curb, police tagged him as a stew. Judge threw the evidence out as a phony and set Kaufman free.

### GEN. ELECTRIC'S 5-REEL COMM'L FEATURE

Hollywood, May 7. A five-reel domestic comedy feature has been completed at Mascot studios by General Electric, with the picture yarn using a background of various electrical home appliances manufactured and marketed by that company. Picture, during its five reels, carries but one brief flash of the GE trademark, and will probably be shot out to zone distributors and dealers to offer exhibitors on a free hooking basis, the company representatives getting behind all theatre showings for advertising and exploitation co-operation.

Feature was produced by X. F. Sutton, Monte Brice directing. Cast includes John Mack Brown, Sheila Manners, Hedda Hopper, Roy D'Arcy, William Collier, Bert Roach, T. Roy Barnes, Mildred Harris and Inez Courtney.

In addition to having regular 35 mm. prints made for theatre showings, General Electric will have the picture reduced to 16 mm.

### FRENCHMAN INVENTS MOTION PIC X-RAYS

Paris, May 7. Local doctor named Djan claims to have perfected a camera which will make films of fluoroscope pictures—the X-ray images on which living organs are shown while the patient stands in front of the X-ray machine. Says that so it will even be able to take slow motion pictures, which will enable doctors to study human innards as they never have before.

Chief feature of the new camera is a lens which weighs ten pounds and is seven inches in diameter. It can be used in connection with yellowish or blue-violet screens. Medicos here emphasize the value of X-ray motion pictures in diagnosing disease, because when they put a patient in front of the fluoroscope it is often difficult to make out just what is going on inside, whereas if they could get a film and run it over and over again—especially in slow motion—they could learn more.

### BROADCAST NEWS A COMMODITY

Efforts of Publishers to Control Character and Amount of News Fail—Whole Question again Wide Open

### DUE FOR SHOWDOWN

Newspaper publishers of the United States have failed in their efforts to control the character and amount of news broadcast over radio stations. After a year's patched-up truce with the two major networks, about the only result has been the encouragement of an independent news-gathering agency, Transradio, whose success has been largely instrumental in bringing about the break-up of the status-quo during the past fortnight.

Whereas the newspaper publishers have been denouncing the buying and selling of news as a commodity and frowning upon the sponsorship of this type of program, the various wire services—supported and largely controlled, as to policy, by the publishers—are now frankly forsaking their own ideas and are out to commercialize news through radio. It becomes an open competitive race to sell against Transradio and to remove all limitations as to the hours news may be broadcast or other restrictive measures that applied to the original pact arranged by the publishers on one side and NBC and CBS (with numerous affiliates, however, never endorsing) on the other.

Today the relations of the two industries on the controversial subject of newscasting is back to where it was a year ago. Only worse. Aggravations are likely to bring the matter to the long-awaited showdown.

(Continued on page 53)

### Like Dads, Like Sons

Ed Gallagher, Jr., and Larry Shean, who as a two-act are following in the footsteps of their fathers, have clicked on the air to the extent of reaching a \$1,000 salary rating. They're on a Ford dealers' program on NBC once weekly, singing the old Gallagher and Shean parodies.

The boys emulated their fathers by teaming up four years ago. They were a \$150 team for three years, then quit the show business for a year to become automobile salesmen. Duo landed the auto program job upon reuniting.

Al Shean, of the original Gallagher and Shean, is now in pictures on the Coast. Ed Gallagher is dead.

### Jubilee Day No Picnic for London Theatres; Canada Turns 'Em Away

### A Slogan

Overseer of one of the picture companies has adopted the following off-the-record slogan for his firm's shorts: "They smell—but they sell!"

### VENTRILOQUIST AS COMMERSH PLUGGER

Of Sublimated vaudeville by commercials is a new in-person ballyhoos. Philip Morris cigaret is doing that with Marshall Montgomery, stand-up ventriloquist act. Montgomery broke in first at the Hotel Montclair, roof, New York, Saturday night (4) and will be routed in various hostilities in the metropolitan district.

Act is supplied gratis to the hotels. Only actual plug is a request by the ventriloquist dummy for a Philip Morris cigaret.

### PROTEST ON HEARST REEL—PROPAGANDA?

Princeton, May 7. Princeton University's undergraduates are campaigning against "subversive propaganda" in newsreels. Yesterday (Monday) petitions were circulated about the campus calling for cessation of the presentation of Hearst Metrotone newsreels at local theatres. The petitions, addressed to the manager of the theatre which is the most frequent offender in the matter, claim that the Hearst newsreels "continually report as the truth incidents and scenes which are distorted into half-truths of skillful propaganda."

They state further that "commentators in the Hearst Metrotone News Interpret all scenes in a manner to support the policies of the Hearst press."

### \$18-a-Week Symphony

Charlotte, N. C., May 7. North Carolina Symphony Orchestra, a government FEERA project that pays unemployed musicians \$18 a week, and which is under direction of Lamar Stringfield, will give a six-weeks series of concerts over WBT.

Exclusive arrangement was made for the programs while the state symphony will be quartered in Charlotte for public concerts in this and neighboring cities.

Orchestra has a \$70,000 grant from government relief funds.

### London, May 7.

Jubilee Day proved a big disappointment to West End show biz generally, legit and picture houses both getting very little gravy. Millions paraded the streets and the parks, were all crowded, but mid-summer weather kept the mob wandering around.

Hotels, restaurants and cabarets reaped a harvest, however, most of them jammed to autocafion. Hotels especially got the break, boosting rates and turning 'em away.

Paladium and Holborn, only West End vaudeville houses, did okay, playing to near capacity. Formar has Enrico and Novello, ballroom team debuting after a fortnight at the Savoy and Florence Desmond, in the first vaude duo since her marriage.

At the Holborn Don Alfonso, comedy pianist previously billed as Don Zelaya, kept the mob interested and the four Casting Pearls were stolidly received.

Cross and Dunn debuted at the Cafe de Paris and over big; a clinic click for about four weeks or so.

Toronto, May 7. Theatres here did amash business on Jubilee Day. Some houses enjoyed the largest daily receipts in years.

Montreal, May 7. Theatre attendance here on Jubilee Day was tremendous.

### Child Talent Banned In St. Louis Joints; Interferes with School

St. Louis, May 7. A heavy blow was struck at child talent in St. Louis night clubs when Eccles Commissioner Thomas L. Anderson issued an edict forbidding the use of children in amateur night entertainments. Night clubs and taverns have sprung up with mushroom rapidity throughout the city in the past several months. Competition has been so keen that some have resorted to underhanded means to get the idea of kid entertainers.

Complaint had reached Anderson that the children were kept up so late at night that they were unfit for their school studies the next day. The local gentlemen will enforce Anderson's orders.

### OR ELSE

Mexico City, May 7. Vaudeville players' union here has thought up a new one to get its members jobs. It has petitioned the government to force all cabarets to put on floor shows and employ only unionized vaudevillians.

Civic fathers have promised to think it over.



## 90C'S PIC COIN DIONNE'S B.R. TOPPER

Toronto, May 7. With picture contracts totalling \$36,000 still due, Pathe News is highest contributor to the Dionne quintuplets' estate, according to first authoritative figures as revealed in the tabulation of accounts filed in Surrogate Court by the former guardians who are now replaced by a further group under the provision of government legislation which has made the famous children wards of His Majesty, King George V.

An estate valued at \$151,187 has been accumulated to date for the quins. Of this amount, Pathe has already paid in \$7,974. The Toronto Daily Star and its subsidiary Star Newspaper Service paid \$1,598 for still picture rights in the period of July 26, 1934, to March 31, 1935. Remainder of cash receipts came from advertising tie-ups and gifts. Contracts which are still due will bring in \$114,750. These are the afore-mentioned \$36,000 outstanding from Pathe; \$500 from C. O. Thompson, Ltd., Toronto, for the song rights to use the babies' names in "Quintuplets Lullaby"; \$15,000 from George S. Dingle, Ltd., Toronto, manufacturers of china-ware and children's tea sets; \$2,500 from the Alexander Press Co., New York; \$3,650 from N.E.A. for still picture rights; \$2,000 from Carnation Milk Co. for testimonials; \$1,000 from Lehn & Fink for Lycol testimonials; \$100 from Merrill Publishing Co., Chicago.

## Durante Leaves MG To Do B'way Show 1st; Also London Offers

Hollywood, May 7. Jimmie Durante arrived here today (Tuesday) from New York, having mutually agreed with Metro to termination of his contract, which had several months to go. Durante, who has been in the east making theatre and cafe appearances, may freelance in B.M. although also planning to go to London on some English personal app bids. He's first set to appear in the Billy Rose circus musical, "Jumbo," which goes into rehearsal in N. Y. about June 1, which means London must wait.

Jimmie Durante takes another three-week flit in vaude for Loew's, opening May 17, in Jersey City and going in turn to the Paradise and State, N. Y., at his studio (Metro) salary.

(Metro booked the Schmoor direct.

## WB's Tenderfeet

Hollywood, May 7. Warners' tenderfeet are holding up production on "Front Page Woman." On Sunday a horse stepped on Director Michael Curtiz' foot necessitating repairs and a half day stop.

Following day Huntley Gordon stepped on Win Shaw's foot, breaking the arch and sending actress to the hospital. WB will shoot around her until the foot mends.

## Col. Renews White

Hollywood, May 7. Columbia has signed John White on a contract to continue in charge of comedy production for that company during the coming year.

White joined Columbia more than a year ago, stepping up to assume charge of comedy production when John Myers departed for a producer berth at Radio.

## SELF-TYPED

Part Written by Silvers Not for Erwin—Comic Back in 'Melody'

Hollywood, May 7. Tiff between Sid Silvers and Metro has been settled with Silvers returning into the cast of "Brooklyn Melody of 1935" playing the part he wrote for himself. Decision came after Stuart Erwin, who replaced Silvers, had worked for several days and studio came to the realization that material written for Silvers by himself didn't make good material for Erwin.

## CROTHERS' PIC ROYALTY DEAL

Hollywood, May 7. Adapting the writer royalty system of the legit stage pictures, Sam Goldwyn is likely to influence this policy in films through his arrangements with Rachel Crothers on a straight percentage of gross.

Goldwyn, keen for reforms in the writing end, regards his deal with Miss Crothers as an experiment. She is to spend six months in writing a story, aid in the adaptation and have a hand in direction.

Among other things, it has been agreed that two weeks of rehearsals will be held, as in legit, before cameras start.

Miss Crothers, now in New York, is making an old unproduced play into a script. It will be a starrer for Miriam Hopkins, probably going before cameras in November.

Placing not only writers but directors, cast members and others under percentage, has been talked of now and then but nothing ever done. Goldwyn believes it should be experimented with among writers particularly, with their earnings in the form of royalties the same as when writing for the stage or book publishing field.

Miss Crothers, favoring the Goldwyn percentage plan, received \$2,500 a week at Metro.

## ROSS AIDING ALTMAN ON MG TALENT QUEST

Metro is giving screen aspirants a bigger break in the future. First step in this direction taken last week was installing Robert Ross, former director on the Coast, as an aide to Al Altman, M-G eastern talent executive. Ross will put prospective talents through a preliminary coaching course before actual tests.

One of first unknowns to go through the mill is Igor Gorin, 26-year-old baritone from Vienna.

Laurette Taylor, Rosa Ponselle and Aaron Stone were screened tested last week by Metro. Miss Taylor is regarded as choice for the Sybil Thorndyke role in "Distant Side" which M-G has scheduled for next season.

Fox Likes Henry Fonda, Wants Him from Wanger

Hollywood, May 7. Deal is expected to be closed whereby Fox buys Walter Wanger's contract with Henry Fonda. Former legit actor is now in Fox's "Farmer Takes a Wife," on loan.

Previous loan deal was to have Fonda at Fox for three pictures, one of them being in exchange for Alice Faye.

## ALICE WHITE'S N. Y. DATES

Alice White arrived in New York yesterday (Tuesday) preparatory to opening her dance act on the Loew line.

Picture girl, with Low Goldberg plotting, starts Friday (10) in Jersey City and plays the State on Broadway the week following.

## STILL PHOTO'S CUTS UP STUDIO PEST

Gets in Everybody's Hair on the Set—Players Duck 'Em, but Pose for Hours in Portrait Galleries

## GRAFLEX REMBRANDTS

Hollywood, May 7. Hits the poor still photographer. Pity the both the industry's stepchild and its No. 1 pest. He has to take the blame for practically every unfortunate happening on the set, must grin and bear it. However, since pictures started, the still cameraman has been a vitally important accessory to the industry. Though directors, actors and production executives consider him a larry, his services are indispensable. The only thing he gets 100% is the brush-off.

When pictures first started, salesmen roamed the country armed with stills of pictures. These stills were used as a sales stimulus. Now stills are used for newspaper cuts, lobby displays, production records, fan mags, publicity campaigns, commercial tie-ups and countless other aids to creating fan interest in pictures.

Still men are the lads who hang around sets, photographing the action in pictures for the above purposes. It is claimed that of all the still men in pictures, there hand-laid are equipped with tact or discretion. For this reason, the entire calling is labeled as "black." Directors claim they retard production; actors say they always want to photograph them while they are resting between scenes. Electricians hate the still boys because they always want to use the lights when the juicers are switching set-ups. Camera-men yell murder because the still men want walls changed, are always getting in the hammy and in the way. Producers manage to hang the blame for production holdups on the black squelchers.

## Goes Into Action

When a picture gets started in production, a still man is assigned to the picture by the publicity department. He usually gets a certain number of photographs of the picture. Depending on the importance of the picture, number of stills required runs from 100 to 400. Photo loads his box, goes on the set and is prepared to commit murder in order to fulfill his trust. Most time he comes nearer to being the victim.

He herds players into groups, directs the entire proceedings and poses players in any fashion in order to fill a plate. Often the director has to step in and handle the still man in order to get something reasonable on the film.

Regular cameraman on the picture usually has to take care of the lighting or the still man will kill the picture cameraman's setup. If the scene to be photographed is an action picture, still man has to get help from the director or assistant in order to get the players into a corner in the unit publicity man's group, movement of some member will kill the picture, necessitating a new setup.

During this time, everyone is yelling his head off over the still man holding up production. Usually in a corner in the unit publicity man, hiding his head but hoping the picture is good. Occasionally a still man of an artistic nature will try and make a Rembrandt out of a Graflex plate. This is usually disastrous.

## 'Cut' and They're Off

Still men are always ready to hop into a scene when the director says "cut." They stand on the sidelines, poised for their part with cameras over their shoulders. That's the big moment, and how they hop to it.

(Continued on Page 7)

## 2 Film Tragedies in 48 Hours; Coogan-Horner-Durkin Auto Fatalities and Plane Crack-Up

### The Injured

Kansas City, May 7. Richard Wallace's face and body are severely swollen; suffering from numerous contusions and abrasions on the head and face. Severity of chest injuries not yet determined.

Mrs. William Kaplan proved heroic to the end, joking with Paramount's representative, Cole, before undergoing the fatal operation for a broken back. Paramount rushed specialists from Kansas City.

William Kaplan's broken left ankle, cuts and bruises; serious C. C. (Pat) Drew is suffering several fractures on the left leg, many cuts and abrasions, and two discolored eyes.

Henry Sharpe is scalped up the entire center of his head, suffering from discolored eyes, cuts, abrasions.

Paul Wing's chest is caved in, suffering internally. Hypodermic administrations elevate him from sinking spells. Hospital inadequate to cope with emergency, so he is being worked to X-rays taken yet, due to lack of facilities.

Mrs. Wallace is securing permission to remove her director-husband to Kansas City. None of the survivors recall anything of the horror awakening in the hospital.

## METRO'S OPERA; PONSSELLE TEST

If Rosa Ponselle's screen test is satisfactory, she will be the third opera name to be added to the Metro rolls in anticipation of a picture of the prima donna, which means the company has been mulling for some time. Marlon Talley is definitely set for operatic roles.

Jean Tennyson, of the Chicago Civic Opera, is being tested and is now being considered for the opera, "Johann Strauss."

Metro already has Jeannette MacDonald and Nelson Eddy as top warblers. It also has two (Thalberg productions) planned for Grace Moore, on loan from Columbia.

## Shipped Back East, Mastroly Sues U For Living Expenses

Los Angeles, May 7. Sent to New York for a post with Universal's newswear department, following his replacement as studio manager here, Frank Mastroly left behind him a superior court suit to determine if the studio had a legal right under a three-year contract to send him permanently outside the Los Angeles area without paying reasonable living expenses in addition to his fixed salary.

Mastroly declares his executive contract, still having two years to run, was entered into with the assumption he would be stationed here where his home and family are. Current salary is \$450, beyond next year under exercised option to \$600.

## Par Signs Julie Haydon

Hollywood, May 7. Julie Haydon, recently in "The Sound of Music" and MacArthur picture, has been handed a term by Paramount.

Two major accidents, 48 hours apart, auto and plane, resulted in four fatalities of picture people. The Kansas City plane crackup which took the lives of four laymen and seriously injured six Paramount people, one of whom, Mrs. William Kaplan, subsequently succumbed, shocked the film business.

The auto accident occurred Saturday (4) outside of San Diego, near the Mexican border, and took the lives of Jack Coogan, Sr., 49; Trent (Junior) Durkin, 17; Robert J. Horner, 25, scenarist and writer, and Charles Jones, 40, foreman of the Coogan estate.

The Transcontinental & Western Air plane crackup near Kansas City Monday (5) morning, at around 5 o'clock injured six in the advance guard of a Paramount film production party bound for Annapolis on the "Annapolis" Farewell picture. Group included Richard Wallace, director; Paul Wing, company manager of the unit and father of Toby Wing, Par contract player; William Kaplan, Par production exec, aide to Louis B. Mayer; and Henry Sharpe, cameraman with the company.

Among the five air fatalities, including the two girls, was a young woman and U. S. Senator Bronson M. Cutting from New Mexico, besides Mrs. Kaplan.

The other Par people's injuries are grave. Wallace suffered broken ribs and a possible concussion. He has an excellent chance to recover. Paul Wing is critically injured, his chest and spine broken. He is critically hurt. Wing and Drew were given blood transfusions Monday.

(Continued on page 75)

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# DuPont's New Secretive Raw Film Invention Utilizing a Cellophane Base, May Cut Negative Costs 70%

New film which has a double cellophane composition as its base according to reports from the company, will cut negative costs 70%, has been developed by DuPont. Its invention is causing considerable comment and speculation within quarters that have learned of this new means of using cellophane, which DuPont also manufactures.

The new brand of raw film, declared to be of stout enough texture to stand the strain borne by the present celluloid type, has been secretly tested both by DuPont people and RKO Radio which is interested. The RKO organization reported satisfied with what it has seen of the new film stock and may be the first to switch to it from celluloid. No other majors are so far mentioned as having investigated the cellophane negative.

While the saving raw film costs would be obviously terrific for the industry, if the 70% basis is correct, one hitch is said to be the fact that new equipment is required to handle it. Efforts are being made to adapt the new film to present equipment.

# U'S 48 FOR 1935-6, 6 MORE THAN '35

Universal will make 48 pictures on next year's program, which is six more than this year. According to the unit system, studio will produce 12 specials, 24 programs, 6 westerns and 6 action melodramas.

Universal cut loose with story assignments that sent eight new assignments to the screen. Robert Fressnell, who has been scripting "101 Fifth," was taken of the story temporarily to make some additional work on "Sing Me a Love Song," which goes into production late this week. Upon completing the job he returns to his former script.

Seymour Robinson will write the screen play for "Fiddlin' Dill," Gerald Beaumont's short story on "Sing Me a Love Song," which goes into production late this week. Upon completing the job he returns to his former script.

Seymour Robinson will write the screen play for "Fiddlin' Dill," Gerald Beaumont's short story on "Sing Me a Love Song," which goes into production late this week. Upon completing the job he returns to his former script.

Time We have a yarn by Urala Parrott, has been given to Rose Franken for adaptation. Milton Raison is on "Sav the Pica," an original story by Stanley Kwan, which David Diamond will produce. H. S. Kraft is doing revisions on "Encounters," written by Paul Fox or Hugh O'Connell and Jean Dixon. With the exception of "Sing Me a Love Song," all the new preparations are for next season's program.

# Extras 44G in the Red

Hollywood, May 7. The April letdown of production cost extras around \$44,000, against April of the year preceding. This April, 4,891 fewer mobsters worked than in April, '34.

# King Cotton Calls

Hollywood, May 7. Despite objections of Paramount executives, Gail Patrick flew to the Memphis Cotton Carnival tonight (Thursday).

Katherine De Mille goes by train. Gertrude Michael and Grace Bradley are being held at the studio.

# SCHUMANN-HEINK FILM

Hollywood, May 7. Mme. Schumann-Heink is being signed by Fox for her first starring picture role in an opera with Nino Martini, radio and operatic tenor.

She's due at the studio May 28. Al Green directs.

# National First Runs

**RADIO**  
transfers Al! Grand, Evansville, Ind., May 16, Orph. Terre Haute, 18; Springfield, Mass., 21; Pal, Pittsfield, Mass., 21; Pal, Lancaster, Pa., 22.

**Village Tale**, Orph. Des Moines, May 10; Pal, Syracuse, 10; Albee, Providence, 10; Columbia, Paducah, 10; Keith, Boston, 16; Byrd, Richmond, Va., 21.

**Chasing Yesterday**, Byrd, Richmond, May 10; Orph. Terre Haute, 15; Franklin, Tampa, 26.

**METRO**  
**Vagabond Lady**, Cap. Augusta, May 13; Pal, Charlottesville, 15; Pal, Oklahoma City, 15; Pal, Lancaster, Pa., 22.

**The Flame Within**, Mich. Detroit, May 17; Flynn, Burlington, 17; Waco, Waco, 28; Imperial, Asheville, 28; Playhouse, Montpelier, 30.

**COLUMBIA**  
**Party With**, Orph. Davenport, May 10; Orph. Sioux City, 15; Biscayne Plaza, Miami Beach, 17; Majestic, Columbus, 17; Columbia, Rapid, 22; Towner, K. C., 24.

**Air Hawk**, Bijou, Springfield, May 9; Orph. Lincoln, 10; Rialto, Phoenix, 18; State, Winston-Salem, 24; Awakening of Jim Burks, Empress, So. Norfolk, Conn., May 21; Cap. New London, 25.

**PARAMOUNT**  
**'Goin' to Town'**, R. N. Y., May 10; Century, Rochester, 16; Critter, Oklahoma City, 17; Met, Boston, 17; Alabama, Birmingham, 17; Pal, Nashville, 17; Fox, Toledo, 17.

**Stolen Harmony**, Stanley, Balto, May 11; Pal, Youngstown, 18.

**UNITED ARTISTS**  
**'Richeieu'**, Pal, Akron, May 10; State, Canton, 10; Memphis, 10; Pal, New Haven, 10; Pal, Hartford, 10; West Coast, Long Beach, Cal., 15; Poli, Worcester, 17; Loew's, Rochester, 17; Lincoln, Trenton, 17; Ohio, Columbus, 17; Cap. Sioux City, 17; Olympia, Miami, 17; Tennessee, Knoxville, 18.

**Misereables**, Pal, India, May 10; Penn, Pitt, 10; Ohio, Columbus, 10; Geary, S. F., 10; Warner, Springfield, Mass., 10.

**United Artists**, P. U. O., Inc., 11; State, Boston, 17; State, Cleveland, 17; Grand, Atlanta, 17.

**UNIVERSAL**  
**'Frankenstein'**, R. N. Y., May 10; Pal, Rochester, 10; Garden, Charleston, S. C., 10; Pal, Cincy, 10; Orph, St. L., 10; Albee,oklyn, 17.

**'Werewolf'**, Rialto, N. Y., May 9; Orph, S. F., 10; Pal, Chi., 17.

# THOSE GARBO GOWNS

Vienna Court Rules Dress Stores Can't Copyright Copies of 'Em

Vienna, April 28. Vienna law courts went into a huddle about Greta Garbo's dresses and decided the dress were automatically copyrighted.

When "Queen Christina" was shown in Vienna, the dress of Greta Garbo copyrighted gown. Another house immediately stole the design and put out the same dress.

Taken before the courts, the judge ruled that the costumes of film stars be shown in public and that matter in the eyes of the law once they are thrown on the screen. Court, therefore, said neither firm had a right to copyright the dress.

# PARKER TO ENGLAND

Austin Parker sailed from New York Saturday (4) en route to England, where he will write the screen play role in an opera with Nino Martini, radio and operatic tenor.

Upon completion of the assignment Parker returns to Hollywood.

# Arlen May Return to Par

Hollywood, May 7. Richard Arlen and Paramount are dithering for the star's return to the studio. Actor left a year ago after 11 years on the lot when he felt the studio had a stiff over money and assignments.

—Arlen and his family left here Friday (8) by motor for St. Paul to attend the golden anniversary of his parents.

# FOX BUDGETS IN RELATION TO PROD.

Hollywood, May 7. In consequence of Sid Kent's recent visit here, the Fox studios, under Winnie Sheehan and Sol Wurtzel, are on a closer working arrangement with the Fox home office. Without disturbing the elasticity of production, the Fox executives have figured how to stick within reasonable budget requirements on film costs. This means that any talent additions or letouts will be subject strictly to studio contract obligations.

It is figured also that the Fox program for the coming season of around 50 films will require an aggregate estimated cost of about \$15,000,000.

The contract angle is important because it means that under Sheehan and Wurtzel, before a player may be dropped and another employed, the producer and producer of an film project will have to consider the company's responsibility under existing contracts. Basically what the Kent Sheehan confab have concluded here is that at Fox there shall be no indiscriminate firing, or, for that matter, signing of high salaried people, unless such people fit in absolutely into the picture and attendant production costs.

# WB PUSHES BACK CONVENTION A WEEK

Annual convention of the Warner Bros. clan has been set back a week. Originally due June 8 on the Coast the boys will now gather June 16.

Location remains the same, Los Angeles, with everybody in session until June 13.

**Lesser's Joe Contracts**  
Hollywood, May 7. Sol Lesser signed Dean Benton, juvenile, to two-year contract.

# Inside Angles to Fox Met Reorg

There is considerable curiosity both in the trade and downtown on what position the downtown noteholders' committee may take on the current Fox Metropolitan reorganization situation. There are some funny angles to this situation because it is held that half of the four members of the committee are not speaking terms with each other. Everybody almost expects a split report and it is held that a majority of the members is practically impossible.

What the trade and other insiders feel is that the committee's opinion may be dictated by the law firm of Beckman, Bogue & Clark. Here, however, again, there are some complications of moment, especially in the event that Paramount makes a bid for the Fox Met properties or tries to make one. Beckman, Bogue & Clark is counsel to the bank creditors of Paramount. Such bank creditors are generally on the other side of the fences to anything which may be sponsored by such interests in Paramount as Atlas and the Fortington-Herz elements.

William T. Greiner, a member of the Fox Met noteholders' committee, is an influential personality in Paramount's reorganization situation. Greiner is the owner of which he is a trustee. Max Horowitz, who is expected to line up with Greiner in the Fox Met situation, is a former partner in Halligan, which

# Fox Met Reorg Angles Has Film Trade Ga-Ga; Thursday Session May Decide One of Many Plans

# 1st Runs on Broadway

(Subject to Change)

**Week of May 10**  
**Capitol**—Go Into Your Dance (WB) (24 week).  
**Musie Hall**—The Infer (Radio) (8).  
**Paramount**—Goin' to Town' (Paramount) (14 weeks).  
**Rialto**—Werewolf of London' (U) (9).  
**Rivoli**—'Les Miserables' (U/A) (4th week).  
**Roxy**—Bride of Frankenstein' (U) (2nd week).  
**Strand**—G Men' (WB) (3rd week).

**Week of May 17**  
**Capitol**—Age of Indiscretion' ( ).  
**Musie Hall**—Break of Hearts' (Radio) (18).  
**Paramount**—Goin' to Town' (Paramount) (14 weeks).  
**Rivoli**—'Les Miserables' (U/A) (4th week).  
**Roxy**—Bride of Frankenstein' (U) (2nd week).  
**Strand**—G Men' (WB) (3rd week).

# Cine to Prod. at Par

Hollywood, May 7. Eddie Cline has been made producer at Paramount to handle six or eight comedy features in the Harold Hurley unit. Kate Douglas Wiggin's "Timothy's Quest" will be his first.

Deal gives him the privilege direct one or two.

# Paterson, Boyer Abroad

Hollywood, May 7. Fox has granted a three-month layoff to Pat. Paterson, contract player, and she accompanies her husband, Charles Boyer, to Europe. Boyer will make two pictures for a French company and then the pair vacation in England.

Miss Paterson returns to the Fox lot in August. Boyer returning for his next picture for Walter Wanger in October.

# FOX FASHIONERS SWITCH

Hollywood, May 7. Royer, fashion expert, is off the Fox payroll after three years.

Ernest Nive and Alvin Schlosser have sided the Western avenue studio in addition to his own at Westwood.

# Par Teaming Tots

Hollywood, May 7. Paramount is planning a new co-starring team of its two moppets, David and Shirley Temple. Both youngsters have come to the top fast as featured players and are felt they are ripe enough to carry a feature.

Order is out to get stories for them with the hope that one will be secured in sufficient time to permit an August release of the picture.

Film trade is ga-ga about the Fox Metropolitan reorganization situation. None knows where the thing is heading. Consequently there is much trade conjecture about the possible outcome. A cash bid at the present time can transform the situation altogether. Whether such a bid will be made may be determined at the next court hearing tomorrow (Thursday).

The Fox Theatres-Weisman plan is pending. Si Fabian offers a plan. B. S. Moss, said to be associated with Sam (subway builder and former Albee and (see and coal) Rubel, may offer a plan. A Fox Theatres stockholders' protective committee, represented by the attorney Rogers, has said it may offer a plan. Gustavus Rogers, of this firm, is a brother of Attorney Rogers, who is a brother of the chel and Sidney Turrell, among others, holders of Fox Met notes.

At the last hearing, Wednesday (1), it was indicated to the courts that Atlas Corp. and H. A. Fortington, associates of Paramount, would make an amount for \$2,000,000 to make a cash bid for the Fox Met houses. These indications came from Attorney Reeves, counsel to Fabian, who stated he was authorized to tell this to the court by these mentioned interests. Also, such a cash bid would amount to a cash bid of around \$4,000,000, outside of the cash presently held in the Fox Met treasury.

The B. S. Moss bid would have some cash features, according to intimation that might side to more Schellings that offered by plans so far. Also, according to some sources, the Moss offer, if made, would provide for a full bond substitution to bondholders who would rather take notes. John Kadel is counsel to Moss.

It is figured that modifications may be suggested to the pending Fox Theatres-United Artists plan. Also, it has been said that the offer will have modifications. Such modifications are figured as have been suggested through the many days of testimony before the Federal Judge Mack in N. Y.

The last important witness to testify was George J. Schaefer, general manager of Paramount. He had been subpoenaed by Milton Weisman, receiver for Fox Theatres and co-sponsor of the Fox Theatres-United Artists reorganization plan. Weisman later excused Schaefer, after he had been asked to testify at the request of counsel to Fabian, Schaefer appeared.

Schaefer's principal purpose in testifying was to counter the impression previously given by the fact that Fabian. Fabian had testified that Schaefer told him that Fabian had made a cash bid for the Fox Met group through Atlas and Fortington. On the stand, Schaefer stated, such an impression must be a mistake on Fabian's part because he (Schaefer) did not have any such conversation with Fabian. He said that he had no statement to this effect to Fabian.

Schaefer was on the stand most of the day last Wednesday (1). It was disclosed for the court record that Milton Weisman also had subpoenaed Horowitz and the Wangers, but had later also excused Starr from having to testify.

# Par Teaming Tots

Hollywood, May 7. Paramount is planning a new co-starring team of its two moppets, David and Shirley Temple. Both youngsters have come to the top fast as featured players and are felt they are ripe enough to carry a feature.

Order is out to get stories for them with the hope that one will be secured in sufficient time to permit an August release of the picture.

**SOY'S WB DEAL**  
Los Angeles, May 7. Old film player import, is guaranteed \$100 per week for 26 weeks by contract with Warner Bros. to permit to superior court for approval. Options would run her salary to \$1,500 at expiration of seven-year term.







# C.A. Insists That L.A. Sked Go Through As Passed, but Appeal Is Expected

Although the Film Code Authority refused at its editorial meeting Thursday (2) to further delay placing the Los Angeles zoning and clearance schedule into force, the most certain action of the West Coast in protesting to the L. A. grievance board is expected in code protests to further delay its actual working operation.

C.A. met first on the previous morning to hear squawks of F-WC representatives on the Balboa (L.A. district) theatre situation. Action was delayed until the following day. Then, despite the protest of Fox-West Coasters, the authority refused to further tinker with the sked as finally approved the previous week. And the effective date was left as May 15.

But Fox-West Coast legal lights left the session with the stated intent of appealing through the L. A. board. This, in effect, will eventually bring the complaint back to the C.A. in New York, for it is obvious that whichever way the Los Angeles local codists decide, one side or the other will appeal the decision. Which, to the intrinsic purposes, will throw the whole thing wide open again.

Harry Arthur, who appeared as one of the parties interested in the Balboa theatre operation, told the Code Authority that he was willing to boost his admissions if Huntington Park, Florence and Inglewood districts would do likewise. Members of the C.A. emotionally fought shy of this because they felt it would smack of price fixing, which is in violation of code principles.

Disappointed. While the Fox-West Coast representatives were bitterly disappointed at the outcome, they left the airport apparently not without obstructing the L. A. sked operation as now constituted.

Harry's contention was that F-WC was not asking for something that it already had, leaving the implication that without the zoning and clearance schedule under the Blue Eagle, the Fox-West Coasters would be happy. At (Continued on page 15)

## TWO MORE AND MONO CHANGES TO REPUBLIC

Hollywood, May 7. Final two pictures to be produced by Monogram for the 1934-35 season will be 'Make a Million' and 'Toss of the Coin'.

Former will be directed by Lewis Collins, with original and script by Charles Logue. 'Toss of the Coin' has been handed to Ben Mootz to direct. As soon as the pair wind up Monogram will swing over to the new Republic and immediately start on the initial pictures for the 1935-36 program.

First Republic feature to go will be 'Forbidden Heaven', with Reginald Barker directing. Charles Farrell has been signed for the role and will be teamed with Charlotte Henry, recently placed under term contract by Republic.

### NAUTICAL SCRIBES

Hollywood, May 7. The Pacific Western studio's new nautical operation exclusively for motion picture folk, started construction yesterday (6) on a clubhouse at the Century City beach.

The building will be completed within 30 days and will be formally opened early in the month. It is the first of club cruise of the season to the Isthmus.

### FOX CONTRACTS TWO

Hollywood, May 7. Arlene Judge, a Fox for 'Welcome Home', was placed on the contract list.

Marjorie Blane, dancer, is here from New York, also under contract to Fox.

### Sec Paid Off

Los Angeles, May 7. Idella G. Berkson, former secretary for the Harmon-Ising Productions Ltd., has been awarded \$1,000 in back salary.

Miss Berkson lost the second round of her suit, which was deemed 25% interest in the mon-Ising animated cartoon assets on asserted grounds for favors and services rendered.

## Writers Guild Appoints Advisors, Conciliators

Hollywood, May 7. Advisory board and conciliation commission of Screen Writers' Guild were picked by executive board last week.

Advisory group includes Ralph Block, Max Connely, Gene Fowler, Rupert Hughes, George S. Kautman, Charles Kenyon, Anita Loos, William Slavens McNutt, John Lee Mahin, Frances Marion, Dudley Nichols, Samson Raphaelson, Arthur Richman, Donald Ogden Stewart, Jo Swerling, L. Wolfe Gilbert and Sigmond Rabinowitz.

Seton I. Miller holds over as chairman of conciliators, who include Stephen Morehouse Avery, Claude Blynon, Delmer Davis, Albert Hackett, Philip Klein, Gladys Lehman, Mary McCall, Jr., William Slavens McNutt, E. R. Ransome Jr., Raymond Schock and Tristram Tupper.

## No Metro Cutoff on Bank Nites, Milstein Quits L. A. Z-C Board

Los Angeles, May 7. Because of home office instructions not to discontinue film service in bank night cases while federal injunctions are pending, Metro has refused to cut off service to the Oxnard and San Gabriel houses, J. J. Milstein, Metro exchange manager, refused to accept any further cases involving the money giveaway, and tendered his resignation as a member of the Los Angeles Zoning and Clearance Board, before the issues are pending.

Milstein's action brought to a halt a hot board hearing at the Municipal Theatre and American Amusement Co., operators of the Ventura, in Ventura, and against Districts & Feldstein, of the San Fernando, who had been cited for trial because of refusing bank night after signing compliance orders following cease and desist ruling last fall.

Head news have been put over until Wednesday (8).

Metro h. o. notified Milstein that no film service is to be denied except involved in bank night cases until a disposition has been made of the Oxnard and San Gabriel federal suits.

Test case of the legality of the Arizona lottery laws, as they apply to bank night, comes up tomorrow (Wed.) when the Yuma theatre in Yuma will go into court to defend itself against charges preferred in connection with its operation of the money giveaway.

## NO FOX-WC PROTEST ON L.A. ZONING SKED

Los Angeles, May 7. No protests will be filed by Fox West Coast against the new Los Angeles zoning and clearance schedule in the matter of the Balboa theatre price clearance until after schedule has been given at least a 30-day tryout.

Decision to this end was reached following the return from New York last week of Al Hansen, circuit city district manager, who went east to testify before the code authority of the F-WC objections to the new schedule.

Local z-c board has definitely set May 15 as date on which new schedule will become operative, with pictures released on or after that date to come under its provisions.

### BARRISTER GOES THESIS

Buffalo, May 7. Alfred Conn, young Buffalo attorney, washed up his practice of the law here last week and left for Hollywood on a six months' Warner contract.

Conn has appeared locally with the Studio Players and other amateur acting organizations.

### NO. 2 CANAL YARN

Hollywood, May 7. With the talkies of the 'Farmer Takes a Wife' threatened with idleness, Fox has Sam Orin writing a boat yarn for Shirley Temple in order to utilize the water.

## Bank Nite Sprees

Hollywood, May 7. Fox-West Coast and Warner are staging a bank night war in Santa Barbara.

Here likely entire section will institute cash giveaways unless griet board, at meeting tomorrow (Wednesday), puts on damper.

## Midwestern and Rocky Mt. Chains Out of Revsrship.

Kansas City, May 7. The Midwestern and the Rocky Mountain circuits of the Fox theatre system have been placed under the formal management May 4, through the formal transfer of stock from a court trustee to the National Theatre Corp.

Formed under the guidance of the Chase National Bank of New York to reassemble the several Fox chains over the country. Some 218 theatres are included in the transfer, including the big first run Uptown, and 19 other K. C. houses.

No indication of operating changes in the two organizations transferred, but it is understood that some will be made later.

Title and control of the Fox theatres in the K. C. operating territory in the Fox Central States Corp., and the transfer of control, consisted mainly of transfer of stock certificates of the Fox Central States. It was not in bankruptcy or receivership as were numerous parent corporations further up in the Fox setup.

The Midwest and Rocky Mountain companies are erased as a result of the new organization.

W. T. Goodrich and B. F. Shipman, New York lawyers, were here on business in connection with the transfer.

The Fox chain collapse left a total debt of proven unsecured claims of more than \$7,000,000 for the two chains, the Fox Midland and the Rocky Mountain.

Settlement was made with various creditor interests during the past few weeks. Those which decided to await the outcome of the bankruptcy payment will receive about 25% on the dollar.

### NICKOLOUS' KODAK VISIT

Rochester, N. Y., May 7. John M. Nickolous, Metro laboratory superintendent, visiting Kodak plant, stated that the development of the new color film had nothing to do with his visit, he said he was on immediate prospect for wide use of color in pictures.

Edward Peck Curtis, Kodak sales manager, thought Nickolous, who came on to study new methods of film manufacture.

## Expect Approval of New Haven Sked This Week; Basic Ruling Paves Way

Approval of the New Haven zoning and clearance schedule by the Film Code Authority may be voted at the meeting this week. Despite protest that the state of New Haven is still in the hands of Congress members of the C.A. have cleared the decks for action and will tackle the New Haven sked next week.

Code Authority shipped back the schedule to the New Haven board early this year with suggestions for revision. After the revision has been received by the authority here. While apparently the needed revisions have been made, the C.A. will go over it at Thursday's (9) regular session, with likelihood that a final okay will be placed on it.

Disposition of the college theatre dispute, in which the C.A. sustained the complaint, paves the way for final approval for the New Haven sked. Code Authority made what is regarded as a basic ruling in this case and cleared up a situation involving the subsequent run houses at New Haven.

In its decision in the action, formally designated as the Dixwell theatre, Hadden, Conn., vs. the

## Limitations of the Blue Eagle Brings Up Pic Code Scrapping

### MAYER'S PLANS Vacash First-WB Deal Still Pending Riato Future

On closing of the Riato, N. Y. scheduled for next Wednesday (15), Arthur Mayer, its operator, will leave for a vacation trip in Mexico and South America. Negotiations to join Warner Bros. as New York operator, succeeding Harry Charnas, have progressed no further. WB talked to Mayer, having in mind promotion of Charnas to a home office executive berth.

New Riato, to be hurried to completion in hope of opening early in the fall, has been taken under a 20-year lease by Mayer. Should he accept some other operating berth, such as with WB, not mentioned whether Riato will be thrown into the N. Y. Warner group or not.

## REVERSAL IN ALGER CASE

Chicago, May 7. Chicago Code board dismissed the case against the E. E. Alger theatre in Peru, Ill., following a number of reverse decisions on a complaint by 'Public-Grat States. Previously the Code board had voted against the Alger and had even put through a 'stop-service' order to exchanges enjoining houses to comply with the Code ruling and cancel its reduced admissions policy.

None of the exchanges ever did accept the ruling, and at the last week the case was heard again and the decision reversed.

But the dismissal of the case was the decision that at the time of the complaint by Great States, the circuit was indulging in the same practices at its competing Majestic and La Salle theatres in La Salle, Ill. Code found Alger theatre guilty, but dismissed the complaint.

## Par's Foreign Huddles On Two Film Scripts

Paramount is to show the Sidney Howard adaptation of 'Tight Heat' to Rudyard Kipling, Jr., its associate. Arthur Hornblow, Jr., associate producer, will make this picture, slated Saturday (4) for London, accompanied by Dick Haliday of Par's home office story department, who goes over on another mission.

Haliday is to confer with Edith Bagnold, author of current 'Nations' National, bought by Par, and may bring her back as adaptor.

## Huffman's Denver Auto Giveaway up U.S. Ct?

New England Theatre, Inc., College theatre, New Haven, Conn. et al., the authority held that the New Haven clearance and zoning laws are unwarranted in making an exception in the College theatre case by which this house was given 30-day availability. It ruled that houses of the College theatre had been able to negotiate less than the maximum and that this was not improper.

New Haven board had allowed 30 days' clearance for the College instead of the usual 60 days' maximum clearance. C.A. ruled that houses of the so-called downtown section and as a subsequent run it should not be given 30 days' clearance, since this would compete with some 18 suburban houses more remotely removed from the downtown section. College admission is 30c, while the suburban houses are generally fixed at 25c.

After acting on the New Haven sked, the Code Authority expects to take up the Kansas City and Milwaukee schedules. Hope is held that the Los Angeles schedule will not be tossed back in the lap of the C.A.

Washington, May 7. Scrapping of the film code is looked as a distinct possibility late next week as Congress prepared to take up the hot-potato question about the Blue Eagle a new lease on life.

Plan to continue the present law until April 1, after which to insert a new rule on the grounds of limitations in the program was approved by the Senate Finance Committee in a back-to-the-wall attempt to do a hot controversy on the entire code system, but President Roosevelt, through Secretary of Labor Perkins and Donald R. Richberg, was pulling wires to rescue the Administration two-year extension plan. Congressional sentiment is usually against a long-time continuation, at least without drastic modification, although the idea may count against the House. Senate does not respond to White House influence.

With overhaul, help support in the Finance Committee, the House 10-month extension bill was formally presented to the Senate Wednesday (7) for action. The provision which may kill off the film pact. Brief resolution stipulates that in the future 'no code of fair competition shall be applicable to any person whose business is wholly intrastate.'

Enactment of any legislation with such a clause will start the old dispute over the position of exhibitors and producers, forcing a show-down decision. Division of the industry are inter- or intrastate enterprises. With the outcome of speckmaking and backbiting, the industry is in authority would dare hazard the slightest guess as to what this might mean, but there was undisguised concern in NRA quarters.

Although much doctoring of phraseology is expected and the House may have to change the exact language in the measure, there was a belief that the Supreme Court would rule against the film code problem. In this event the Denver Federal Court decision—to the effect that exhibits are not engaged in interstate trade, and thus are exempt from Federal control—may turn into a matter of the gravest importance.

Because of the uncertain Congressional situation, neither Deputy Administrator William P. Farnsworth nor the National Exhibitor S. A. Rosenblatt would give any hints as to their views. In company with all other Eagle customers they want to see just what Congress says before taking any gambles.

Exhibit Situation Tough. The exhibit situation is a tough nut, particularly in view of the wide variety of practices and customs which as to ownership and operation. Companies which are directly linked to production and distribution, it is pointed out, are not exhibitors. Exhibitors who are unable to duck even such a restricted code without going through new legal features to sever present ties, but independent exhibitors operating inside a single state presumably could defy the pact without much trouble. The measure is a more limited extent to producers. Whether film makers and exhibitors (Continued on page 15)

ment should keep pretty close average, \$1,100 for split week. Last week 'Heki Tiki' and 'Circus Show' also average at \$1,000.

Opening nice, although Anna St

rectors' carelessness in permitting credits, discounts, loans and transactions beyond the limitations prescribed by the banking laws.

'Unwelcome Stranger' (Col). not only pleasing to critics, but the cash customers, too. He should have no difficulty in his lead for the week with \$9,000 g better than average. Last

as prescribed by the banking laws.

better than average. Last

on Broadway.

# Loon Grosses in 'Heathy' Hop; 'G Men' Heads Parade at \$6,000; 'Richelieu' \$15, 'Midnight' 20G

Chicago, May 7. (Best Exploitation: Chicago) Better strength throughout the week, currently in the neighborhood of \$100,000, coming as suddenly as did the slump several weeks ago. This week marks the first genuine upturn the loop has been in more than two months, during which time there has been plenty of red ink splattered around the chief arena. Particularly bright is the act B. & K. Chicago, which zooms out of the red into high ground once more after a long sojourn in the netting gross regions. Due to 'G Men', which started off at a nifty pace about the week-end, the picture was helped considerably by the fact that it was originally rejected by the censor board on the route of the dancing. It was too exciting. This hit the dailies and caused plenty of comment. As a result, it came from the gong, getting a wide play both at the matinee and evening gate.

Because of 'G Men' at the Chicago B. & K. is holding back the opening of 'Black Fury' at the Roosevelt until tomorrow (Wednesday), forcing the issue of the dancing. B. & K. figured that 'Fury' and 'Men' alike at the same type of audience, and decided to stack the pictures up against each other.

Palace rights itself after a soggy session last week, 'Star of Midwestern' picking the netting more than three grand above last session's take. Holding over as 'Frankenstein', the picture of the Apollo and will likely go into the Oriental for its third consecutive week-end. 'Go Into Your Dance' (WB) which shifts from the Chicago to the Capitol.

Arch Herzoff turned out a wallowing campaign for 'G Men', both on tie-up and in the morning.

Estimates for This Week  
Apollo (B&K) (1,200; 25-35-55) — 'Frankenstein' (U). Holds over after a week-end of \$2,000; continue until Friday at least; take like fine \$4,500 for the extra time.

Chicago (B&K) (8,340; 35-55-75) — 'Men' (WB). The picture of Morton Downey headlining. Zooming the gate into high territory and profit and pecuniary maturation. Headed for \$36,000 on the opening day and may hit \$40,000. Last week's take, \$23,400 on week matinee play.

Garrett (B&K) (300; 25-35-55) — 'Go Into Your Dance' (WB). Better trade here and looks good at \$15,000. Last week (25-35-40) (MG) and (MG) (WB) wobbled at \$2,400.

'Oriental' (B&K) (2,300; 25-35-40) — 'Woman in Red' (WB) and vaude. House perks nicely this week and will run up into the \$10,000 range at \$16,000. Last week 'Unwelcome Stranger' (Col) fair at \$12,000.

Palace (RKO) (2,300; 25-35-55) — 'Star Midnight' (Radio) and vaude. House settling down to normal level after week-end of \$10,000 gross. This week, however, on the right side at \$10,000. Last week, pretty weak for 'Princess O'Hara' (U) at \$17,100.

Roosevelt (B&K) (2,300; 25-35-55) — 'Marietta' (MG). Into its third week currently, a forced hold-over order to shut down the picture of 'Black Fury' (WB) so as not to conflict with 'G Men' at the Chicago. Currently sitting at \$14,000. Last week fair enough at \$10,000.

State-Lake (Jones) (2,700; 20-25-35) — 'People's Enemy' (Radio) and vaude. Not quite up to the \$11,000, fair. Last week it was the WLS attractions which helped 'One Hot Spring' (RKO) to \$10,000. United Artists (B&K-UA) (1,700; 35-45-55) — 'Richelieu' (UA). Opened Saturday (4) to produce \$10,000, and should click off \$15,000 on the seventh session. 'Midnight' (UA) finished good two-weeker to \$8,100, okaycode.

## 'FRANKENSTEIN' \$5,000, BIG State Admish Tax Added Ache in Tacoma

Tacoma, May 7. (Best Exploitation: RKO) They're a bit slow in Tacoma over the new 1935 Revenue Act of this state, with theatre admissions getting a stick for a state tax for each cent 20 cents or fractional of the admiss. Same as the picture to cabarets with covert charge. Blue Mouse trying duals this week. Music B&K. The picture of Rick house, has a good draw with 'Bride of Frankenstein', and the same week for range and profit. RKO is hitting the high spots with exploitation that rates top honors.

This is for 'West Point of the Air', with lobby that has airplane at the top of the picture. The picture planes done by kiddies in a prize contest promoted for this occasion. The picture of the Curious Bride' planes in the air, followed by plane carrying banner for theatre. Air-terminating budget about 100% with heavy newspaper, radio and bill-board. In effort to appear up high.

Estimates for This Week  
Blue Mouse (Hamrick) (700; 16-27-37) — 'Captain Hurricane' (Radio) and 'The Case of the Curious Bride' (WB), dual. Look for \$2,700. Last week 'The Wedding Night' (UA) \$800, fair.

Music Box (Hamrick) (1,400; 27-37) — 'Bride of Frankenstein' (U) and 'The Case of the Curious Bride' (WB), dual. Look for \$2,700. Last week 'Gold Diggers of 1935' (WB) and vaude, okay \$4,300. 'Rose' (J-VH) (1,300; 27-37) — 'West Point of the Air' (MG). Expected to be the Matinee with 'The Shadow of Doubt' (MG) and 'Vanessa' (MGP) split, \$4,700, 30-40.

## BENIE & BOIS 'BRIDE' 20G, K.C.

Kansas City, May 7. (Best Exploitation: Mainstreet)

As usual, when one house has an extra feature the others suffer, and Benie & Bois is the Matinee with Ben Bernie and his band that is cleaning up.

The secondary as far as the customers are concerned. The picture opened wide and holdouts were in evidence over the week-end, with prospects for a strong.

Loew's Midland set a precedent, when for the first time in 2001, Benie & Bois, 'Princess Marietta', for the third week, after it had been out for two weeks, \$10,000. It looks like good looking, as the week-end business held up good.

'Devil Is a Woman' is not faring so well at the Newman. Fox, town features a double bill, 'Man of Aran' and Hoosier Schoolmaster', and doing nicely.

The picture continues to 'Princess O'Hara' and a likable stage show for 2ic and enjoying a steady reliable play.

The presence of Ben Bernie and his band was a major factor in the publicity department of the Mainstreet, and it did its stuff. Tieup Benie & Bois, \$10,000, topped thousands of special window cards, streamers, stickers and handouts.

Co-operative ads were secured from department stores, 'Princess O'Hara' and a likable stage show for 2ic and enjoying a steady reliable play.

Newman (Par) (1,800; 25-40) — 'Devil Is a Woman' (WB). Looks like around \$4,500, light. Last week \$4,000, fair. (8 days) held fairly well for \$8,000.

Tower (Revolt) (2,200; 25-35-55) — 'House' (WB). House sticking to its story policy and its two-bit charge and holding its own against heavy type competition. Should get \$7,000, nice. Last week 'Frankenstein' (U) and 'The Case of the Curious Bride' (WB) split first three days and then eased off, but wound up with a great \$9,300.

Uptown (Fox) (2,240; 25-40) — 'The Case of the Curious Bride' (WB) and 'The Case of the Curious Bride' (WB), dual. Quite a contrast in entertainment, but enough to please all. Started at \$10,000, slated to get close to \$4,000, good. Last week 'He's Calling' (U), (WB) did not create the same excitement and was said to be with \$2,200, so not.

## 'SCANDALS' \$7,500, N. H. 'G Men' Dual, Big at \$7,300 in College Burg

New Haven, May 7. (Best Exploitation: Roger Sherman) 'Naughty Marietta' (MG) a hold-over, but shifted from Pol's to smaller Bijou (Both Loew houses), with business holding steady. Week-end trade all around nixed by final nights of General Motors show (Frem) and the carnival at Arena. 'Man of Aran' will have a first-run here in a school auditorium at 3ic 10p.

Roger Sherman had elaborate lobby display for the picture 'G Men' (WB). Setup included machine, a showcase full of unique weapons labelled with names of criminals from whom they were taken; a display of wanted notices and a police radio set. Also a telephone with a printed pull to see the film and a set of Dillinger fingerprints before and after bandit's attempt to mutilate to escape.

Estimates for This Week  
Paramount (Public) (2,348; 35-50) — 'Scandals' (MG) and 'The Case of the Curious Bride' (WB). Week opening, with slim chance of a pickup. 'Man of Aran' (WB) and 'The Case of the Curious Bride' (WB), dual. Last week 'Four Hours to Kill' (Par) and vaude, okay \$4,300. 'Poli's' (MG) (1,300; 25-35-55) — 'Scandals' (MG) and 'The Case of the Curious Bride' (WB), dual. Off to an ordinary start, probably set for an \$1,800.

Roger Sherman (WB) (2,200; 25-35-55) — 'G Men' (WB) and 'Mary' (WB), dual. The picture of the week, they're standing 'em up here. On way to a big \$13,500. Last week \$10,000, fair.

Bijou (Loew) (1,500; 35-50) — 'Naughty Marietta' (MG) and 'Unwelcome Stranger' (Col). Second week, the picture of the week should bring a nice \$3,500 on six days. Last week 'Princess Marietta' (MG) and 'Unwelcome Stranger' (Col), dual. 'Midnight' (U). Not bad—not good, \$3,100 on eight days.

## LOUIS & BILLY 'Bride' 20G, DENVER

Denver, May 7. Things going up in Denver. Town features a double bill, 'Man of Aran' and Hoosier Schoolmaster', and doing nicely.

'Devil Is a Woman' is not faring so well at the Newman. Fox, town features a double bill, 'Man of Aran' and Hoosier Schoolmaster', and doing nicely.

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## Joison Pic, 'Frankenstein' Best Bets in Birmingham

Birmingham, May 7. (Best Exploitation: Fox) They're a bit slow in Birmingham over the new 1935 Revenue Act of this state, with theatre admissions getting a stick for a state tax for each cent 20 cents or fractional of the admiss. Same as the picture to cabarets with covert charge. Blue Mouse trying duals this week. Music B&K. The picture of Rick house, has a good draw with 'Bride of Frankenstein', and the same week for range and profit. RKO is hitting the high spots with exploitation that rates top honors.

# Two 'B's, 'G Men' and 'Dance,' \$100,000 at Two Bray Houses; 'Scoundrel' Will Touch \$100,000

Albany (WB) (2,800; 30-35-55) — 'Go Into Your Dance' (FNS). Rain held up the opening, but sure to equal last week's \$100,000 with 'Wee Wee' (Fox) (MGP) moderately good.

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(Best Exploitation: Strand) Strand, Rivoli and Capitol are dividing the main income on Broadway this week with 'G Men' into 'Go Into Your Dance', respectively. Of the three, Cagney's 'G Men' is leading the field by many lengths. Despite the Strand's comparatively small capacity first week will be \$80,000, or more. House is seated for this picture at 99c every night and is grinding from 8 a.m. to 4 a.m. daily. Riser's 99c price weekdays also helps 'Misrables' (which on current \$40) to \$100,000.

'Scoundrel', starring Noel Coward, considered a daring booking for the Strand. It is a picture that will hit \$80,000, above most expectations. Informer opens tomorrow (Thursday) at 9 p.m. in the West run will open an hour earlier in the morning. Double of pictures, after the West item, Par is angling for 'Scoundrel' Thomas from Fox.

Rialto is showing 'G Men' with 'Mark of Vampire', which day, 'The Scoundrel' (Fox) is going to 'G Men' and 'Mark of Vampire' is going to 'G Men'.

'Go Into Your Dance', against the strong opposition down the street from Rivoli and Strand, is drawing nicely at the Capitol, indications pointing to a \$100,000. Further down the street, at the Par 'Devil is a Woman' is failing to take \$100,000. House is seated for this picture at 99c every night and is grinding from 8 a.m. to 4 a.m. daily. Riser's 99c price weekdays also helps 'Misrables' (which on current \$40) to \$100,000.

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Read and loved  
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*Frank Capra*

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As fine and different as "It Happened One Night"  
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To a waiting world there can be no more  
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*Grace Moore*

**LOVE ME FOREVER**

with the glorious star of "One Night of Love"  
once more directed 'by Victor Schertzinger.



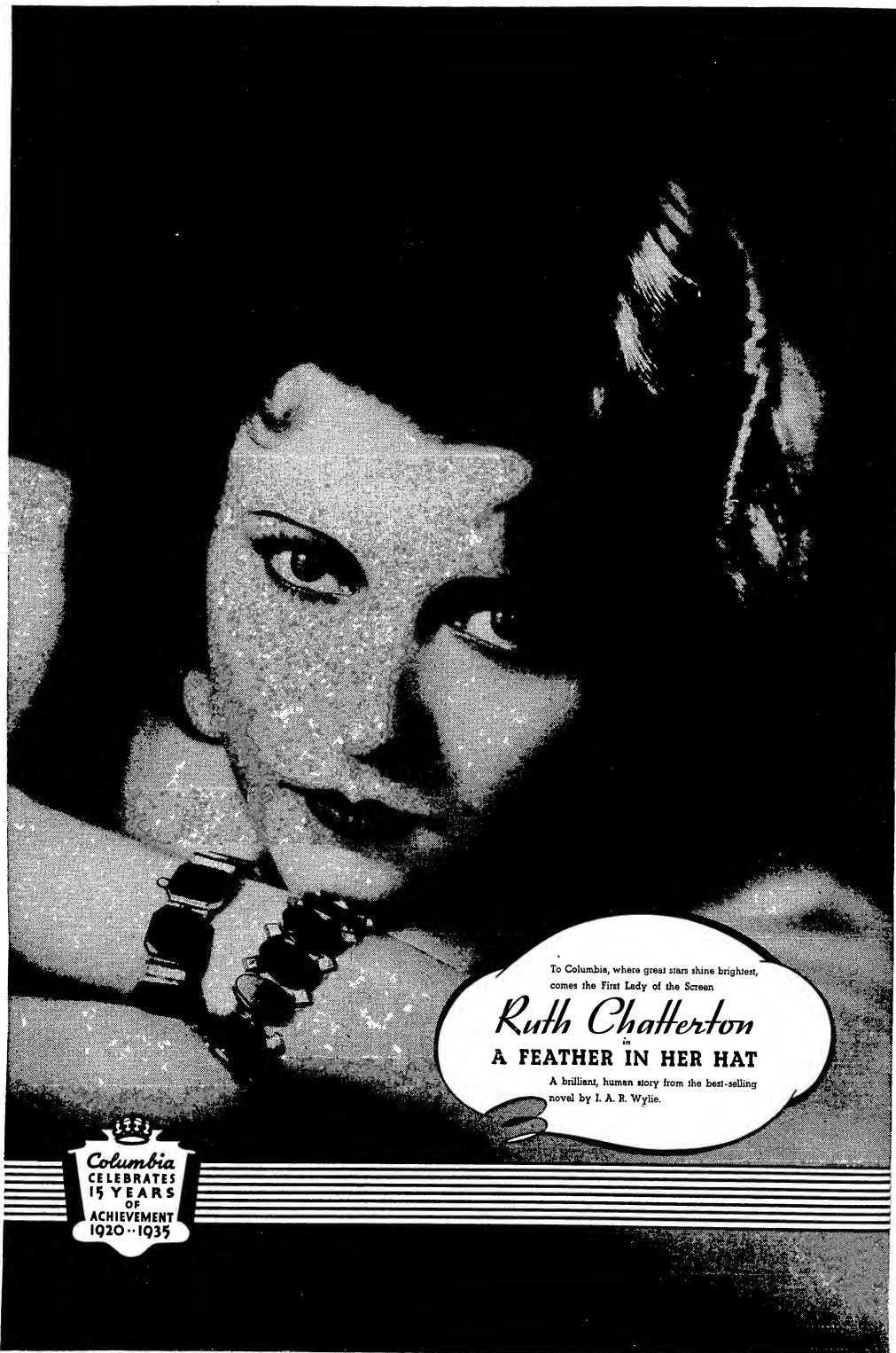


The winner of the Academy award for the best performance of the year turns to Columbia for a new triumph

*Claudette Colbert*  
in  
**SHE MARRIED HER BOSS**

(tentative title)  
Gay and sparkling, this story was written especially for her unusual comedy talents.





To Columbia, where great stars shine brightest,  
comes the First Lady of the Screen

*Ruth Chatterton*  
in  
**A FEATHER IN HER HAT**

A brilliant, human story from the best-selling  
novel by I. A. R. Wylie.

  
**Columbia**  
CELEBRATES  
15 YEARS  
OF  
ACHIEVEMENT  
1920-1935

## Woolf Resigns as Managing Director Of G-B to Head New General Film Co.

London, May 7. Charles Woolf resigned as managing director of General British and immediately became managing director of a newly formed distributing company with name likely to be General Film Distributing Corp. Understated company director is being incorporated with a \$2,500,000 capital.

New corporation has already signed an agreement due to run five years, with Capitol Films, of which Major Procter, M. F., is head, and Max Schach managing director. Capitol will make six films, costing between \$400,000 to \$500,000 each for General's distribution. British and Dominion studios have been leased for the production activities on a one-year lease basis and options. They will occupy two of the four stories in the building throughout the year.

First picture will be "Passage of Princes," an adaptation from the French by Charles Mera, with Carl Grune to direct.

Woolf's new company figures on handling about 20 pictures annually and has already started working on hookups with several other indie producing companies. "Woolf, for deals, however, is that General must have a say-so on selection of talent for the features and the company is to have at least one American name and with stories always to be built with an eye on the American market."

Major Procter will be on the directorate of General as will also Woolf. John W. Woolf is president of the sales department. Both formerly occupied similar positions with G-B.

## MUSCOVITES TO FILM 'KARENINA' AND 'SOUL'

Moscow, April 25. Leo Tolstoy's Anna Karenina and Gogol's Dead Souls, two of the greatest classics of Russian literature, are scheduled to be produced during this year by Mosfilm.

Scenario for 'Anna Karenina' has been adapted by N. Volkov and 'Dead Souls' by M. Bulgakov, author of the play 'Days of Tourbines'. Title roles in both plays will be handled by artists of the Moscow Art Theatre.

'Anna Karenina' is now in production on the Coast at Metro with Greta Garbo and Fredric March.

## London Songwriters Together in Vote Act

London, April 28. Songwriters on Radio's title of a new combo being formed here for picture theatres and vaudeville work.

These comprise Jimmy Kennedy, Michael Carr, Eddie Pea, and Edward Libanon.

Offering will be written by Pola, who will also produce, and will include 'The Three Ringers Sisters, local, and Pat O'Malley, former composer-in-chief of the Hyacinth Flash, will run for 40 minutes, with price asked around \$1,500.

Act with similar title played in New York weeks several seasons consisting of eight tin-pan-alleyites.

## 'YOSHE' IN PARIS

Maurice Schwartz Tour Gets Good Reception in France

Paris, April 28. Paris gave a good sendoff to Maurice Schwartz and his N. Y. Jewish Art Theatre group, who opened Thursday (19) at the Renaissance in 'Yoshe Kab' Leaders in show business and Paris intellectual, Jewish and otherwise, showed up.

Show is filling the antique Renaissance nightly. Theatre seats 500, but only 400 seats are good. Edward A. Rolin, manager for the troupe, is negotiating with Maurice Schumann, owner of the nearby Porte St. Martin, to get the house, which is bigger and has a revolving stage, for a second Paris run beginning in June.

## THE WINNAH

Leni Riefenstahl Gets Hitler Trophy for Flop Film

Berlin, April 27. As was generally expected, Dr. Goebbels awarded Leni Riefenstahl the Adolf Hitler prize for last year's best picture for her direction of the Nazi Party Congress' festivities at Nuremberg last August.

Finished film, despite a barrage of propaganda put down for it, folded up rapidly after its earlier presentations, particularly in first run houses here.

Pic is an overgrown news reel abounding in marching brown shirts, flags and speeches by Nazi leaders.

## UA Joins German Co. In Prod. of 'Tavern', French-Ger. Versions

Paris, April 28. 'White Horse' Tavern, a musical legit success of London and the Continent, will be filmed simultaneously in Germany and France by a new company, now in formation, sponsored jointly by the United Artists and Bavaria Films.

Picture will be made in Austria, and location of the original White Horse Inn will be used for exterior. Bavaria will distribute the German version and UA the French. Latter distribution is a device for collection by the American concern of money owed it by Bavaria, which cannot be exported from Germany.

In fact, United Artists' original interest in the film is based on the need to get its money out of Reich.

Karl Lamac will direct the German version, and Paul Schuller in collaboration with Lamac, will do the French. Schuller is already working on the French version. He has been the right hand man of Fred Bacos in Paris, and is still nominally associated with Bacos, although he is not working on the latter's current production.

English language film rights for 'White Horse Tavern' are held by the Owners, are asking \$400,000 for these, plus American legit rights.

## NEW RUSS OPERA USES J. DOS PASSOS' NOVELS

Moscow, April 15. Story of Elizabeth Trent, a character in John Dos Passos' novel, '1919', is made the plot of a new Soviet opera, for which A. Zhivotov, Leningrad composer, is now writing the music.

Original plot of Dos Passos' story has been somewhat altered, eliminating the element of fate which plays a conspicuous part in his novel. Thus, in the opera, Elizabeth Trent commits suicide instead of perishing in a plane accident.

In an ambulance station near the front she meets Jimmie Herz, a character borrowed from another Dos Passos' novel, 'Manhattan Transfer'.

## Jere Lee Madcaps 1st Girl Band in Tokyo

London, April 28. Jere Lee's Madcaps, combo of six, first girl band to be named, has opened here, doubling between the Tokyo New Grand Restaurant and Yokohama New Grand Cabaret.

Also playing afternoon at current Yokohama Exposition. Contract calls for two months.

Outfit is doing well, currently in both stands. Playing only at meal time in Tokyo, but putting on a cabaret show in Yokohama. Last night, after last three days of week, featured Rosemary Ryan, pianist from band, who directs dances and solos.

## Mascot's Kolker

Morris Goodman, who represented Lou Kolker as local contact representative for Mascot Films.

Kolker was formerly sales supervisor for National Screen Service.

## Mexico's 1st

Mexico City, May 7. Native pic producing industry's first plagiarism suit has been filed in a local court.

Film Exchange, S. A., owner of rights to the romantic bandit pic, 'El Tigre de Tepeyac' (Tiger of Tepeyac) is defendant. David Carpintero de la Llave, local lawyer, who holds rights to the novel, 'El Zorro' (Zorro), says that pic was taken badly from the book. Pic was one of the most successful of native productions.

## DOT SAYERS WHODUNIT SECOND FOR PHOENIX

London, April 28. Having successfully launched its first film, 'Death at Broadcasting House', Phoenix Films, Ltd., is to do another.

'Death' cost around \$75,000, and was made at A.T.P. studios, London. It is the first picture, and is being released by Associated British Film Distributors, of which Dean is head, with A.B.F.S. paying Phoenix Film the cost of negative plus a definite booking fee for every picture house played. Picture is booked for entire Gaumont-British circuit.

Phoenix Films is a small indie, with Hugh Percival, Reginald Denham, and Basil Mason joint heads. Next pic to be a whodunit titled 'The Silent Passenger', by Dorothy L. Sayers, and Paul Stallich, Czechoslovakian, responsible for the filming of 'Extase', as cameraman.

Picture budgeted at cost around \$75,000. Cast lined up includes John Loder, Peter Haddon, Austin Trevor, Aubrey Mathew, Leslie Perrins, Mary Noyes, and Ewald Doria Ford and Ann Condring. Reginald Denham will direct.

## NO STARS IN BIBLE STORY FOR SEASTROM

Stockholm, April 26. Victor Seastrom, who has been inactive since the advent of sound, will make one picture—'The Silent Passenger', a whodunit by Dorothy L. Sayers, and Paul Stallich, Czechoslovakian, responsible for the filming of 'Extase', as cameraman.

Picture budgeted at cost around \$75,000. Cast lined up includes John Loder, Peter Haddon, Austin Trevor, Aubrey Mathew, Leslie Perrins, Mary Noyes, and Ewald Doria Ford and Ann Condring. Reginald Denham will direct.

Story comes from a book by Mary Borden. British authorities, who consist of episodes in the lives of Christ's contemporaries and will generally picture the mode of living and ideals of people in those times. No well known performers or stars will be used in the production. Atmospheric shots for background will be shot in Palestine.

## PARIS PRICE WAR

Opening of Seven-Cent Cinema Stars Trouble—Mostly Chatter

Paris, April 28. Opening of a film house giving an hour and a half of entertainment for one franc—less than seven cents—has set the local picture world in an uproar. Prices in some local houses are as high as \$2 and in a good many a domestic picture theatre, while names rarely run lower than 20c.

Row, after mauling for some days was opened up by a fiery ex-him, Emile Samu, who sent a letter to newspapers asserting: "Either the promoters of the cinema are nuts, and should go to the booby hatch, or they are benighted and should be permitted to open our industry."

Samu, who gained notoriety recently by refusing tax checkup men admission to his theatre, calls on all producers and distributors to boycott the 7c spot as a menace.

Antoine de la Tour, one of the 7c promoters, replied in a calm statement, pointing out that his show consists of only 15 minutes, comedies and educational, have already been shown all over Paris, and is installed in the basement of an old automobile showroom on a relatively quiet corner. Can't see why it's a menace.

Samu looks like a lone war in the offing, with lots of words accompanying the slashing.

## No Palladium Cut

London, May 7. Palladium management has decided that the artists in the current show were asked to take a 10% cut for extension of the run.

Show continues five more weeks.

## Novello Does a Coward and Clicks; Robeson and Buchanan NSG; 'All Rights' Looks Right for London

### The Convincer

Paris, April 28. Jean Coupan, press agent for the Cirque Medrano, had a sensational act due from Germany, consisting of a lioness who works in ring at arm's length from spectators, without cage, chain or any other protection. Stuck for an exploitation idea, Coupan listened the advice of an American friend who remembered Harry Reichenbach.

On Tank's tip, he sent the lion to a big hotel with the lion in a big trap, two days before opening of show. According to scheme, chamber maid entered room and pulled a faint on seeing lion wandering around newspaper office. Lion all over themselves to get the story, which made front page all over town.

Long ago, already an admirer of U.S., is now convinced it's the greatest country in world.

## GERMAN WITE SPOTS REOPEN

Berlin, April 27. After 40 days of suspended animation during Lent, Berlin night spots are coming back with a rush for pre-summer business.

Nazi orders forbidding dancing in Holy Week took the last night out of Lenten night life, but most of the spots reopened following the pre-Easter slump.

Although not openly admitting it, props of many night spots feel gloomy about tourist trade this season because of the European situation and its possibilities. Lack of tourists will not be offset by the domestic patronage, which is well liked by the audience, and the acting of Frank Royde, Reginald Bach, and Joe Hayman managed the production by Matthew Forsyth.

After a suburban try-out 'The Shadow Man' by Ingram d'Abbe and Fern Sheer, came to the Piccadilly theatre, April 25. It's a murder mystery set in the midst of a bunch of players in a film studio. The well liked by the audience, and the acting of Frank Royde, Reginald Bach, and Joe Hayman managed the production by Matthew Forsyth.

New German will travel abroad this year because of the stringent restrictions covering applications for foreign currency. As is now, German may take 10 marks (about \$4) across the frontier with him and receive the same amount monthly as long as he stays abroad. He does not apply to those nations having special agreements with Germany.

## 2D EDITION SET FOR CLIFF WHITLEY SHOW

London, April 28. Clifford Whitley's Dorchester hotel 'Midnight Folies' goes into its second edition May 27. By this time the first edition will have lasted 10 weeks.

Holdovers in the first show are Billy and Beila and Florence Chumbeles, doubling from 'Stardust' and 'Let's Go to the Sun' in Hollywood. Also doubling from 'Slop Press' newcomers are Tommy and Betty Wonder and the Daunt and Brothers, who return to the Dorchester after eight months.

Will goes to New York early in June to line up some talent for the new Dorchester hotel show, intended to open around the first week in September. Has nothing set, but understood it will be a somewhat different show from the previous one, although will still specialize in a line of American girls.

Hoerbiger on Own

Berlin, April 27. Paul Hoerbiger, German comedian, has launched his own company, and in the future will direct his own shows, design scenery, costumes and handle casting.

First pic of new venture is 'Endstation', which is already in production.

### Jack Buchanan opens in new Eric Carrell show, 'The Flying Trapeze', at the Alhambra Saturday night (4) and met with almost immediate success. Galleries were down to almost empty, boogie the performance, despite the fact that the show was customers managed to draw them out with applause.

Higher paid customers managed to draw them out with applause. Show was out-rehearsed, but even when fixed, seems unlikely to linger.

Paul Robeson opened in 'Stevard' Monday night (6) at the Embassy. American Negro play seems unconvincing here, subject matter being too remote. Also Robeson didn't impress as being suited for the lead role.

'A Right Reserved' opened at the Criterion Tuesday (30). It is a light comedy about a philandering husband and stars Ronald Squire. Follared acting means a probable London success.

'Co-optimists' at the Palace Wednesday (1) is a feeble attempt to make a comedy of the current situation, but the new assemblage is not at all likely to get anywhere with the lead role.

'Glamorous Night' at the Drury Lane Thursday (2) is a spectacular musical comedy melodrama featuring Arthur Vior, Novello and Mary Ellis. It is a smash certainty. Piece was staged by Leontine Sagan. Novello pulled a Coward, writing the book and music for the show and starring in it besides. It's one of those musical comedy plots with a twist, and the twist is as yellow as the Englishman who was the unhappy prince (Mary Ellis) from the evil baron (Lyn Harding). Harry Vior plays his usual king assignment.

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## New Charlot Revue's Costumes Burned, It Postpones Premiere

London, May 7. 'Shall We Reverse?' new Charlot musical starring Jane, which was scheduled to open at the Theatre at the Comedy had to be postponed at the last minute due to fire.

Flames destroyed all the costumes but did little other damage.

Paris, April 28. Paris is getting ready for a marimba boom. Bands of high-toned percussion instruments played in the last Francis A. Mangan show for Rex, and one has been hired for dancing at the avoirdupois, opening soon.

Now walls of the town are plastered with posters, and the return of marimba symphony concerts to be given in the Salle Marceau (formerly Salle Pleyel), will be a contest in town. Bands consist of 100 musicians led by Clair Omar Musser, and is advertised as prize out from the Chicago expo.

## Russ Kids Get Break

Moscow, April 15. Spring school vacation was being held by the first annual festival for children. For nearly fortnight majority of Moscow cinema halls were entirely reserved for children's design sketches, costumes and handle casting.

First pic of new venture is 'Endstation', which is already in production.

Over 500,000 Moscow children were given a free glimpse of the best productions of Soviet film studios.



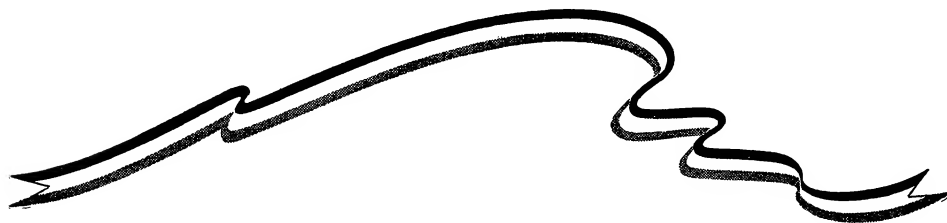


The collage consists of numerous torn-edge newspaper clippings scattered across the page. The clippings report on the box office success of the movie 'Colonel' and the film 'Bright Eyes'. The text on the clippings includes:

- "Bright Eyes" Has Big Denver Start
- "Bright Eyes" Is Cleveland Hit, \$19,500
- "Colonel" Is Philadelphia Hit, \$25,000
- Colonel" Is Washington's Record Maker
- "Bright Eyes" Big Indianapolis Draw
- "Colonel" Is Chicago High; Gets \$37,000
- "Colonel" at \$16,000 Big Draw in Hul
- "Colonel" Is Only Draw in Slump at K. C.
- "Colonel" Is Twin Cities' High Grosser
- "Colonel" Is \$9,500 Smash in Pittsburgh
- Temple Is Lincoln Smash with \$3,500
- "Bright Eyes" And Show Big In Pittsburgh
- "Bright Eyes" Big In Oklahoma City
- "Little Colonel" Providence Smash
- "Colonel" Is Kansas City Bet, \$6,400
- "Colonel" \$7,000 Indianapolis Hit
- "Colonel" Is \$14,000 Hit In Cleveland
- "Colonel" Up To \$8,000 on Chicago Week
- "Colonel," at \$28,000, Top In Washington
- "Bright Eyes" Is Smash in Portland
- "Bright Eyes" Big Indianapolis Draw
- "Colonel" Is Heavy Detroit Draw, \$23,600
- "Bright Eyes" Seattle High; Takes \$8,300
- "Colonel" \$9,600 Smash in Portland
- "Colonel" in Van Of Buffalo Pickup

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LYLE TALBOT

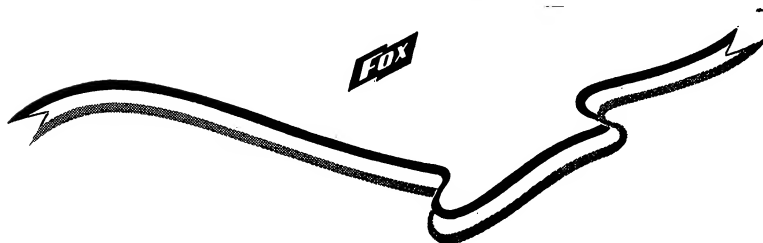
ERIN O'BRIEN-MOORE

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Directed by John Robertson

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Platzgraf. Screen play by Stephen Avery and Allen Rivkin.

Adaptation by Stephen Avery



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in your box office  
history *for*  
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WARNER BAXTER and KETTI GALLIAN in **"UNDER THE PAMPAS MOON"** with Tito Guizar, Veloz & Yolanda

**"THE DARING YOUNG MAN"** with James Dunn, Mae Clarke, Neil Hamilton

GEORGE O'BRIEN in **"THE COWBOY MILLIONAIRE"**

WILL ROGERS in **"DOUBTING THOMAS"** with Billie Burke, Alison Skipworth, Sterling Holloway, Gail Patrick

**"LADIES LOVE DANGER"** with Mona Barrie, Gilbert Roland, Donald Cook, Adrienne Ames, Herbert Mundin

**"CHARLIE CHAN IN EGYPT"** starring WARNER OLAND with "Pat" Paterson and Stepin Fetchit

**"BLACK SHEEP"** with Edmund Lowe, Claire Trevor, Tom Brown, Eugene Pallette, Adrienne Ames, Herbert Mundin

**"THE LORD'S REFEREE"** (tentative title) with Lew Ayres, Paul Kelly and all-star cast.

**"ORCHIDS TO YOU"** with John Boles, Jean Muir, Charles Butterworth, Harvey Stephens.

**"GINGER"** with Jane Withers, Jackie Searl, O. P. Heggie, Walter King

GEORGE O'BRIEN in **"HARD ROCK HARRIGAN"**

SHIRLEY TEMPLE in **"CURLY TOP"** with John Boles, Rochelle Hudson





# MUSIC HALL, N. Y.

The sophisticates have plenty to choose about as to where to go to see a show. With the new picture, *Hall this week*, Show stage as well as screen, is designed just for their eyes. With the new picture, *Hall this week*, Show stage as well as screen, is designed just for their eyes. With the new picture, *Hall this week*, Show stage as well as screen, is designed just for their eyes.

The second interlude is one from the film, a Quaker's story of the maid in demure priscillas segueing into a hotcha nance, including a Quaker's story of the maid in demure priscillas segueing into a hotcha nance, including a Quaker's story of the maid in demure priscillas segueing into a hotcha nance.

# ORIENTAL, CHI

This is a real good show, and accomplished without a money head-line. The first act, a show, and accomplished without a money head-line. The first act, a show, and accomplished without a money head-line.

Will and Gladys Ahearn are back with their steady team of showmanship, which gets them across always. Act opens a bit wobbly, but comes back to a good finish to finish much to the good on the novelty dance and singing routine. They could use a little more on the background, and rightly so.

# RIALTO, LOUISVILLE

First show had a lot of local interest. Duke Ellington, who finally reached Louisville, capacity house, largely made up of Duke Ellington fans. The Duke's most recent appearance in this town was two years ago at the Jefferson County armory, playing for a colored dance, waltz, and orchestra.

going for the sidewalk urchins, with their tincan and jug bands. Irvie Anderson is then on for brace and bit. He is a good singer, and related in encore by novelty drummer, with lyrics decidedly blue. He is a good singer, and related in encore by novelty drummer, with lyrics decidedly blue.

# ROXY, N. Y.

Bill at the Roxy this week doesn't look so good on paper, but isn't playing it on paper. On the stage it holds into a satisfactory picture. The picture is a satisfactory picture. The picture is a satisfactory picture.

Ross, Pierre, and Shuster are a team that open with a couple of imitations, but soon get into an original brand of nonsense, with better results. The picture is a satisfactory picture. The picture is a satisfactory picture.

# PARAMOUNT, L. A.

For holdover week of Par's 'Private Worlds', Fanchon & Marco are showing a picture. The picture is a satisfactory picture. The picture is a satisfactory picture.

# CAPITOL, N. Y.

Both stage and screen, while extolling the virtues of the picture, this week, are afflicted with the same weakness—no comedy. 'Go with the Wind' is the picture, and Abe Lyman's band heads the stage lineup. Even without the picture, the picture is a satisfactory picture.

The special acts all do well on their own, but it's the Lyman crew that really makes the picture a show of it. For a formerly strictly 'hot' band, Lyman's aggression has accomplished a remarkable transformation in a short period. It's now an around orchestra, with a few more changes of pace. Waltz music, which Lyman always played, is now a part of the stage repertoire, but the boys also go to town on the picture.

Lyman is the modest conductor and pleasant announcer. Capitol started the current week Tuesday evening, and the usual Friday opening, with preview of both the new picture and the picture. The picture is a satisfactory picture.

# EMBASSY, N. Y.

This is contest week here, all the way. The picture is a satisfactory picture. The picture is a satisfactory picture.

Par rel, much improved this week, follows Federal men around a crime factory in Rhode Island, and shy builds to the silver rush.

slipped out the Palace stage this week along with 'Life Begins at 40' (Fox), the screen feature. There's a lot of comedy in the picture, but a class outline that's too often missing in stage shows these days. The picture is a satisfactory picture.

# PALACE, N. Y.

First-rate entertainment was slipped out the Palace stage this week along with 'Life Begins at 40' (Fox), the screen feature. There's a lot of comedy in the picture, but a class outline that's too often missing in stage shows these days. The picture is a satisfactory picture.

# FOX, BROOKLYN

Advertising creeps in gently but openly into the current stage production. The picture is a satisfactory picture. The picture is a satisfactory picture.

Three Talbot Singers and the Three Duke acts. The Talbots are a vocal group of eight mixed voices. The picture is a satisfactory picture.

# ALVIN, PITT.

After a flock of mediocre shows, Alvin turns this week with the real thing. The picture is a satisfactory picture. The picture is a satisfactory picture.

Business pretty good Saturday afternoon. Char. The picture is a satisfactory picture. The picture is a satisfactory picture.

# PENN, PITT.

This layout has all the speed of a slow train. Drags indifferently through the picture. The picture is a satisfactory picture. The picture is a satisfactory picture.

# GO

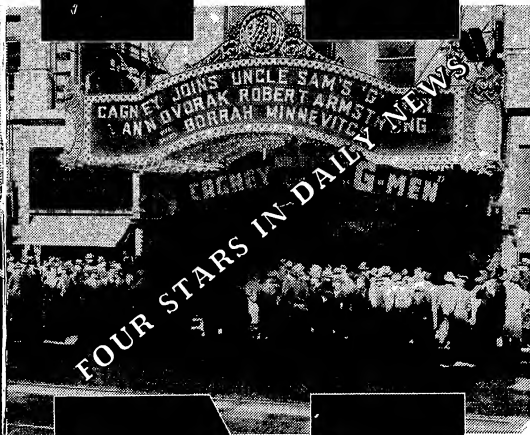


# G-M

**DREW MORE OPENING-DAY ADMISSIONS THAN ANY**

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N

**ATTRACTION SINCE THE N. Y. STRAND WAS BUILT!**

# Only One Single Bill Pic House Left in So. Cal.

Los Angeles, May 7.

With the Chinese and State switching to a day-and-date double bill picture Thursday (9), the United Artists theatre in Pasadena is the only straight picture house in Southern California which has maintained its policy of one feature. Currently the Hillstreet and Warner Hollywood are day-and-date and a lone picture, but both houses have been in—and outers on stage shows and at present are talking of returning to presentations. Filmfare, strictly a foreign film house, steaks to feature, but is not in the general theatre class.

Pasadena house enters to the classiest tier in this part of the country, and has found it unnecessary to try any pulling gags in order to keep up its business.

Of the four combination houses here, Paramount is the only one playing a single picture with stage shows. Hippodrome, Million Dollar and Orpheum all twin-bill with their vaude shows.

Trade is watching results of the booking of the first two weeks of the week's books. "Naughty Marietta" and "Ladies Love Danger." Contention is that the new policy gets away to a bad break with two musicals in a row.

## N. Y. Riako's 'Werewolf' As Compromise Film

The Riako, N. Y., is getting "Werewolf of London" from Universal as a compromise in settlement of a squabble which arose over "Frankenstein" which was closed during the past week for the Roxy by U. Through Midtown Theatre Corp., operating the Roxy, Par and Arthur Mayer started a suit against the Big U Film Exchange and Howard S. Cullman, receiver for the Roxy, to compel delivery of "Frank" to the Riako.

Returnable for argument yesterday (Tuesday) was settled out of court on agreement by U and Cullman that the Riako could have "Werewolf," which opens tomorrow night (Thursday) for final week of Riako's operation.

Both the Riako and Roxy had aimed "Frankenstein" and after the Music Hall had rejected it, U confirmed a booking with the Roxy. Two houses had a working agreement of an odd character which was which Riako was to get the action and Roxy the family pictures among those turned loose by the Hall. There was question as to which type of picture "Frank" was.

Louis Phillips, for Par and Mayer, brought the suit.

## Coast Foreigners

San Francisco, May 7.

The largest block of Soviet films ever booked in Price has just been taken by Herb Roemer, who recently opened the Caley International theatre here as a foreign picture showhouse. Price 12 in number, will run consecutively at the house, "Songs of Happiness" started last night off Saturday (4). Deal made with Amkino, New York.

Los Angeles, May 7. Criticism, devoted to laws, forced to shutter some weeks ago through lack of suitable first run film product, reopens May 16. T. L. Talley, owner, will book British-made productions on a single bill policy. Gaumont-British' "Princess Charming" is opening here. House will give away \$100 nightly in new bank note gimmick.

## YOUNG FOLLOWS REX

Hollywood, May 7.

Carroll Young, at Metro's advertising department for two years, and previous to that with Fox-West Coast, resigned last week to become publicity and advertising director for Sol Lesser.

He succeeds Jeanette Rex, signed.

# Comparative Grosses for April

(Continued from page 10)

PHILADELPHIA				
<b>ALDINE</b> (1,200; 25-40-50) High, \$16,831 Low, \$2,700	<b>April 4</b> Wedding Night \$5,000 (3d wk)	<b>April 11</b> Thunder in East \$8,000	<b>April 18</b> Brewster's Millions \$2,700 (New Low)	<b>April 25</b> Richelle \$14,500
<b>EARLE</b> (2,000; 25-40-50) High, \$35,000 Low, 10,500	<b>April 4</b> Love in Bloom \$13,500 (Vaude)	<b>April 11</b> Happened in New York \$13,000	<b>April 18</b> Traveling Sideshow \$13,500 (Hugh Herbert)	<b>April 25</b> Hold 'Em Yale \$14,000
<b>FOX</b> (3,000; 40-55-65) High, \$41,000 Low, 10,500	<b>April 4</b> \$10 Raio \$14,500 (Stage Show)	<b>April 11</b> Small World \$14,500	<b>April 18</b> Iron Duke \$12,000	<b>April 25</b> Scandals \$14,500
<b>STANLEY</b> (3,700; 35-40-55) High, \$48,000 Low, \$7,750	<b>April 4</b> West Point \$18,000 (9 days)	<b>April 11</b> Mississippi \$15,000	<b>April 18</b> Go into Dance \$13,500 (6 days)	<b>April 25</b> Go into Dance \$13,500 (6 days)
BOSTON				
<b>KEITH-MEMORIAL</b> (2,000; 25-35-45) High, \$43,000 Low, 4,000	<b>April 4</b> Roberta \$13,500 (2d wk)	<b>April 11</b> Pimpelton \$15,000	<b>April 18</b> Pimpelton \$14,000 (2d wk)	<b>April 25</b> Life Begins \$18,800
<b>STATE</b> (3,000; 25-30-40-55) High, \$29,000 Low, 4,000	<b>April 4</b> Vanessa \$13,500 Casino Murder \$5,000 (Vaude)	<b>April 11</b> Marietta \$13,500	<b>April 18</b> New York Love \$10,000	<b>April 25</b> Reckless \$13,000
<b>METRO-POLITAN</b> (4,200; 35-50-65) High, \$69,000 Low, 2,500	<b>April 4</b> Private \$19,000 \$49,000 (Jack Benny) (Stage Show)	<b>April 11</b> Scandals \$12,000 (Olson-Shurtla)	<b>April 18</b> Traveling Sideshow \$14,500	<b>April 25</b> Go into Dance \$28,400
INDIANAPOLIS				
<b>INDIANA</b> (3,100; 25-40) High, \$33,200 Low, 1,800	<b>April 4</b> McFadden's Flats \$9,000 (Casino de France)	<b>April 11</b> Mississippi \$8,500	<b>April 18</b> Private Dance \$6,200	<b>April 25</b> Go into Dance \$7,400
<b>LYRIC</b> (2,500; 25-30-40) High, \$15,000 Low, 1,750	<b>April 4</b> Traveling Sideshow \$11,000 (Stage Show) (Marcus La Vie Parer)	<b>April 11</b> Scandals \$9,000	<b>April 18</b> Small World \$8,700 (Folies de Parer)	<b>April 25</b> Spring Tonic \$10,500 (Charlie Davis Orch)
<b>LOEW'S-PALACE</b> (2,600; 25-40) High, \$19,000 Low, 2,000	<b>April 4</b> Casino Murder \$5,000	<b>April 11</b> Marietta \$7,000	<b>April 18</b> Marietta \$8,000 (2d wk)	<b>April 25</b> Reckless \$5,500
DETROIT				
<b>MICHIGAN</b> (4,100; 25-40-50) High, \$58,100 Low, 6,600	<b>April 4</b> Vanessa \$19,000 (Roland Young- Marcel) (Stage Show)	<b>April 11</b> Marietta \$22,000 (Casino de Parer)	<b>April 18</b> Living on Velvet \$14,300 (Olga Bacal- nova)	<b>April 25</b> Go into Dance \$28,900 (Morton Downey- Alice White- Britton Bros.)
<b>FOX</b> (3,100; 25-40-50) High, \$50,000 Low, 4,000	<b>April 4</b> Life Begins \$14,500 (Stage Show)	<b>April 11</b> Life \$15,000 (Dorsey Bros.) (2d wk)	<b>April 18</b> Laddie \$14,500 (Donald Novis)	<b>April 25</b> Star of Midnight \$25,000 (Guy Lom- bard)
<b>FISHER</b> (2,900; 25-40) High, \$29,000 Low, 3,000	<b>April 4</b> Devil Dogs and Doctor \$5,000	<b>April 11</b> Copperfield \$5,200	<b>April 18</b> Car 99 \$3,200	<b>April 25</b> Ruggles and West \$5,000
PITTSBURGH				
<b>PENN</b> (3,900; 25-35-40) High, \$41,000 Low, 3,750	<b>April 4</b> Town's \$17,000 (Dave Apollon) (Stage Show)	<b>April 11</b> Wedding Night \$14,000	<b>April 18</b> Rumba \$15,000 (Roney- Timberg)	<b>April 25</b> Reckless \$17,000
<b>WARNER</b> (5,000; 25-40) High, \$29,000 Low, 2,900	<b>April 4</b> Power and Car 99 \$8,800	<b>April 11</b> Curious Bride and Love You \$3,600	<b>April 18</b> Laddie and McFadden's \$4,200	<b>April 25</b> Go into Dance \$21,750 (Gene Raymond)
<b>STANLEY</b> (3,800; 25-35-40) High, \$46,000 Low, 3,200	<b>April 4</b> Private Worlds \$8,800 (Stage Show)	<b>April 11</b> Traveling Sideshow \$5,000	<b>April 18</b> Nite at Ritz and Grand Old \$4,700	<b>April 25</b> Mississippi \$9,800
BUFFALO				
<b>BUFFALO</b> (3,900; 25-40-50) High, \$42,000 Low, 8,300	<b>April 4</b> Goldiggers \$11,000 (Hugh Herbert)	<b>April 11</b> Private Worlds \$13,500 (Vantiles)	<b>April 18</b> 4 Hours to Kill \$8,800 (New Low)	<b>April 25</b> Mississippi \$9,800 (Bon Bernie)
<b>CENTURY</b> (4,300; 30) High, \$21,000 Low, 3,200	<b>April 4</b> Love in Bloom and Rocky Mt. Mystery \$5,000	<b>April 11</b> Father Brown and Right to Live \$5,000	<b>April 18</b> Babooona and Hotel Murder \$5,500	<b>April 25</b> Times Sa. Lady and Man's Man \$5,300
<b>HIPPO-DRONE</b> (2,400; 25-40) High, \$22,000 Low, 3,600	<b>April 4</b> Wedding Night \$5,000	<b>April 11</b> Marietta \$5,100	<b>April 18</b> Nite at Ritz and Grand Old \$4,700	<b>April 25</b> Richelle \$9,800
TACOMA				
<b>MUSIC</b> (1,400; 25-35-40) High, \$10,500 Low, 1,100	<b>April 4</b> Edwin Drood \$11,000 (Dagger and Nite at Ritz) (Split Dixie) (Vaude)	<b>April 11</b> Traveling Sideshow and Nite Life of Gods \$5,000 (Al Pearce and Gang)	<b>April 18</b> Laddie and Nite Life \$3,500 (Glen Ritz)	<b>April 25</b> Star of Midnight \$5,200
<b>ROXY</b> (1,300; 25-35) High, \$7,200 Low, 2,000	<b>April 4</b> Life Begins \$4,500	<b>April 11</b> Babooona and One More Spring \$8,000	<b>April 18</b> After Office Hours \$4,000	<b>April 25</b> After Office Hours \$4,000

## PORTLAND, ORE.

<b>BROADWAY</b> (2,000; 25-40) High, \$21,000 Low, 2,500	<b>April 4</b> Iron Duke \$4,300	<b>April 11</b> Casino Murder and Traveling Sideshow \$4,300	<b>April 18</b> Patient Sleep and Times \$4,600	<b>April 25</b> Go into Dance \$5,000
<b>UNITED ARTISTS</b> (1,000; 25-40) High, \$13,200 Low, 1,200	<b>April 4</b> West Point \$5,300	<b>April 11</b> Marietta \$5,800	<b>April 18</b> Marietta \$5,800 (2d wk)	<b>April 25</b> Marietta \$5,800 (3d wk)
<b>PARA-MOUNT</b> (2,000; 25-40) High, \$16,000 Low, 3,000	<b>April 4</b> King's Horse \$5,000 (Mills Bros.) (Vaude)	<b>April 11</b> Mississippi \$5,800	<b>April 18</b> Car 99 and Babooona \$4,700	<b>April 25</b> Scandals \$5,500 (Georgia Minstrels)

## MONTREAL

<b>PALACE</b> (2,500; 30) High, \$18,000 Low, 4,500	<b>April 4</b> Goldiggers \$10,900	<b>April 11</b> Little Colonel \$10,000	<b>April 18</b> One More Spring \$12,000	<b>April 25</b> Roberta \$12,000
<b>CAPITOL</b> (2,500; 30) High, \$30,000 Low, 5,100	<b>April 4</b> Rumba and Ruggles \$12,500	<b>April 11</b> Rumba and Ruggles \$12,500 (2d wk)	<b>April 18</b> Sweet Music and Woman in Red \$10,000	<b>April 25</b> Mississippi and 4 Hours to Kill \$11,000
<b>LOEW'S</b> (2,500; 30) High, \$18,000 Low, 3,000	<b>April 4</b> Babbit and Devil Dogs \$6,000	<b>April 11</b> Good Fairy and Notorious Gentleman \$6,000	<b>April 18</b> Edwin Drood and Life of Gods \$6,000	<b>April 25</b> Sequoia and Gay Bride \$8,000
<b>PRINCESS</b> (2,500; 30) High, \$25,000 Low, 3,500	<b>April 4</b> Let's Live Tonight and Win \$6,000	<b>April 11</b> Wedding Nite and King's Horse \$9,000	<b>April 18</b> Wedding and Borges \$6,000 (2d wk)	<b>April 25</b> Folies and Evidence \$10,000

## DENVER

<b>DENHAM</b> (2,500; 25-40) High, \$16,000 Low, 2,000	<b>April 4</b> Car 99 \$5,000 (Stage Show)	<b>April 11</b> Mississippi \$7,500	<b>April 18</b> Mississippi and Private Worlds \$6,000	<b>April 25</b> Private Worlds and Hold 'Em \$6,000
<b>DENVER</b> (2,500; 25-35-40) High, \$28,100 Low, 3,000	<b>April 4</b> Wedding Nite \$5,500 (Stage Show)	<b>April 11</b> West Point \$5,500	<b>April 18</b> Scandals \$7,500	<b>April 25</b> Reckless \$7,500
<b>ORPHEUM</b> (2,500; 25-35-40) High, \$20,000 Low, 3,000	<b>April 4</b> Roberta \$6,000 (2d wk)	<b>April 11</b> Little Minister \$5,500	<b>April 18</b> West of Pease \$5,500	<b>April 25</b> Green Gables \$5,500
<b>PARA-MOUNT</b> (2,100; 25-40) High, \$22,000 Low, 1,200	<b>April 4</b> Casino Murder \$4,000	<b>April 11</b> Vanessa \$2,500	<b>April 18</b> Traveling Sideshow \$5,500	<b>April 25</b> Princess O'Hara \$5,500

## CINCINNATI

<b>ALBEE</b> (3,300; 35-42) High, \$33,500 Low, 4,000	<b>April 4</b> Laddie \$6,000 (6 days)	<b>April 11</b> Marietta \$15,500 (8 days)	<b>April 18</b> Scandals \$7,500	<b>April 25</b> McFadden's Flats \$10,900
<b>PALACE</b> (3,300; 35-42) High, \$28,100 Low, 4,500	<b>April 4</b> Mississippi \$12,500	<b>April 11</b> Scandals \$7,500	<b>April 18</b> Hotel Murder \$4,500	<b>April 25</b> King's Melody \$4,000 (6 days)
<b>LYRIC</b> (3,300; 35-42) High, \$28,100 Low, 2,500	<b>April 4</b> Car 99 \$5,000	<b>April 11</b> Traveling Sideshow \$6,500 (9 days)	<b>April 18</b> Curious Bride \$4,000	<b>April 25</b> Mary Jane's Pa \$2,300 (6 days)
<b>KEITH'S</b> (2,500; 25-40) High, \$22,100 Low, 3,000	<b>April 4</b> Goldiggers \$3,000 (2d wk)	<b>April 11</b> Traveling Sideshow \$6,500 (9 days)	<b>April 18</b> Curious Bride \$4,000	<b>April 25</b> Mary Jane's Pa \$2,300 (6 days)

## KANSAS CITY

<b>MIDLAND</b> (4,000; 15-25-40) High, \$35,000 Low, 5,100	<b>April 4</b> Casino Murder \$5,500	<b>April 11</b> Marietta \$14,500	<b>April 18</b> Marietta \$14,500	<b>April 25</b> Reckless \$12,700
<b>MAJESTIC</b> (2,500; 25-40) High, \$35,000 Low, 3,300	<b>April 4</b> Living on Velvet \$6,000	<b>April 11</b> Goldiggers \$8,200	<b>April 18</b> Traveling Sideshow \$6,000	<b>April 25</b> Murder on Honeycomb \$16,000 (Mills Bros.)
<b>NEWMAN</b> (2,500; 25-40) High, \$33,000 Low, 3,800	<b>April 4</b> Mississippi \$6,000 (2d wk)	<b>April 11</b> Rocky Mt. Mystery \$5,000	<b>April 18</b> Right to Live \$3,800 (New Low)	<b>April 25</b> Stolen Melody \$5,000
<b>UPTOWN</b> (2,040; 25-40) High, \$9,000 Low, 1,500	<b>April 4</b> Scandals \$7,100 (10 days)	<b>April 11</b> Life Begins \$8,200	<b>April 18</b> Life Begins \$8,200	<b>April 25</b> Life Begins \$8,200

## PROVIDENCE

<b>STATE</b> (3,300; 10-25-40) High, \$29,000 Low, 2,500	<b>April 4</b> Casino Murder and Love You \$5,000	<b>April 11</b> Marietta \$13,500	<b>April 18</b> Marietta \$13,500	<b>April 25</b> Reckless \$9,800
<b>MAJESTIC</b> (2,500; 25-40) High, \$17,500 Low, 2,500	<b>April 4</b> Nite at Ritz and Living on Velvet \$6,000	<b>April 11</b> Scandals and Edwin Drood \$6,000	<b>April 18</b> \$10 Raise and Public \$8,300	<b>April 25</b> Go into Dance \$7,000
<b>STRAND</b> (2,500; 25-40) High, \$18,000 Low, 2,000	<b>April 4</b> Car 99 and Bloom \$7,300	<b>April 11</b> Mississippi and Mystery \$6,500	<b>April 18</b> Mr. Wong and McFadden's Flats \$7,200	<b>April 25</b> Hold 'Em Yale and Million Dollar Baby \$7,200
<b>ALBEE</b> (2,500; 25-40) High, \$20,000 Low, 1,900	<b>April 4</b> Roberta \$9,000 (Vaude)	<b>April 11</b> Roberta \$9,000 (2d wk)	<b>April 18</b> Princess O'Hara \$8,000 (D Redman)	<b>April 25</b> Star of Midnight \$9,500

## BIRMINGHAM

<b>ALABAMA</b> (2,500; 35-40) High, \$24,000 Low, 3,500	<b>April 4</b> Little Colonel \$8,000	<b>April 11</b> Life Begins \$7,500	<b>April 18</b> Mississippi \$6,500	<b>April 25</b> Reckless \$6,750
<b>STRAND</b> (2,500; 30) High, \$5,100 Low, 800	<b>April 4</b> Babooona and President Vanishes \$1,500	<b>April 11</b> Car 99 \$2,000	<b>April 18</b> Sequoia \$1,900	<b>April 25</b> Casino Murder and Wicked Woman \$1,500
<b>EMPIRE</b> (1,100; 25) High, \$12,000 Low, 800	<b>April 4</b> Let's Live Tonight \$2,400	<b>April 11</b> Living on Velvet \$2,000	<b>April 18</b> Devil Dogs \$5,000	<b>April 25</b> Wicked Woman in Red \$1,900

(Continued on page 30)

# News from the WESTern front!

**"MAE DAY on MAY 17<sup>th</sup>,"  
Slogan Gains Millions of  
Adherents for MAE WEST  
"Goin' to Town" Movement!**



**MILTON FELD**—Commander-in-chief of the Monarch-ists—takes the situation with proverbial good nature. "We've had experience with this West woman before," says he, "and we know just how to handle her when she comes to town!"



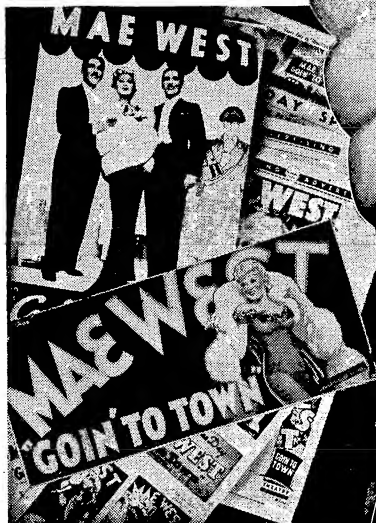
**OSCAR DOOB**—The Colonel gets an eyeful of the inflammatory **MAE DAY** posters and gives Captains Schmidt and Emerling the Loew-down. "Get ready to handle the crowds, boys... and show this Dame we mean business."



**JOHNNY DOWD**—Military strategist for the RKO citadels of mass entertainment—puts his okay on the campaign that promises La West a hot reception when she shows up inside his lines. Aide-de-camp Vinson is ready to carry the message to Garcia.



**MORT BLUMENSTOCK**—Generalissimo of the Warner go-get-'em forces—dictates to his men in the field how he wants the **MAE DAY** riots handled. "Keep this West gal in town for weeks," is his command "That'll show her where we stand!"



**INCENDIARY STUFF**—Blazing posters and other literature inciting the populace to celebrate **MAE DAY** on May 17th this year. Millions of people have already been influenced. It's going to be a problem to handle the mobs.





*That's all  
there is ♦*



*there is no more ♦ ♦ ♦*

♦ You set your pictures in . . . you send us your booking dates . . . and the rest is up to us . . .

♦ We've been perfecting our service organization for 15 years . . . building it up . . . hiring the best brains . . . improving and changing until today red tape is a memory . . . alert is

the word . . . 700 employees . . . and all on their toes . . .

♦ Writers and artists . . . bookers and shippers combine to give you trailers that put your pictures "over" . . . and always on time . . .

♦ Reason enough why more than 9,000 exhibitors say

**NATIONAL SCREEN SERVICE**

▲ ▲ ▲ best exploitation ever devised! ▲

# By Epes W. Sargent

## EXHIBITION

### Summer Stuff

Following up a successful campaign of last year a theatre has decided to play for the summer business ahead. Initiator was a letter to married women assuring them they need have no concern about going away for the summer as the theatre would look after the husband. Explained that the theatre would make things so attractive for the stay-at-home ones that they would go to poker parties. Pointed out the house is air cooled, but during the summer months the balcony is reserved for the husbands' club, with permission to take off their coats and collars and to change to park slippers on request. Done in a light vein, but carries conviction. House has three changes, so there is variety.

House is also adopting the keep-the-porch-clean brigade idea which has worked well in other places, boys visiting each house twice a day and removing accumulated newspapers, advertisements and the like which betray to snobs, thieves and the fact the house is partially vacant. Will add to this with a mail forwarding service if the boys plan to move around much.

House has spoiled the boys by selling to those vacationing at a nearby resort a combination ticket at reduced rate. Reduced rate, however, is not being to prevent a bus line from offering a reduction on transportation.

In another spot the theatre has a couple of unemployed men who will cut grass on the lawn, water the lawn when needed and look after the covers and the day will be inspected from the theatre checking up weekly. Service ranges from \$5 a month, according to the size of the yard.

### Lowling Up Babies

Taking the old stunt of offering something to the child born closest to the opening hour of some feature being advertised, the theatre has practically made it into a new thing by allowing the child to be of the stage wedding. That doesn't mean, of course, they will have the child debut on the stage, but the angle is that the house and the co-operating newspaper will promote the same child as the wedding.

A certain day will be selected and a certain hour and minute of that day chosen, written on a card and placed in the box. The day will be made public but not the exact time chosen, and all new arrivals that day are to be reported to the theatre, with the time of arrival minutely checked. Since the hour chosen is not known, there is no incentive to trickery. A youngster will receive a deposit account in the savings bank, available when the child is 15, a crib, being a ring, a spoon and a pusher, an order on a baby shop for a christening gown, and a perambulator. The child, else the theatre can pick up.

Newspaper will carry a standing space on the stunt, with the contributors listed, and each merchant will contribute a line. The photographer will make a full size picture for the paper, and present 50 prints to the theatre. Will be whopped up for about six weeks, and played in such fashion as to get and hold the audience. All entries must be in by midnight, with the mayor receiving the sealed envelope the next morning. The theatre will make more interesting, a Hollywood star can select the time, and send the sealed envelope to the bank.

### Marx Tourneys

Evergreen's Paramount, Ore., has a natural for exploitation in personal appearance of the Marx brothers. Official stunt figured to attract attention of apathetic showgoers was a contract bridge game between the Harpo and Groucho. Ed Thomas, Grannatt, radio and hold cards, and Harpo and Groucho. Ed Thomas, Grannatt, radio and hold cards, and Harpo and Groucho. Ed Thomas, Grannatt, radio and hold cards, and Harpo and Groucho.

Chico Marx then wired from Seattle he'd take on anyone at pinch. There he beat the burg, this stunt won some interest.

### One Good, One Flop

New Haven. Low Schoafer tried to make a "Four Hours to Kill" at the Paramount and batted .500 on the duo. First one used the direct phone angle from the film by plastering the booth with cards reading "This phone is NOT for ordering use it to arrange to see 'Four Hours to Kill' at the Paramount." Second stunt was a department store teup to run a big "Four Hours to Kill" but the burg, this stunt won some interest.

### Wrinkles

Manager who grew tired of trying to wash match scratches off the lobby walls, had a very little electric cigar lighters. Of the type which glow when a lever is depressed. Match pressure also lights a porcelain shade above on which the sales copy for the coming attraction is written. No change. Two on each side of the entrance, the manager figures that at least 10 persons at the message each time a smoke is lighted. So will satiate with the result that he is planning to put a couple more in the outer lobby just at the street line.

Fairly large town house found that free drinking cups were wanted but figured that installation of coin actuated devices would cause complaints. Saved the question by putting in the penny machine but announcing the vendors were operated by and for the benefit of the Salvation Army. Got plenty of newspaper publicity from the papers when the switch was made and so far not a kick. Someone from the army visits the theatre several times a day to replenish the stock of the coin boxes. Found it helps the theatre's business by clearing beside each machine. Army gets anywhere from \$10 to \$25 a week.

Theatre cost room had trouble with guests getting mixed on rainy days. Now they have a sign which will cut grass on the lawn, water the lawn when needed and look after the covers and the day will be inspected from the theatre checking up weekly. Service ranges from \$5 a month, according to the size of the yard.

### Horror Story

Here are some stunts worked out for "Bride of Frankenstein" when it comes along, but most of them are being advanced to any theatre that lamp. First is the time-tried solo stunt in which someone is offered \$5 to sit all alone in the house while the film is run off, this being after the last show of the movie. This will be worked up with an ambulance parked in front of the theatre, with the nurse waiting in the lobby waiting for a call. Selected applicant will be examined by the ambulance ride, and left alone in the theatre. House Manager will have an usher stationed by the light switch (unknown to the sitter) as a guard against possible trouble.

Another stunt is to continue the ambulance (a spare) in front of the theatre through the run of the movie. After the last show of the movie, breakdowns will be speeded to the ward. In addition, all physicians will be on the free list for the run, on the day of the stunt. The theatre will have a doctor in the house. A registered nurse will also be provided and a fake intern will have a light in which he will examine nervous prospects without charge. After the opening day, the nurse will be led out in hysterics during the first show, which will be about lunch time. She is a member of the amateur troupe and can be counted upon to not let it over. To prevent a panic in the theatre, she will come from the foyer, where she will not be overheard, and will be heard crying until she is in the lobby.

Manager may lose his nerves on the day of the stunt as he will be nervous women away. New gag is to offer a prize for the best nightgown. This is induced through the press. Apart from its awkward length (it is nearly 100 inches long), the "Universal press book for 'The Bride of Frankenstein'" is a masterpiece of suggestion, though a couple of the gags are a bit implausible. Still it is a stunt that provides a lot of ideas which can be adapted to all theatres. Back page reproduction of the historical picture book sheets which can be worked as is or cut up to advantage and the rote used to above average. The inconvenient idea is to provide an insert card colors.

Put together, the Joe Well, who knows what exhibitors need.

### Van Frenzy

Exhibit in a town where most of the patrons have their pet raves, built up a lobby with a very little cost. Worked on a new angle. Started off with the announcement that to determine if the man or woman most highly favored locally with promise that a cup would be given to the winner. The man or woman most highly favored locally with promise that a cup would be given to the winner.

For seven days each ticket carried a sticker similar to the small legal seals sold in stationery stores, only these were cut from special paper (which cost \$2.50 extra), which presented rings. These stickers were pasted onto the back of each patron's choice. At the end of the lobby, the checker of the contest, and the winner declared.

Perfectly okay with the house for the stunt. The combination of the three boards which looked like a fairly even break had to be checked. When the checker of the winner's committee selected from the most ardent admirers.

### Just a Natural

Nat Silver of the M. & P. Strand, Lowell, Mass., is one of those hustlers who sleeps with both eyes open. The high school has Nat Eddy in concert April 16 and the Strand has a show on the 17th day later. Silver contacted the local paper for an interview, met the editor, and the result was a welcome committee and whooped things generally. All of the editor on the concert angle included the fact he would later be seen in the picture.

Not only made business for the house, but it was done in a manner that gave the school greater publicity than it could have obtained on its own. The student body feels grateful to the theatre.

## BEHIND the KEYS

Resignation of Marsh Gollner as manager of Paramount here and his departure as a stunt is as much a surprise. Gollner quietly took leave on two picture houses and then stepped out on his own, carrying Maya with him to manage one of the properties.

### Columbus, O.

Possibility of the Grand theatre, destroyed by fire a year ago, and its operation by RKO is seen in the closing of an option between RKO and J. W. and W. J. Dusenbury, owners of the Grand theatre building.

### Utica, N. Y.

William Leggero, recently of W-B, transferred to American Trov.

### East Columbus, O.

A new theatre will be opened here about May 15. Arnold O. Harmer of Columbus, has leased the building on East Fifth street, and is planning to open the Star theatre. John Harmer Shepard will manage it.

### Los Angeles

House manager changes in Cullen Eugene (nab) district in Los Angeles. HI Peckay of the Golden Gate (suburb) resigned, no successor named. The theatre transferred from Bards Glendale to the Capitol theatre. Jim Glendale to Bards, with Joe Buss in at the Glendale. Merline Glendale from the Capitol to the Fortman.

Coba Worcester reopened the De-Luxe (nab) district in Los Angeles, modelling the subsequent run house.

### Waynaburg, Pa.

L. Puglia reopened his Opera house this month.

### Kidding Rogers

Academy of Music, N. Y., is using a head of Will Rogers on the front page of its program, but it's not a head of Will Rogers, but a head of a man who looks like him, with proper acknowledgment, and the explanation that it's a mild form of impersonation.

A just once, but good that one time.

### Good Novelty

RKO's sales department is prolific in ad-sales ideas, but tops most of them with a very little cost. Worked on a new angle. Started off with the announcement that to determine if the man or woman most highly favored locally with promise that a cup would be given to the winner. The man or woman most highly favored locally with promise that a cup would be given to the winner.

### Master Manuals

M. & P. Theatre's Boston advertising department has hit on an idea which takes the strain off the mimeograph. It compiles what it calls master manuals on general exploitation ideas, making only a single copy and lending it to the theatre in the order of their applications. It applies only to standard topics, such as shows, coverings, phases which do not seem to call for the expense of broadening the variety of the house. This permits the building up of what eventually becomes a library of exploitation at a minimum cost. Presumably there is a carbon made of each manual, but the library is only one of each in circulation.

### No Mugging

Frankenstein can walk up and down Syracuse streets, but he can't mug. That's the decree of Chief of Police, who was given a 40-foot date. Has been an "Uncle Tom's Cabin" event with the mugs chasing Eliza, who was given a 40-foot date. Prior to the start Eliza (a mugging) was given a 40-foot date. Prior to the start Eliza (a mugging) was given a 40-foot date.

### Experimenting

Makere of Vick's cough drops is offering a (comparatively) limited number of the drops, for use to be used along the lines established for Life Savers. The sampling of returns are good. The sampling will be done on a larger scale. At present the drops are being confined to chain theatres.

### Omaha.

Following three months of operation on a vaudeville policy Omaha's theatre has taken a new turn. George Blackford and assistant Orville Rennis advised other assignees with the Tri-State theatres, and the theatre has taken a new turn. The theatre has taken a new turn.

Tom Olsen back to old settling grounds, next week becomes manager of the theatre. The theatre has taken a new turn. The theatre has taken a new turn.

Twenty-four hours after a new \$1,200 sound equipment had been installed, Burritt opera house, with a loss of \$2,000. Theatre was under lease to E.H. Zimmer, of Syracuse.

City Manager Overmire of the Westland string here, was ordered to Denver to the home office to see the city manager. The theatre has taken a new turn. The theatre has taken a new turn.

Republic theatre, erected by the Westland string here, was ordered to Denver to the home office to see the city manager. The theatre has taken a new turn. The theatre has taken a new turn.

George Steiner, manager of the Central Jersey City, has exchanged with Jules Feld, of the De Witt, Bayonne. Both Warner theatres.

Breaking of ground for the Rio theatre, Ben and Lou Cohen's new theatre, next month, Central and Vernon highway, a popular section of west Detroit.

Continued on page 18

### Dog Racing

With some local sports trying to promote a dog track, an exhibit was made of the game. Announcing a dog race each Saturday afternoon just before the matinee. First thing to do was to get the curiosity, but since then they have been lining up just for the fun they get out of it. The dog track of the stunt was marked by some protest from the reform element until they were assured that no rabbit would be used.

With the permission of the police the street on the side of the theatre is roped off for 20 minutes. Any dog from 10 inches to a Great Dane is eligible, but must be formally entered, since the field is limited to 20 starters. All the owners are stationed at the finish line, as in whelping racing, and call their pooches, which are released on signal by friends of the entrants.

There is about a minute of calling while the pups strain at their leashes and then they are let go. Flants along the way take in chunks of meat and frequently a racer will come to a dead stop, while he makes a dash for the finish line. The race was planned, but since then the dogs have been racing. The race was planned, but since then the dogs have been racing. The race was planned, but since then the dogs have been racing.

Stunts. The dog racing a number of weeks ago in the small town seems to be growing in popularity. The dog racing a number of weeks ago in the small town seems to be growing in popularity. The dog racing a number of weeks ago in the small town seems to be growing in popularity.

### Back to Calendars

Edward Selette has hopped from the Regent to Albany theatres in Albany, N. Y. Warner house. The latter is a firm, and the latter is a firm. The latter is a firm, and the latter is a firm. The latter is a firm, and the latter is a firm.

Selette has four changes a week, with the calendar being a bettering attendance about 25%. Selette has four changes a week, with the calendar being a bettering attendance about 25%. Selette has four changes a week, with the calendar being a bettering attendance about 25%.

Selette has also moved over his own form of opportunity night. No prizes, but it's promised a local looking agency will watch the show with an eye to placing a talent of Selette to be more of a drag than to be more of a drag than to be more of a drag.

### The Erie Influence

Bud Summers, of Indianapolis, went south for "Bride of Frankenstein" and his first show has been a success. The theatre has taken a new turn. The theatre has taken a new turn. The theatre has taken a new turn.

Publicity staff claim to be bating City Hospital to hold an actual operation on the stage.

### Near Radio

Small tower has made an adaptation of the inquiring reporter stunt. Has a mike rigged in the theatre, and the reporter is at the root of the marquee. Disparaging patrons are asked to step before the mike and tell the reporter. When the house has a pair of clucks the device conveniently gets out of the theatre, and the reporter is at the root of the marquee. Disparaging patrons are asked to step before the mike and tell the reporter.



**RKO-RADIO  
PICTURE**

**JOHN FORD  
PRODUCTION**

From the story by Liam O'Flaherty  
Cliff Reid, Associate Producer

# A NEW DRAMATIC EXPERIENCE THUNDERS FROM THE SCREEN!

Unseen, except by a preview audience in Hollywood, "The Informer" is the most talked about, *written about*, and anticipated picture of the year! . . . Columnists, who seldom write of the movies, have spread their columns full with praise . . . Wire services have telegraphed their newspaper clients that

something big is coming . . . Motion picture and dramatic critics have gone out of their way to tell of its glory . . . Radio commentators are telling their millions of listeners about the picture which RKO-RADIO sincerely believes will be acclaimed one of the ten best pictures of the year!



**OPENS RADIO CITY MUSIC HALL  
AND OTHER BIG KEY-CITY  
THEATRES THIS WEEK . . .**



with

**VICTOR McLAGLEN ★ HEATHER ANGEL ★ PRESTON FOSTER  
MARGOT GRAHAME ★ Wallace Ford ★ Una O'Connor**





# SHOW BIZ 35% UP

## Amusement Grosses in 1933

The attached table represents the gross operating surplus or deficit for 1933 for motion picture houses, vaudeville houses and legitimate theatres, as well as for all other types of amusement.

State	Pictures	Vaudeville	Legit	Other	Total
Ala.	\$101,000	\$28,000	\$122,000	\$251,000	
Ariz.	3,000	21,000	64,000	88,000	
Ark.	196,000		110,000	315,000	
Calif.	836,000		2,346,000	3,909,000	
Colo.	73,000		201,000	322,000	
Conn.	237,000x		100,000	229,000	
Del.	45,000xx		17,000	62,000	
D. C.	371,000xx		254,000	625,000	
Fla.	104,000xx		395,000	499,000	
Ga.	301,000		155,000	507,000	
Ida.	68,000		77,000	137,000	
Ill.	673,000		7,999,000	\$7,404,000	
Ind.	93,000		424,000	515,000	
Iowa	254,000		435,000	678,000	
Kan.	299,000		339,000	741,000	
Ky.	63,000		104,000	167,000	
La.	4,000		95,000	100,000	
Me.	77,000		93,000	60,000	
Mr.	627,000		226,000	953,000	
Mass.	781,000		398,000	412,000	
Mich.	367,000xx		54,000	107,000	
Minn.	61,000		446,000	322,000	
Miss.	95,000		67,000	160,000	
Mo.	113,000		56,000	226,000	
Mont.	89,000		79,000	197,000	
Neb.	82,000		407,000	495,000	
Nev.	70,000		68,000	138,000	
N. H.	158,000		360,000	518,000	
N. J.	1,009,000xx		700,000	430,000	
N. M.	57,000		81,000	152,000	
N. Y.	3,032,000		2,033,000	5,386,000	
N. C.	150,000xx		174,000	324,000	
N. D.	170,000xx		223,000	393,000	
Ohio	1,117,000		1,287,000	2,160,000	
Okl.	338,000		316,000	653,000	
Ore.	78,000		299,000	377,000	
Penn.	2,745,000xx		61,000	\$1,234,000	
R. I.	67,000xx		25,000	442,000	
S. C.	208,000		342,000	550,000	
S. D.	50,000		296,000	346,000	
Tenn.	108,000xx		122,000	230,000	
Tex.	808,000		675,000	1,412,000	
Utah	2,000xx		76,000	74,000	
Vt.	29,000xx		46,000	74,000	
Va.	337,000xx		300,000	637,000	
Wash.	141,000		331,000	569,000	
W. Va.	59,000		152,000	203,000	
Wisc.	123,000xx		357,000	234,000	
Wyo.	93,000xx		39,000	132,000	

Total ..... \$4,164,000 ..... \$2,115,000 \$2,961,000 \$30,240,000  
 Notes: x signifies deficit; x signifies legit houses included; xx signifies vaudeville and legit houses included.

### ISCELLANEOUS AMUSEMENTS

Indicated gross surplus or deficit for miscellaneous amusements in 1933, compiled from revised Census Bureau statistics.

State	Tracks	Dance Halls	Pool Parlors	Billiard and Domino	Parks, Pools and Amusement
Ala.	\$8,000	\$99,000			
Ariz.	2,000				
Ark.		104,000			
Calif.		471,000			
Colo.		118,000			
Conn.		82,000			
Del.		17,000			
D. C.		137,000			
Fla.		1,161,000			
Ga.		157,000			
Ida.		51,000			
Ill.		1,161,000			
Ind.		332,000			
Ia.		347,000			
Kan.		265,000			
Ky.		115,000			
La.		75,000			
Me.		47,000			
Ma.		80,000			
Mich.		293,000			
Minn.		316,000			
Miss.		303,000			
Mo.		41,000			
Mont.		231,000			
Neb.		49,000			
Nev.		264,000			
N. H.		118,000			
N. J.		229,000			
N. M.		58,000			
N. C.		1,000			
N. D.		161,000			
Ohio		208,000			
Ore.		1,236,000			
Okl.		270,000			
Ore.		146,000			
Penn.		480,000			
R. I.		23,000			
S. C.		62,000			
S. D.		276,000			
Tenn.		162,000			
Tex.		240,000			
Utah		49,000			
Vt.		30,000			
Va.		181,000			
Wash.		195,000			
W. Va.		159,000			
Wisc.		84,000			
Wyo.		7,000			

Totals ..... 268,000 ..... 1,200,000 10,532,000 154,000 295,000  
 (Surplus)

Note: x signifies

## LEGIT OUTRANKED FILMS THAT YEAR

### Legit's 2 Million Net Figures Better Than Pix's 4 Millions—Vaudeville a Mexican Standoff

#### OTHER AMUS.

Washington, May 7.

First official survey of gross receipts and gross operating costs of the amusement industry discloses that the margin in 1933—the year of exploding banks and Blue Eagle

chairs for theatres, dance halls, parlors, skating rinks, dog and horse tracks and other types of amusement amounted to 6% on an aggregate business volume of \$20,218,000.

Nation's amusement industry, special analysis shows, took in \$30,240,000 more in its regular operating outlay, including wages.

The margin for film houses was a puny \$4,164,000, while legit operators, in distinct contrast to walling and groaning, had an item of \$2,115,000 on the right side of the books.

Film-vaudiville houses reported income and normal outlays cancelled out.

Final report on government's 1934 census of service enterprises and places of amusement, shows that the operating expense for all forms of amusement aggregated \$49,978,000 and that in all but four states the balance for the entire industry was on the good side.

Pennsylvania, Massachusetts, New Jersey and Rhode Island all went in the hole, due principally to heavy theatre losses.

New York naturally led the field in gross revenues from nation's delectable amusements, but Illinois industry made the best record in keeping wolf from the door.

## M. A. Schlesinger, GTP Prez, on Stand 3 Days in Erpi Suit, Alleges Plenty

E. Curtin

Willington, May 7.

Max A. Schlesinger, president of General Talking Pictures, testified that equipment licensing practice of Electrical Research, Products, Inc., was largely responsible for the Paramount situation.

Schlesinger was on the stand three days in U.S. District Court here as a witness for GTP (deForest) and Duovac Radio in the suit for a permanent anti-monopoly injunction against Erpi and its parent companies, Western Electric and American Telephone & Telegraph.

The charge came out in cross-examination by George F. Hurd, chief of defense counsel.

Hurd pressed the point and Schlesinger said he was told this by Adolph Zukor, Paramount president, during a taxi ride from the Savoy-Plaza hotel to the Paramount office in N. Y.

Expected Zukor will be brought here to take the stand. Plaintiffs rested their case today after a routine session.

Citing Vauxier as an authority on the picture industry, Schlesinger said that when the Otterson "equality" or "interchangeability" statement concerning Erpi equipment licensing appeared in the trade press, it failed to have any effect as far as enlarging the market of other equipment makers.

A typical case in point was the attitude of Zukor, who, he said, refused to take on GTP equipment for fear of risking arbitration proceedings with Erpi.

The Otterson statement said pictures recorded on Erpi equipment could be projected on equipment of other companies if the equipment were up to Erpi standards.

Schlesinger testified Zukor said his company would be ruined in the event of an adverse ruling on any arbitration proceedings and that he was thus unwilling to take the chance.

Hurd, on cross-examination, presented Schlesinger with a copy of a GTP equipment lease containing a clause which provided for getting additional parts from GTP and for GTP servicing.

Schlesinger said he believed these clauses were compulsory. Plaintiffs introduced hundreds of other exhibits, including voluminous correspondence among producers, distributors, exhibitors and Erpi, purporting to show restraint of trade practices through the Erpi contracts and agreements.

Long and unsuccessful efforts of Schlesinger to get W. E. sound for his brother's South African houses were unfolded when Schlesinger was on the stand. He testified that John E. Otterson, the Erpi president, told him some time in 1927-28 that Erpi "had a big job in the United States" and thus could not consider South Africa.

Schlesinger added he got substantially the same answer when he tried to negotiate for British GTP.

It was during the period when he was after a deal on South America that he turned to Lee deForest, who came into the key patents for sound-on-film, subsequently upheld in the U. S. District Court here.

Threatened by the American field, he said, and acquired an option from deForest in August, 1928, to take over the deForest company.

On Otterson Conversations He said Otterson told him he would have to take Erpi equipment if he expected to get anywhere.

"Did you tell Mr. Otterson of your option to acquire the deForest company?" "I did," replied Schlesinger, and he told me: "Don't try. You are going to lose millions of dollars at it. The deForest company have no patents. Whatever patents he had, we acquired. We, the Western Electric and A. T. & T. acquired. You are wasting your time with it. That is, so far as that subject is concerned."

Schlesinger also declared he relied on U. S. pictures to keep the South American houses going and was thus practically forced into taking the Erpi equipment.

Against Otterson's advice, he continued, he omitted GTP in September, 1928. Hurd wanted to know if GTP had any subjects to release at that time. Otterson replied that he had none, including the Lindbergh reception in Washington and that GTP equipment was in a portable sound truck for General Otterton in the political campaign against Al Smith.

(Continued on page 34)



# AMERICA'S STAR OF A MILLION MOODS...

...revealing new riches of talent in a thrillingly modern role!... Lovely to look at in stunning gowns by the fashion designer of "Roberta"... surcharging her electric personality into the life of a deeply emotional heroine... **TOGETHER** with the new idol of the screen... the man who is romantic dynamite to every woman who sees him... in the impassioned story of a heart-strong girl tremendously in love!

KATHARINE  
**HEPBURN**  
**BREAK**

CHARLES  
**BOYER**  
**OF**  
**HEARTS**

WITH **JOHN BEAL**  
**JEAN HERSHOLT**

Directed by Philip Moeller.  
Associate Director, Jane Loring.  
A Pandro S. Berman Production.

**RKO-RADIO  
PICTURE**

# CALIFORNIA OF CURRENT RELEASES

**Chesterfield** Office: 1940 Broadway, New York, N. Y.  
 Incriminating Evidence. A mystery asking does circumstantial evidence convict the innocent? Chick Chandler, Shirley Grey. Dir. Charles Lamont. 67 mins. Rel. March 30.  
 Curtain Falls. The actress impersonates aunt of a wealthy family of make old age secure. Proves a good one. Henrietta Cromman. Dir. Chas. Walters. 71 mins. Rel. April 1.  
 Ghost Waits. A mystery. Rel. Oct. 1.  
 Frank Strayer. 67 mins. Rel. Dec. 1.  
 Port of Last Dreams. Tragedy along the waterfront and on the tuna fisheries. Wm. Boyd. Lela Lane. 71 mins. Rel. May 1.  
 It's Opinion. A drama of the greatest single film in the world today. "Public Opinion." Lois Wilson, Grace Wilbur, Luis Albert. Dir. Frank Strayer. 68 mins. Rel. March 15.  
 Sons of Steel. A new 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 Shean, Evelyn Brent, Charles Judels. Dir. Frank Strayer. 68 mins. Rel. Jan. 15.  
 World Accused. The a 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** Office: 729 Seventh Ave., New York, N. Y.  
 Against the Law. Gangster mixup with an ambulance crew. Jack Mack Brown, Sally Bland, Arthur Hohl. Dir. Lambert Hillyer. 61 mins. Rel. Oct. 25. Rev. Dec. 15.  
 I'm Furry. Ralph Bellamy, Lila Birell and Wiley Post. Ir. Al Rogell. Rel. April 30.  
 Behind the Evidence. Newspaper man smokes out a master mind. Norman Foster, Donnell Derry, Jimmy Durante. Dir. Lambert Hillyer. 70 mins. Rel. Jan. 20. Rev. Feb. 5.  
 Best Man Wins. The Edmund Lowe, Jack Holt in a familiar outline. Florence Rice as the girl. 75 mins. Rel. May 1.  
 Broadway Bill. Race track story based on one of Mark Hallinger's yarns. Myrna Loy, Warner Baxter. Dir. Frank Capra. 80 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. Leo Tracy, Sally Bland, Jimmy Durante. Dir. Walter Lang. 67 mins. Rel. Feb. 10. Rev. Feb. 20.  
 Death Files Aft. Mystery in a transport plane. Conrad Nagel, Florence Rice. Dir. Phil Rosen. 67 mins. Rel. Jan. 19. Rev. March 4.  
 Eight Sins. Love and mutiny on the high seas. From a stage play. Alan Southern, Ralph Bellamy, John Buckler. Dir. Roy W. Neil. Rel. April 11.  
 Fighting Shadows. Ti. Geneva Mitchell. Dir. David Selman. Rel. April 15.  
 Hit News. Richard Cromwell, Hila Seaward and Wallace Ford. Dir. Lambert Hillyer. Rel. April 28.  
 I'll Love You Always. The girl that could not be crushed by adversity. Nancy Carroll, Geo. Murphy. Dir. Leo Bulgakov. 68 mins. Rel. March 20. Rev. April 5.  
 In Spite of Danger. Auto racer goes into the trucking business. Wallace Ford, Marian Marsh. Dir. Lambert Hillyer. 66 mins. Rel. March 4.  
 Love, My Darling. Mar. 1935. Dir. Lambert Hillyer. 65 mins. Rel. March 4.  
 Jealousy. Jealous prize fighter has a vivid dream while taking the count. Nancy Carroll, Tim McCoy. Dir. Roy W. Neil. 65 mins. Rel. Nov. 16. Rev. Nov. 27.  
 Law Beyond the Range. Tim McCoy western. Sheila Mannors. Dir. Ford Hebe. Rel. Nov. 16.  
 Let's Live Tonight. Love's indecisions on the Riviera. Lillian Harvey, Tulo Carmellini. Dir. Victor Scherling. 69 mins. Rel. March 1. Rev. March 20.  
 Men of the Night. Romance of a detective. Bruce Cabot, Judith Allen. Dir. Henry French. 68 mins. Rel. Nov. 27. Rev. Dec. 4.  
 My Girl of the Gods. Industrial story of the depression. May Robson, Pay Gray, Victor Jory. Dir. Roy W. Neil. 67 mins. Rel. Dec. 15. Rev. Jan. 28.  
 Party Wires. Victor Jory and Jean Arthur. Dickie Moore. Rel. April 21.  
 Prescott Kid. The McCoy western. Sheila Mannors. Dir. David Selman. 68 mins. Rel. Nov. 8.  
 Revenge Rising. The Tim McCoy western. Dir. David Selman. 68 mins. Rel. March 18.  
 Square Shooter. Tim McCoy, Jacqueline Wells in a Western. Dir. David Selman. 67 mins. Rel. Dec. 15.  
 Stranger in His House. Orphan career the flax in a racing stable. Jack Holt, Mona Barrie, Jackie Searle. Dir. Phil Rosen. Rel. March 15.  
 Sweet Head. Basil Rathbone, Dickie Moore, Barbara Kent. Dir. Ben Stoller. Rel. Apr. 6.  
 Unwelcome Stranger. Located on a racing stock farm. Jack Holt, Mona Barrie, Jackie Searle. Dir. Phil Rosen. 68 mins. Rel. April 20.  
 Westerner. The Tim McCoy. Marion Shilling. Dir. David Selman. 67 mins. Rel. Dec. 10.  
 White Lies. Rich society girl falls for the big, brave cop. Walter Conolly, Pay Gray, Victor Jory. Dir. Leo Bulgakov. 67 mins. Rel. Jan. 28.  
 Whole Town's Talking. The Robinson in a dual role as a killer and a pacifist who resembles him. Edw. C. Robinson, Jean Arthur. Dir. Roy W. Neil. 95 mins. Rel. Feb. 18. Rev. March 6.

**DuWorld** Office: 729 Seventh Ave., New York, N. Y.  
 Beat of Borneo. Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 15.  
 Blue Light. (Australia and Italy.) Mountain romance among Italian Dolomites. Directed and starring Leni Riefenstahl. Rel. Sept. 15.  
 Crepuscule (Fr.). Drama from Anatole France yarn. Dir. Jacques de Baroncel. 80 mins. Rel. Dec. 15.  
 Dams and Camellias. La (Fr.). Literal adaptation of the Dumas classic. Yvonne Printemps, Jean Desprez. Dir. Ferdinand Rivers. 65 mins. Rel. March 15. Rev. March 27.  
 Girl in the Case. Comedy in the Continental manner. Peggy Saxe, Edie Lambert. Dir. George C. Stone. Rel. February 15.  
 Kechal, Lubi, Szwajnie. Young love in Poland, with music. Dir. Michal Wyzanski. Rel. Nov. 1.  
 L'Agonie des Anges. The Resurrection drama. Dir. Roger Ribes. 70 mins. Rel. Dec. 1.  
 Men Who Changed My Name (British). An old Edgar Wallace yarn revived. Dir. E. J. Mearns. Rel. Oct. 1. Rev. Oct. 13.  
 Norah O'Neale (British). Irish yarn. Dir. Desmond Hurst. 70 mins. Rel. Oct. 15. Rev. Nov. 1.  
 Tell Tale Heart (British). Edgar Allan Poe thriller. Dir. Desmond Hurst. 60 mins. Rel. June 15. Rev. June 13.

**First Division** Office: R.N.O. Bldg., New York, N. Y.  
 Released Also Allied, Chesterfield, Monogram and Liberty  
 Curtain Falls. One-time famous actress uses her talents in an entirely novel role; and meets a handsome young man. Henrietta Cromman. Dir. Charles Lamont. 71 mins. Rel. April 1.  
 I'm Furry. Ralph Bellamy, Lila Birell and Wiley Post. Ir. Al Rogell. Rel. April 30.  
 I'll Love You Always. The girl that could not be crushed by adversity. Nancy Carroll, Geo. Murphy. Dir. Leo Bulgakov. 68 mins. Rel. March 20. Rev. April 5.  
 In Spite of Danger. Auto racer goes into the trucking business. Wallace Ford, Marian Marsh. Dir. Lambert Hillyer. 66 mins. Rel. March 4.  
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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 subscription to this period should prepare a copy of the calendar for reference.

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

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

## Contracts

**Hollywood, May 7.**  
 Jean Muir held at Warner for another year.  
 Rosch handed Jimmy Finlayson to Warner for another year.  
 Thelma Todd set at Roach for another series of Todd-Patky Kelly comedies.  
 Warner took up option on William Winter Haines, former telephone lineman, with the intention of making a sale of "Slim" to the studio.  
 Gordon Elliott stays on at WB and plays a role in "Romance in the Rockies."  
 Paramount handed Elizabeth Patterson to Warner for her work in "Men Without Names."  
 Renewals handed out by Fox to Al Schumann, Jackie Byrnes, and George M. Cohan.  
 New contract calling for two pictures sent by Paramount to Mary Kay in England. Studio also took up option on Marina Soburov.  
 Columbia gave contract extensions to Douglas Fairbanks, Vana Bryant and Thurston Hall.  
 Helen Mack stays at Radio and makes six months and goes into "Return of Peter Grimm."  
 His two-picture deal winding up. William Seltzer gets option of his directorial contract at Fox.  
 Leo Lerner handed Daniel Jarrett a one year writing ticket.

## STORY BUYS

**Hollywood, May 7.**  
 Universal has bought the screen rights to "Mustang Mesa" by Earl Repp.  
 Screen rights to "Trial of Dr. Beahmish" by Walton Green, and "Snowed Out" by Lawrence Saunders, both published in Liberty, taken by Warners.  
 Willis Kent has bought "Gun Smoke on the Gaudeloupe" by Paul Lehman.  
 Two originals, "Easy Living" by Faye Casper, and "Woman in a Frame" by Samson Raphaelson and J. F. Kraft, will be filmed by Paramount.  
 Walter Wanger has taken "Smart Girl" by Francis Styling and will produce on a light budget.  
 To launch Maria Eggerth on her picture career, Universal has bought "Sing to Me of Love" by Frank Daugherty and Helen Thomas.  
 As his first collaborative effort with Sherman, Universal has bought "From Little Accor to Paramount."  
 Film rights to Edward Hopper's novel, "Marry the Girl," taken by Warners.  
 Tom Reed developing screen play.

## TITLE CHANGES

**Hollywood, May 7.**  
 New tag for Metro's "Wild Geese" is "Furthest."  
 Metro's "The Girl Who Gets the Call at Roach" with McLaughlin and McLaughlin.  
 Warners "Serves You Right" gets release tag of "We're in the Money."  
 Metro's "Shadows" has been taken out in the light for a change to "Reckless Road."  
 Metro's "The Girl Who Gets the Call at Roach" has been taken out in the light for a change to "Reckless Road."  
 "Room Days" is release tag of Dixie Lee's "Radio" in production under the title of "Pascamator."

**First National** Office: 321 W. 46th St., New York, N. Y.  
 Babbitt. Upon Sinclair's "Main Street." Guy Kibbee, Alene McMahon. Dir. Black Fury. 75 mins. Rel. April 13.  
 The Underdogs in a Pennsylvania mining town. Paul Muni. Dir. Michael Curtiz. 95 mins. Rel. May 4.  
 Case of the Curious Bride. The Whodunit. Warren William, Margaret Lindsay. Dir. Michael Curtiz. 74 mins. Rel. April 13.  
 Filtration. Walk West Point story. Ruby Keeler, Dick Powell, Pat O'Brien. Dir. Frank Borzage. 95 mins. Rel. April 13.  
 Gentlemen Please. Four college boys. Franchot Tone. Dir. Frank Borzage. 95 mins. Rel. April 13.  
 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, Alene Brady. Dir. Busby Berkeley. 95 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 7.  
 Mary Jane. Guy Kibbee, Alene McMahon. Dir. Wm. Keighley. Rel. Nov. 2. Rev. March 6.  
 Maybe It's Love. Guy Kibbee, Ross Alexander. Dir. Wm. McGlin. 62 mins. Rel. Jan. 15. Rev. Feb. 12.  
 Murder in the Clouds. Lyla Stuart. Ann Dvorak. Dir. D. Ross Lederman. 61 mins. Rel. Dec. 15. Rev. Jan. 15.  
 North Stars. Barbara Stanwyck, Gene Raymond. Dir. Robert Florey. Rel. Feb. 16.  
 Red Hot Fire. Lyla Stuart, Ray Astor. Dir. D. Ross Lederman. Rel. Feb. 2.  
 Traveling Saleslady. The. One of those John Bondi-Glenda Farrell romps. Dir. Ray Enright. 75 mins. Rel. April 6.  
 White Fawn. Lyla Stuart, Ray Astor. Guy Kibbee, Alene McMahon. Dir. Ray Enright. 68 mins. Rel. March 9.  
 Women in Love. Young wife 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 27.

**Fox** Office: 444 West 66th St., New York, N. Y.  
 Black Sheep. Edmund Lowe, Claire Trevor. Tom Brown. Dir. Allan Dwan. Rel. June 14.  
 Babes on Broadway. Made with Martin Johnsons, partly from an airplay. 78 mins. Rel. Jan. Rev. Jan. 28.  
 Baby Face a Bow. The Fox child star comes through again. Shirley Temple, Sacha Guitay. John Emory, John Emory, John Emory, John Emory. Dir. Walthall, Alana Louise. Dir. Louis King. 74 mins. Rel. Nov. 23. Rev. April 27.  
 Bright Eyes. The story of two little girls. Shirley Temple, Jane Darwell, James Dunn, Judith Allen. Dir. David Butler. 83 mins. Rel. Dec. 28. Rev. Jan. 28.  
 Charlie Chan in Egypt. Further adventures of the Honolulu Chinaman. Warner Oland, Mary Brian, Dir. Lewis Seiler. Rel. June 21.  
 Charlie The Charming. Charlie Chan's first trip to the territory. Warner Oland, Mary Brian, Dir. Lewis Seiler. 70 mins. Rel. Feb. 1.  
 County Chairman. The. Will Rogers, Evelyn Venable, Kent Taylor. Dir. John Byrne. 75 mins. Rel. Jan. 11.  
 Cowboy Millionaire. George O'Brien, western. Dir. Edw. F. Cline. Rel. May 10.  
 Darn! You Say. The. James Dunn, Mae Clarke. Dir. Wm. A. Seiter. Rel. May 24.  
 Doubting Thomas. From George Kelly's stage play, "The Torch Bearer." Dir. William A. Seiter. Rel. March 6.  
 First World War. The. Hitherto unreleased film from the archives of several governments. Lawrence Stallings, ed. 70 mins. Rel. Nov. 12. Rev. Nov. 13.  
 Gambling. From the George M. Cohan play. Geo. M. Cohan, Wynne Gibson. Dir. Rowland V. Lee. 80 mins. Rel. Nov. 2. Rev. Nov. 13.  
 George White's Scandals. Second edition of the musical. Alene Payne, Joe. 80 mins. Rel. March 15. Rev. March 15.  
 Great Mel Mystery. Plugs and Quirt as detectives. Dir. Robert Florey. 75 mins. Rel. March 15.  
 Heaven's Gate. A Shirley Temple story. Joe McCrete, Rosemary Ames. Dir. John Robertson. Rel. May 8.  
 Hell. An air story. Warner Baxter, Conchita Montenegro. Dir. John Byrne. 80 mins. Rel. Nov. 8.  
 Hollander. Adventure in a ghost town. Richard Arden, Madge Evans, Ralph Bellamy. Dir. John Byrne. 74 mins. Rel. Jan. 28.  
 It's a Wonderful World. Spencer Tracy, Wendy Barrie. Dir. Irving Cummings. Rel. April 28.  
 Ladies Love Danger. From a story by Iva Zinn. Mona Barrie, Gilbert Roland. Dir. Bruce Mitchell. 75 mins. Rel. Feb. 27.  
 Life Begins at 40. Based on the Pithkin book. Will Rogers, Conchita Hudson. Dir. Geo. Marshall. 79 mins. Rel. March 22. Rev. April 13.  
 Little College Girl. Shirley Temple, George White, Evelyn Venable. Dir. David Butler. 80 mins. Rel. Feb. 15. Rev. March 27.  
 Lottery Lover. Naval cadet form love syndicate. Pat Peterson, Lew Ayres. Dir. William A. Seiter. 85 mins. Rel. Jan. 4. Rev. Feb. 20.  
 Marie Gallante. Done from the novel of the same name. Spencer Tracy, Ketti Calahan, Helen Morgan. Dir. Henry King. 88 mins. Rel. Oct. 25. Rev. Nov. 27.  
 Music in the Air. Gloria Swanson, John Boies. Dir. Joe May. 81 mins. Rel. Nov. 13.  
 Mystery Woman. Heroine saves her husband by procuring the papers. Mona Barrie, Gilbert Roland. Dir. Eugene Forde. 89 mins. Rel. Jan. 18. Rev. Jan. 28.  
 One More Spring. Three down and outers in Central Park. Janet Gaynor, George White, Henry King. 75 mins. Rel. Feb. 15. Rev. Feb. 27.  
 Our Little Girl. From the story "Heaven's Gate," by Florence L. Plafgarf. Dir. John Robertson. Rel. May 17.  
 Ten Dalar Lake. Edward Everett Horton, Karen Moray. Ir. Geo. Marston. 75 mins. Rel. Nov. 27.  
 Twenty-four Hours a Day. Claire Trevor, Gilbert Roland. Dir. Hamilton MacFadden. Rel. Nov. 23.  
 Under the Pampas. Western with the sand hands over the river. Edmund Lowe, Victor McLaglen, Florence Rice. Dir. Roubi Wallish. 70 mins. Rel. Feb. 16.  
 Under the Pampas. Western. Max story. Warner Baxter, Ketti Calahan, The Guizar. Dir. Jas. Thinn. Rel. May 31.  
 When a Man Loves. From the novel of the Wright story. George O'Brien. Dir. Edw. F. Cline. 68 mins. Rel. Feb. 15. Rev. Feb. 27.  
 White Parade. The. Loreta Young, John Ropes. Dir. Irving Cummings. 80 mins. Rel. Nov. 15. Rev. Nov. 13.

## G-B

**1600 Broadway, New York.**  
 Chu Chin Chew. Arabian tales in musical form. Anna May Wong, Frits Kortner. Dir. Walter Forde. 95 mins. Rel. Sept. 15.  
 Evenings. Musical dramatization from the Variety novel Evelyn Laye. Fritz Kortner, Carl Edmund, Alice Delvalle, Conchita Suenriva. Dir. Del Nov. 15.  
 Evergreen. Musical adaptation from Crockett's stage production. Jeanne Matthews, Bonnie Hays, Betty Balfour, Barry Mackay. Dir. Victor Saville. Rel. Jan. 2. Rev. Jan. 15.  
 I on Broadway. Musical based on the novel of Wellington at Battle of Waterloo. George Arliss, Billie Burke, Gladys Cooper, A. E. Matthews. Allan Dwan. Dir. Victor Saville. Rel. Jan. 15.  
 Jack Ache. Comedy with song and dance. Jack Hubbard, Nancy O'Neil, Alford Drayton. Dir. Walter Forde. Rel. Dec. 3. Rev. Feb. 12.  
 Little College Girl. Shirley Temple, George White, Evelyn Venable. Dir. John Robertson. Rel. Oct. 15. Rev. Oct. 23.  
 Man of Aran. Irish story with preponderantly beautiful photography. Dir. Robert Flaherty. 70 mins. Rel. Oct. 15. Rev. Oct. 23.  
 (Continued on page 85)

# PETE HARRISON LOOKS AT THE RECORD FOR 1934-35



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7. next company, out of 15 pictures, 2 or 13.34%
8. next company, out of 24 pictures, 3 or 12.55%
9. next company, out of 19 pictures, 1 or 5.26%"



Hollywood, May 7.

Myers scripting Grace  
picture, Col.  
Shaw, 'Di and Jit  
' U.  
McMahon, Fos  
WB.  
Whately, screen play,  
Radio.  
Calicia: William Wellm  
ing, 'Am Joquin', Metro.  
McCoy, Nora Lane, Hooper  
Lyle, Fred Beebe directing  
from Guntown', Puritan  
man Foster, Evelyn Knapp  
London, Edward Piel, Ma  
(Continued on page 20)



# A KILLER RE-CONSTRUCTED FROM AN APPLE! HIS WOMAN RE-CREATED FROM A BROKEN SHOE!

Stranger more amazing than any detective story you've ever read or seen! Here's the drama of the Department of Justice that goes FURTHER that shows you HOW these silent heroes work. HOW they track down the killers... HOW they get 'em and

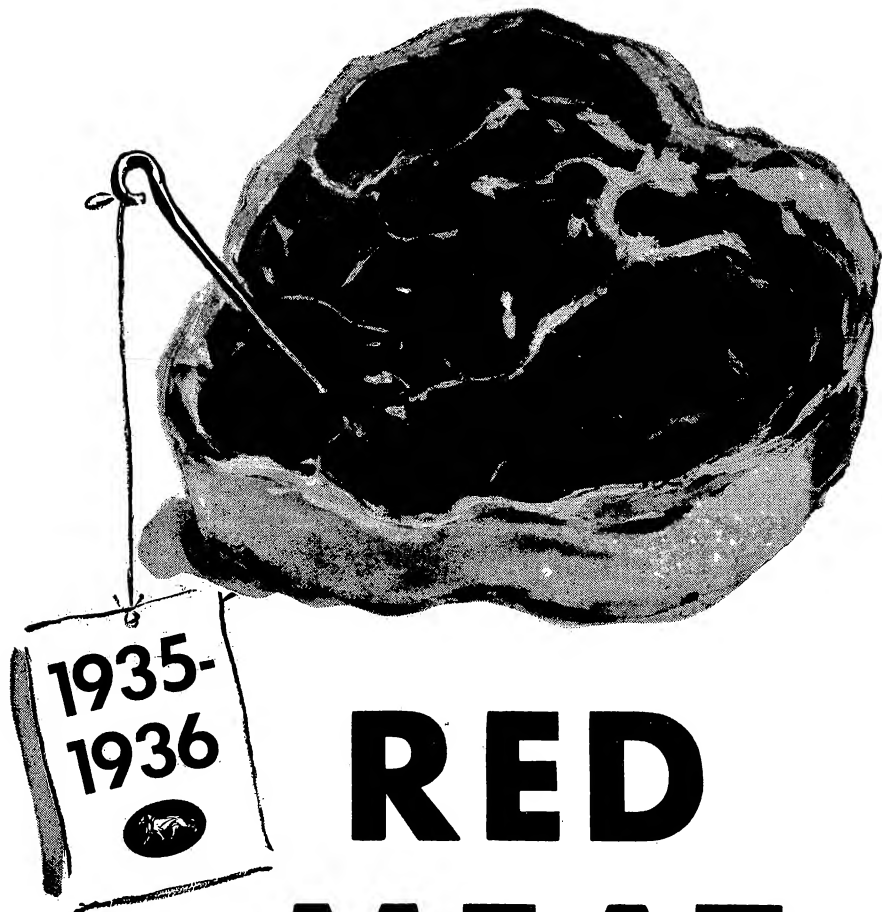


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**ALICE BRADY • BRUCE CABOT**  
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**UNITED ARTISTS**



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# SHOW BUSINESS IS CALLING THE ROLL FOR ITS OWN NEEDY!

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**FOR** wards and beds in Hospitals in various cities and the Sanitorium at Saranac Lake.

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*Sign*

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..TEAR IT OFF  
AND SEND  
IT IN**

**NO COLLECTIONS  
FROM AUDIENCES**

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BENEFIT: N. V. A. FUND

Owner or Manager's Name

Name of Theatre

Town and State

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# UBY KEELER OUR DANCE"

## ONAL PICTURE

N. Y. AMERICAN  
Regina Crewe

[illegible]

NEW YORK EVENING  
JOURNAL  
*Rose Pelawick*

[illegible]

DAILY MIRROR  
Bland

[illegible]

**NEW YORK WORLD-TELEGRAM**  
*By William Boehnel*

[illegible]

We are grateful for these splendid notices and to the ladies and gentlemen of the press we extend our heartfelt thanks—and also to those who made these excellent notices possible—Dubin and Warren for their songs—Earl Baldwin for his screen play—Tony Gaudio for his photography and Bobby Connolly for Al and Ruby

**OVER  
WEEK  
NEW YORK**



# RADIO'S SPECTACULARS

## Spearman Victim of Rule

Retirement of Paul Spearman as general counsel to the Federal Communications Commission is expected to take place within the next two months. Date of his withdrawal has been expedited, it is reported in broadcast circles, by the rule passed last week by the commission, which, effective July 1, will prohibit former employees to appear before it as an attorney or agent in a case until they have been out of the FCC's service for two years.

Spearman, it is said, had figured to spend another year or two with the commission before resigning to rejoin John Littlepage in the practice of broadcasting law. Littlepage and Spearman shared an office in Washington for several years before the latter received his assignment to the commission's legal staff.

## WSM, Nashville, May Join CBS; Won't Kill Local Favs for NBC

Among the moves which Columbia has under consideration in the campaign of strengthening its station alignment throughout the country is the acquisition of WSM, Nashville, as an affiliate. With WSM added to its list, NBC would have the strongest concentration of power and coverage in any one section of the United States. It would eventually have three 50,000-watt stations in the south, the other two being WHAS, Louisville, and WWL, New Orleans.

WSM, which is owned and operated by the National Life and Accident Insurance Co., is among the outlets that have refused to sign the new NBC contract. Chief barrier in the case of WSM is the time-clearing provisions in the new agreement. Operators of WSM argue that the main business of the station is the selling of insurance and that they will not yield to NBC commercials the various evening spots now filled by programs that are doing this job. Strongly in the station's Saturday night banner, rated as one of the most popular programs in that section of the country.

As has happened in the case of WR, Detroit, Columbia is reported as seeing in the WSM-NBC impasse an opportunity of developing for itself another important power spot. WSM now operates at 10,000, while WWL is slated to assume similar status through a switch in wavelength position.

Another station with which NBC is experiencing considerable difficulty in connection with the new contract is WHIO, a radio-matter of Des Moines. Contract, which the Palmer interests entered into with NBC Dec. 31, 1932, is not due until 1935 to go. This affiliate wants to continue along the lines of the old contract, by which the Palmers agreed to go on talk as NBC commercials as were carried by the station that year. Agreement also stipulated that WHIO would not do service from another network until 1938.

## ENDORSED PROGRAM GETS WOR RENEWAL

Borden Sales has renewed "The Powers" serial over WOR, New York, for an additional period of 13 weeks. This is the commercial which was picked by the Woman's National Radio Committee as the most original recent item in sponsored programs.

New contract begins June 5. Fred Reynolds, chief representative for the stunt, Brain-twinners, makes it—the comedy plot, which worked into their brown.

### Staff Shifts at KOMO

Oklahoma City, May 7. Bob Green promoted from continuity to program director at KOMO, Oklahoma City. Bernard Macy, chief announcer, becomes studio director.

Maxine Wright, continuity, transferred to commercial department. Waymond Ramsey joins staff as sports announcer. Ervin Bingham, from WYAD, Norman, Okla., added to announcing staff.

### WINS' \$263,000

WINS, New York, has sold \$263,000 in new contracts in the last seven months since the reorganization of the air's department under Walter Preston.

Of this, 65% of studio production programs. Only 5% is outside transcription.

## 10% BONUS IS WORKED OUT AT NBC

NBC salesmen figure on collecting better than 10% over their salary as a result of the new bonus system put into effect by Edgar Kobak, v.p. in charge of sales. Bonus arrangement, which replaced the commission setup, provides that they split up among themselves all that the network earners from time above \$24,000. Latter is the net figure set for the year. Divvy applies to the salesmen in the branch offices as well as New York.

Under the previous system the salesmen collected in addition to their salaries three different sets of commissions, one for new night time business, another for new daytime business and a third on renewed contracts. Network cut out this arrangement when it found that in several cases the salesmen were netting on the year more than the ticket prices.

### Chi Broadcasters Elect

Chicago, May 7. William Hutchinson, general manager of WAAF, was elected president of the Chicago Broadcasters' Ass'n, last week. Other officers are Ralph Attias, of WJXD, v.p.; Jeff King, of CBS-WBBM, secretary-treasurer. Sen. Kancor, of NBC, for WMAQ-WENR, and Glenn Snyder, of WLS, were appointed to the directorate board.

Association also voted to open its membership to other stations in the city instead of keeping the membership restricted to the present line-up.

### Truman Bradley's Job

Chicago, May 7. Truman Bradley, CBS-WBBM announcer and day supervisor, is going to the San Diego Fair for the summer to make for Ford exhibit. Gets a leave of absence from CBS office here.

### Visiting New York

W. G. Will son, WKBN, Youngstown.

E. S. Samuels, WMAZ, Springfield.

Franklin Doolittle, WDRC, Hartford.

Lincoln Dellar, San Diego.

E. A. Wooten, WMBZ, Detroit.

## PERMANENT CHECK ALARMS SOCIETY

American Society of Composers, Authors and Publishers has decided to make a wholesale checkup of the business of its station licensees. Proposal to send an auditor into every station holding one of its licenses comes as the sequel to a scrutiny made recently of the books of 30 outlets and the discovery that each one of these had been amiss in its accounting to ASCAP. Fees recovered through this 30-station check amounted to around \$40,000.

Contract that ASCAP has with its broadcaster licensees contains a clause which permits the performing rights society to assign an auditor to a station's books for the purpose of ascertaining whether the proper remittances have been made. Auditors engaged by ASCAP have found that some of the stations, in clearing their accounts with the Society on the commercial tax, had deducted two 15% commissions, whereas the ASCAP contract allows only for one. Also that where a station exchanged its time for merchandise the fee due ASCAP was passed up altogether. It was found in several instances that only a portion of the business done by the station was accounted for in the Society's reports.

### WTMJ DIDN'T LIBEL

Supreme Court Sustains Jury's Findings

Milwaukee, May 7. Affirming the verdict of a circuit court jury the Wisconsin supreme court denied Walter Singler, head of the state milk pool, the \$100,000 libel damages he asked of radio station WTMJ and Joseph Beck, commissioner of agriculture. Suit resulted from a radio speech last year in which Beck used the word "racketeer" in connection with state-wide milk strike. Singler sued, charging the commissioner and station had worked in union to injure his reputation and thereby libeled him. Both courts held otherwise.

### \$100,000 BALMER

Baltimore, May 7. Marianna Beeching, 22, radio singer of Miami, Fla., filed a breach of promise suit here in Superior Court last week against William F. Hopkins.

Miss Beeching seeks \$100,000 claim. Hopkins is 45.

## WHN, New York, Drops Hook-Up

## Added Expense in Boost from Class C to B Prompts Action

Tossing aside its network aspirations for the time being, WHN, New York, has decided to drop its hook-up with the New York City radio station, WJXD, and to operate as an independent station. WHN, which is giving notice, effective next week, of its three New England outlets—WMEX, Worcester; WPRO, Providence, and WIBX, Waterbury. WHN decided that network activities at this time are too costly, and are more in mind to concentrate on local expansion for the present.

Deal made with the New England stations gave these broadcasters the WHN programs at no cost except for the charges for carrying extra income for the New York program source. Another factor was the New York musicians' union's insistence on boosting WHN's salary scale to par with that of C to B class, due to the network affiliation. Increase would have been \$50,000 to \$75,000.

### No Exceptions

Louis K. Bidney, executive head of WHN, pointed out to the union that since the station came under

## Chain Income from Time Sales

	1935	1934	1933	1932
January	\$2,894,767	\$2,387,127	\$1,869,885	\$2,635,447
February	2,757,478	2,197,238	1,742,784	2,551,608
March	2,971,321	2,473,400	1,997,463	2,864,783
April	2,692,073	2,368,118	1,790,177	1,369,892
Total	\$11,315,638	\$9,425,542	\$7,300,309	\$10,721,731

### NBC

	1935	1934	1933	1932
January	\$1,768,949	\$1,406,948	\$941,465	\$1,348,842
February	1,638,421	1,387,833	894,977	1,335,414
March	1,819,553	1,524,904	1,018,105	1,433,050
April	1,597,283	1,371,601	776,487	1,354,592
Total	\$6,824,206	\$5,689,276	\$3,618,031	\$5,455,898

### CBS

## NBC Red and Blue, \$2,692,073; CBS Tally \$1,597,283, as Both Networks Taper Off in April

### W1XBS in New Haven

New Haven, May 7. W1XBS, Waterbury, set to open branch studio in Poli building, New Haven. Local territory has been handled exclusively by WICC, Bridgeport and New Haven, since the sales staff, WDRC to Hartford some time ago.

New station operates out of Waterbury.

Although the takings for April represented a boost of 13.7% over the figure that prevailed for the same lunar period of 1934, NBC's month moved into the spring-summer stretch with an almost record high for the month. April 1935's difference between the March and April grosses of this year came to \$279,000. Columbia last month best its April '34 tally by 16.5%. But also suffered a similar sharp dive in revenue as far as these consecutive two months are concerned. NBC grossed \$2,692,073 last month. In April of 1934 it garnered \$2,368,118 from the turnover of facilities. This year's take accounts for a measure increase over the gross for April '32, the network's previous high for the month. April 1932's total was \$2,649,592. It's the smallest margin over the 1932 figure that the web has shown this year.

## MUTUAL SETS UP OWN SALES DEPT

Cincinnati, May 7.

Stations involved in the Mutual Broadcasting System have decided to form a separate sales organization for the network. Fred Weber, now functioning as co-ordinator for the web, is slated to head the sales staff, which will have its main quarters in New York.

Under the arrangement which has been in effect since the inception of the network the sales department of each station doubled as purveyors of Mutual facilities.

## Comparisons Invidious Thinks NBC, Dropping Six WFIL Programs

Philadelphia, May 7.

NBC has stopped picking up some six sustaining programs a week from WFIL, allegedly as the result of a letter written by Keith McCleod, the station's program director, and published on the radio page of the New York Sun. Letter was in response to a comment made by Peter Dixon in his column of April 27 about the network's old slumber hour and a query as to why NBC doesn't resume this program.

McCleod's letter called Dixon's attention to the fact that WFIL was airing nightly a slumber hour with the orchestra headed by Ludwig Laurier, who originated the program on NBC. McCleod also took the occasion to point out what he thought was the superiority of Laurier's present unit over the one that NBC furnished him. Because in the case of the network show he had to take whatever musician was available, he said, whereas now he has the same group working with him all the time.

It was the expose of this inside angle of operations which NBC didn't like. McCleod is a former NBC employee.

### Buddy to France

E. C. Buddy, formerly assistant director of public events at CBS, has left that organization to be featured regularly for Paramount News. Buddy departed for Europe this past week. He was with Columbia for over a year.

His successor is to be named within a few days.





# THE COMMERCIALS

## AIR-PEDAGOGS RALLY MAY 15 LOOKS BIG

Washington, May 7. Full house of delegates at conference on closer ties between commercial broadcasters and religious and educational groups is predicted by Federal Communications Commission.

List of expected participants at conference slated for May 15 comprises numerous educational groups and leading radio groups. Doctee includes Kunsky-Trendle, Yankee Network, Hearst, Knickerbocker Broadcasting, National Association of Broadcasters, stations WDIL, KGB, WPMI, KFSB, KNOX, KPAT, WACO, KOMO, KGRG, WBAF, WFAA, KFWB, KSL, WFLB, WDOY, WVAE, WMXZ, WJVL, KMBZ, WJLV, WJFW, KOIN, WOV, WBBR, WHK, WBN, WLIR, WPMR, WBBM, WMSB, WIRE, WFB, WDNC and WKAS.

Other parties listed are National Committee on Education by Radio, Smithsonian Institution, Ohio Radio Education Association, American Association for Adult Education, National Advisory Council on Radio in Education, Carnegie Institution, Massachusetts Department of Education, University of Chicago, American Vocational Association, Kansas State College, St. Olaf College, Cornell University, Wisconsin University, Ohio State University, University of Minnesota, University of Florida, National Education Association, National Institution of Public Affairs, Red Cross, Civil Liberties Union, Weaver, Penn. Daily Times, Brooklyn Eagle, Chicago Civic Broadcast Bureau, American Medical Association, International Radio Program Magazine, International News, and Federal Office of Education.

Commercial broadcasters generally are leaning aboard the Commercial bandwagon, figuring that a little co-operation now may head off more drastic government action in the future.

## RIPLEY AT \$1,250 STARTS OCTOBER 2

Robert L. Ripley, opens on the Fleischmann's bakers broadcast Oct. 2. It's the spot now filled by Joe Penner. Prior to the Sunday night series Ripley will do three appearances on the Rudy Vallee-Fleischmann frame. His salary covering the Sunday night series for 26 weeks and the three spot bookings, is \$1,250 a broadcast.

While J. Wagnon is dickering with Ripley for the bakers show, the cartoonist was also holding an audition for Life Savers, through the Fletcher & Ellis agency.

## Sid Ten Eyck's Job

Cincinnati, May 7. Sid Ten Eyck has resigned from WKCY, where he served as announcer and m.c. for the past year, to become program director of WSMK, Dayton. He carries along a gold wrist watch, a memento from the late Wilson, head of the local station.

Ten Eyck was office boy for Wilson prior to making his move to WKCY. Later he worked at WLW, several Eastern stations and for NBC in N. Y.

## Jackson-Moore Open

Chicago, May 7. L. E. Jackson, former salesman with NBC here, and Margaret Moore, formerly with World Broadcasting, have opened their own exclusive station representative offices here.

Firm name he Jackson-Moore.

## Reports—Not Decisions

Federal Trade Commission will give, when asked, reports on decisions made to various medicinal products. In general stations cannot escape responsibility when accepting accounts which may subsequently be challenged.

Whole problem is marked by buck-passing. Right now everybody is jittery about laxative or other programs that may offend good taste and draw critical fire. Constant hammering of reformers has produced this situation with government agencies in a quandary and the stations the goats.

## AMATEUR SHOW HITTING CUBA

Amateur night idea in radio is being introduced by an American account on a Cuban station. Lambert Pharmaceutical Co. has bought a week half hour on CMW, Havana, to advertise its Prophylactic toothbrush by way of an amateur program. Series is scheduled to start June 28.

Lambert has arranged to furnish cash prizes and a week's entertainment at a Havana theatre to the winners. Conquest Alliance Co. booked the time.

## Tommy Coates on Back

Tommy Coates, announcer on WMOA, New York, is a patient at Roosevelt Hospital, following an auto collision last week.

Suffered a head fracture and other severe injuries which will lay him up for sometime.

## ASK N.A.B. FOR CLARIFICATION

Stations Don't Know Which Way to Turn as Washington Passes Buck—United Remedies Plenty Peeved at Radio

## CHI RESOLUTION

Chicago, May 7. Growing unrest among the stations on one side and the proprietary manufacturers on the other, over the medical advertising situation is starting to show off in various spots in resolutions, new policies, realignment of advertising schedules and other groupings. Chicago Broadcasters Assn. last week drew up a special resolution to the National Assn. of Broadcasters asking that body to take a more active part in the present turmoil.

Chicago Broadcasters feel that the national organization has been laying low while the stations have literally been put on the spot because of sudden switches of Washington policy towards medical accounts. In a specially drawn petition the Chicago Broadcasters are going to ask the N.A.B. to front for the stations throughout the country and to contact the Federal Communications Commission in advance on various medical accounts to determine just how the FCC members feel about certain products and copy. Feel that the N.A.B. chieftains in Washington should

(Continued on page 53)

## Won't Buy Sound-on-Film Equipment To Handle Pathe Newsreel Show

## Evidence

Chicago, May 7. One time salesman gets a good deal of business through the film system. Calls agency and tells 'em he's just heard they've lost such-and-such account.

Agency sends the report and to prove its case in a couple of days sends around an order for some advertising for the particular account.

Rather than buy special equipment to reproduce the sound carried on Pathe News film for the Emerson Drug Co. program, Columbia owned and operated stations will originate the broadcasts from the booths of adjacent picture theatres. Both CBS and NBC have advised J. Walter Thompson, agency on the account, that they will bill Emerson for any extra expenses incurred in having the newsclips translated from film.

Networks' expression of policy toward the Bromo Seltzer appropriation followed the sending out by Thompson of a letter to some 50 stations in which the latter were asked what sort of a proposition they would expect from the account in returning for equipping their plants with sound reproduction apparatus. Letter, which was framed as a question, asked each station to object warily. It first asked the broadcaster whether he had such equipment on hand, whether he anticipated receiving other commercial recording on film in the near future and what the installation of such equipment would cost. The account then asked for \$1,500 in advance of a contract he would expect if the Bromo Seltzer business was made available to him.

Around for info found that this equipment could be bought for \$1,100 in advance and for \$1,350 in 12 payments.

## Networks' Attitude

In answering for the stations they operate NBC and CBS declared that they would only accept this spot business providing the account paid for this equipment outfit, or the expenses entailed in reproducing the sound from some source outside the station. While mulling over the situation network execs took into account provisions in the broadcasting code which prohibits any sixth use of extra facilities for the airing of a commercial program.

CBS stations are getting around the problem by having the Pathe clips run off in a booth in some nearby theatre and the sound head hooked up to the station's switchboard by a specially leased wire. Arrangements for this sort go into effect today (Wednesday) in connection with the airing of the Selig Polksky production in Washington. Columbia outlet has rented a preview booth in the Earle theatre.

Similar projection booth arrangements have been made by WCCO, Minneapolis, and WBT, Charlotte.

Similar projection booth arrangements have been made by WCCO, Minneapolis, and WBT, Charlotte.

# STATIONS MUST BE MIND-READERS; FCC WILL NOT DWIGGLE POLICY

## Fear of Congress Prompts FCC to Make Mystery of Its Cleanup Campaign—Complete Lack of Candor in Washington

Washington, May 7.

Government air clean-up campaign is in full swing despite efforts of Federal Communications Commission to hush its sapid drive, which has put a dozen stations on the spot and has holders of a score more licenses on the anxious edge.

Conspiracy of secrecy surrounds the grant of temporary and short-term renewals to 21 broadcasters and likewise envelops the identity of the programs which government regulators are trying to gag. Complaints in many cases are disguised while in others the sole formal reason for requiring hearings is to determine the nature and character of programs.

Six major types of programs have been the government's first, but despite frantic pleas of broadcasters Commission stubbornly refuses to warn operators against programs which are not in good standing. Excuse for keeping the identities secret is the anti-censorship policy of the communications act and fear that congressional champions of suspected violators would raise the Capitol roof if any overt action were taken.

For these reasons, the Commission is availing itself of the public relations clauses of the communications law, together with its own arbitrary orders and regulations, and is ordering hearings to find out whether stations immune on other grounds have been obeying rules covering obscene matters. Policy of rigid enforcement of all regulations covering equipment, log books, reports, hours of operation, and al-

lled topics forms the foundation of the drive.

Programs which are causing numerous broadcasters all sorts of woe are:

1. Lotteries, particularly spot announcements for local charity events.
2. Fortune tellers, which have been banned as point-to-point communication.
3. Racing tips, which come under the same heading.
4. Blood and thunder kids' programs.
5. Birth-control compound, which has aroused widespread antagonism from the Catholic Church.
6. Fat-removing compound, which a few years ago was the target of the Federal Food Commission.

Currently at least a dozen stations are in trouble because of the program advertising a controversial rubber stamping machine on the spot for their airing of the contraceptive paste, but neither of these programs is mentioned in any bills of particulars or other documents available to public inspection. Nearest the Commission comes to frank speaking is to specify that New York station is suspected of violating prohibition in the 1934 law against "indecent" language.

## Run-Around

Efforts to obtain a list of stations cited for program trouble or to learn exact identity of all features which Commission regards as objectionable get no where. Inquirers getting a runaround from office to office and division to division. Government officials arbitrarily refuse to ex-

plain reasons why more than a score of stations have been given temporary licenses, mostly for one month, and will not even inform members of Congress of the cause of such action.

Dockets of only three stations cited for hearing on renewal applications are available. They are WMOA, New York, and WAAT, Jersey City, which were ordered to appear before examiners to determine the nature and character of programs, and KKA, Seattle, ordered to hearing because of failure to furnish required data and on account of another pending application for its facilities. Added charges against WMOA is possible violation of the anti-indenture clause.

Other stations ordered to hearing on renewal applications are KGBB, New York; KPJM, Prescott, Ariz.; KGPC and KRKD, Los Angeles; KWEV, Hollywood; KMPC, Bentley Hills; KIEV, Glendale; WFER, Merrimack, N. H. and WGSB and WDRB, Chicago.

## Temporary Licenses

Temporary licenses, subject to revocation at any time, have been issued to WAAT, Jersey City; WHA, Madison, Wis.; KFYR, Elmhurst, N. D., and New York; and Brooklyn stations involved in the Brooklyn Eagle scramble for a full-time license.

Temporary licenses running only until June 1 have been granted to KGB, Huron, S. D.; WCBH, Allenwood, Pa.; WSMX, Roanoke, Va.; WLBY and WTCN, Cincinnati; KGB, Ketchikan, Alaska; WABI, Miami, Fla.; WSMX, New Orleans; WKEW, Buffalo; WHCC, Rochester; WGAR, Cleveland; WIOD, Miami; WIRE, Indianapolis, and WQAM, Miami.

Supplementing this group, WJAS, Philadelphia, and WHFC, Chicago, Ill., have been licensed until July 1.

## METRO FIGURING AIR PLUG FOR PICTURES

Hollywood, May 7. Metro is currently interested in the idea of a half-hour weekly chain broadcast to plug its pictures. Idea is to use variety type with music. Studio, if the affair jells, plans to use June Knight, Allan Jones, Shirley Knight, Shirley Knight and Robert Taylor on the vocal end singing numbers from Metro pictures.

Real of the time would be taken up by Charles Butterworth, Stuart Erwin, Sid Silvers and other Metro talent. Studio is against using scenes from pictures.

## How to Shampoo a Poodle

Oakley Bidwell, socialite p.a. won a cash award and a job on WMOA, New York, last week by submitting a prize winning letter to Dogwood Products on how to shampoo a poodle. He was the only entrant who popped up, so sponsor had to give him the job.

Company liked the style and content of the note, and after finding out more about Bidwell decided to give him a share on his part poodle. He was the only entrant who popped up, so sponsor had to give him the job.



# DIALECTS 'AM SPANISH WAX PROGRAMS

Buenos Aires, April 20. Complaints of native listeners both in this country and in other South American lands against the type of Spanish incorporated into electrically transcribed programs shipped here from the U. S., has forced American wax program manufacturers to actually make their records in the country of origin or to use extreme care in selection of the language. Pure Castilian Spanish was in many South American countries because there are so many off-shoots of the true Spanish tongue.

To meet this situation some companies have found it necessary to have their representatives employ local talent here and do the recording in this city. Other American wax firms have obtained the same result by having their station representatives accept in definite recommendations as to the type of Spanish required. Without adapting the specific variety of Spanish accepted in the particular nation, the South American radio audiences simply tune out. They won't give recognition to the unknown Spanish spoken on any program.

American transcription manufacturers find that their records are registered even if the strange dialect is used in one-minute spot broadcasts.

## Medicine Show Crisis

(Continued from page 51)

do something about such an important problem. In fact, each individual station goes a-running to Washington on every medical question not only to get the word. Broadcasters ask the N.A.B. to intercede in squawks already listed but also to make advance contacts with the FCC to find out whether the Commission likes a certain product on the air or not.

At present, the N.A.B. has not taken any stand on a product before it goes on for a certain station. The FCC has tacitly said, "go ahead and put on according to your own judgment. We'll tell you later whether we like it or not." Stations are growing nervous under this situation and believe that the medical question should be ironed out before the station accepts an account, and that it's up to the N.A.B. to secure this essential information.

Other angle which is needles and pins for the stations throughout the country is the question of the amount of time by Harry O'Neal for United Remedies. O'Neal has been the greatest single spot buyer of the time, planning to spend \$1,800,000 annually for other spots. O'Neal is now cancelling widely and will cut down from some 75 stations all over the country to a handful of stations.

**Tongue-in-Cheek**  
United Remedies is realizing over the stations' attitude toward United Remedies and wants to quit radio before radio quits them. O'Neal is burning over the situation. He is a station time salesman who have come to him and tried to high pressure him with a sales talk something like "Better get out of our station, O'Neal. If you do, it'll be practically impossible for you to get back because a ruling is going through which will prohibit medical advertisers on the air but prohibit any newcomers."

United Remedies now feels that at the time any crisis arises the stations will disown the medical shows overnight. Rather than wait such an emergency, United Remedies is quitting while the quitting is good. United Remedies is many stations with top input, the company that they're doing the firm a big favor in keeping them on their transmitters.

## Theatre P.A. at KXA

Seattle, May 7. Jack Sampson, now recently with the publicity department of Hammer theatres, has been appointed manager of the commercial department of station KXA. Sampson is the commercial department of station KXA. Sampson is the commercial department of station KXA. Sampson is the commercial department of station KXA.

## Self-Expression Yen

St. Paul, May 7. KSTP is co-operating with the St. Paul Council of the Parent-Teachers in the fifth Broadcast for Children's Hour. Inspection of St. Paul school kids.

Stunt, as conceived by Thomas Dunning, Ribworth, station's educational director, offers as reward to all classes from the 2d to the 7th grades who show 100% attendance the privilege of 15 minutes over KSTP on Uncle Tom's Cabin Children's Hour. Seems that the youngsters would rather gab over the other than win some gimcrack or loving cup, so pupils from some 80 public schools are running themselves ragged, actually making themselves pests to the molar-pullers just so that their classes can stack up 100% when the roll call is read.

# SHOWMANSHIP STRESSED BY BLUR

White Sulphur Springs, May 7. George Blur, director of sales promotion for CBS, stressed the need of the right type of show for a radio program in a talk before the Association of National Advertisers in convention at the Greenbrier.

The right touch of showmanship in tieing up a program with both broadcasting and outside factors, he asserted, out has the most value for many an advertiser's air efforts.

In citing instances of successful program exploitation Blur handed the palm to several CBS shows, which included the House Showboat, Jello-O's Jack Benny, and Gillette Blades. He outlined several other devices used by Feen-a-mint (a CBS account) to build up its listening percentage and goodwill for the product, by among them belated contests held in local theatres.

Blur also explained the technique involved in getting the best results from radio premiums and radio giveaways, illustrating his points with cases from recent network programs.

He suggested that the advertiser do more to build listening groups by organizing local clubs interested in symphonic music or dramatics and including them in the program as cultural groups in the programs that particularly interest them.

He also suggested that the advertiser do more to build listening groups by organizing local clubs interested in symphonic music or dramatics and including them in the program as cultural groups in the programs that particularly interest them.

## 3,000 Protest WFIL

### Religious Policy but

### Get No Satisfaction

Philadelphia, May 7. Klokbacks from the other audience following WFIL's removal of six religious programs, found the Lit Brothers and Strawbridge and Clothier department store owners and managers, the first time on studio management.

Facing the threatened loss of charge account customers, as a result of religious programs, the station's clerical emporiums expressed a willingness to meet controversy in an effort to stop the station and stop operations once and for all.

As was expected, following last week's religious program, a letter to a selected committee of the cloth for a single 30-minute period weekly, more than 3,000 letters of protest were received. To these, the stores are replying that they no longer control the management of the station's religious programs, formerly WFIL and WLIT.

It is the initial commitment by any local department store ownership in this nature in the face of customer condemnation. Reports are that both houses, after more than a week of indecision, are determined to have a quality station and will back the new management in its policies.

# SKETCHES OF RADIO SCENES BY SEZ D. P. SMELSER

## Tells A.N.A. Misconceptions, Faulty Fact-Gathering Lead to Disillusions—Raps NBC Maps

White Sulphur Springs, May 7. Defense of the Crossley Reports, sharp criticism of advertisers and agency men, who distrust all research methods and who are full of doubt upon the value of the listening area maps which the networks have been turning out, were contained in an address delivered today (Tuesday) by D. P. Smelser before the Association of National Advertisers in convention at the Greenbrier hotel. Smelser, who is the manager of Procter & Gamble's market research department, declared at the opening of his speech that he has "attempted to make this paper a cold-blooded evaluation of research methods and of the whitewash of the Co-operative Analysis of Broadcasting," or the Crossley Reports, of whose government committee he is chairman.

Availing that the large mass of research info which has been issued on radio has caused confusion among a goodly portion of the advertising trade, Smelser touched upon the showmanship required in making an address before an audience by pointing out research in radio can never be a "substitute for ability (1) to produce programs that will achieve popularity or (2) to write the commercials that will sell goods."

Smelser asserted that most of the studies on listening areas made by the networks have been valueless because the info was limited to stations on either one of the cross-section links, or the methods were used by each so that the potential coverage of one set of stations could not be compared with another. He pointed out that the House Showboat was used for each station in establishing the value of the various communities in the listening area. Smelser referred to the set of maps put out recently at an expense of over \$100,000 by NBC. The maps rated the country in which the station was located as 100% and figured that the coverage value of the network was 100% in relation to this 100%.

In pointing out the weakness of the NBC method, Smelser said that it was easy to see that the case of a station which was practically ineffective in its own county, the 100% did not mean very much. He added that he hoped that the networks will soon realize that all their stations are not equal in coverage. In their own counties, he said, they will give the advertiser info in which a common base is used for evaluating the stations.

**Remarking on NBC's efforts** in these same maps to reconcile the listening area as determined by field strength with the listening area as determined by various types of mail response, Smelser said that the relative studies showed so many errors that he felt he cannot feel that field strength in itself is but one of the factors which may eventually be needed to determine the real effectiveness of a station. "It may be," he added, "that field strength does not tell the full story because of the many factors." He pointed out that Smelser praised Columbia's studies on the extent and geographical distribution of radio and the real listening area, the distribution of sets by income level and the psychology of radio listening habits.

What has caused many advertisers and agency men to doubt the value of research in radio, stated Smelser, was the fact that there was no radio mind in the first place with his disbelief being enhanced by the relatively low ratings given to the programs. He said that he doubted, he said, are those who have I stated a program having a relatively high audience rating with the hope that the program will have a similar rating and then found that they had a flop show on their hands.

Other remarks by Smelser, in the face of the fact that he has contributed most to the distrust of research in advertising the approximate 10% of some advertisers and agencies to understand that an audience rating is not necessarily a selling rating.

## Too Pretty for Actress

Evident resentment by Dorothy Mackall, screen actress at a remark made by Martha Dean over WOR during the last week brought a prompt apology from Miss Dean before the program was concluded. Miss Mackall was modeling a hat on the broadcast when Miss Dean remarked that the hat she was wearing was too pretty to be wasted on an actress.

Obviously Miss Mackall burned her words, after an interruption of music, Miss Dean stated that she had received word from "out front" that the (Miss Dean) had insulted the actress. And she apologized forthwith.

A program which is listened to by 20% of the radio audience does not necessarily sell twice as much goods as a program which is listened to by 10% of the audience. Naturally you want a large audience, but it is well known that the maximum audience which has sold very little goods while on the other hand there have been programs which have sold a great deal of goods which have been gold mines for the advertisers.

**Into the Millions**  
A characteristic tendency of the advertising fraternity is to succumb to the "lure of large numbers." Some agencies and some publishers become so infatuated upon the use of percentages to millions of people and presenting these millions on charts which are so large that the first assistant and the second assistant had to be pressed into service for transporting them. People who have been surrounded by a period of several weeks he had received 100,000 replies from listeners. He said he did not realize that he had about 15,000,000 radio sets in his broadcasting area, and 45% of 15,000,000 is 6,750,000, so to say anything about the fact that the individuals making up his 4% daily audiences were certainly not the same as the 15,000,000 radio sets were not limited to one in a family.

As he said in magazines and newspapers attempt to prove that the printed word is a more effective advertising medium than radio, and as long as radio chains attempt to prove that the opposite is true, radio research will be subject to controversy and unconscious misinterpretation.

Research will not be properly appreciated so long as people ascribe more importance to the number of interviews made than to the content and details of how the individual interviews were made. One thousand (1,000) interviews made carefully and properly by experienced investigators are of far greater value than 10,000 interviews made carelessly by inexperienced investigators.

One of the what method is used in estimating the size of the audience, the information will be misinterpreted until those using it will have a good idea of the realities of radio. For example, program X is on a certain basic network and has an audience rating of 10%. It adds several supplementary stations to its basic network. Its rating jumps to 18. This is due to the fact that in the basic area it has, generally speaking, three chains, while in the non-basic area it has only two chains. Therefore, other things being equal, a greater percentage of the radio audience in the supplementary areas will have a greater listening area. It will be the case in the basic area.

**Two Kinds of Shows**  
In interpreting figures showing the size of the audience to individual programs, irrespective of the

method that is employed, one of the most important facts to be kept in mind is that, generally speaking, there are two kinds of radio programs.

(a) The program that is of such a character that the radio owner has a right to turn it off. By that I mean that the program requires active listening. Jack Benny is an example of what I have in mind.

(b) The program that is soothing and is easy to listen to. A considerable percentage of the listening to this type of program is passive. Any rhythmic musical program would be classified under this heading.

If you will classify the people who have heard a given program as—  
(a) enthusiastic about the program, or  
(b) the program is acceptable to them, or  
(c) the program is heartily disliked, or  
(d) they have no definite opinion of the program.

you will find that the people who have heard the programs which are of the type first described above, that is, the type that requires active listening, are divided approximately as follows: 80% between highly enthusiastic and 20% between indifferent and 20% between acceptable and no opinion. On the other hand, the people who have heard the second type of program, the one that induces passive listening, will be divided approximately as follows: 20% between enthusiastic and heartily disliking and 80% between acceptable and no opinion.

**Memory Question**  
This brings us to the question of attention and memory value—one of the most debatable problems in radio. One side takes the position that one who has listened to an active program generally knows the name of the entertainer or the popular name of the act or the name of the product sponsored. They feel that the program has been of such a character that the listener could not have been reading or even talking while the radio was tuned to that program. This same school of thought further thinks that one who has listened to a passive program does not necessarily know the name of the participants or the name of the sponsor. They feel that the listener could have been reading or talking while the program was on. The other side takes the position that in active programs such as dramatic scripts, the excitement, pathos, and humor interest the listener and thus the interest of the commercial. On the other hand, this school thinks that the listener who has listened to a rhythmic music, in which the only talk is the inclusive direct speech of the commercial advertiser, may have greater advertising impact.

# Give You Half, Ben Gimbel Tells Panamen

Philadelphia, May 7. Demand made by WIP panamen several weeks ago for pay increases now has Gimbel store ownership in the middle of a peculiar employment situation. Store has never recognized the union, and the union, possibly, may be forced to accept to employers' wage parleys and consequently fears possibility of other union action. Some of the employees are offering to work for the employer proper or by other members of WIP staff.

Engineers three weeks ago found that the union of WIP Technicians, with Cliff Harris at the helm. Men demanded a \$10 wage, with a \$250 semi-annual increase. After a long conference back and forth, Ben Gimbel, station prexy, offered a contra agreement. After a long conference, the union was approximately one-half all around. Decision of acceptance or refusal now rests with the labor group, to be made late this week.

**STUDEBAKER**  
10-F-WABO  
8-M-WEAF

Richard Himber  
Stuart Allen

**Erpi Testimony**

(Continued from page 31)

**8a-9a-WJ3Z**  
Lowell  
"Rocke" Williams

**TASTYFAST**  
12-9a-WJ3Z

Amateur Show  
Chubby Kane  
Horace Fehly  
Johnny Schmoe Orc  
Clements

**TEXAS CO.**  
• 12a-1a-WF4A

Ed Wynn  
Graham McNamee  
Eddie Duchin Ore  
\*Honf-Metzger

**UNION CENTRAL**  
(Insurance)

'Naughty Marietta' was shown in the courtroom from a 'B' print. Judge Nields remarked he had previously seen it at Loew's here and that it had sounded better in the

James Levin, of 605 West 102nd street, N. Y., a GTP salesman, testified as to fears of ERP reprisals expressed by prospective exhibitors. He said that GTP salesmen objected consistently and noted biased exceptions to all testimony of salesmen and reports of exhibitors' dissatisfactions and fears. The objections were made uniformly on the grounds the testimony was based on hearsay and was not binding on the defendants.

**\* Street & Finney**  
**\* U. S. TOBACCO**  
**(Dill's-Best)**  
**0:50-F-WEAF**  
**One Night Stand;**  
**Joe Bonomo**  
**\* M.C.C.-Eric.**  
**WANDER CO.**  
**5:45-Daily-WSB**  
**'Little Orphan A'**  
**Allan' Barbara A'**  
**Joan' Barbara A'**  
**Ed Sprague**  
**Stanley Andrews**  
**John Andrews**

**CHAS. WARNER**  
(Sloan's) Linaments  
9-W-WJZ  
John Chas Thomas  
**WASEY PRODUCTS**  
12-Daily Ex. Ss-Sa  
**WABC**  
6145-Sa-WABC  
Voice of Experience  
12-Daily Ex. Ss-Sa  
Jacob Tarabish, The  
Lampshaker  
\*Erwin  
\*Erwin

**Paid-By-WJZ**

'Adventure of Sherlock Holmes'  
'The Great Gatsby'  
'The Love of Life'  
Leigh Lovell  
Joseph Bell  
C. C. C.

**R. L. WATKINS**  
**O-Su-WEAF**  
(Dr. Lyons Tooth)

Pierre Le Kreun  
Raquel de Carlar  
Laurie R. King  
Men About Town  
Andy Sannella  
Worn Blue

relic each to own 25% of Vocafilm.  
All this fell through, he said, when  
Brady made his own contract.  
He denied Shubert's word and  
Brady made any investigations of  
Vocafilm before allowing the option  
to lapse. Under the option they  
were to put \$20,000 down and pay  
\$3,000 a week for wages to Vocafilm  
and its employees until the option  
was refunded if the option were  
lapsed. Later the three obtained  
judgment and refunding of \$24,000,  
he said.

**(Grape Juice)**  
**8-F-WJZ**

Irene Rich  
"Kaiser"  
**12-10-35**  
**WJZ-10**

**4:45-8-WEAF**

'Big Ben Dream  
Dramas  
Arthur L. Hays  
Parker Penningly  
'B. D. C. Co.  
**7-10-35**  
**WTOB**

**9-7-35**  
**WTOB**

Bing Crosby  
George Stoll Ore

Reynolds B. Wilbanks, manager of the Paramount exchange at Charlotte, N. C., telling that he was ordered by the home office to refuse Clifton Bester, an representative who told him non-Erpi exhibits might be subject to suits by Erpi for patent infringement.

Schlesinger, discussing the replacement and maintenance question, said his Engineers were not capable as Erpi's, but denied he used former Erpi men.

Dangerous Par-  
ade  
Elsie Hill  
Nick  
Lennen & M.  
WRIGHT  
PEARMAN  
CELESTINE  
430-30-WEAF  
Harry Reiser  
Ray Heatherton  
Tex  
Jerome B. Gray  
WOL WRIGHT  
CELESTINE  
Su-WARD  
Jest Entertain-

\*Francis Hooper  
WYTHE  
10:45 a.m.-Daily  
Ex. Se-Su-WA  
Cabbage Patch'  
Betty Gards  
Alice Frost  
Ex Le-Le  
And Donnelly  
Amy Sedole  
Edw. J. J.  
Pat Ryan  
\*Blackett-S-H

Usual charge that the Amplitone was forced out of business by the electricians through cross licensing to establish monopoly. Ralph Vatner is acting for Hodgman.





ing a portable microphone to

ling a portable microphone to ge  
dressing room interviews with the  
vaude headliners of the stage show  
Started week Roscoe Ates and Roy  
Smceck held forth, and ended same  
week. A good idea, anyway.

known as the Linda Marsh household. Miss Marsh, 30, is a former Householder Magazine, Miss Marsh, Helen Atwater, beauty expert; Marjorie Lee, household adviser, and Jerry Wilson, film gossip, divide the time.

Replaces the 'Woman's Point of View' hour. Miss Marsh formerly over WIBO, Chicago, and WIBA, Madison.

work with the Revellers. Lunt steps out in a speaking role, doing a vet trouper's job.

## New Business

### NEW YORK CITY

**Automobile Loan Society**, series of one spot announcements daily on Make Believe Ballroom, for four weeks. Placed direct. WNBC.

**Jack Moll**, series of one 15-minute programs weekly on Fridays, for an indefinite period, presenting interesting music. Placed direct. WNEW.

**Hoyt Brothers, Inc.**, series of one spot announcements daily on Make Believe Ballroom, for an indefinite period. WNEW.

**Gardner Nursery Company**, Oange, Iowa, one five-minute period daily, for an indefinite period. Placed through Northwest Radio Advertising Company, Seattle. WNEW.

**Grand View Park, Singe**, New Jersey, two 15-minute periods daily, for an indefinite period, presenting Pressure Hunt. Placed through Cartoon Advertising Corporation. WNBC.

**Parker Watch Company**, five 15-minute spots daily, for 36 weeks. WJMA.

**Hudson Terraplane**, six spots daily, for an indefinite period. Placed through Donahue & Co. Agency. WJMA.

**Monte Reno Restaurant**, Dick Pecora's orchestra, on month-to-month basis, Sundays and Wednesdays. WJMA.

**National Greek Institute**, series of

Wednesday programs at 8:30 p.m. EDT, presenting Don Avlon's orchestra, in ancient and modern Greek music, for 52 weeks. WEDV.

**Joe Moll**, series of one 15-minute programs weekly on Fridays, for an indefinite period. WJMA.

**Gardner Nursery Company**, Oange, Iowa, one five-minute period daily, for an indefinite period. Placed through Northwest Radio Advertising Company, Seattle. WNEW.

**Grand View Park, Singe**, New Jersey, two 15-minute periods daily, for an indefinite period, presenting Pressure Hunt. Placed through Cartoon Advertising Corporation. WNBC.

**Parker Watch Company**, five 15-minute spots daily, for 36 weeks. WJMA.

**Hudson Terraplane**, six spots daily, for an indefinite period. Placed through Donahue & Co. Agency. WJMA.

**Monte Reno Restaurant**, Dick Pecora's orchestra, on month-to-month basis, Sundays and Wednesdays. WJMA.

**National Greek Institute**, series of

**DALLAS**  
**Armand Co.**, cosmetics, Des Moines, three 15-minute transcribed programs weekly, indefinite period. Health-Seoh Agency, Chicago. WFAA.

**Dallas Cooperative 15 a n d 15 p m**, Dallas, 15-30-15-minute programs, Wilson-Crook Agency, Dallas. WFAA.

**Firestone Service Stores**, Dallas, auto supplies, 15-minute announcements. Radcliff Advertising Co., Chicago. WFAA.

**Noisier-Meyoroff Agency**, Chicago. WFAA.

**Morton Salt Co.**, Chicago, 15-minute programs. Wade Advertising Co., Chicago. WFAA.

**Silberman-Becker Co.**, furs, Chicago, 15-minute programs. Noisier-Meyoroff Agency, Chicago. WFAA.

**Strong Packing Co.**, Bird Brand shortening, Dallas, 52 15-minute programs. Haney Advertising Co., Dallas. WFAA.

**Cadillac Motor Co.**, Detroit (La Salle automobile), 15-minute programs. Campbell-Ewald Agency, Detroit. WFAA.

**Christy Corp.**, (Plymouth auto), 10-15-minute transcriptions. J. Shirling Getchell Agency, Detroit. WFAA.

### JERSEY CITY

**Adler Shoes**, daily in foreign tongue, for 15 weeks. Placed through Bess & Schill, Inc. WJHO.

**Man Deane's**, daily announcements, 15-minute spots weekly, with Irish music. Placed through Bess & Schill, Inc. WJHO.

**Harris Motors**, four spots daily in foreign tongue, for four weeks. Placed through Bess & Schill, Inc. WJHO.

**Italian Furniture Recorders**, Italian amateur hour on Sunday evenings, for an indefinite period. Placed through Bess & Schill, Inc. WJHO.

**Romano & Sons, Inc.**, seven 15-minute Italian musical programs weekly, for 13 weeks. WJHO.

**Standard Furniture Co.**, 52 15-minute programs weekly in Italian, for an indefinite period. Placed through Bess & Schill, Inc. WJHO.

**United States Home Improvement Corp.**, series of announcements, twice daily, for an indefinite period. Placed through Bess & Schill, Inc. WJHO.

**Hi-Grade Gas Range & Refrigerator**, Inc., daily announcements, twice daily, for an indefinite period. Placed through Bess & Schill, Inc. WJHO.

**De J. J. Market**, series of three announcements weekly in Polish, for an indefinite period. Placed through Bess & Schill, Inc. WJHO.

**Gunther's Department Store**, series of three announcements weekly in German, for an indefinite period. WJHO.

**Polish Beverage Co.**, daily Polish announcements. WJHO.

**Lupo Cigar Co.**, series of announcements in Italian. WJHO.

### SALT LAKE CITY

**3031 Wholesale Hardware Store**, two announcements weekly for 26 weeks. KDYL.

**Christians Furniture Co.**, 73 announcements. KDYL.

**Firestone Service Stores**, 73 announcements. KDYL.

**Coilville Ice Cream Co.**, daily announcements, for 26 weeks. Placed through L. S. Gilliam Agency, Salt Lake City.

**Sears, Roebuck & Co.**, 40 announcements. KDYL.

**Acherbach Department Store**, 1,000 announcements. KDYL.

**Flint Distributing Co.**, 73 announcements. KDYL.

**J. W. Brewer Tire Co.**, 26 announcements. KDYL.

**Standard Building Supply Co.**, 26 announcements. KDYL.

**Dimondy Furniture Co.**, nightly time signals for 52 weeks. KDYL.

**General Mills Co.**, two 15-minute programs weekly, for 22 weeks. Placed through Westco Agency, Los Angeles. KDYL.

**Weekday Beauty School**, daily announcements for 52 weeks. KDYL.

**B. J. du Pont de Nemours**, 52 announcements. Placed through Barton, Barton, Durgine & Osborn, New York City. KDYL.

**Z. C. M. I. Department Store**, 500 announcements. KDYL.

**Reference Bureau**, 26 daily announcements for an indefinite period. KDYL.

**Rock's Hair Styling**, 26 daily announcements for an indefinite period. KDYL.

**Stadium Gardens**, one 15-minute program weekly, for 26 weeks. Placed through KATZ.

**Dodge Motor Co.**, spot announcements, daily, for an indefinite period. Placed through Ruthrauff & Ryan, New York City. KDYL.

**Doll House Fountain Stand**, daily time signal, for 13 weeks. KDYL.

**Gene Ror Co.**, on announcement daily, for five weeks. Placed through Raul, Brysacher & Staff, Los Angeles. KDYL.

**Utah Builders Supply Co.**, one 15-minute program weekly, for 26 weeks, presenting World transcriptions. KDYL.

**Succione Motor Oil Co.**, single announcement for 26 weeks. KDYL.

**Holloran-Judge Loan & Trust Co.**, 52 announcements, for 26 weeks. Placed through L. S. Gilliam Agency, Salt Lake City. KDYL.

**Reynolds Brown Tire Co.**, daily time signals, for 52 weeks. KDYL.

**Frank Laundry**, one 15-minute period, for 26 weeks, presenting World transcriptions.

**First Motor Co.**, Associated Salt Lake City Dealers, 52 announce-

ments and two 15-minute programs. KSL.

**O'Day Shop, Inc.**, 52 announcements. KDYL.

**Belle Tote Co.**, four announcements daily for 52 weeks. KDYL.

**Executive**, 26 night time one-minute spots. KDYL.

**General Electric Refrigerators**, 26 one-minute night time spots. KSL.

**California Building School**, San Francisco, night time five-minute transcription. KSL.

**Golden Bursary**, six five-minute transcription features weekly. WSL.

**Brittan's Ladies Shop**, Ogden, Utah, daily announcement for one month. KSL.

**Wassich Springs**, sponsoring remote control broadcast of wrestling matches Friday evening. KSL.

**Open 24th July Celebration Committee**, eight 15-minute programs, talent and speakers. KSL.

**United Drug Co.**, one 15-minute program weekly. KSL.

**United Drug Co.**, five 15-minute programs. KSL.

**Westinghouse Electric Co.**, daily spot announcements. KSL.

**Utah Livestock Radio**, daily spot announcements, for an indefinite period. KSL.

**Deseret Book Store**, daily spot announcements. KSL.

**United Drug Co.**, daily spot announcements for one month. KSL.

**United Drug Co.**, daily spot announcements for one month. KSL.

**Ross Morris & Sons**, one 15-minute program weekly. KSL.

**L. G. McIntyre Co.**, spot announcements for indefinite period. KSL.

**Lorraine Harding**, spot announcements. KSL.

**Standard Hardware Co.**, daily spot announcements. KSL.

**Standard Furniture Co.**, 52 15-minute programs weekly, daily spot announcements for 52 weeks. KSL.

**Economy Shoe Store**, spot contract for indefinite period. KSL.

**McIntyre-O'Brien, Inc.**, spot contract. KSL.

**Mutual Creamery Co.**, spot announcements, indefinitely. KSL.

**Panek Fur Store**, spot announcements. KSL.

**Floral Co.**, daily spot announcements. KSL.

**United States**, Ogden, Utah, weekly quarter-hour, and remote broadcasts. KSL.

### CINCINNATI

**A. C. Sperghus**, 26 one-minute E. T. announcements. Placed by P. F. Brother, Detroit. WCKY.

**Occurrence**, 15 15-minute E. T. programs. Campbell-Ewald Co. WCKY.

**Chrystie Furniture**, several one-minute E. T. announcements. Maxon, Inc., Detroit. WCKY.

**Standard Electric**, 26 one-minute announcements. Maxon, Inc., Detroit. WCKY.

**Stude & Uskline**, retail furniture firm, and Queen City Coal Co., alternating sponsorship of News Headlines Monday through Friday nights, occupying five-minute spots, a new program in offering glimpses of people in local and national news of the day, prepared by R. C. Stude and his staff, under Alderman WCKY.

**Congress Cigar Co.**, Philadelphia, 100 announcements. Radio Sales, New York City. WCKY.

**Chieftain Mfg. Co.**, 18 five-minute E. T. programs blurring white shoe trademark. L. S. Sandusky Agency, New York City. WCKY.

**Hudson Terraplane**, Detroit, 50 daily 15-minute 100-word announcements. WCKY.

**Standard**, standard product, 52 100-word announcements on "Women's Hour" program. Radio Sales, New York City. WCKY.

**Kreiner Bros. Furniture Co.**, two 15-minute programs weekly for 13 weeks, featuring 100 words for refrigerator desserts. WCKY.

### SPARTANBURG, S. C.

**Jordan Investment Company**, 30-minute Sunday afternoon vocal broadcast, featuring Fred Gentry, soloist. WCKY.

**Cooperative music-advertising broadcast** six days a week, 30 minutes, sponsored by several merchants and featuring studio organ selections. Indefinite period. WSPA.

**Saxon's (S. C.) Local United Workers of America**, 15-minute Sunday night program, 15-minute program, indefinite period. WSPA.

**Baily's Shop**, 15 minutes "Musical Comedy" broadcast time, Baily's (by wax) and announcements, indefinite period. WSPA.

**Warhorne Clothing Company**, five-minute daily, advertising and announcements (wax) numbers, indefinite period. WSPA.

### BOSTON

**General Mills (Jack Armstrong program)**, 118 programs, Monday through Friday each week. Transcription. Furnished by 118. Through Blackett, Sample & Humphreys. WEEI.

**Batchelder-Whitmore Coal Company**, one announcement daily except Sunday, at 10:30 a.m. Through Broadcast Advertising, Inc. WEEI.

**Ford Motors**, announcements staggered schedule. WEEI.

**H. Tracer & Company (Harvard and Peetee's children)**, 13 announcements on After Dinner Review, Tuesdays only. Through Wood, Putnam & Wood. WEEI.

**Brock Garden Talk program** (extension), five-minute program. Direct. WEEI.

**H. Tracer Co.** (Pippin Cigars), 15-hour weekly, 15-minute programs, beginning May 4. Through Wood, Putnam & Wood. WNEA.

**Harris Mountain Products Co.**, 26 100-word announcements, Mondays, Wednesdays, Fridays. Through Ernest Davis, New York. WNEA.

**Ironed Toys**, 15-minute electrical transcriptions, Mondays, Wednesdays, Fridays, 15-minute effective May 6. Through H. Tracer & Co. WNEA.

**Ford Motor Co.**, six 125-word announcements. Through McCann-Brock, N. Y. WNEA.

**Stock & Bond Loan Co.**, 82 125-word announcements, Mondays, (Continued on page 60)

## BENNY WEINSTEIN

NIGHTLY RESTAURANT LARUE  
 Regular Weekly Feature Entire Columbia  
 Guest Star Whitman Kraft Hour  
 Thurs, May 6, WEAF, 10 P.M.

Management CBS Artists Bureau  
 Personal Management  
 Jules Kessler, Hotel Oberly,  
 New York City

## EASY ACES

NBC  
 7:30  
 Monday-Tuesday-Wednesday  
 "You Ain't Heard Nothin' Yet"

## BERNICE CLAIRE

Renewed for Additional 13 Weeks  
 on Both  
 "Lauder and Old"  
 (Bayer and Old)  
 WABC, Every Tues.  
 6:30 P.M.  
 Guest Co-Guest  
 Direction, LESTER LEO R. BOLD, N. Y.

## GRACE BARRE

THIS WEEK (MAY 3)  
 PALACE, NEW YORK

Sole Direction  
 HERMAN BERNIE  
 1619 Broadway, New York

## "HELLO STRANZER"

SAN  
 (SCHLEPFERMAN)

## HEA

Direction  
 Wm. Marley Agency

### OKLAHOMA CITY

**Bill Moser, Inc.**, Selberling three, Oklahoma City, 300 daily spots of "Five and Learn", strange facts. Direct. KOMA.

**Guardian Foundation**, funeral directors, Oklahoma City, 52 weekly half-hour programs, dramatic transcription. Direct.

**Dr. Lyon's Tooth Paste**, 15 weekly half-hour programs, musical transcriptions. Blackett-Sample-Humert Agency, Oklahoma City. KOMA.

**Watchtower Bible Tract Society**, Oklahoma City, 52 weekly 15-minute programs, Biblical lecture transcriptions. Direct. KOMA.

**Chevrolet Motor Co.**, Detroit, 13 15-minute programs, three weekly transcriptions. Campbell-Ewald Agency, Detroit. KOMA.

### MILWAUKEE

**Chrysler Motors**, series of disks, for an indefinite run. Placed through Raul, Brysacher & Staff, Detroit. WTMJ.

**Reo Motors**, series of 15 100-word announcements during morning broadcasts, for an indefinite period. Placed through Maxon, Inc., Detroit. WTMJ.

**United Drug**, series of disks, during morning broadcasts, for an indefinite period. Placed through Maxon, Inc., Detroit. WTMJ.

**Western Association of Railways**, weekly Sunday program, for 26 weeks. Placed through Reinckel-Ellis-Youngren & Finn, Chicago. WTMJ.

### FORT WORTH

**Worth Clothiers**, Ft. Worth, 100 15-minute programs and 300 spot announcements. Direct. SBS over KATZ.

**Rock's Bros.**, furniture, Ft. Worth, 300 spot announcements. Direct. KATZ.

**Crutch Bros.**, furriers, Ft. Worth, 52 five-minute programs, transcriptions. Direct. KATZ.

**Buccanier Club**, niter, Ft. Worth, 300 15-minute programs with Ed Lally's orchestra, six nights weekly. Direct. KATZ.

**Fullard Furniture Co.**, Ft. Worth, 300 spot announcements, three daily. Direct. KATZ.

**Gene Ror Co.**, Man Shop, Ft. Worth, 13 five-minute programs. Direct. KATZ.

**Direct Allen Motor Co.**, Chevrolets, Ft. Worth, 78 spot announcements to present and future Chevrolet transcriptions. Direct. KATZ.

**Blackstone Furriers**, Ft. Worth, 26 15-minute programs and 300 spot announcements. Direct. KATZ.

**Tenny Lind Club**, niter, Ft. Worth, 300 spot announcements. Direct. KATZ.

**Reynolds Ice Cream Co.**, Ft. Worth, 300 spot announcements. Direct. KATZ.

**Tejler Studios**, photographers, Ft. Worth, 300 spot announcements. Direct. KATZ.

**Fair Foot Shop**, Ft. Worth, 150 spot announcements. Direct. KATZ.

## Improbable Broadcasts

### No. 18—Week-Ending With Ethyl

By Bob Landry

Sound effect—Motor backing. Tenor Announcer—Midol-Ethyl, the garrulous gasoline, is on the air! Bartone Announcer—Volatility, volatility, veracity!

Tenor—More miles per gallon, more words per broadcast than any other gasoline.

Bartone—Midol-Ethyl, the gasoline that's alkaline—stay on the safe side.

Tenor—There are just 26 things you should look for when you buy gasoline—

Bartone—A, the lady comfort room!

Tenor—B, the cheap price pump! (And so on for 24 more).

Bartone—But more about Midol-Ethyl later. A lot more. Now the story—we are in the bus depot in New York City.

Sound effects—Bus warming up. Lady—Is this the Albany Night Bus?

Despatcher—Yes, lady. We're leaving in a few minutes. They're filling her up right now with Midol-Ethyl.

Announcer—And now the glambus heads her own into traffic.

Sound effects—Gears and good-byes.

Announcer—The Albany Night Bus is off in a cloud of Midol-Ethyl exhaust as pedestrians curse—I mean cheer—wildly.

Sound effect—The bus under way. Dora—Oh, Arthur, are you sure we're getting the right thing?

Arthur—Don't worry, kid. When we get to Albany we'll own a little minister I know who owns a little hotel and he'll register us.

Kind Old Lady—Hiram, I think there's something wrong about that couple in front of us.

Hiram—Look all right to me. K. O. L.—I never trust a man with ears like that.

Traveling Salesman—Business is roaring.

Companion—What line are you in?

Salesman—Cameleons.

Lambs Club Actor—Fancy, travel.

**3 more  
KMBC Shows  
Go Nation Wide**

AGAIN **KMBC** proves its superior showmanship.

Three more shows produced in **KMBC's** studios have been added to the list of national successes.

• **"Red Horse Ranch."** A fifteen minute transcription story with music, featuring western and cowboy life, has been bought by Socony Vacuum Oil Co. ( Lubrite and White Eagle Divisions). Over 30 stations are broadcasting the program 3 to 5 times weekly.

• **Ted Malone's "Between the Bookends."** Radio's most intimate story and "Happy Hollow" a cross section of home town America, new are broadcast daily on a coast to coast Columbia net. **KMBC** has available for immediate release, 14 shows of proved merit, audition transcriptions of which are available. Write for particulars.

• **KMBC - Kansas City, Mo.** Where Showmanship Excels  
Free and Steinglass, Inc.  
National Representatives.

**First  
IN THE HEART OF  
AMERICA  
KMBC**  
NOW 5,000 WATTS

ling by motor coach, what is to become of the dreamer?

Radio Actor—Imagine traveling in a bus. Pretty awful, eh? Last time we hitchhiked.

Gangster—Looks like we oughta be able to frisk this crowd for a few c-note notes.

Doll—Yesh, there oughta be a little sugar.

Announcer—Well, there you have the plot. Every week it's the same.

The Albany Night Bus pulls out full of Midol-Ethyl and quaint, amusing or sinister characters. And every week the Kind Old Lady seems to it that nothing happens to the not very bright young girl that couldn't be broadcast with full sound effects.

Sound effect—Policeman's whistle bus stopping.

Gangster—It's a bull—he! you know?—Where do you think you're going?

Driver—To Albany.

Cop—Ever hear about speeding?

Driver—Gosh, officer, I'm sorry, but this Midol-Ethyl gasoline has such terrific super-skip that you just can't resist how the miles are zooming by.

Cop—I use the Midol-Ethyl myself. How do you find it takes the

Driver—One by one.

Cop—Well, all right. I'll let you go this time.

Sound effect—Bus starting.

Announcer—Now, let's see, what comes next? I think we give you a little plot.

Gangster—keep on driving, mugg—I've got this rod stuck in your back.

Driver—Is this a stick-up?

Dora—It's a robbery.

Sound effects—Loud screaming, breaking, pistols firing.

Announcer—This Midol-Ethyl not explode unless ignited, will not set unless advertised. Does your gasol-

ine at your car's competitive ally, does it suit your sparkplug's complexion? Midol-Ethyl has faster pick-up in neighborhood of high school, super-skip and amazing slow-down. You can tell genuine Midol-Ethyl by the peculiar pungency of its carburetor.

Only Pennsylvania petrol has that devastating smell. Midol-Ethyl also makes delicious cocktails. This

Paragon has come to you through the generosity of—

Driver—Just a minute—you're not going to leave the plot hanging there in mid-air.

Announcer—Well, we haven't much time—what happened?

Driver—Six people were killed, the bus was wrecked, the girl who was on her way to Albany never got there, the gangster put up a brave fight, the Lambs Club actor turned out to be a G-man—and lots of other exciting things happened.

Announcer—Yes, yes, that's all very well—but we've still got a lot of sales copy left. We can't waste any time on the entertainment.

Ladies and gentlemen you have been listening to—(two minutes of gab).

Sound effect—Motor backing.

Announcer—And speaking of sound effects. Do you have intermittent scratching in your engine?

If he wise, he'll purchase Midol-Ethyl for that regular knock.

## Press Truce Ends

(Continued from page 1)

down. Up to now radio has gotten the best of the sharp-shooting.

A. P. Life Ltd. said.

Lid on Press-Radio agreement was lifted almost completely last week when the Associated Press noted its newspaper clients that the news service's full report could be made available to member-owned or affiliated stations without cost.

Further joint competitive pressure against the Transradio News Service was brought by the United Press and the International News Service in the launching of intensive sales drives among newspaper stations by these two news collecting organizations.

UP has Al Harrison, exc in charge of broadcasting sales, out on the road this week making news paper and station contacts for the air service. Among the approaches for the service received by the United Press is from Philadelphia. While the UP and the INS were putting their sales campaigns

into effect Transradio last week added six stations to its list. They were WOL, Washington; WFPT, Raleigh, N. C.; WJAL, Jacksonville, Fla.; WFAA, Dallas, and WBAE, Fort Worth. Last three outlets are newspaper owned and operated.

Herbert Moore, head of Transradio, declared Monday (6) that the tactics that the UP and the INS had adopted in radio field can only be construed as a move to undermine his organization. Moore said that he expected a large number of Transradio clients to sign up also one of the other two services if the rates were low enough and the one-service plan was as simple as other. Case in point is John Shep, 3rd, who yesterday (Tuesday) closed with INS and Universal Service for their service for the Yankee network. It's an exclusive arrangement for New England. Shep and plans to cut down his correspondence staff considerably as a result of the INS-UP tieup. Shep was one of Transradio's original clients.

Worst that can happen to Transradio, averred Moore, is that it take second place as a radio news service, but the time factor is not predicted, when the more conservative publishers will again become the mainstay of the service.

casting and demand that the service of news to radio by the press association be drastically restricted.

## Sports Exclusively

Radio news service devoted exclusively to sporting events makes its bow next week. Outfit has adopted Air-Sports, Inc., as its corporate title, with Lewis T. Hagey as president and Clem McCahey as editor. Hagey was formerly connected with the racing sheet Post Time.

Air-Sports has obtained an exclusive air tieup with the Annenberg interests, publishers of racing wire service. It proposes to service stations by a fleet of short time.

Air-Sports is figuring on supplying its clients with four bulletins daily as the regular service and flashes on an emergency basis.

breaks during the day or night. Service will be sold to stations on a retaining basis, with profit-sharing arrangement if resold commercially.

## Women's News

Daily program comparable to the women's page in newspapers will be debuted by WOR this Monday (13).

It's a five-minute news period devoted exclusively to items of female interest, with Rosaline Green doing the splicing. Material will be furnished by Transradio Press, which has retained a newspaperwoman to build up this department.

Program will be spotted around the time that the average housewife is taking a breaching spell after disposing of the lunch dishes.

## San Francisco, May 7

American Broadcasters' News Association has been formed on the Coast under the direction of Frank Wright, advertising man. Headquarters are in Frisco.

New group plans to furnish stations with news, and to secure national sponsors for the service.

ABNS plans to enter a contract with Reuter's World Wide service for foreign coverage.

## Philadelphia, May 7

WFIL starts feeding its listeners International News Service and Universal Service bulletins Thursday (11). Deal, which was closed on an exclusive basis today, is for two years with an option for a third, and covers the use of service for both sustaining and commercial programs.

Schedule stipulated in the contract calls for continuous news servicing to the station from 5 a.m. to 1 p.m. daily except Sunday, from 5 p.m. to 1 a.m. except on Saturday and on Saturdays from 2 a.m. to 1 a.m. In addition the outlet will get a continuous baseball service between 11 a.m. and 7 p.m.

Hearst, who controls both news collecting organizations, has no partner in Philly. It understood that the Bulletin has INS tied up exclusively but rarely uses it. The Record takes Universal, which is the morning newspaper service.

## Baltimore, May 7

Hearst's International News Service sent a salesman into Baltimore last week trying to sell the news service to radio stations. He hinted INS would supply more news periods a day at a cheaper rate than Transradio offers. As far as can be determined, he never approached the local Hearst-owned broadcaster, WBAL.

## New York Radio Parade

By Nellie Revell

Calvert Whiskey will be the first commercial to go out from WMCA over the new out of town set-up which calls for programs to be fed to WIP, Phila, WOL in Washington, WGBM in Baltimore, and WDEL in Wilmington. Show is Dick Fishel. He is special expert at WMCA and ex-All American footballer. Sport Review seven times weekly and original calls for it to be heard over WMCA, WIP, WOL and WGBM 11p. These are all ex-American Broadcast outlets.

## Outdoor Girl on Black

Outdoor Girl Products (Crystal Corp.) is in the process of being sold in which event the account will be switched from the United Ad Agency to Blackett-Sample-Hummert, Inc., with a new show under way. Present contract form gives earliest effective cancellation of show as June 29, but it deal goes through the new sponsor will be required to replace the program earlier. Sterling Products reported as possible purchaser of Crystal Corp.

## Coca-Cola Changed Mind

Coca-Cola faded last Friday eve and therein is a tale of modern bias. Coca-Cola contract had a five-week cancellation clause. Program cancelled when the clause became operative. Two weeks later the program started to bring results and the sponsor wanted to re-call the cancellation which situation has come up before between many sponsors and spots and usually the sponsor came out exactly where he wanted to.

Time though the sponsor was informed that since cancellation 15 minutes of the weekly 30 minutes on Red net at 10:30 had been sold. This forced C-C off the air since no other half-hour spot coast-to-coast net of the number of stations in the country was available.

It had been announced that the Goodrich show with a 45-minute spot on Friday eve on the Blue Net was being condensed to 30 minutes and taking the C-C time on the Red Net. What happened to that 15-minute spot that was said to have been sold and consequently forced C-C off air and made that spot available for Goodrich?

## Just Radio

On the new Heinz Products program which has been auditioned at NBC, Willie Morris, who has been going quite a bit of work on the air and created a bit of a stir with her voice, was introduced on the program with a fanfare and compared to Jeannette MacDonald and been given the name of John Rogers thus losing the value of the following her right moniker had created.

## Edwin Hill Makes Good

Edwin C. Hill went off the air last Friday eve but did a repeat show the next Monday without doing an early show on Monday eve. When Hill first went on the air last September 1st he didn't know about his repeat show and consequently missed the first repeat broadcast. His schedule is Monday-Wednesday-Friday at 8:15 with a repeat show three hours later. Finished his stint last Friday but had to do that repeat he missed on his first show before leaving the air.

## Warners-WGM in Tie-up

WIN-MGM tie-up plot started in the radio trade. Recent WOR-Warners Blyth plot program plans look like the beginning of a tie-in between these two. Plans call for the use of institutional plugs for Warners, pix and stars, and Warner names in East will be available for bit in program if needed. Flicker firm is providing a 30-piece outfit under David Mendoza and talent for program with WOR giving the time. A sponsor is under way for the layout and show may go Mutual, which makes it of even greater value to Warners.

## CB's Radio City Program

Industrial Arts Exhibit in NBC Bldg has gone legit with a bang. Exhibit started last week with a two-bit admish. This week jumped the tariff to 35c. This outfit using space in NBC Bldg, goes to CBS to arrange to have a broadcast heard from exhibit.

## Ford Show's First Contest

Ford show, Waring, etc. is going for its first contest which will run for next two weeks. Tom, brother of Fred Waring, has written a new ditty with swingy lyric a la "You're the Top". Contest calls for listeners to

(Continued on page 61)

## Another New Idea for the Station of the Stars!

What WHN's Amateur Hour is to the amateur—Sophie's Hour will be to the "untired professionals."

**SOPHIE TUCKER'S  
MUSIC HALL**  
THURSDAYS AT 7 P. M.

WHN is one of the few New York stations the New York Times considers worth listing!

**The NEW**  
DIAL 1910

Have you heard the **itty bitty Kelly** Hoar? And **Rudie Morris** on **WJLN** Movie Club? Two More "Great Stars!"



**STUART ROSS  
JOE SARGENT**

APPEARING NIGHTLY

**RAINBOW ROOM**  
ROCKEFELLER CENTER, NEW YORK CITY

Direction BENJAMIN DAVID

# New Business

(Continued from page 58)

Wednesdays, Fridays. Through Harry M. Frost, Boston. WNAC. H. Traiser & Co., 13 30-word announcements, Sundays. Through Wm. Putnam & Wood, Boston. WAAB. Joyce Brothers, 312 15-word announcements, four daily including Sunday. Through Chambers & Wiswell, Boston. WAAB. B. Pastene & Co., nine 30-minute programs, Fridays, beginning May 8. Direct. WAAB. First Church of Christ, Scientist,

one 45-minute program, May 14. Through Harry M. Frost, Boston. WAAB. Henry System Bakeries, six time signals, daily. Through Harry M. Frost, Boston. WAAB. J. H. McManus, 156 weather reports, daily except Sunday. Through Harry M. Frost, Boston. WAAB. Tremont Theatre, 28 15-word announcements, four daily including Sunday. Through David Malkiel, Boston. WAAB. K. E. Kallab, 181 time signals, daily including Sunday. Through Scott Advertising, Boston. WNAC.

Radio League of the Little Flower, 15 30-minute programs, Sundays. Through S. W. Holwig, New York. WNAC. March of Time, Inc., through B.B.D.A.O., New York. WNAC. Joyce Brothers, 61 weather reports, daily including Sunday, renewal effective May 1. Through Chambers & Wiswell, Boston. WNAC. T. T. Baker Co., four 30-word announcements, Sundays. Through Scott Advertising, Boston. WNAC. Dr. Benson Dental Co., Inc., 364 temperature reports, daily including Sunday. Direct. WAAB.

League of Nations Association, 20 15-minute programs, Direct. WAAB. Normandie Ballroom, 15 time signals, daily. Through David Malkiel, Boston. WAAB.

DUBUQUE, IA. Rhomborg Fur Co., nightly, 15-minute programs, indefinite. Transco transcriptions. Direct. WKBX. Trausach Baking Co., nightly, 15-minute programs, indefinite. Transco transcriptions. Direct. WKBX. Random Fur Co., twice weekly, one month, 15-minute recitals. Direct. WKBX. John Jurgens and Sons, daily, 15-minute, for Pittsburgh Paint Co., Monday, Wednesday, indefinite. Direct. WKBX. Roehrk Bros. Co., daily, 15-minute news flashes, indefinite. Direct. WKBX.

Charles Denby Cigars, spot on sports and reviews, nightly. Direct. WKBX. Wm. Floral Co., spot, indefinite. Direct. WKBX.

Fosselman Jewelry Co., spot, indefinite. Direct. WKBX. Trausach Baking Co., for Pruno Wheat Bread, three announcements weekly, indefinite. Direct. WKBX.

Chevrolet Motor Co., 50 announcements on test and going on these 15-minute programs per week, indefinite. Direct. WKBX. Mathew Chevrolet Co., 20 15-minute programs weekly, one month, renewal on Transco. Direct. WKBX.

MISSOULA, MONTANA. Royal Milling, 12 15-minute programs weekly and five announcements daily, five days a week, for 14 months. KGVO. Majestic Bottling Works, series of announcements for an indefinite period. KGVO. United Drug Co., five 15-minute programs, Friday, May 8. Placed through Spot Broadcasting Company. KGVO. Col-O-Dine Company, six 15-minute programs weekly, for six weeks. KGVO.

Montana Power Company, three announcements weekly, for six months. KGVO. Missoula Brewing Company, 52 one-half hour, presenting Highlander Hill Billies. KGVO. Missoula Mercantile Company, 15-minute Grayco programs, 13 weeks. KGVO.

Associated Oil Company, 20 15-minute programs weekly, for 13 weeks. Placed through Walter L. Dick Company. KGVO.

CHICAGO. Community Motors, Chicago, 13 15-minute periods on Sundays. Schumacher & Scott, Chicago. WLS. Condon Co., Los Angeles, six 15-minute programs weekly. Lockwood-Shackelford Agency, Los Angeles. WLS.

Gardner, Michigan City, Ind., three two-minute announcements weekly. Sugan Agency, Chicago. WLS. Tap-In-Waz Co., St. Paul, 13 weeks of five-minute sessions during Homecoming. Four time signals. Wascy Agency, Minneapolis. WLS. United Drug Co., New York, five 15-minute discs. Spot Broadcasting Co., New York. WLS.

General Motors, Detroit, time signals daily except Sunday. Campbell-Ewald Agency, Detroit. WGN. Willard Teller Co., 15-minute periods three times weekly. First United Broadcasters, Chicago. WGN.

LOS ANGELES. Paul G. Hoffman Co. (Studebaker Cars), 11 15-minute programs over period of a month, varied station. Placed by Dana Jones Co. KTL.

Ford Motor Co. (L. A. Dealers), four 15-minute programs, organ and vocal, placed by McCann-Frickson. KJH.

Alcon Co., three 15-minute home economics programs, weekly. KJH. Globe Oilfield Co., five five-minute magazine reviews a week. KJH.

ELMIRA, N. Y. Southern Oil Co. of New York, Bill Pope baseball scores twice daily for entire season. Placed by Stewart, Sanford & Frohman. WESG. Detroit White Lead, 'Slingsam' 26 weeks transcriptions at 1145 A.M. Thursday. Placed by Edwin Wasey Co. WESG.

Self & Co., Quack Arrow Soap, Flakes, daily for six weeks Sons of Pioneers, transcription, 15-minute. WESG. Ford Motor Co., spot announcements four times daily for four weeks. Placed by Campbell-Ewald Co. WESG.

Chevrolet Motor Co., Musical Moments, three transcriptions weekly for 13 weeks. Campbell-Ewald Co. WESG. Sears Roebuck, 'Ebb & Zeb' transcriptions, 15 minutes three times weekly for 13 weeks. Campbell-Ewald Co. WESG.

Corfield Baking Co., Cobacko Kids Reveal half hour on Sundays for 13 weeks, continuation of 39 week contract. WESG. Cottontail Hardware, building supplies, five minute building chats on Tuesdays and Fridays for 13 periods. WESG.

Kobacker Furniture Co., Kobacker's Gang Radio-Stage Show, direct from stage. K. K. K. Theatre, 13 weeks, half hour on Sundays. WESG.

CHARLOTTE, N. C. B-C Remedy Co., Durham, N.C., 364 five-minute evening programs. Sports-Review, daily, May 1, 1935 through May 1935. Placed by Harvey Massengale Co., Atlanta, Ga. WBT.

Mecklenburg Nursery, Charlotte, N. C., 28 100-word announcements, Tuesday afternoon, April 9 through October 1, 1935. Placed direct. WBT.

Gardner Nursery Co., Seattle, Wash., 13 15-minute programs, transcriptions, daily except Sunday. Placed by the Northwest Radio Advertising Co., Seattle. WBT.

Southern Public Utilities, Charlotte, N. C., continuation contract, 156 quarter-hour morning programs, Monday, Wednesday, Thursday, through April 1, 1936. Placed direct. WBT.

Miles Laboratories, New York City, 21 quarter-hour evening transcription programs, Tuesday, Thursday, Saturday, May 15, 1935. Placed by Wade Advertising Agency, New York City. WIP.

Carter Medicine Co., New York City, 104 one-minute transcriptions, Monday and Thursday, April 1, 1935 through April 6, 1935. Placed by Wade Advertising Co., New York City. WIP.

Chevrolet Motor Co., Detroit, 39 quarter-hour evening transcriptions, Tuesday, Thursday and Saturday through July 2, 1935. Placed by Radio Sales, Inc., New York City. WBT.

Chieftain Manufacturing Co., New York City, 18 15-minute transcriptions, Tuesday afternoon and Thursday mornings, through June 13, 1935. Placed by Radio Sales, Inc., New York City. WBT.

Porto Rican American Tobacco Co., Newark, N. J., 185 one-minute announcements, Monday through Friday, through December 24, 1935. Placed by Gotham Advertising Co., New York City. WBT.

R. B. Ritz Dry Goods Co., St. Louis, Mo., 13 one-minute afternoon transcriptions, Monday, Wednesday and Friday, May 8 through May 1935. Placed by Gardner Advertising Co., St. Louis, Mo. WBT.

Madison Star Co., Cincinnati, O., 26 15-minute morning transcriptions, Mondays and Fridays, April 23 through July 26, 1935. Placed by Radio Sales, Inc., Chicago. WBT.

Charlotte & Merchants Association, announcements. WSOB. EHRD's Department Store, announcements. WSOB.

Akin's Clothing Co., announcements. WSOB. Black & White Taxi Co., announcements. WSOB.

Southern Radio Corp., announcements. WSOB. Tulsa Motor Co., 100-word announcements. WSOB. Tulsa Motor Co., announcements. WSOB.

PORT WAYNE. Congress Cigar Company, daily spot gossip and news flashes, for an indefinite period. Placed through Gotham Advertising Company. WOVO.

Greyhound Bus, Cleveland, O., series of spots on Thursdays for an indefinite period. WOVO. Bunte Candy, renewal on its current program five times weekly. Placed through A. T. Sears & Son, Chicago. WOVO.

Gardner Nursery, series of spots, for an indefinite period. Placed through A. T. Sears & Son, Chicago. WOVO. Name Floral Supply, Bangor, Me., daily spots, for an indefinite period. WGL.

Graham-Paine Motors, daily spots, for an indefinite period. Placed through U. S. Advertising Corp., Toledo, O. WBT.

Berghoff Brewing Products, three daily spots, for an indefinite period. WGL.

Key Jewelry, three daily, for an indefinite period. Placed by E. J. Clark Brothers, renewal on its contract. Placed through Edward Powers Agency, New York. WOVO.

Capital City Products Corp., Columbus, O., daily spots. Placed through J. Horace Lyle Company. WOVO.

Erger Grocery and Baking Company, daily spots, through May and June. WOVO.

Orange Crush, one-half hour programs on Sundays. WOVO.

Wenderson Fluidor, 15-minute announcements once weekly, for an indefinite period. WOVO.

Chevrolet Corp., three quarter hours weekly. WOVO. The Great Wheel, five quarter hours weekly, renewal. WOVO.

Alko-Seltzer, three quarter hours weekly on Wednesdays. Placed direct. WOVO.

State Fisheries, five minute spots twice weekly. WOVO. H. & H. Cleaners, three weekly on Wednesdays. Placed direct. WOVO.

Frozen Desserts, one five-minute spot weekly, for an indefinite period. WOVO.

PHILADELPHIA. Taylor Farms, 28 spot announcements during term of four weeks, for 13 weeks. Placed direct. WDAS.

Levin's Fur Shop, 12 announcements over period of four weeks. Placed direct. WDAS.

Wenderson Fluidor, 260 five-minute periods over term of 52 weeks. Placed direct. WDAS.

Silber's Ready Selson, 35 five-minute periods during 13 weeks, on Merry-Go-Round programs. Placed direct. WDAS.

J. & L. Stores (clothing), 40 100-word spots during term of eight weeks. Placed direct. WDAS.

Not Health Institute, 75 five-minute spot announcements during term of four weeks, for 15 weeks. Placed direct. WDAS.

Magen Stone Company, 192 spot announcements over period of 26 weeks. Placed direct. WDAS.

United Gold Buying, 280 spot announcements over term of eight weeks. Placed direct. WDAS.

Phyming Riddle Man program for 15-minute periods weekly, for 13 weeks. Placed direct. WDAS.

Gray's Agency, 15 15-minute religious periods, contracted for 13 weeks. Placed direct. WDAS.

Gray's Agency, 15 15-minute religious periods, contracted for 13 weeks. Placed direct. WDAS.

Rev. Robt. Fraser, half-hour program weekly, 13 weeks. Placed direct. WIP.

National Shoe Repair, one spot announcement daily on Town Tattler program, for 13 weeks. Placed direct. WIP.

Pichel Products Co. (extracts), daily participation in News Makers programs. Placed on indefinite contract through Grant, Wadsworth and Co. Sales, Inc. WIP.

Henry A. Hurst (linens), two spot announcements daily on Magazine and Town Tattler programs, indefinite contract, direct. WIP.

John Deere Co. (furs), one spot announcement, Monday to Friday, on Town Tattler programs. Contract expires May 1935. Placed by Zeigman Agency, Phila. WIP.

Rev. Geo. Palmer, half-hour religious program four times weekly, placed on indefinite contract by J. T. Deane Co. WIP.

S. Dalmer and Sons (shoes), 15-minute program on Fridays at 5:45, daily participation in News Makers program. Contract expires July 19th and placed by Chas. N. Cassidy Agency. WIP.

Dr. H. Glazer (dentist), two spot announcements weekly on Magazine and Town Tattler programs, through July 23. Placed direct. WIP.

PORTLAND, ORE. Chieftan Mfg. Co., quarter-hour program, electrically transcribed, Tuesdays and Thursdays. Placed by Van Sant-Dugdale Co. KGW.

United Drug Co., quarter-hour program daily, electrically transcribed. Placed by Street & Finney Advertising Co. KGW.

Placed by Maxon, Inc., Advertising Co. KGW.

Lectro Product Company, 14 quarter hour programs on Tuesdays, Thursdays and Saturdays. Placed by Gerber and Cronley Advertising Company. KEX.

Home Place, restaurant, daily baseball announcements, three months. KEX.

Curtis Candy Company, six spot announcements daily, split schedule, one year. Placed by McCullin Advertising Company. KEX.

Janzen Beach, 50-word nighttime announcement, 15 times. KGW and KEX.

Chevrolet Motor Company, quarter hour program, Sunday, Wednesday and Friday, Chevrolet Musical Moments, 14. Electrically transcribed. Placed by Campbell-Ewald Advertising Company, Detroit. KGW.

COLUMBIA ARTISTS BUREAU PRESENTS

LITTLE JACK LITTLE

And His Original Columbia Broadcasting Orchestra on Tour

Sun, May 5, Russell Point, Ohio. Mon., May 6, Kokomo, Mich. Tues., May 7, Grand Rapids, Mich. Wed., May 8, Kokomo, Ind. Thurs., May 9, Chicago, Ill. Fri., Sat., May 10-11, South Bend, Ind.

ALSO ON COLUMBIA RECORDS And Broadcasting Daily for Niagara Hudson Electric Light and Power Co.

THE ULTIMATE IN NOVELTY PROGRAMS

BORROR MINEVITCH

WOR, 8-8:30 P. M. Every Tuesday REID'S ICE CREAM

TIM and IRENE RYAN NOBLETTE

"Hy Ya Boys"

Goodrich Tire Program Every Friday Evening WJZ-10 to 10:45 P. J. National Broadcasting Company

fred allen's

"TOWN HALL... TONIGHT"

HOUSE OF SMILES with PORTLAND HOFFA JACK SMARK LIONEL STOKER JOHN BROWN EILEEN DOUGLAS Material by Allen and Harry Tugend

8-10 P. M. DZT-WEAF Management, Walter Batchelor

ABE LYMAN


AND HIS CALIFORNIA ORCHESTRA COAST-TO-COAST

WABC-Tuesday, 8:30 to 9 P. M., DST (Phillips Dental)

WEAF-Friday, 9 to 9:30 P. M., DST (Phillips Milk)

EMERSON GILL AND ORCHESTRA

HOTEL WEBSTER HALL DETROIT MCA DIRECTION



**UNCLE EZRA**  
(Pat Barrett)

STATION E.Z.R.A.  
NBC-Web.-Wed.-Fri.,  
1:40 P.M. EDT

NATIONAL BARN DANCE  
NBC Blue Coast-Coast  
Sat., 9:30 P.M. EDT  
ALKA SELTZER

MONDAYS  
8 to 9 P.M.—WHN

**ALEX  
HYMNE**  
AND HIS MUSIC

Dir., WM. MORRIS AGENCY

NBC • ENO • WJZ

**H. A. L. KEMP**  
And His ORCHESTRA

NIGHTLY  
PENNSYLVANIA HOTEL  
NEW YORK

Every Wednesday, 8-8:30 P. M.

**DIANA  
WARD**

CASANOVA, PARIS

BRITISH BROADCASTING  
COMPANY

Direction KEN LATER  
M. S. Southern Office

**RAY FOR**

AND HIS  
BAND  
ON TOUR

B.B.C. NETWORK

**EMORY  
DAUGHERTY**

And His Orchestra  
Washington, D. C.  
NBC



## FORD, MORMON CHURCH SHARE CHOIR COST

Salt Lake City, May 7. Salt Lake Tabernacle choir has been invited by the Ford Motor Company to be guests at the San Diego exposition. Chorists previously appeared at the Chicago World's Fair for Ford.

Choir is composed of 385 voices under the direction of Anthony C. Land. They are heard each Sunday morning over 74 CBS stations. Program emanates directly from the tabernacle, with KSL leading.

Expenses will be equally shared by the auto magnate and the Mormon Church. Plans call for two performances daily for one week's engagement. David A. Smith is business manager for the choir.

## New York Radio Parade

(Continued from page 59)

send in lyric of their own composition with a Ford car as first prize, trip to San Diego Fair as second prize, and Ford radio third prize. Warning and ork are sole judges.

### Short Sheds

Jessica Dragonette to M-G-M and Fred Allen to Twentieth Century are the latest film recruits from radio. General Electric has been dancing to additions galore. One of them had three orks, rumba, dance, and comic, two vocal singers from out-of-town, Elsie Janis, Dr. Coolidge, the Catholic-Tube scientist, chortling dramatic scenes, and a rumba singer. NBC production man Paul Wing has been sporting a beard. Lulu McConnell set for the Johnson show of May 18. Blanche Merrell and Hazel Prynne are the authors of the script she will do. Owners on the NYP are going to attempt what they call a 'new idea.' Boys will sing ditties and let audiences name them by writing letters. What no prizes? ...Loren Edwards has been doing a bit of emoting on the Maurice Voies of Romance show. CBS had a Loretta Lee, Jerry Cooper, Freddie Rich sustaining show ready to air on Thursdays even against Vallee. Kate Smith will head this show after her commercial folds. ...Charles Underhill, production man for B. B. D. & O., has dropped all his other shows including "The March of Time" to look after "The O'Neill's." ...Roses and Drums renewed through the summer which makes it first time in all the years this opus has been on air that it will be heard during hot months.

### Scribbled Notes

Tony Voca drops both his commercial and sustaining shows in June to take a vacation. Jules Bledsoe starts a WMCA sustainer. Singer has given himself one month to find a sponsor. ...Waring ork is one of few name orks not over small outlets thanks to recordings. Waring to protect his style and income has not made a record since early in 1932. Consequently the bootleggers can't use these since the ditties are stale. ...Jack Brian, ork assistant to Harry Sobel, is now on his own with the first account being Ozell Nelson on an exclusive basis. ...June of Jack, June, Jimmy trio on CBS, was a dancer in a Boston nightclub. The boys are last students of St. Louis. ...Don Jennings of CBS press on Cleveland. Pat Hurley and Dot Haas of WOR press are ready to audition a vocal trio. Gals are wearing ditto spring outfits. ...Johnny Marvin has a little baby girl. ...Al Goodman tallies his 4,000th show when he airs with Meagan this Sunday. ...Berah Minervitch is running a female department in his Harmonica Rascals for the WOR show and his spot in the new Cantor ptx. ...Charlotte Buchwald, who is WMCA Playgor, will have Tullulah Bankhead as g. on May 14. ...Horace Heidt ork will air for Alente from Denver on May 15. The ork is enroute to Chi for the Drake Hotel opening on the 22nd. ...Benay Venuta at LaRue Restaurant with Art Warren ork.

### Postscript

WMCA announcers did without their day off last week and will for the next two. Tom Choates of staff was hit by an auto while chasing a trolley and is in the hospital with a head injury. ...Tiny Ruffner is announcing all of the B&B shows with exception of House of Glass which one is being done by Bill Adams, the Voice of Roosevelt. Birth day greetings to Jack Johnstone, Buck Rogers author, on May 7; Red Nichols the ork man on May 8; Bill Adams on the 9th; Poe Wee Hunt the Ork Loma ork on the 10th, and Leo Rele of Rele and Dunn on May 14. ...Three of the CBS Penamint amateur winners will break into the ptx when Ray Perkins makes a short for Warners. Tony Spoons, spoon drummer; Melba Bennett, whistler, and Happy Blaters, a vocal trio, are the winners. ...Dana Blackton's Cohen Canyon Hill Billies opened the Vallee show with a five-minute spot last week. Manager Patterson of the Michigan theatre in Detroit was listening to the program and wired in for a price on the turn. Act opened at that house and a tour of Far Ptx theatres follows.

## WLW TALENT HUNTS

Cincinnati, May 7. A talent shake-up is under way at WLW. Last week seven recruits were bagged in Chicago by John L. Clark, gen. mgr., and his corps of boys and no men who listen in on tryouts. The assistants on the auditioning squad are Don Jickler, Arthur Chandler, Jr., and Ed Fitzner, with Dave Gould, engineer, accompanying for the tech bit.

Windy City hunt was started in the Sherman Hotel. It ended three days. Of the 250 persons who answered ads in the Chicago dailies, the okay was put on Chauncy Parsons, senior, with Dave Gould, soprano, and Charles Calvert and his wife, Gordon Ray; Adelaide Glyman and Sidney Lion, the last five named for the station's dramatic brigade.

Joe Brattain and Ray Mueller are two recent WLW let-outs. They were in the music divz. Who and how many are to follow is the burning question of the Crosley studios.

John Clark, gen. mgr., and several members of the program department of WLW, Cincinnati, are due in New York Sunday (12) on a talent scouting expedition. Auditions will be made available for four consecutive days at the Park Central hotel.

Same contingent spent three days on a similar errand in Chicago last week.

## 'ONE-NIGHT STANDS' GOES CBS JUNE 3

After a run of over a year on NBC U. S. Tobaccos' 'One Night Stand' program switches June 3 from NBC to Columbia. Tobaccos account wanted to add 20 more stations but NBC could not make them available because most of the outlets requisitioned had local obligations. With the elimination of transcript ins, which it has been using as a supplement to the Friday night release over NBC, the commercial stands to save around \$10 a week on CBS.

Program, with Pick and Pat, will on Columbia get an 8.30 to 9 p.m. EDT slotting, with a repeat broadcast at 11.30 p.m. EDT for the west coast area.

**GUY ROBERTSON**  
"THE GREAT WALTZ"  
Centre Theatre, New York

and  
**BISODOL**  
WABC, Coast-to-Coast  
Wednesdays, 8:30 P.M., DET  
Radio Dir.—LESTER LEE

**AL SHAYNE**  
Radio's Ambassador of Song  
HEADLINE  
LOEW'S DELUXE THEATRES  
"A Radio Sensation. Without the slightest doubt, the greatest singer of popular songs on the air today. Wotter voice!"  
DAILY MIRROR  
Broadcasting Every Sunday  
6:30-6:50 P.M., WOR, N. Y.  
FOR SALLY'S STUDIO  
America's Leading Theatrical Purriers  
7 West 44th St., New York City

**LEON BELASCIO**  
OPENING MAY 10  
METROPOLITAN, BROOKLYN  
ARMOUR HOUR  
FRIDAY—WJZ—6:30-10 P.M.  
Direction, HERMAN BEHNKE  
1619 Broadway, New York

**HOWARD EMERSON**  
MUSICAL DIRECTOR  
MILLS  
"CAVALCADE OF MUSIC"  
NOW, METROPOLITAN, B'KLYN  
OPENING FRIDAY, MAY 10  
STATE, NEW YORK  
Management  
IRVING MILLS ARTISTS, Inc.

**RAY ORVILLE**  
and his ORCHESTRA  
NBC, COAST-TO-COAST  
Opening May 31 WEAF  
10:30-11 P.M.  
RAINBOW ROOM WEDNESDAY  
RADIO CITY COTY  
NEW YORK

**CARL FREED**  
FOR HONOR HARMONICA  
HARMONICA HARP LOUINS  
MUTUAL BROADCASTING SYSTEM  
Radio City 10:30-11 P.M. EDT  
Radio City 10:30-11 P.M. EDT  
Per Dir. O. B. 102  
(Columbia 8-102)

**104 CONSECUTIVE WEEKS**  
Writing the Armour Hour for Carl  
**KEN ENGLUND**  
Park Central Hotel, New York

## Spot Broadcasting Account

Pathfinder Magazine.....	First United Broadcasters, Chicago
Parola Products.....	Frankel & Rose, N. Y. C.
Pera Tobacco.....	Ruthrauff & Ryan, N. Y. C.
Pennzoll.....	Mayor Co., N. Y. C.
Phico (radio).....	Hutchins, Philadelphia
Phillips Petroleum (oil).....	Lambert & Feasley, N. Y. C.
Pineer Maple Syrup (syrup).....	McCormick, Minneapolis
Pittsburgh Plate Glass.....	N. W. Ayer, N. Y. C.
Planters Co. (peanut oil).....	Badger, Browning & Hershey, N. Y. C.
Postum (beverage).....	Young & Rubicam, N. Y. C.
Power Seal Co. (plumbers).....	McCann-Erickson, N. Y. C.
Procter & Gamble (drefs).....	H. W. Kaator, Chicago
Procter & Gamble (Crisco).....	Blackman, N. Y. C.
Pure Milk Dairy (Golden Pure Cheese).....	H. W. Kaator, Chicago
Pyrogen Clinic.....	Clyde Smith, Kansas City
Raladam (Marmola).....	K. W. Kaator, Chicago
Reid, Murdoch & Co. (coffee).....	Broadcasting Abroad, N. Y. C.
Rotolac.....	Fletcher & Ellis, N. Y. C.
Richfield Oil Co.....	Rogers & Smith, Chicago
Rokay Talcum Powder.....	Lord & Thomas
Schenley Products.....	B. B. D. & O., N. Y. C.
Silver Lust (cleanser).....	Ferry & Hanly, N. Y. C.
Sleely Oil.....	Honemann, Tarcher & Sheldon, N. Y. C.
Smith Bros. (cough drops).....	Kelly, Nason, Roosevelt, N. Y. C.
Sperry Flour Co. (flour).....	Westco, San Francisco
Slingerland Banjo Co.....	Direct
Standard Oil of N. J. (oil).....	McCann-Erickson, N. Y. C.
Stelute Mfr. Co.....	Antefier, St. Louis
Sterling (toothpaste).....	Heath-Seehor, N. Y. C.
Studebaker (motors).....	Hohe, Williams & Cunningham, N. Y. C.
Strassak Laboratories (medicines).....	Smith & Deum, Los Angeles
Tasty Yeast.....	Clements, Philadelphia
Thomas J. Lipton (tea).....	Frank Presbury, N. Y. C.
Union Station (Pennant syrup).....	Y. C.
United Drug.....	Y. C.
United Publishers (publish).....	Tracy-Locke-Dawson, Dallas
Universal Mills (flour).....	Donahue & Coe, N. Y. C.
Venita (Roser Co.) (haircare).....	B. B. D. & O., N. Y. C.
White & Bond (Blackstone Cigar).....	Donahue & Coe, N. Y. C.
Walker-Gordon.....	Weston-Barnett, Webster
Walker Poultry Remedy.....	Fletcher & Ellis, N. Y. C.
Ward Raising Co. (soft ham).....	Royal Spatz, N. Y. C.
Watch Power (religious).....	Jackett-Sample-Hummert, N. Y. C.
Watkins Co. (shampoo).....	H. W. Kaator, Chicago
Welch Grape Juice Co. (beverage).....	Reinicke & Ellis, Chicago
Western Assn. of Ballroom.....	Fuller, Smith & Ross, N. Y. C.
Westinghouse Electric.....	H. W. Kaator, Chicago
White Sewing Machine.....	Alldred & Fawcett, Cleveland
Willard Battery Service (batteries).....	First United Broadcasters, Chicago
Willard Tablet Co. (medicinal).....	John F. Murray, N. Y. C.
Wyeth Chemical (drugs).....	McCann-Erickson, N. Y. C.
Zonite (anesthetics).....	

**On Person**

This Week, May 3  
Capitol, Detroit  
Hippodrome, Baltimore—May 10  
RKO Palace, Chicago—May 17  
RKO Orph., Minneapolis—May 24

**RUBINOFF**  
and his  
**VIOLIN**

Negotiations for Future  
STAGE, SCREEN, RADIO  
ENGAGEMENTS  
Write, Wire or Phone  
**RUBINOFF ORCHESTRAS, Inc.**  
PHIL RUBINOFF, Manager  
Paramount Bldg., New York City  
Phone Lackawanna 4-7147-8

## 5 of 6 Leaders From Films in Off Song Month

April gave the sheet music trade its third consecutive month of bad business. No newcomer to the list showed smash sales possibilities, while the month saw T. R. Harms' 'Tale of Capri' do a sharp show-down after going over the 600,000-copy mark. For the first time in the history of the business pictures were responsible for five out of the six best-sellers for the month. Exception was 'Capri'.

Pace evidenced during the last half of April and the initial week in May makes Robbins' 'When I Grow Too Old to Dream' an easy leader for the current month. Among the runners-up for April were 'I Was Lucky' (Robbins), 'About a Quarter to Nine' (Witmark), 'Little White Gardenia' (Pamoux), 'You're a Heavenly Thing' (S-B) and 'On An Old Pair of Shoes' (Shapiro). Showing signs of being on the up-bid was 'Life is a Song' (Robbins), 'Flowers for Madame' (Harms) and 'Tell e That You Love Me' (Harms).

Conditions were not any better for the mechanical field in April. On the New York end, Freddy Martin topped Brunswick's list, Eddie Duchin proved Victor's white-hot boy, Bing Crosby again did best business for Decca and Johnny Green led the Columbia blue-ribbon sextet.

### Chicago, May 7.

Business was off generally here during April.

Nothing exciting in the major sales list among the sheet music. 'Capri' continued to ride the high song, but may not be the top song during May as 'When I Grow Too Old to Dream' is still rising and is predicted as the leader for the current month. Nothing else in the list is moving upwards.

Just out of the best seller list are 'Clouds' which missed by a whisker, 'Here Comes Cookie' which was a February blue ribbon, and 'Little White Gardenia'.

Disc sales were also quiet during April, with no outstanding number with the possible exception of 'Solitude'.  
No Runs, No Hits On Coast  
Los Angeles, May 7.  
Little in the music field to get excited over during the past month. Publishers failed to come through with any numbers. Sheet music and trade was confined to previously established numbers. Sheet music field was particularly dull during latter half of the month, although also demand continued firm. Three sheet music buyers were pretty well bunched at the running including 'Soon', 'What's the Reason', 'Every Day', 'I Was Lucky' and 'Words Are In My Heart'.

## Pollock Shuts Penthouse

Detroit, May 7.

Ben Pollock, who has been operating the Penthouse atop the Park Avenue hotel, closes up shop to go with his orchestra to the Lincoln Tavern, Chicago, May 27.

Booking negotiated by Sligh-Salkin agency.

## Casino Paying Off

Casino de France, New York, which folded Sunday (Pars), will pay off all its acts, etc.

Last payoff was the Thursday preceding, leaving three days owing, which is being taken care of by pending one of those 7TB reorgs.

## Bands for Dayton

Dayton, O., May 7.

Going in for big names this season, Lakeside Park has booked Olsen and Edie Shutta tonight and Ted Weems on May 23, with Rudy Vallee tentatively set for a later date. The park has already played Art Kassel to big business.

Paul Webster and Lou Pollock turning out the tunes for 'The Dressmaker' at Fox.

Lou Alter composing musical background for short subject at Radio.

# APRIL MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING APRIL 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	'Tale of Capri'	'Tale of Capri'	'Tale of Capri'	'Tale of Capri'	'Tale of Capri'	'Tale of Capri'	'Tale of Capri'	'Tale of Capri'
Song—No. 2	'Too Old to Dream'	'Too Old to Dream'	'Too Old to Dream'	'Too Old to Dream'	'Too Old to Dream'	'Too Old to Dream'	'Too Old to Dream'	'Too Old to Dream'
Song—No. 3	'Lovely to Look At'	'Lovely to Look At'	'Lovely to Look At'	'Lovely to Look At'	'Lovely to Look At'	'Lovely to Look At'	'Lovely to Look At'	'Lovely to Look At'
Song—No. 4	'Every Day'	'Every Day'	'Every Day'	'Every Day'	'Every Day'	'Every Day'	'Every Day'	'Every Day'
Song—No. 5	'Lullaby of Broadway'	'Lullaby of Broadway'	'Lullaby of Broadway'	'Lullaby of Broadway'	'Lullaby of Broadway'	'Lullaby of Broadway'	'Lullaby of Broadway'	'Lullaby of Broadway'
Song—No. 6	'Soon'	'Soon'	'Soon'	'Soon'	'Soon'	'Soon'	'Soon'	'Soon'

## 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	'Little Picture Playhouse,' 'Seelin' Is Believin' (Freddie Martin Orch.)	'Solitude' (Duke Ellington Orch.)	'Everything's Done Before' (Freddie Martin Orch.)
BRUNSWICK—No. 2	'Ragtime,' 'Once Upon Midnight' (Hal Kemp Orch.)	'Dinah' (Boswell Slin.)	'Solitude' (Duke Ellington Orch.)
BRUNSWICK—No. 3	'Dinah,' 'Alexander's Ragtime Band' (Boswell Slin.)	'Lullaby of Broadway' (Hal Kemp Orch.)	'Dinah' (Boswell Slin.)
BRUNSWICK—No. 4	'Lovely to Look At,' 'I Won't Dance' (Boswell Slin.)	'Too Old to Dream' (Freddie Martin Orch.)	'Goin' Shoppin' With You' (Dick Powell)
BRUNSWICK—No. 5	'When I Grow Too Old to Dream' (Freddie Martin Orch.)	'Down by River' (Hal Kemp Orch.)	'Love Dropped In for Tea' (Freddie Martin Orch.)
BRUNSWICK—No. 6	'When I Grow Too Old to Dream' (Freddie Martin Orch.)	'Let's Have a Jubilee' (Louis Prima Orch.)	'Fare Thee Well, Annabelle' (Ted Flo-Rite Orch.)
COLUMBIA—No. 1	'I Won't Dance,' 'Lovely to Look At' (Johnny Green Orch.)	'Solitude' (Mills Blue Rhythm Orch.)	'Night Wind' (Benny Goodman Orch.)
COLUMBIA—No. 2	'Goin' Shoppin' With You,' 'Lullaby of Broadway' (Jack Little Orch.)	'Little Things You Used to Do' (Johnny Green Orch.)	'Music Hall Rag' (Benny Goodman Orch.)
COLUMBIA—No. 3	'Too Old to Dream,' 'Nite Is Young' (Henry King Orch.)	'A Quarter to Nine' (Johnny Green Orch.)	'Dodgin' a Divorce' (Reggie Forsyth Orch.)
COLUMBIA—No. 4	'A Quarter to Nine,' 'Lullaby of Broadway' (Johnny Green Orch.)	'In Love All Over Again' (Paul Penzance Orch.)	'Back Beats' (Mills Blue Rhythm Orch.)
COLUMBIA—No. 5	'Soon,' 'Easy to Remember' (Paul Penzance Orch.)	'Dixieland Band' (Benny Goodman Orch.)	'Tale of Capri' (Henry King Orch.)
COLUMBIA—No. 6	'Ragtime,' 'Magie of You' (Lud Glushkin Orch.)	'Nite Is Blue' (Red Norvo Orch.)	'Clouds' (Benny Goodman Orch.)
DECCA—No. 1	'Easy to Remember,' 'Swanes River' (Bing Crosby)	'What's the Reason' (Guy Lombardo Orch.)	'Soon' (Bing Crosby)
DECCA—No. 2	'Down by River,' 'What's the Reason' (Guy Lombardo Orch.)	'Easy to Remember' (Bing Crosby)	'Easy to Remember' (Bing Crosby)
DECCA—No. 3	'Lullaby of Broadway,' 'Words in My Heart' (Dorsey Bros. Orch.)	'Down by River' (Bing Crosby)	'Sugar Blues' (Clyde McCoy Orch.)
DECCA—No. 4	'Tale of Capri,' 'Sweet and Wealthy' (Dorsey Bros. Orch.)	'Lullaby of Broadway' (Dorsey Bros. Orch.)	'Song of India' (Guy Lombardo Orch.)
DECCA—No. 5	'Everything's Done Before,' 'Just an Ordinary Being' (Guy Lombardo Orch.)	'Rhythm Is Our Business' (Jimmy Lunceford Orch.)	'Tale of Capri' (Lew Stone Orch.)
DECCA—No. 6	'Forsaking Your Faithful,' 'Would There Be Love' (Guy Lombardo Orch.)	'Lookie, Here Comes Cookie' (Casa Loma Orch.)	'Would There Be Love' (Guy Lombardo Orch.)
VICTOR—No. 1	'I Won't Dance,' 'Lovely to Look At' (Eddy Duchin Orch.)	'I Won't Dance' (Eddy Duchin Orch.)	'Blue Danube' (Ray Noble Orch.)
VICTOR—No. 2	'Hunkadula,' 'Dixieland Band' (Benny Goodman Orch.)	'Whose Honey Are You' (Fats Waller Orch.)	'Flowers for Madam' (Ray Noble Orch.)
VICTOR—No. 3	'Tale of Capri' (Ray Noble Orch.)	'What's the Reason' (Fats Waller Orch.)	'Everything's Done Before' (Richard Himber Orch.)
VICTOR—No. 4	'Lullaby of Broadway,' 'Strings of My Heart' (Richard Himber Orch.)	'Tale of Capri' (Ray Noble Orch.)	'Love Dropped In for Tea' (Rudy Vallee)
VICTOR—No. 5	'Whose Honey Are You,' 'Rosetta' (Fats Waller Orch.)	'Lullaby of Broadway' (Richard Himber Orch.)	'Lovely to Look At' (Eddy Duchin Orch.)
VICTOR—No. 6	'Sweet and Wealthy,' 'Underneath Southern Moon' (Nelson Edy Orch.)	'Soon' (Ray Noble Orch.)	'Lullaby of Broadway' (Richard Himber Orch.)

## House Reviews

### PENN, PIT

(Continued from page 21)

at the mike satirizing some of the other's foibles, but it's pretty weak. Winds up with Hal Menken's tune, which employs, in addition to Menken, last with Jack Sidner's 'Samplers,' a boy guitarist, a cute looking brunette and a femme harmony trio. A very good one at that. Menken absorbs too much time with that novelty drum-dance of his and should cut it in half. Best item in the turn is a gag stepper who bears a resemblance to Ruby Keeler in both looks and ability. Business way off, with only a little over half full at second show this afternoon.

### Earle, Philadelphia

Philadelphia, May 3.  
One of the neatest stage shows seen at the Earle for some time, with the Benny Meroff unit fitting like a glove, rings the bell with a smoko this week. Audience at show caught seemed to recall last year's date. 'Pic is Vagabond Lady' (MG), with house capacity at show caught. Outfit is identical one that played the Palace, N. Y., last week. Meroff carries with him the Missus, Florance Gae, Coffie Sisters, Dolly Bell and the two comics, Red Pepper and Jack Marshall. Mostly it's crude and vulgar stuff from the latter duo, but they manage to break up the show and get more laughs than a house has.

what counts. Act opens behind curtain with Mike Intro for theme, going to full with black house (drum) on which is tacked a 'B.M.' in silver. At one point, during Meroff's specialty, they hold a 'U' between the legs. In addition, there's a mint of props throughout.

Guitarist! Jay Hill steps out for sweet warbling of 'Tale of Capri,' and ork follows with a chorus spiritual. Come Sisters' good singing trio, next for the first of three tunes, doubling with chorus. In a poor staccato arrangement of an unrecognizable tune. Red Pepper, purely trumpet, swings his comely round while for a laugh session, and cues on Dolly Bell, in an okay black and gold pajama outfit, for some swell nip-ups.

Meroff, who has been m.c.-ing his own time out for his own troupe, playing everything from a cello to an extra-size baritone sax. It's funny stuff, with Pepper and Marshall grabbing the pantomime laughs behind him. Leader doesn't stay on gold pajama outfit, for some swell nip-ups. Rest of the show, from then on, is anybody's choice but a real amusing assortment of props with rapid fire speed, including Marshall's sort of dirty anecdotal. Funny angle is that although unit rates tops for applause all the way through, it's mostly a snare by an unblinded colored boy who handles the show and gets more laughs than a house has.

vow stump medley and 'Mood Indigo' at right hand hoof-beats. Boys bat out some nice and difficult arc antics for finale.

Easy Aces and Buster Keaton shorts, and Universal clips clock the show over three hours. Good.

### HIPP, BALTIMORE

Baltimore, May 3.  
Nothing could follow Guy Lombardo's crew on this stage, so the turns prefacing had to hop to it and get through to the mob could have what it came for—the headlining act. That's how show had to be built and that's how it is. Run off like clock-work.

Opening, 10 mins. of Burns, Mullary and Dell, dance fluff, but two men and a girl in a not particularly compelling full setting. With but brief exception near opening, when femme frolicked through wavy tumps assisted by the boys, all the hoofing displayed was of the rhythm tapping variety. Suffers from time out, but act did get up steam at finish when three women went into a welter of challenge stepping.

Following, Jules Waldeck and Mitzi. He's a good-looking chap with the gal, and imitates musical instruments without use of hands across music. Pair act did get up steam at finish when three women went into a welter of challenge stepping. Following, Jules Waldeck and Mitzi. He's a good-looking chap with the gal, and imitates musical instruments without use of hands across music. Pair act did get up steam at finish when three women went into a welter of challenge stepping.

break when she essays an alright 'at-at' rhythm hoof-beats. Boys bat out some nice and difficult arc antics for finale.

Lombardo crew (10) got a heavy hand when curtains whisked back and disclosed 'em in rein mess jackets. Guy predicted it accurately when he mentioned at start that the ork's bit would be like a broadcast. One could close his eyes and think he was home with a radio set. There's the sweet music, of course, and that's what they're here for. It's the Lombardo manner, and it works 'em in Balto. The selection of the band and broadcast type entirely. Brothers Carmen and Liebert each have opportunity to sing refrain apiece, and the trio warbled twice. Crew closes with a medley, and does not take an encore.

'Traveling Saleslady' (WB) and a two-reel, muscled 'Ticket or Leave It' (Radio), on screen, augmented by Pathe newreel. Lower Row, capacity first show Friday.

### Tavern, Grove Road Spots Ready in Chi

Chicago, May 7.  
Despite the death of Ralph Gallet in an auto accident, the Coconut Grove roadster will open on schedule with Gallet's partner, Frankie Howard, going through with the original deal. Howard's warlike music and formed orchestra will handle the dancipation. Also in the spot will be a seven-piece rumba band. Lincoln Taylor will also be in the running this summer, opened by Bill Donovan around June 1. Lew Lewis is set for m.c. and Ben Pollock orchestra.

# Vanderbilt Girls Stage a Fashion Show at Bustanoby's Opening in N. J.

Jacques Bustanoby's comeback opening Thursday night (7) at Paterson, N. J., goes down as a Famous First Night, due to Gloria Vanderbilt and her twin sister, Thelma, Lady Furness keeping their venue in style of a disorienting turnout. Two other social events, the Opera Ball at the Met, and the Kentucky Derby, drew heavily on the traditional Bustanoby gothic, offering stiff competition. Morgan Twiss got a squirt of the pathetic assembly at midnight and nearly faked from the scene, having just made a plane trip from the south where they had been on a short vacation. But on second thought they remembered their promise to Bustanoby, who winked playfully at the Vanderbilt monicker to draw, and then went ahead and showed their Mme. Sonia models in the spotlight.

The girls really worked on the fashion parade. Shimmering, diamond party closed, and had Lady Furness discarding her fur cloak and slipping the folds of the bride's train here before the flashy entrance. Gaping yowls appeared in the audience when they saw how the two took it.

Bustanoby's has a country club setting, with raised platform at one end of the main room for an orchestra. With the first of the sweeping views to the porch diners, Spot is located five miles north of New York. George Washington, who should elude with hot weather auto-tour. Food is the publisher's draw. The orchestra plays with sundry singers and dancers on hand. The show really opened on the second night as big picked up noticeably. Only sign of the old Bustanoby at Beau's Arts and Columbus Circle is a set of French theatre programs hung over the bar. No applause or minimum applause. Opening night supper at 15, drinks excepted. Emilie Gervais, food writer for Beau's, at restaurant, from Bustanoby several years ago, is head waiter at this spot.

## NEW WRITER CONTRACT HAS FIVE-YEAR TERM

New form of contract covering their extension of membership is about to be made by writers. It will be by the American Society of Composers, Authors & Publishers. Like the agreement now being turned in by the publisher, the revised form calls for a term of five years, instead of 10 years. It does not include a provision by which it was agreed that the writers hold 50% ownership in the copyright of their works.

Several incidents which occurred in the Society's affairs since the signing of the original extension of membership contract are expected to cause the higher ranking writers to do considerable pondering before turning in the new form of agreement. Most important of those incidents have been the resignation of Jerome Kern from the ASCAP directors' committee, and the threatened break of the Warner Bros. publishing group from the Society.

Another situation that may influence the writers' attitude is the fight with the failure to date of such firms as Robbins Music Corp., Leo Fein, Famous Music Co., and Sam Fox Music Co., Schermer, Inc., and E. B. Marks Music Co., to approve their contracts. Three of the most concerned writers, Kern, Robbins are allied with picture producers.

## Hotcha on Own

Baltimore, May 7. Dick 'Hotcha' Garza, veteran player and one of the vocalists in the George Olsen orchestra, left the aggregation last week after receiving a vaudeville engagement at the Lee's Century here, and will strike out on own.

Schermer has organized an orchestra which will bear his tag. He has also taken over a room in home town, Frederick, Md., to repeat in Hotcha and company at a vaudeville some time this month. Josie Larkin will be femme soloist with the new work.

## Tune-Minded

Fairfield, Ia., May 7. This burg only boasts a population of 7,600, yet the city council is kicking in with \$1,600 for band concerts during the summer months, the 133d regimental band and the municipal bands of the community split.

In addition, merchants are planning for music in various sales, road 'will-tours' and other music contests.

## NO PLUGS IN BUNDLES, MUSIC-C.A. ORDERS

Sheet music jobbers and also publishers are restrained, under a ruling handed down last week by the Music Code Authority, from including in the bundles shipped to retailers any material which advertises another publisher's products. Codates hold that the use of such insertions or throwaways constitutes an unfair practice.

Action is similar to that taken by the newspaper code authority some time ago when it brought pressure to bear among local distributors and dealers who had made it a practice of slipping advertising circulars in their papers.

## Copyright Committee Meets Today in Wash.

U. S. Senate committee on patents meets in Washington today (Wednesday) to decide whether to hold a public hearing on the Guffey copyright bill or report the measure for passage as it stands. Indications last week were that the committee favored putting the bill through as it came from the hands of the group assigned to draw it up by Secretary of State Hull.

American Society of Composers, Authors & Publishers has asked that it be given an opportunity to tell the patents committee why it opposes certain sections of the proposed copyright law.

Revamped statute was ordered by President Roosevelt so that this country can become a member of the Rome copyright convention. Measure before the Senate makes a foreign copyright valid in the United States. Lack of the necessity of publication here, limits the penalty that may be imposed in an infringement case and prevents the use of a copyright in the future by the use of his work through and by any sort of mechanical contrivance.

## Hines Bandman Killed In Iowa Bus Accident

Des Moines, May 7. Cecil Irwin, sax player with the Earl Hines orchestra, was killed and nine other bandmen injured when their bus collided with a truck near Nevada, Ia., May 3.

Band had completed four days at the Orpheum here, and was en route to Minneapolis when the crash occurred.

## MARVEY BAND SELITS

Philadelphia, May 7. Gene Marvey's orchestra, which closed at the International Thursday (2), shut up shop with a mass of dissonance. Band, owned by Willard Alexander of Music Corp., gave Marvey his notice.

Marvey had given up niterly 'Me'ing to wield the stick for the first time at this spot. Len Vanover, road manager of the group, also leaves, tying in with Jan Garbner for a 10-week tour. Band will rest until matters get straightened.

# ASCAP SCHISM IS WIDENED

## WB Pubs Also Refuse to Sign Gov't Suit Consent Decree—Claim Catalogs Represent 40% of Total ASCAP Performances—Society Says 20%

WANT \$1,000,000

Threatened split between the American Society of Composers, Authors & Publishers and the Warner Bros. publishing group was made last week by the latter's opening of contract discussions with the broadcasting interests, and the refusal of WB to sign a consent decree in connection with the government's anti-trust suit against the Society, because the document included provisions that would restrict the WB group's income from performing rights.

Warners has taken the position that it is prepared to eliminate itself from the U. S. action by agreeing to quit the Society, but an agreement bearing on how much the WB firms, as a separate performing rights bureau, should charge for the use of their music.

Warner maneuvers in the performing rights field has developed the anomalous situation of two groups within the American Society carrying on negotiations with radio at the same time. Meetings between the radio committee named by the ASCAP directorate and reps from NBC and CBS are expected to wind up an agreement to extend the contract, which expires Aug. 31, to the end of the year. With the government's suit disposed of during this interim, the Society would then be able to work out a new contract based on the catalogs as representatives by publishers who have formally renewed their memberships.

## What It Wants

Warner Bros. has let it be known that it is determined to get an equal share of \$1,000,000 from the performing rights of the five publishing concerns that compose the WB group. To obtain this quota the combined catalogs must bring in around \$2,500,000, with \$1,000,000 going to the writers and the balance \$1,500,000, covering the expenses of collection. ASCAP's income from all sources last year came to around \$1,000,000.

Contention made by Warners is that its catalogs represent 40% of ASCAP membership. In the failure to sign copyrights and that its share of Society money should be based on that percentage. Directors question this figure, pointing out that surveys made during 1931 showed that the WB group had only 25% of the Society's uses, but distributed 26% of the money distributed, \$325,000. ASCAP received less than \$2,000,000 from radio during that period.

Another angle entering into the current controversy among the ASCAP members is the failure of all film-producer owned or affiliated publishing firms to turn in their new contracts.

## Discord in New Haven

Discord in New Haven musicians' local resulted in a special meeting to inquire into alleged irregularities of President Anthony J. Tota. Group headed by E. J. Brennan, who ran against Tota in last election, charges that Tota misused his authority as president.

Meeting was a result of several months' hard feeling that may possibly end up in a lawsuit.

Joe Haymes unit unavails at Wall Lake, Detroit, Friday (10).

Al Kvale has the assignment for Blossom Heath, Detroit interloper.

# Claim Canadian Soc. Levies Triple Tap Per Song in Warm Session Of Dominion Music Fee Inquiry

Toronto, May 7. The contention that exhibitors in Canada are being charged three times over by the Canadian Performing Rights Society for the use of the same music was made here by H. A. Thompson, K.C., chief counsel for Famous Players Canadian, in testifying at the Government probe into the activities of CPRS, collection agency for the American Society of Composers, Authors & Publishers and the British Performing Rights Society.

Inquiry board was also told by E. G. Seiverson, counsel for the Canadian Radio Commission, that profits of music publishers have been increased rather than reduced, performance fees from the radio industry more than offsetting the reduction in sheet music sales.

For the musicians' union, Arthur Slaughter, K.C., claimed that CPRS has no record of title to hundreds of thousands of the 2,000,000 songs claimed by the society and charged that CPRS is a "financial racket."

Quotes from Variety are being used for Ford over objections by the legal battery of Famous Players Canadian and the Canadian Radio Commission in presenting the arguments. The Dominion's film and radio industries before the Government inquiry.

During his defense, Henry T. Jamieson, president of CPRS, admitted that, during the past two or three years, the society had been able to wipe out a deficit of \$65,000 and now had approximately \$25,000 for further distribution. Of the revenue collected from fees and licenses, the parent societies in the United States.

## RADIO CONTEST AS AID TO SONG'S SHEET SALES

Unusual plug of its kind is the one that 'Way Back Home' is getting on the Ford 'Warmer' program for Ford over CBS Thursday night. Auto radio sets and cars are being offered for the best additional choruses to the tune submitted by listeners. Donaldson, Douglas & Gumble, publishers, figure on a heavy sale of sheet copies to the contestants, since they have to acquire a copy to get the lyric's pattern.

Tom Waring wrote the melody for 'Back Home' and Al Lewis the words. Ford Co. has printed 1,500,000 contest blanks for distribution by car dealers. Included in the contest are New York or San Diego with all expenses paid, or the equivalent in cash.

## Marks 4th Publisher Tenant in Radio City

E. B. Marks becomes the fourth music publisher to move into Radio City. After 15 years in the Navas Club on West 46th street, Marks moves into the RCA building around June 15, on the sixth floor. Hemick and Witmark are on the ground floor. Sam Fox on the seventh. Rockefeller Center people don't want music publishers above the seventh story in the RCA building, and another proviso is that all piano rooms must be soundproofed.

Marks is moving its 'quick stock' into the new address. Bulk of other retail stalls at Marks' own building at 21 West 46th as a shipping center.

Rockefeller-Radio City people at first wanted no pianos in the Center at any time.

Walter Hawley, formerly in charge of the NVA in Chicago, has written a new one called 'Whirlwind' and arrangements turned out by Zilner Handlman.

United States and Britain receive 4% each. It was brought out that of the 10,000 shares in CPRS, there are split 50-50 between ASCAP and the British Performing Rights Society.

Opposition. Indictive of the opposition encountered by CPRS since its inception in 1931 was Jamieson's statement that hands with licenses total seven, against 115 unlicensed; theatres, 653 licensed against 350 unlicensed; amusement halls, 608 licensed against 4,447 unlicensed; hotels, 267 licensed against 540 unlicensed.

In claiming that film exhibitors are charged "three times," Chief Counsel Thompson, F.P.C., stated that, in addition to paying a blanket charge during the year for copyright made appearing in the catalogue, the exhibitor is also required to pay a score charge for synchronizing the music with the sound film, and to pay for the right to exhibit the picture.

"That treatment is illogical," commented Judge Parker, chairman of the inquiry.

Thompson defended the system on the ground it makes the larger theatres carry the heavier charge. That the smaller theatres, picture-goers are not half so film conscious as their neighbors in the United States and claimed that the per capita expenditure of the Canadian picture-goer is \$2.40 a year, as compared with \$6.25 across the border. On this charge, the F.P.C. counsel argued, CPRS should not be allowed to charge Canadian theatres the same rate levied in the United States.

While not admitting his organization to be a monopoly, the CPRS president said that the "substantial control" of 95% of all popular music and control of theatre music.

For the musicians' union, Arthur Slaughter charged that, though CPRS claims performing rights to about 2,000,000 numbers through arrangements with the American and British societies, only 15,000 are listed in the Toronto office and only 105,000 filed at Ottawa. Counsel charged that CPRS was performing rights to many numbers which had become public property through expiration of copyright and that the society was laid open to fraudulent representation in having to buy rights to music which no one owned.

## Restricting Oldies

The restricting of use by broadcasting stations of specific numbers long after the shows from which they were first broadcast, was also attacked by Slaughter. CPRS witnesses contended that this was designed to prevent a number being played on the radio while the show was running. Slaughter cited 'No No, Nanette' and the score of 'Polka of 1919' as still restricted.

Claiming a wide divergence in the performing rights societies' attempts to prevent the broadcasting of certain music and the publishers' attempts to have this same music played on it when he was 15, Judge for the Canadian Radio Commission, produced letters to local band leaders in which, he said, publishing houses were urging orchestras to play their music.

A letter to Luigi Romanelli from Shapiro, Bernstein & Co. read: 'If you ever saw a natural, this is one. This is surely one not arrangement. I need your help desperately just to get an account of the New York radio situation. I hope you will urge to popularize "There's a Tavern in the Town," "The Ghost of Dover" and "Old Faithful."'

Mason claimed the first named song was in the public domain; he had sung it when he was 15. Judge Barker commented, 'It must be a new arrangement.'

## Inside Stuff—Music

# RKO Albee, Brooklyn, Once Big Timer, Going 7 Acts-Film at Two-Bit Scale

RKO's Albee, Brooklyn, has the idea of going straight pictures, but instead adopts a cheap seven acts and pictures policy Friday (10), to compete with the Albee at the Fox, Brooklyn. Albee's top also drops to 25c days and 35c night.

Substitution of seven acts instead of the five the Albee has been playing will not force Loew's to make a change in his higher-priced layouts at the Metropolitan.

Albee for awhile mulled the idea of dropping vaudeville the first time it opened 10 years ago. He was to go to double features despite the anti-dual agreement to the Albee with Loew's. Stalling his scale will probably result in a Brooklyn piece-war.

Albee, Fox, Paramount and Grand, latter also in straight pictures, are in a direct competitive price in Brooklyn's downtown section. The Metropolitan is about half mile from the Albee. Fox, at a 25c scale with presentation and pic, has been getting a steady patronage, while the Albee, with a 60c top, has been going in the range at the rate of \$3,000 and \$5,000 weekly.

When it opened the Albee was a 35-cent vaudeville house. In recent years, with vaudeville, it has been one of the few RKO houses playing name acts regularly.

## B&K CHICAGO NIXING NAMES IN NEW POLICY

Chicago, May 7. Unlikely that B&K's ace house, the Chicago, will play a money headliner for the rest of the spring and summer season.

This is part of the retrenchment policy decided following a continued slump in receipts. The Chicago is trying to get the nut down to the current run of grosses, which now are averaging \$25,000 weekly. The firm has also lined up what looks like a strong string of films and feels that the policy should be able to carry the box office.

## 'Crazy' Unit Strands; Nine Held for Board in la. Town

Des Moines, Ia., May 7. Nine members of the vaude unit, "Crazy People," were held in Burlington, Ia., last week on request of Ottumwa, Ia., police, who charged the troupe with embezzlement and beating a board bill.

Saul Brilliant, speaking for the managers, charged by the show managers with embezzlement, told the manager, Roy Gordon, not only owed the players money, but was responsible for the board bills.

Unit (21), out of Chicago, was booked by Stanley Brown, district manager for Tri-States, in Newton manager for a weekend and five days the following weekend in Ottumwa. Unit, apparently on a shoe-string, was financed money by Tri-States in order to get out of Newton for a two-day engagement in Boone, Ia., and somehow managed to get to Boone, where it supposed to play a little money. Nine members pulled out of town, leaving the rest stranded.

## Milwaukee Amateurs

Milwaukee, May 7. Fox Wisconsin theatres and station WTMJ have combined on a state-wide amateur night. A state-wide amateur tour circuit has been organized with the winners being awarded contracts to appear in the theatre of the Fox chain for the next week of the 35 houses in the state.

In addition the station is paying winners of the state contest as follows: First, \$200; second, \$125; third, \$75; fourth, \$50, and fifth, \$25. Contest gets underway May 12 and will continue for four weeks with winners giving first appearance week of June 15 at Wisconsin theatre here.

## England Gets McGivney

Owen McGivney takes his protean turn to England May 24 for some vaude acts over there. Opener will be the Empire, Glasgow, where McGivney is booked for four weeks, commencing June 10.

## Playing the Field

Over a dozen vaudeville acts were working last week in the Hobby Show at the Port of New York Authority building, New York. Van and Bell, old-time boomer-throwing turn, now known as the Van Bells, booked for the week between the Hobby Show and the toy department of Saks 34th street dept. store.

## Joe Morrison, Geo. Olsen Settle Money Tiff Over Personals

Money squabble between George Olsen, band leader, and Joe Morrison, tenor, over latter's persona in vaude has been amicably settled, the tenor playing the dates and Olsen getting \$250 per contract. Morrison plays the Palace, Chicago, the week beginning Friday (10) and the Fox, Detroit, May 31.

Olsen, through his own corporation, Primrose Music Corp., loaned Morrison to Paramount for a summer in place of getting \$200 weekly on that deal. With Morrison booked for p.a.'s through the William Morris office, Olsen first tried to get Morrison's work on his own, but per contract. At Morrison's refusal, Olsen is taking \$500 weekly instead of \$200 on the basis of Morrison's \$1,500 stage salary, which is a considerable jump over his film stipend.

Matter was settled between the Morris office here and Julian T. Abeles, Olsen's attorney, after it looked as though Morrison's p.a.'s would have to be canceled.

## STALL ABDO START IN CHI UNTIL JULY 15

Chicago, May 7. Not likely that the shift in the Paramount-Wm. Morris vaude book- ing policy of Balaban-Katzenbach States time will take place here before July 15.

This despite the fact that the Artistic Bookings Office will get started in the cast on June 1.

## Balto Paint Co. Also Getting Free Air Talent

Baltimore, May 7. Local paint manufacturer has been signed by WCAO for series of nine once-weekly (Sunday) half-hour programs. The station has tied-in Loew's vaudeville into deal.

Each Sabbath, before theatre opens for day, the pit ork under George Wild goes on under billing of 'Athey (sponsored by WCAO). Specialty talent is recruited from whatever stage line-up happens to be playing the Century that specific week, though it's optional with them if they are to go on. Program isn't paying the talent. Ork's extra-duty is paid for by the station through the account.

Loew's Century gets in its innings via plays for stage show inserted into copy used on broadcasts. Also, the paint sponsor distributes window cards in some 70 local hardware emporia which handle company's products.

## Cunard Cruise Talent

Cunard White Star line is to use talent from WOR's artists' bureau during the summer cruises north and south. Season starts in July, with several major faunts scheduled. Some will be for 13-day duration. Units similar to those supposed to be the tropical ones, but some will be sent out again. About 20 in the company, excluding ship orchestras. All on salary basis. Cunard opened new uptown offices this past week in Radio City with Charles Fecke in charge. Nat Albee, who has been with WOR's end. He has had the cruise thing for several years prior to joining radio station.

## IMPRESARIO HELD Arouses Suspicion When Protesting His Innocence

New Orleans, May 7. Art Fox, impresario, who has been here several weeks assembling local talent for a show to be taken on the road after showing in the city, was arrested by local authorities and held for investigation. According to police, Fox was arrested because he appeared at police headquarters and asked that his picture be removed from the rogues' gallery.

He done nothing wrong in my life and my reputation is spotless, Fox said in asking for his picture from people he had enlisted in one of his shows. He was exonerated of the Florida charge, however, and reads show he was arrested in this city on a similar charge but was released.

Fox fearfully protested his innocence and charged that his arrest had been brought about by New Orleans theatre men who had a grievance against him.

## AEAL SETS FIRST AUSTRALIAN UNIT

Frank Neal, managing director of the Tivoli circuit in Australia, who is on a talent hunt, has closed for the first of a series of vaude units he intends to send to the Antipodes. He will send the unit in two more weeks and hopes to send four or five more units before going to London for more talent purchases.

First show leaving leaves the coast May 23. Acts are Leary and Travis, Arden and Lita, Day, Monahan, Moricore and Correll and Flo Maye. Acts will be spotted in musical settings, comedy, scenery and built up with a local line to fill out a full show. Neal is looking for some names in New York, with negotiations started for Buster West and Lucille Page, among others.

Neal is offering acts a 10 week guarantee with the probability of about 30 weeks playing time, paying all expenses both ways. Acts play two a day and no Sundays. Generally five acts in a show with production built around them to run a full two hours or so.

## Author Osterman

Jack Osterman has closed himself a deal with Max Hayes by which he'll turn author exclusively, under the vaudeville and shorts producers' wing.

Osterman joins the Hayes office this week. He'll do material for vaude, shorts, radio and weddings.

## Chi RKO Agents Meet on Idea Of Eliminating Indie Act-Sellers

Chicago, May 7. "Stentch RKO agents' meeting was held last night. This time it was called with the aim of eliminating the independent agents from doing business with the established booking offices. Meeting was largely led by Sam Roberts, Ed Morse and John Buhl.

At the confab, which was attended by the various bookers at the request of the agents, the RKO agents strongly asked that only those agents who are permitted on the RKO floor be allowed on the Chicago booking scene. The RKO indie agents, so far, haven't objected to the RKO boys doing business in the indie offices. A number of the RKO sellers were outside agents themselves not so long ago. Lou Lipstone, B. & K. booking manager, said that the RKO exclusive plan for the Paramount floor when the Artists Booking Office goes into effect, and also refused to be spokesman for the group and breach the matter to John Buhlman, who then appointed a committee of four, Morris Silver, Sam Branson, Mort Infield and Ed Morse, to take the matter up with Buhlman.

# Chesterfield Drops RIVA Suit, Gets a Clubroom; Drive and Set; New York Show at the Garden

## WHN Talent in Vande

First of WHN's new air shows to hit varieties is set for opening on Friday, May 17, at Loew's-Valencia. Alex Hyde and orchestra headlines together with Bob Howard, Three Heat Waves and Mimi Rollins. All appear regularly on WHN programs. Now in rehearsal, Arthur Q. Bryan, formerly with CBS, has joined WHN production department here. One of his first chores is to build a new variety hour with Ted Claire, m.c.'ing.

## Court Recalls Chaplin Case in Denial of Dance Bit Injunction

Justice Miller in New York Supreme court last week denied the injunction sought by Jane Morte and Billy Revel against Ann Pritchard and Jack Goldie. Former talent wanted to restrict Pritchard and Goldie from using a dance routine it claimed to have originated.

While Justice Miller cited a previous case in which it was held that a stage dance was not a dramatic composition within the meaning of the copyright law, he held that it may develop at a trial that the defendants (Pritchard and Goldie) are guilty of unfair competition.

Justice Miller, to stress the latter point, cited the case of Charles Chaplin vs. Amador, where the California courts restrained an actor billed as 'Charlie Chaplin' from imitating Chaplin in pictures.

E. Franklyn Goldner successfully represented Pritchard-Goldie.

## JESSEL, ILL, CANCELS PAR SUES ON CONTRACT

Because he didn't play a stage date at the Palace, Marion, O., week of April 2, claiming illness, Paramount attached a portion of George Jessel's salary last week at the Oriental, Chicago, and has instituted suit for damages, including that Par forfeited last week at getting Jessel in the Ohio town. Suit, brought in Chicago for Par by the Leo Spitz firm, is scheduled to come up May 16.

Suit is for \$500, loss to Par on not playing Jessel at Marion being not playing Jessel in a week of advertising. It is brought in the name of Midlitz Theatres Corp., with an amount of \$249.50 and charges the Oriental engagement meantime standing.

When Jessel a day ahead of the opening at Marion informed the theatre he was sick, Par insisted on a doctor's certificate which was refused, the attachment proceedings resulting.

## Chi RKO Agents Meet on Idea Of Eliminating Indie Act-Sellers

Chicago, May 7. The RKO agents' meeting was held last night. This time it was called with the aim of eliminating the independent agents from doing business with the established booking offices. Meeting was largely led by Sam Roberts, Ed Morse and John Buhl.

At the confab, which was attended by the various bookers at the request of the agents, the RKO agents strongly asked that only those agents who are permitted on the RKO floor be allowed on the Chicago booking scene. The RKO indie agents, so far, haven't objected to the RKO boys doing business in the indie offices. A number of the RKO sellers were outside agents themselves not so long ago. Lou Lipstone, B. & K. booking manager, said that the RKO exclusive plan for the Paramount floor when the Artists Booking Office goes into effect, and also refused to be spokesman for the group and breach the matter to John Buhlman, who then appointed a committee of four, Morris Silver, Sam Branson, Mort Infield and Ed Morse, to take the matter up with Buhlman.

## Suit of the National Variety Artists Club faction headed by Henry Chesterfield, against the NVA Fund pending for more than a year, was brought to an end last week by agreement. Plaintiff reported to New York Supreme Court that grounds for action had not been found and suggested permission to withdraw.

Suit charged misuse of funds and asked an accounting. Firm of Ralph Newman, Reas & Becker was counsel for Chesterfield, while Nathan Burkan represented the NVA Fund. During pre-trial proceedings, Pat Canale, Willie Lee, Martin King and Harold Rodner were examined.

Behind the action was a controversy over maintenance of an NVA clubroom for actors in New York. NVA Fund closed the West 46th street establishment last year on the contention it could no longer support social activities along with other club facilities, sanatorium and charitable phases, and decided to do away with club rooms altogether. Chesterfield insisted that a house be maintained and suit after his demands for one had been refused.

Under the compromise agreement, the NVA Fund's present business office at 1619 Broadway will be merged with the club room at 46th street and Eighth avenue which Chesterfield opened on his own, and modified special functions will be housed in the latter building. The new activity in behalf of the NVA was not known by Chesterfield yesterday (Tuesday), but it is understood that the fund will not pay salary if staying on at all.

Drive Starts May 18. NVA's drive to raise funds gets under way May 18 with benefit shows in 10 key cities. On May 20 circuit and leading independent-theatres will contribute 10% of their day's gross. A short in which Eddie Cantor appears will be supplied to houses in the circuit.

Benefit shows will be held at Loew's Century, Baltimore; Loew's Fox, Washington; RKO Memorial, Boston; RKO Palace, Cleveland; Warners' Paradise, Pittsburgh; Warners' Earle, Philadelphia; B. & O. Chicago, Chicago; Hillstreet, Los Angeles, and RKO Golden Gate, San Francisco. New York affair will be staged at Madison Square Garden.

Garden event is in conjunction with the combined Masonic Clubs of New York State. Bill will be Actors' Charity Jubilee. Show will be presented in circus style in three rings, with George Jessel as ringmaster, and a variety of other acts of sports events. Latter will include boxing, wrestling and a battle royal. Event is being arranged by William Morris, Jr., and Harold Rodner.

## JACK KLOTZ, VET AGENT, GOES RADIO WITH WOR

After years as a vaudeville agent, Jack Klotz moves over to radio to join the staff of the New York artists' bureau. Klotz has been a Mary Fokins' RKO-franchised associate.

With WOR, he'll rep the station's contracted acts in vaude, as well as scout for new air talent. A brother, Lou Klotz, sticks with Fokins.

## Freed for Par

Carl Freed and his harmonica band are booked to play Paramount's midwest time, opening at the Michigan, Detroit, May 24, and then going to the Chicago, Chicago. Deal set by O. L. Oz.

Freed last week underwent an operation necessitated when his paw became infected after being punctured by a pencil.

## Sam Bernstein Ill

Sam Bernstein, the agent, is seriously ill at Knickerbocker hospital, New York City.

Yesterday (Tuesday) members of his family declared he was not expected to survive.









# Negroes Syncope 'Sailor Beware' In Their Own Hotcha Harlem Version

What maybe the rebirth of Harlem—via Broadway—took place Monday night (8) at the Lafayette theatre with the initial presentation of the Harlem Players, a colored troupe being prompted by two whites—Shepard Frauberg and Mack Sennett. First play is 'Sailor Beware', last season's Broadway hit.

The top is 83c, starting from 52c; the presentation is good, and the cast, given double-entendre, makes the Irving Place burlesque shows look tame by comparison.

Unless the weather man turns the heat on sooner than expected, it's almost inevitable that the first of the most important on 15th street's left bank will entice the stays up, despite the fact that colored nities failed to do so this past winter and fall. 'Sailor Beware' is scheduled for two weeks, then 'Rain' and 'What Price Glory' in the order named.

Opening night (Monday) already was a Broadway interest, though most of the house was packed. Among those in attendance were Bruce MacFarlane, who was the lead in 'Beware' on Broadway, and Kenyon Nicholson, co-author of the farce with Charles Robinson. Bennett, who was in 'Rain', also grabbed front pews.

Though paced slowly at the start, the presentation soon gathered momentum. While the chuckles were not as frequent as they were in the white, Broadway showing, when the laughs did come they were bellies. No new lines were added for Harlem, but the Harlem interpretation made a lot of innocent lines sound plenty roushoush.

Male leads are played by Juano Hernandez as 'Dynamite Jones' and James Dunmore as Barney Waters. Christola Williams plays the hard-to-get 'Stonewall' Jackson. Hernandez delivers his lines like a male Mac West, but yet, like the others, plays the role straight except for that dash of Mississippi. 'Rain' looked the roles, the story might be different.

Rest of the cast includes Carrington Lewis, Paul N. Johnson, Milton Williams, Henry Davis, Canada Lee, Tom Mosley, Reginald Fenderson, George, Dorothy Siskin, Horace Lee, Juanita Hall, Hayes Fyror, Frank Ross and Ken Renard.

Troube, besides being co-promoter, did an excellent staging job. In Ashley supervised the technical production end.

Besides the play on the stage, there's a hotcha or in the pit to sketch the emotions between scenes and acts. They go to town in the dress swing style, led by Dallas Turner.

Outside of drawing a lot of 'effin' white' critics, a good portion of the colored attendance was tuxedoed and evening-gowned—that's a sight in itself. Scho.

## Mary Pickford Touring Coast in 'Coquette'

Hollywood, May 7. Returning to the stage for her first full length play since 'Good Little Devil' in 1913, Mary Pickford will play 'Coquette' in a five weeks' tour of Coast cities.

Contract was signed Saturday (4), and Mary Pickford will open at the Metropolitan theatre, Seattle, May 20. Successive dates are at Vancouver, B. C., for three days, one week in Portland and two weeks in San Francisco, and probably several weeks at the El Capitan here, although that is not yet certain.

'Coquette' was Miss Pickford's most successful picture. She also acted it twice in her recent broadcasts.

Helen Hayes starred in 'Coquette' in Los Angeles in 1929.

## ALMOST A CO-OP

Equity Makes Exception for Actors but It's No Go

Group of actors calling themselves the New Co-operative Players has abandoned plans to produce 'Understand that friction arose between the players, who proposed presenting the first play in an East Side house with the expectation of moving to Broadway later.

Equity rules prohibit co-op or commonwealth appearances, but an exception was made in this case after the group applied to Council. It was explained that the 20 odd players would be in the guise of partners and Equity okayed the plan for one show because no commercial manager would be concerned in any way.

## CARROLL PUTS OVER ANOTHER

Ever with an eye for free publicity, Earl Carroll 'pulled' his company of 'Sketch Book', now 'Vantiles', out of rehearsal at the Winter Garden theatre Saturday (4) for a number of observations about the scene artists' union, which has been trying to collect a \$5,000 bill for sets on the 1923 'Vantiles'. He said the scenery was being held up and the show couldn't go on.

'Book' is slated to open in Philadelphia Monday (13), but will probably not debut there until the following week. Chortlers go on half salary this, the fifth week, and salaries will be forthcoming to the principals starting next week.

Following up the advantage of the Saturday evening exploit, Carroll massed the lookers Monday morning and took them to court, where his application for a permanent injunction against the union was heard. Girls were highly perfumed, which attracted attention, and made up for the cameramen, but photographers having been duly notified.

Court attacks were somewhat disconcerted until Judge Bernard Shenton tersely told them to pay attention to the calendar. Chortlers, who are distinct from individual producers, are essentially musical producers. In Freedley's instance, his next season's Eddie Cantor musical will have to be figured on the principle that the last Carroll show was bankrolled by Paramount.

Producers' angle is that the wholesale subsidization by Hollywood (Continued on page 72)

## ANTI-FOREIGN ACTOR BILL IS UP AGAIN

Washington, May 7. Another drive to put up the bars against foreign actors and musicians started in Congress Monday (6). House immigration Committee announced the Kleinsmith bill (tightening present law) and the House promptly and pushed over to the Senate before the current session folds, leaving final action and the real tilt until next winter.

## Figure Possible Pooling of Filmmers Not to Outbid Each Other May Keep Coin Down—Time Element Important

### NO COMPETITION

Legit producers and playwrights, along with the Dramatists' Guild, look askance at Hollywood's subsidization of Broadway. On the principle that the essence of the value of motion picture rights is competition, the concerted Hollywood investment in dramatic production next season is regarded as a possible means to stifle very thing and thus become an attack on the dramatists' organization and the economic welfare of authors.

Broadway theatre managers and authors outside of the Hollywood group are sending the word to managers, Metro, Paramount and other Hollywoods agreeing not to bid up film rights.

So long as the Hollywood angle in legit was limited, such things could occur as Sam Goldwyn's need for an Eddie Cantor, or sending the price of 'Three Men on a Horse' up to the \$100,000 mark. Admitted that an independent class producer like Goldwyn may still do that whenever he becomes hungry for a vehicle for his stars, Anna Sten, Miriam Hopkins, and Charles Bickford, but this is not regarded as the exception rather than the rule.

Behind the Scowls If Hollywood companies are to do six legits each in a season, what that means to writers is obvious, according to the boys behind the scowls.

Angle that two out of the three remaining legitimately producing individual managers have also gone into the Hollywood influence is further regarded with gravity. That refers to Sam H. Harris and Max Gordon, now mentioned as allies to Metro. They, along with Gilbert Sullivan, have been the sole active individual producers who sponsor one or more plays per season. Producers like Al Woods, Harry Shumlin, Ed Harris, Brook Pemberton, Crosby Galle, et al., are infrequent and irregular.

Producers' organizations like the Theatre Guild, Shuberts, Actors' Union, Civic Repertory, Group Theatre, etc., are distinct from individual producers. Earl Carroll, Vinton Freedley and that type aren't to be figured on the principle they are essentially musical producers. In Freedley's instance, his next season's Eddie Cantor musical will have to be figured on the principle that the last Carroll show was bankrolled by Paramount.

Producers' angle is that the wholesale subsidization by Hollywood (Continued on page 72)

## Actors' Forum Puts up Full Slate

## For Equity Election May 27; See Battle on Sundays, Rehearsal Pay

### Just Boys

Buffalo, May 7. Local newspaper critic hall room boys are at it again. When Mr. Knox of the News, addressed the Riverside Culture Club on dramatic criticism, he is reported to have told them that Mr. Smith of the Times carried a cane. This Mr. Smith took occasion to deny vigorously in his column and retallied by accusing Mr. Knox of having moving picture studios give him autographed photographs.

To date the battle is a draw.

## JOB INSURANCE IN SHOW BIZ

Just how show business will figure in the unemployment insurance set-up in the state of New York is being discussed by managers and actors. One of the possibilities is the raising of minimum salaries to \$50 from the \$40 low (\$25 for juniors) set by the code.

New statute, which met with the enthusiastic endorsement of Governor Lehman when he signed it, takes in all classes of workers and barring actors from participating. Job insurance is one of the issues propounded by the younger group in Equity, but sidetracked by the older group.

Persons losing employment will be eligible to weekly compensation payments at the rate of \$15 maximum and \$5 minimum. Money for such payments is to come from a tax on payrolls. All establishments having four or more persons employed must pay 1% in 1935, 2% the following year and 3% thereafter.

Measure stipulates that all manual workers must be under compensation payments and all white collar workers whose salary is less than \$50 weekly. In the legit theatre field it is conceded that stage hands are of the first class, but that actors and musicians are of the white collar division.

Managers have not expressed opinions on the new legislation but an out is seen by not employing actors for less than \$50 weekly. Whether the total payroll for shows and theatres would be levied, or only that portion paid to stage hands and musicians receiving less than \$50, has not yet been determined.

## 'Flowers' B.O. Disappoints Kit Cornell, \$500 Evening Her Lowest in 10 Years

Closing of Katharine Cornell's 'Flowers of the Forest' at the Martin Beck theatre, N. Y., next week, after a five-week engagement, is disappointing to the actress who expected to play into June. She expected to attend the commencement of the University of Wisconsin where she is slated for an honorary degree June 22. Instead Miss Cornell has looked passive for May 18 and will forego the stationery to the theatre to present 'Candida' on off-matinee afternoons, also shelved.

'Flowers' started well despite a weak press and the first week grossed around \$13,500, two parties helping. Second week at \$12,500, the actress also noted, although the draw did not approach capacity.

Last week, however, Monday's takings were less than \$500, lowest Miss Cornell had drawn in one performance in 10 years. When the usual \$1,000 Wednesday matinee was halved, she then decided the play had already used up its drawn and closing announcement was made. Miss Cornell's season on Broadway went through its schedule of three presentations. Her debut in 'Julius' was the first and most successful, engagement being twice extended and the box office establishing records for that Shakespearean work over here. Revival of 'Barrett of Wimpole Street' was not up to expectations. Then came 'Flowers', which, although it evoked divided opinion.

The Actors Forum, younger group developed within Equity during the past year, has formally filed an opposition ticket, placing in nomination a full slate to be voted on at the annual meeting May 27. There will be no battle over officers, later, now functioning, having been elected at the last annual session for three years. Contest will be in the naming of all 10 new members of the council.

Move is the group's answer to the administration for its defeat at the last quarterly meeting, when the Forum failed to get any of its candidates on the regular ticket. That meeting provoked plenty of fireworks and charges were hurled against the group of leaders by 'regulars'. Forum's strength was not apparent and the group was outnumbered by the chair, ticket being named quickly, so that arguments which followed were of no avail.

Forum has not yet considered an opposition ticket for Equity's presidency, but has been hopeful of achieving its purposes by strengthening its representation on the council. At this time the group has six members on the body, elected last season for a five-year period. Failure of any candidates on the regular ticket was the group's first real set-back.

Rules of the Writing In. While the group could have campaigned to get its names written in at the election, secret ballots were regarded as possibly being thrown out on technicalities, one of the rules being that such ballots must be signed on both sides of group figures. It had the right to have the names of its candidates regularly printed on the ballot.

Rules call for filing of independent tickets at least 20 days prior to election, application to be signed by at least 15 senior members in good standing. This was meticulously followed after a meeting Tuesday (30) when Hollywood Broad announced the Forum's indie ticket was registered at Equity the following day (May 1).

Three principal issues which will likely make the annual meeting lively are the contest over new council members, Sunday performances (now permitted legally) and rehearsed pay. First two issues are bound to denote differences of opinion, but pay for rehearsals appears to be growing in favor, despite managerial opposition.

Sunday show issue was made the first item of discussion at this week's Council meeting and, dependent on the result, recommendations will be made to the group to approve or oppose it, although it will eventually have to go before the entire membership by referendum or previous indication.

Rehearsal pay committee, which conferred with the managers, is still functioning and will submit a report to the Council next week. No indication whether the committee will okay the managerial contention that rehearsal money may tend to decrease production. Rehearsal pay is one of the proposals set forth by the Forum and is one of the positions of making such payments mandatory. If it desires, in the absence of no specific working agreement with the managers.

## Gordon Mulling

Max Gordon, back from Hollywood, is considering the summer holidays possibilities of 'The Great Waltz', Center, N. Y. Operetta may lay off during June and resume, playing July and August and then 'The Great Waltz'.

'Waltz' has been getting a goodly share of visitors from out of town, which is why the show may drop fast.





# Chi Legit Grosses Hold Steady; Horses, \$13,000; 'Holiday,' \$8,000

Chicago, May 7. — His held steadily last week after a slight dip the week previously. Even 'Life Begins at 40,' which started off soggy, lifted somewhat, probably on the last two weeks' run. It will also be Detroit, however, at the conclusion of this week (11). Next Shubert entry will be 'Taburnum Grove,' which is at present pencilled in for the Grand, but likely to shift to a smaller theatre if one is available at opening time.

'Admission' is the picture since the Daniels-Lyon-Gallagher draw the feeling that \$2.50 tap a little too stiff. New entry on Monday (5) was 'Mary of Scotland,' the last item on the current American Theatre Society subscription season. It looks set for top money for at least two seasons. And, finally, there's 'Hollyhock On a Horse,' which bounced right back into the high brackets and is continuing its smash period. 'Hollyhock' is so keen to seek out publicity and exploitation stunts to keep the public interest pitched high.

**Estimates for Last Week**  
'Life Begins at 40,' Grand (1,200; \$330) (12th week). Will close on Saturday (13th). Closed on Sunday. Took the take last week at \$25,000, still under capacity.  
'Hollyhock On a Horse,' Selwyn (1,000; \$250) (33rd week). Holding its own to good enough profit at \$2,000.  
'Mary of Scotland,' Erlanger (1,000; \$285) (1st week). Opened on the start of a wallowing first week and looks for capacity for the initial fortnight.  
'Horse on a Horse,' Harris (1,000; \$275) (6th week). With only slight variations in take from day to day this show continues to show big grosses. Holding above \$5,000, remarkable for the length of run.

## Draper \$6,000, Balto

Baltimore, May 7. — Ruth Draper snatched slightly more than an estimated \$6,000 in four performances last half, last week at the UBO Ford's at \$2.75 top level. Her publicity campaign, however, for her helped a lot, plus the fact the Robert E. Lee Memorial Fund took the house for a benefit the opening night.  
Draper date drew curtains for the local legit season which, in the main, proved fine. As far as travelling road attractions are concerned, both the UBO Ford's and the Indie Maryland here look for nothing on the remaining far end of the season.

**Cline's Strouse Play**  
Louis Jay Cline will again blossom out as a producer near by when he presents Irvin Strouse's 'Stand By.' Play will bow in after a summer highway try.  
Author is a Broadway p.a.

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## Current Road Shows

Week May 6  
Abbey Players, American, St. Louis

'Accent on Youth,' 1 Captain, Los Angeles.  
'As Thousands Cheer,' Curran, San Francisco, 6-8; travel 9; Paramount, Salt Lake City, 10-11.

'Come Home,' Mayan, Los Angeles.  
'First Legion,' Chestnut, Philadelphia.

'Holiday,' Selwyn, Chicago.  
'Kitty Dooley,' Playhouse, Hollywood.

'Life Begins at 40,' Grand O. H., Chicago.

'Mary of Scotland,' Chicago.

'Parade,' Colonial, Boston.

'Taming of the Shrew,' Cass, Detroit.

'Three Men on a Horse,' Harris, Chicago.

'Three Men on a Horse,' Royal Albert, Toronto.

'Tobacco Road,' Belasco, Los Angeles.

## IT'S A GALLOP FOR STRUGGLE

By L. A.

Los Angeles, May 7. — Two leading legit, 'Tobacco Road,' at the Belasco, and 'Accent on Youth,' at El Capitlan, continue to show big grosses.

'Tobacco Road,' which has been winner to play at strictly a legit tone, has been the main reason for the show at Nixon week before Holy Week just about drained the local theatre of legitimate play. 'Accent on Youth,' however, has been able to dig into pockets for salaries.

'Tobacco Road' (Belasco, 7th week) continues to click around the \$9,000 mark, with stop-gap of \$7,000 so far not reached, but scheduled to close May 15, due to 'Prison Booking.'

'Accent on Youth' (El Capitlan, 33rd week). Holding strong at better than \$9,000. Ought to be good for at least three or four more weeks.

'Kitty Dooley of Times Square' (Hollywood Playhouse, 33rd week). Gained solid entrance, but the value of service charge passes, which have been heavy, has been a factor.

'Come Home' (Mayan, 1st week). New comedy started on Friday night, but has been a failure. Take on first three days averaged around \$1,000. Only in for two weeks as an experiment.

stage fare, and has some picture possibilities.

Farn concerns the love life of a pair of artists, an unopinionated country girl, a young banker and a sedate stenographer, with each trying to work out a happy solution, reached only when the prosaic and recently contented girl paves the way for the ultimate happiness so eagerly sought.

Plays a heart-warming, unopinionated, trusting child from the country, comes to visit her father, a commercial New York designer who is in love with Ben Tysen, an artist.

Maxine permits Jeremy to seduce her. When Lily and Jane Land, Maxine interrupts them, says she has been acting to bring the pair to work.

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# Broadway Washing Up Early, Takes Toppling; Only Two Musicals Left

Broadway's legit season is washing up, according to grosses within the past 10 days, although the technical termination of the 1934-35 season comes after three more weeks. Declines in post Easter grosses are being met by the strengthening leaders, while the moderate averages were comparatively better off. Box office demand for demand for cheaper seats as far in excess of that for top price duceats.

Current week started off more affected than last week, but the cause was doubtless the weather. Spring has been devoted mostly to rain and that was going strong up to week-end. Conditions were such that managers are considering tabling the theater's number of runs sooner than expected.

Four shows last week provided the spring period's heaviest premieres. 'Something Gay' at the Morosco was best, but with divided opinion its own success is not definite. 'To See Ourselves' at the Biltmore was paced around \$4,000, 'The Hook-Up' at Cort (1st week) was claimed to be picking up, but was weak with \$1,500 in 'Repulse' opened at the Biltmore closed immediately at the Vanderbilt.

With 'Thumbs Up!' winding up at the St. James, Broadway will have 'The Forest' in another scheduled closing for Saturday. 'The Hook-Up' at Cort is expected to close next week, but later in the month will be topped into these shows. 'Parade' coming to the Grand, and 'Sketch Book' to the Winter Garden.

**Estimates for Last Week**  
'Accent on Youth,' Plymouth (20th week) (C-1,034-\$230). Dipped last week to \$1,000, but not so marked as field generally.

'Anything Goes,' Alvin (25th week) (C-1,000-\$220). Closed in early last week, with takings down to \$5,000, but very big at \$36,000 and easily topped.

'Awake and Sing,' Belasco (12th week) (C-921-\$220). Difference of opinion last week; not material increase either; show mentioned as 'The Forest' is coming.

'Ceiling Zero,' Music Box (5th week) (D-1,000-\$330). Takings approximated \$3,500. Difference of opinion last week; not material increase either; show mentioned as 'The Forest' is coming.

'Children's Hour,' Elliot (25th week) (C-921-\$220). Difference of opinion last week; not material increase either; show mentioned as 'The Forest' is coming.

'Flowers of the Forest,' Martin Beck (5th week) (D-1,114-\$330). Final week; started well but slipped after \$2,000.

'Fly Away Home,' 48th St. (17th week) (C-921-\$220). Going along week to week in light coin, with parties helping now and then; around \$2,500.

'If a Body,' Biltmore (2nd week) (C-921-\$220). Difference of opinion last week; not material increase either; show mentioned as 'The Forest' is coming.

'Kind Lady,' Booth (3rd week) (C-708-\$330). Only show in weeks to show a material increase in good business; approximated \$9,000.

'Old Maid,' Empire (18th week) (C-1,090-\$330). Winner of Pulitzer prize; reaction to heavy rain Acton Fund matinee Tuesday (7) sold out; around \$11,000.

'Personal Appearance,' Henry Miller (18th week) (C-1,114-\$330). Higher gross shows were smacked more than others to date by 'brokers' and 'The Forest' (10th week) (C-918-\$330). Somewhat better last week with cut rate support, salesmen taking in around \$7,500 mark.

'Post Road,' Ambassador (22nd week) (C-1,114-\$330). Somewhat better last week with cut rate support, salesmen taking in around \$7,500 mark.

'Repulse,' Vanderbilt. Opened last Wednesday (11); closed immediately after three weeks.

'Something Gay,' Morosco (2nd week) (C-921-\$220). Best of last week's four premieres, but drew divided opinion; mild first week around \$4,000.

'The Bishop Misbehaves,' Golden (12th week) (C-1,114-\$330). With heavy coin under same management getting by on modest grosses; \$5,000 estimated.

'The Hook-Up,' Cort (1st week) (C-1,054-\$230). Presenting Leslie Phillips; written by Jack Lait and Stephen Gos; opens tonight (8).

'The Petrified Forest,' Broadhurst (13th week) (D-1,114-\$330). Sockeyed plenty last week and dropped from first place among dramas; dipped under \$10,000.

'Three Men on a Horse,' Playhouse (15th week) (C-860-\$230). Except for one-week matinee, virtual capacity again for takings of \$14,500; tops the non-musicals.

(CD-1,156-\$275).—One of several low gross shows which have been getting by with narrow margins; estimated under \$3,000 last week.

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'Three Men on a Horse,' Playhouse (15th week) (C-860-\$230). Except for one-week matinee, virtual capacity again for takings of \$14,500; tops the non-musicals.

'Thumbs Up,' St. James (30th week) (C-1,420-\$440). Final week; dumped to \$12,000, then recovered to \$18,000 at Easter but slipped again.

'Tobacco Road,' Forrest (74th week) (C-1,017-\$330). Run leader making a little coin with takings of around \$5,000; another summer show.

'To See Ourselves,' Barrymore (2nd week) (C-1,096-\$330). Drew average for a new show; took \$1,000 thereafter; estimated around \$4,000 on first seven times.

'Up to the Mountains and Tilt the Day I Die,' Longacre (7th week) (D-1,019-\$445). Bill of two one-act plays just about right; last week approximated \$4,000.

'Black Pig,' Clio rep theatre; final month; closed.

'White,' Provincetown; stopped last Saturday.

'Girl From Childe,' Chanan auditorium; also withdrawn.

## ENGAGEMENTS

Cledge Roberts, Helen Kinsley, Dave Burns, John Boyd, Frederick Sherman, Nat Burns and John Smith, The's Reporters.

Viola Frayne, 'Weather Permitting.'

Gene Rich and Myra Thornhill, Seven Keys to Baldpate.

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## Going Places

By Cecelia Ager

### Optica on Roller Bearings

There are certain exercises said to strengthen the eyes, which consist of rolling the eyes in the sockets while looking as far to the right, then to the left again, as far as the eye can travel, without moving the head. Exactly how to perform this exercise is demonstrated by Miss Dietrich in "The Devil Is a Woman," who is busy at it from beginning to end of the picture. Miss Dietrich's own very beautiful eyes may be taken as proof of the exercise's success.

There is also an exercise reputed to improve the contour of the mouth—smile widely, then pucker the lips fulsomely in a pout; repeat ten times. At which Miss Dietrich is busy at it, here again. Here again Miss Dietrich's own mouth serves as example of beauty that can be achieved through diligent training, provided, of course, there is natural beauty to begin with.

Besides exhibiting a continuous proficiency in eye and mouth exercises, Miss Dietrich shows how to relax the muscles of the torso and neck, just in case, no doubt, one would be called upon to go into the Lindy Hop. Miss Dietrich's head wobbles on her neck whilst her whole body sways slightly, her eyes roll and her mouth draws that against her teeth and returns to its regular quizzical expression. "Though it may appear that Miss Dietrich has a bad case of the fidgets, actually she's only concerned with giving us a picture of a woman of Teutonic interpretation of Latin fire. She hasn't got the jittery; she's got animation. So, conscientious is she about enacting 'Woman, the Eternal Enigma,' that she won't stop for a moment and be still, not even for the scenes of presumed dramatic tension. Should she permit herself to pause in her recurrent survey of the four corners of each set and look her *vis-a-vis* straight in the eye, it seems, he might see through her. He might discover that her 'Mystery' is developed from her mysterious, bewildering, astounding clothing.

Not even Garbo in the Orient has approached, for spectacular effects, Dietrich in Spain. With fringe, lace, sequins, carnations, chenille, net, and sheer, and shawls, Miss Dietrich is hump, wrappage, draped, swathed, and festooned. Matching the sets in their profusion of arresting detail, her costumes are magnificent in the way they each achieve a definite, clear-cut line despite their wealth of ornament, the way their knock-knocks fall into a pattern designed with flair and imagination solely to flatter and adore. Her costumes are completely incredible, but completely fascinating and suitable to "The Devil Is a Woman." They reek with glamour.

Like Miss Dietrich's mask-like make-up and bizarre coiffures abound with beauty hints. When she lowers her shifty, heavy eyelids, it may be seen that artificial eyelashes are affixed only to the outer halves of her upper eyelids, intensifying their effect by her eyes and yielding even a provocative upward slant. Her lower lids are deliberately not accented with black, which would define the boundaries of her eyes and so limit their size. Her natural eyebrows have been blotted out and soaring new ones painted far above the real ones, giving her eyes a look that is other than a fixed, wondrous expression, assist the fantastic stylization that characterizes Miss Dietrich's pictorial treatment. "Though her head is tilted with a studied, but a Spanish comb, her hair is a mass of fringes and veils, they've been arranged so as to frame her face, never to intrude their fripperies upon its expertly-enhanced, submissive beauty. Miss Dietrich emerges in "The Devil Is a Woman" as a glorious achievement of supreme consolidation of the sartorial, make-up and photographic arts.

### Beauty Reigns at State

Glady's Glad, bruted about as Ziegfeld's loveliest blonde and living up to every word of the superlative billing, is on view at the State this week where she is proving that beautiful showgirls can, too, remember, line-dance. The immensely popular actress, Miss Glad, is being introduced to the Mark Hellinger and Harry Jans and lends her good offices to several blackouts, and she concentrates so seriously on these endeavors that she is even willing to let a little downer appear. "Green her lovely eyes while she ponders over what comes next. That's how earnest she takes her work. She will even frown at it—though everybody knows that frowns engender wrinkles in time.

Miss Glad has been in her State appearance a series of very smart black costumes, rife with discreet good taste and dedicated to a genteel display of her excellent long-legged figure. They are almost tailored trousers, their blackness setting off to best advantage her shiny ash blonde hair, their simplicity accentuating her femininity. For her finale costume, when at last she may stroll on a full stage, again the most beautiful of them all, Miss Glad wears gray taffeta delicately plaided with red, and, of the waist-length jockey, a black hooded jacket with black bow marching up the tailored bodice. For the finale, Aristocrats in baby blue satin costume picture a kid with baby pink bows and sleeves.

### Creeps and Chills

Rats, bats and bugs, photographed in becoming soft close-ups, scuttled jerkily through 'Mark of the Vampire,' minding their own business—the shudders and creeps racket. Actors with painted faces, and the audience, sink self-conscious glances through 'Mark of the Vampire,' trying to muscle in on the rats, bats and bugs' territory—but the rats, bats and bugs are too good for them, too smart. They know better than to brain for effects.

Under the leadership of the competition is Carol Borland, a moody and preoccupied young woman in a beautiful white shroud who stalks in the night through dark vaults musty with cobwebs, while never disturbs a hair. Miss Borland's face glances through 'Mark of the Vampire,' straight-ahead staring eyes. Though she arranges her long black hair like a madonna, parting it in the middle and drawing it straight down to her shoulders, it becomes, in a demoniac 'Mark of the Vampire,' a black hooded throat, her slanting eyes light with an unholy gleam, abetted not a little by the studio lights which at the same moment focus their beams upon her. Miss Borland's face glances through 'Mark of the Vampire,' straight-ahead staring eyes. Though she arranges her long black hair like a madonna, parting it in the middle and drawing it straight down to her shoulders, it becomes, in a demoniac 'Mark of the Vampire,' a black hooded throat, her slanting eyes light with an unholy gleam, abetted not a little by the studio lights which at the same moment focus their beams upon her.

The tenderest young throat taunting Miss Borland's moody, Elizabethan-style, who is the heroine of 'Mark of the Vampire,' and far too good for the stock swoonings and hypnotic trances the role requires, though Miss Allan never lets on that she thinks so, it indeed she does. She's shed most of the time required to make her mysterious wounds but she may be seen moving decoratively through the old castle garbed with that right touch of impending-doom atmosphere in a long white robe with flowing sleeves and thick white cords tying the neck and waist.

### Impotent Manace

It's darned tough on Lucretia Borgia—she who'd gone through so much to carve out a name for herself—to have to have a husband who's just like her. It's mighty hard on Cesare, too, after having done so brilliantly in his particular line, now to have it bruited about that his inguinal blood still flows in the veins of plebeians. Donald Woods, who's been a bad wind-up for the Borgia, having to return from their snug caverns

(Continued on page 74)

## Did You Know That—

Lupe Velaz became so emotional while broadcasting the other night that she wept and wiped the tears all over her yellow suit...Nanette Gullford must have lost about 60 pounds. Just how she managed to do it will be out next month...Mrs. MacGordon's that busy getting ready for Europe...that new suit...Mrs. Howard Lang is 72 cars...Hazel Flynn is writing...Eddie Cantor, in rare form, can still find Eddie Buzze's Rolley-Royce parked while he dines with James Grayson...Dorothy Hall and Ned Andrews are redecorating their yacht...That was Helen Ferguson and Fay Wray at Buckle-Weiss the other day...If you really want to hear "When Irish Eyes Are Smiling" ask Joe Brown's boy, Tommy, to sing it...Alice Glazer's daschund is named "Traulen Elsie," no kidding...Doris May and Roy must exultate hands...Ruby Johnson is a v-a-s tomorrow (Wednesday) with her niece for California...The cup he won with Walter Hagen is Bill Hagen's most prized possession...Line Courtney would like to know who's sending her those roses every day...Irma Warner is a great talker...now that young Jackie plays...Marion Spitzer is receiving in her...since that operation...The Aces (Easy Aces) are taking a house in Saratoga Springs...Ray Holey has a new swell crack to her credit...Friends of Mary and Dick Wallace are so hard for his recovery.

## Stepchild

(Continued from page 3)  
But when they do, they as a rule kick around the preparation of pictures, and the other department connected with the picture.

Despite the fact that still pictures are valuable to their popularity, playing are the weather, they will do anything to escape being photographed on the set. When called upon to pose for a picture, they will do anything to escape being photographed on the set. When called upon to pose for a picture, they will do anything to escape being photographed on the set. When called upon to pose for a picture, they will do anything to escape being photographed on the set.

In the portrait galleries of the studios, and in the picture houses, there are many players who are at home posing for those art pictures. "This holds true for the studios, and in the picture houses, there are many players who are at home posing for those art pictures. "This holds true for the studios, and in the picture houses, there are many players who are at home posing for those art pictures.

Tallulah Bankhead while here lived in the portrait rooms, made her own set of pictures of this nature. Toughest to get into a gallery are Bing Crosby and Gary Cooper. Paramount has less than a dozen posed portraits of the crooner.

On the other hand, studio has over 1,000 sittings of Miss Lombard. Grace Moore, who is a picture conscious recently, sees the value of class photographs.

John H. Crawford and Jean Harlow are pushovers for a portrait lens, but balk on set stills. If in the mood, John Barrymore will spring down a studio portrait gallery. If having an off day, horses couldn't pull him in. Marlene Dietrich is a studio portrait artist, but until recently insisted that Josef von Sternberg supervise the lighting.

Forbo on each picture will spend two days making portraits but only if Clarence Bull is the photographer. Springfield is a studio portrait gallery of any kind, has to be sold into posing. Jack Holt is another who refuses to go into a gallery. Joan Blondell is a little too dignified to pose, and she's before a lens.

Something that puzzles the set stills is to have them taken. Photographers and set stills are the players who will pose all day for portraits, but refuse to stand still for a minute while the camera is working. Most of the still boys are graduates from newspapers, where they made reps as news photos. To them a picture is a picture no matter how they get it.

## Among the Women

By The Skirri

### Best Dressed Woman of the Week:

RUBY KEELER

(Go Into Your Dance—F) )

### Go Into Your Dance

New York turned out full force to greet Al Jolson and Ruby Keeler's personal appearances at the Capitol Theatre Thursday evening, the occasion being the premiere of "Go Into Your Dance." It was a memorable night. Eddie Cantor, in rare form, introduced the stars, also calling on many well known people in the vast audience to take a bow. Among them were Joe Weber, Block and Sully, Morris Gest, Bob Hope and Archie Mayo, who directed the picture.

Miss Keeler in a simple little suit with white blouse was sweetly shy and retiring, leaving the stage to Al Jolson, who sang several songs. Only a few hours previous she was declaring Eleanor Powell could dance around her. That is Ruby Keeler.

"Go Into Your Dance" shows Miss Keeler for far more than just a dancer. The routines go from taps to ballet, and as for acting, she is at her best in this picture. It must have been the Jolson influence, as she seemed so much more at home before the camera than heretofore.

As a dancer in a Mexican dance hall Miss Keeler leads a number in short black pants with a white blouse and checked waistcoat. A row of show girls in black gowns with white wigs and huge picture hats back her up. The big number finds Miss Keeler in a flirty dancing frock consisting of several layers of net with a sparkling belt and a simple bow at the throat.

With the male chorus in full evening regalia, Miss Keeler goes from one costume to another, the other being a minstrel outfit of white studded in brilliant. A gipsy trotting number in real Warner Brothers style has Miss Keeler in Spain with a long dress ruffled at the hem and short sleeves of lace. The target come in the hair is most becoming. The next costumes for this number is elaborately spangled in black and silver. The girls of the chorus are in black net skirts and silver blouses.

As a dance hall girl, Miss Keeler wears a short black skirt and bodice, scarf fashion. Off stage, Miss Keeler is seen in a series of cloth coats, tailored suits and several dressing gowns of note. The show girls are well dressed throughout the picture. She shows an abundance of silver fox. One caped outfit has a collar of this fur ridiculously high. A black evening gown is trimly trimmed at the top with much tiny white ruffling.

Miss Morgan makes her entrance in an ermine wrap over a black gown with the low decollete edged with a silver foil. A light cloth caped dress is lined with a metallic material. A couple of dark dresses are worn with sleeves.

Abbe Lyman and his band are a big flash in a red setting, for the stage show. Lyman looks swell in tails and white tie and his men in white mess jackets.

Miss Mayfair does her familiar routines in black jet pajamas trimmed with ermine and a dancing frock of pale pink chiffon with the seams outlined in brilliant. Saxon Sisters are in their white tailored suits. Rose Blaine is simply dressed in black and white organdie with a red belt.

### At the M. M.

The Music Hall presentation started off with the huge orchestra and Julia Glaze as piano soloist. Miss Glaze is in a deep coral gown, ankle length, and with low neck and no sleeves. "Fisherman's Legend" follows, with the scene the ocean bed.

Miss Letch wears only the tiniest bit of gold fringe. From sea to Quaker Town is some jump and the Rockettes, none the worse for their water experience, look lovely in full skirted grey chiffon frocks and white quarter boots.

Cole Porter's "Night and Day" received unusual treatment, although done with plaques used in other numbers. Some of the girls are in Mattress Central, some in white with silver trim, some in blue and white, and one miss stands out in a flaming red dress. The grand finale is all too short. Coming up from nowhere, huge flowered pedestals and a wide stair case show an ensemble of rare beauty. Girls recline on this staircase in white ruffled hooded gowns with long hair and red coral parasols.

The Ben Hecht and Charles MacArthur picture made here in the picture house is a common good picture. The picture is called "The Scoundrel" and stars Noel Coward. Coward can write his own ticket after this picture.

Julia Haydon, Martha Sleeper and Hope Williams do swell jobs. Miss Haydon and promising. The clothes are not outstanding, although in good taste.

Miss Haydon is seen in two dinner dresses, one of white lace with a sequin skirt, and a black dress with a sequin skirt. Miss Haydon is seen in two dinner dresses, one of white lace with a sequin skirt, and a black dress with a sequin skirt.

Miss Sleeper with a sophisticated hair comb looks nice in a white suit with a striped scarf and small brimmed hat. A negligee of white is entirely surrounded with deep ruchings. A black dress has sleeves of white braiding on black. Miss Williams wears two becoming hats and is skilled for skating. She's also seen briefly in a lace frock with a metal belt.

### At the Palace

Will Rogers' picture, "Life Begins at 40," drew a fair crowd to the Palace Friday afternoon (3). Vaudeville got underway with Serge Flash, who sang a number of songs. A young man, a young woman, and three girls, are fortunate in having had someone who knows how to dress an act. The boys are in white tailed suits, changing to tux, while one had sticks to the white jacket with black trousers.

Three girls in white dresses are in a picture with a satin shawl and bow. A little dark haired girl wears a lovely frock of blue taffeta made with full skirt and short tight fitting bodice. Crystal buttons run down the front. The whole dress is a lovely picture. The girls are in white. Brown satin pants with an orange blouse are worn by one of the girls for a short dance and all three girls came on for the finale in black trousers with silver mess jackets and black blouses.

The dress worn by this young woman is badly hung and looks as though it had been run up in the dressing room. Gracie Barrie is nicely dressed in the pulch of pink lace, made shirtwaist fashion. Pearl buttons and buckle are the trimmings.

### 'Laddie' Draws Titters

'Laddie,' the picture at the Roxy, brought titters from a large audience. It's a dated story. Gloria Stuart looks well in the old fashioned costumes. The picture is a little too dignified. The child actress, Virginia Weidler, is known as a screen pet. Lines ridiculously aimed are placed in this child's mouth. It's all too sad.



# Films' 2 Tragedies

(Continued from page 3)

day night, the second for Wing, and are improving. William Kaplan, broken leg; Mrs. Kaplan, broken back and partial paralysis necessitated the emergency operation which subsequently proved fatal. Sharp, superficial injuries.

## Young Coogan Escapes

In the Coast auto crash, Jackie Coogan, Jr., now 19, owes his escape through a request to ride in the opposite seat, stating he couldn't hear inside the coupe, due to an old head injury. It was a new car, belonging to Jackie, which his father was driving. Accident was reported caused on the Imperial Valley-San Diego drive when a speeding car in the opposite direction, with two women occupants, caused the film party to swerve off the road. Coogan, Jr., was sitting in the middle seat, beside his pal, Junior Durkin, and through being thrown clear his life was spared.

Toby Wing, whose reported engagement to young Coogan had been officially denied by his mother, said that he had been in the Patricia, had a premonition about their father not flying with the Par party. She also was to have been in the Coogan party, but with a production assignment.

Funeral services for John Coogan were held yesterday (Tuesday) at Hollywood Rosary and Grotto, 4141 Church of the Good Shepherd, with burial in Calvary cemetery in Los Angeles. The funeral services also May 7 with Interment in Forest Lawn, Glendale, Calif. Jackie Coogan left the hospital May 7 to receive both funerals. Robert Horner services on May 9.

## New Production Setup

Paramount recruited a new production unit for 'Annapolis Farewell' following the crash of the film. No, that those in plane crash would be unable to proceed. At Hill takes over direction, Jack Vossell becomes unit producer. Robert Horner, Ewing Scott unit director, and Teddy Tetzlaff heading the camera crew. Contingent left May 6 for Annapolis.

Sir Guy Standing, Tom Brown, Richard Cromwell and Ben Baker came out May 9 to the set. With remaining production crew and camera staff as originally scheduled. Standing a former army flyer, had refused to fly.

Within an hour after news was received at the Paramount studio of the tragedy, Louis B. Lightner, producer of the picture, flew to Missouri in a chartered plane. Later in the day a plane carrying relatives and friends, including Mrs. Wallace and David Epstein, Wallace's big rep, sped for the scene. TWA is taking all relatives to the scene of the accident gratis.

Whether halted in travel plan by permission of the Federal Bureau of Investigation, Leland Hayward and Chie Sale cancelled reservations on the ill fated plane a few hours before the crash. All told the identical plane route the following day.

## John Coogan's Career

Coogan, Sr., born in Syracuse, N. Y., was a vaudeville song and dance man most of his life. In the early 1900's he replaced one of the Dillon Bros. who had died and teamed with Jackie Coogan, Jr. as the Dillon Bros. name. Later he joined Eddie Cox and after that became the partner of Eddie Parks, now Mortimer. Coogan, Sr. and Parks were a big time team until Coogan went single, going into 'Made in Heaven' with Jackie Coogan, Jr. The show headed by Tricie Frigione and Annette Kellerman.

Coogan retired to handle his son's business affairs after Jackie's death in 'The Kid' in 1920, but he returned to the stage in 1928 to support the boy in a personal appearance. Coogan's last picture was 'The Act' got \$5,500 and Jackie was the attraction, but the reviews gave Coogan, Sr. credit for making an entertaining act with his dancing.

Of all parents of stage children, Coogan, Sr., was regarded as the best by show business as having been about the shrewdest. He kept the boy's tremendous income intact in a trust, establishing a fund of \$1,000,000 trust fund for him, and was lately said to have built the fortune up to \$1,500,000.

Jackie Coogan, the mother of Jackie, was also a vaudeville, known as Lillian Dolliver. She was a member of the act with the Dolliver and Rogers. The Rana Rogers of the act is now Mrs. Frank Borzage.

The Coogans have another child besides Jackie. He is Robert Anthony Coogan, 10 years old. Bobby

Coogan has also appeared in pictures.

Junior Durkin also was a child film star in his time, but at 17, and much like Jackie Coogan, had outgrown the kid actor age. He played the lead roles in many pictures, notably in 'Huckleberry Finn', and was among the best known juveniles ever to step before a camera. Durkin was a prominent member of the Hollywood younger set in which Jackie Coogan traveled.

His mother, Mrs. E. D. Dugan, was a promising youthful author. He was writing for pictures, but most of the recent work was for radio on the Coast. Charles Jones, who was killed in the crash, was foreman of the Coogan ranch.

# Code Scrapping

(Continued from page 7)

It is argued in inter- or intra-state business is such a universal subject that the Recovery Administration probably would preclude the Recovery Act. The act enacts new legislation along the suggested lines. The desire would be to resist any moves to drop exemption and production until driven to such action by the Supreme Court, solely because the primary purpose of the recovery act is to have such little application in the distribution field, which is patently and undeniably in interstate commerce and subject to Federal control. The whole objective is to boost wages and curb cut-throat competition, and the film code was written with a particular eye for exhibition, while the relatively small number of employees engaged in distribution, the recovery act is certainly indicating undesirable trade practices would make it foolish to try and enforce a code affecting only this one subdivision of the industry.

The bill recommended by Senate probers would require fast action to scrap New Rochelle, N. Y., code of the new program. One section calls upon the President to review or have reviewed every living document within 30 days, putting a curse on all acts which are not restricted to interstate trade which, with limited exceptions, approve all form of price-fixing. No code would remain after July 15, under this clause, which had not been given a specific indorsement by the Chief Executive or his agents. In this case probably the NRA board, headed by the president's representative, it is doubted that he would give approval to any plan to emancipate the film pact unless it were approved by the NRA board. The film agreement remains his baby and his most important contribution to the industry of his new assignments.

## L. A. Sked

(Continued from page 7)

the big long hearing held several weeks ago when every interested party was represented, Arthur described the West Coast theatre outfit's attitude as being that it was 90% right and everybody else was wrong.

After many hearings and delays the Los Angeles board first sent the L. A. schedule to the Film Code Authority late in April. Just when all interested parties expected the asked to be placed in effect last September protests were made. The C. A. then started making revisions and a special study of the situation. It was not until the first of the present year that the Los Angeles schedule was rated as being in shape for submission to the whole code body. After several conferences in January it was approved and slated to become effective the last of March. The C. A. then was all set to consider other regional schedules, such as Kansas City, New Haven and Milwaukee.

The news of F-WC prompted the authority to send John Flinn, executive secretary, to the West Coast to make a first-hand study and report on the situation. After several discussions, it finally was decided to permit a two-day exhibition from Los Angeles to a Hollywood show. After a two-day parley and a week's digestion of all facts, the code authority in April passed the new schedule and voted May 15 as the date that it would become effective.

At first the Fox-West Coast off-

icals threatened court action, but finally obtained consent for a special confab pertaining to the Balboa theatre operation. They charged that the Balboa had slashed its admission fee, hence its clearance should be altered, Arthur countered with similar statistics involving the F-WC houses.

# MARRIAGES

Loretta Andrews, film actress, to Frank Allen, April 29, in Reno.

Harold Hageman, announcer, WADZ, Akron, to Miss Lucile Weaver, singer, in Ripley, N. Y., April 26.

Frank D. Rubel, manager in Des Moines for Flukestein & Rubin, to Edna Cleveland, in Peoria, April 27.

Carolyn Rich, singer, to Jack Hutchinson, non-pro, in Montclair, N. J.

Diane Cook to Henry F. Schilling, 31, in Hollywood. Bride is film actress.

Grace Halloran, model, to Charles E. Kurtzman, associate executive manager of Fanchon & Marco's St. Louis, Mo., in St. Louis. Mrs. Miss Halloran was divorced from Irving Rose, orchestra leader early last year.

Virginia Reid, film actress, to Dr. Ralph McClung, March 31, in Selma, Alabama.

Ada Williams Ince, one-time 'Miss America', to Ray E. Dodge, former world's middle-distance running champion, May 3, in Los Angeles. Second try for bride, ex-wife of son of Thomas Ince.

# BIRTHS

Mr. and Mrs. Sidney Lanfield, daughter, to Mrs. E. H. Howard. Father is film director. Mother is the former Shirley Mason, film actress.

Mr. and Mrs. Kent Taylor, daughter, in Los Angeles. May 1. Father is film actor.

Mr. and Mrs. Russ Saunders, daughter, to Mrs. H. H. Warner. Father is assistant director at Warners.

To Mr. and Mrs. Roland Bailey, son, in New Rochelle, N. Y. Mother is Brenda Bond, professionally.

# VARETY'S AMUSEMENT GUIDE

For show people as well as laymen, this Guide to general amusements in New York, first inaugurated here in 1926, is revived and published weekly in response to repeated requests. VARETY lends the guidance of his judgment to the varied and varied amusements.

No slight is intended for those unmentioned, as text will be switched weekly. The lists are of VARETY's compilation only, as a handy reference. It may serve the out-of-towner as a time saver in selection.

## PLAYS ON BROADWAY

Current Broadway legitimate amusements 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, the Broadway Guide is the most valuable information as to the most successful plays, also the scale of mission 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 and the standing box on Page 4, which indicates the new films for next week and the week after.

## BEST NEW PICTURES THIS WEEK

Capitol—Go Into Your Dance' (WB). R. C. Music Hall—The Sound of Music.

## HOTCHA AND CLASS NITIES

Cotton Club, Dickie Wells' and Ubangi in Harlem, Village Barn and Nut Club in the Village, and King's Terrace in Times Sq., are sufficiently heated for the hectic nocturnal addicts. Famous Door is the fave musical spot. Greenwich Village has a new hot spot.

That are doing much to revive the sector. Best to just browse around 4th and 7th avenue.

Less head and equally hilarious, Eddie Davis' saucy songs at Leon & Ed's and the mauve-decade gang-singing at Gay 90's are surefire for lively diversion and diversions.

Any number of Times Sq. side-street dilettantes are also good diversions. El Comodoro, the Greenwich Village, and the Bal Musette are in that category. However, Morla and Moneta's are still worth a trip downtown. Authentic Flamenco entertainment like El Chino in the Village, and Havana, like the Cuban-Club in the Spanish Quarter of Harlem, are well worth the trips; also El Boreo in the Village and El Toreador on W. 110th.

Smarter east side (mostly) spots include the new Versailles, an ultra room, which right now is doing a big business (Harry Richmond opens there this week), El Merced, House of Lords, Jack and Charlie's, Club New Yorker, the new Stork Club, Normandie, Men Paris, Chateau Moderne, all fave ones.

Rainbow Room in Rockefeller Center; the St. Regis hotel; Eddy Dugher's music at the C. P. Casino getting a big play; the Savoy-Plaza, the Waldorf; Clyde Lucas' music at the Hotel New Yorker; Hal Kemp at the Hotel Pennsylvania; and the Plaza Piquante are among the smarter supper hostesseries.

French Casino's 'Folies Bergeres' revue is still a big cabaret money-center. Of the new starters, Jack Dempsey's chop house is doing a wondrous business. The new House of Lords, the outstanding mass cabarets, the Whitman and Sophie Tucker the respect new attractions. Harlem has come to Broadway with the opening of Connie's Inn on the site of the old Palais Royale. Ben Marden's Riviera is hot again with the warmer weather and a new Earl Carroll revue.

# I'm Telling You'

By Jack Osterman

## Label Decision Against Winchell Is Reaffirmed

Final appeals' chance by Walter Winchell, chatterer on the N. Y. Daily Mirror, and the Mirror corporation, to dodge a \$19,000 award against them was lost when the Court of Appeals in New York again sustained Fleetwood Foundation, Inc. This prevents any further legal redress.

An original \$30,000 label award to Fleetwood against Winchell and the Mirror was ordered cut in half by the Appellate Division in N. Y. otherwise a new trial would be ordered. Fleetwood agreed to accept half, which came to \$15,000 with costs. A separate award of \$2,500 as punitive damages against Winchell individually for writing the complained of item was not cut. This remained, bringing the award to \$17,000. Another \$1,200 in costs reaches the \$18,000 total.

Such has been dragging through the courts for over three years. Richard J. Mackey was attorney for Fleetwood.

## JARRETT'S SLUGGERS

In a very ragged game of baseball, the first of the season, the music publishers locally took a lachrymose to the Art Jarrett orchestra to the tune of 28-23. Score would have been higher if the official recorder could have counted better. The only feature of this pitchers' battle was the brilliant fielding of Buddy Cairns of the Santly Bros. office.

## Pluggers' Picnic

Professional Music Men, Inc., composer of the Art Jarrett orchestra (song pluggers) will hold an outing in June. Details have been left to an entertainment committee of which Jolie Taps is chairman.

## Good Old Derby Day

We haven't gambled for some time, but when we read the entries of the Kentucky Derby, Nick the Greek came out in us. We received several tips but didn't play Omaha. In fact, we haven't been gambling since. Why should we play Omaha all of a sudden? Anyway, the horse paid 4 to 1, which is more than enough to meet acts got at the Orpheum there.

## New Switch

Have a new idea for a Warner musical? The understudy takes sick and the star goes on.

## Inside Depe

Remember the reason the Calasno de Paree closed so suddenly was due to Durante's engagement there. They couldn't afford new plans every other day.

## Where There's Hope . . .

Bob Hope is a real comedian. The last time he played golf. He had a caddy that gradually was getting on his nerves. 'Why do you always keep looking at your wrist watch?' asked Bob. 'This isn't a wrist watch, it's a compass,' said the caddy.

## Good Start

Chic Cohen knows an actor who is making the new season the selling formula. So far he's got his own.

## An Offer

We played a benefit (for a change) the other night which was headed by the new season. At the conclusion he grabbed us by the good arm and expressed his appreciation. He said he was going to put us in a new picture. He wanted to park any place and pass all the lights. When he got all through, we said he was a great kid. He said he would like to make it more if he first would get us the car.

## On Location

Fascinated by the 'pancake making' window displays. So we dropped in for a load of 'em. How realize why they are in the window . . . maybe the chef won't let 'em in the kitchen.

## Rumor

It is said that the reason Earl Carroll is postponing his new revue is to give him a chance to reach the backers.

## Hollywoodwork

While it's pouring rain out thought stroll back to Hollywood once more. . . Hollywood, where every contract is a gold mine. . . Hollywood, where you can get 20-minute outtakes. . . Hollywood, where in view of the fact the industry may move south, they are already calling it Hollywood. . . Hollywood, where if you're the type, you're the tops, or vice versa. . . Hollywood, where the tourists go into the Brown Derby and when you ask them what they want to eat, they answer 'A cup of coffee and we want to see Marion Davies, Clark Gable and Mae West . . . how much will that be?' Hollywood, where the swimming pools surrounded by homes . . . a great climate if you have a contract, but after all, with a great contract, you can afford to buy your own climate after it expires.

## Osterman

Max Hayes and this scribbler are now partners in the writing field. . . Incidentally, Max knows a lot of things. . . He is the richest actor in the cinema. We were invited by Leon Naxarra to dine at a hotel the other night. The waiter was very polite, but when I ordered a chicken sandwich . . . when it arrived, we thanked the waiter, but told him we usually leave more on the plate than they served. . . well, it's still raining, so we'll don our coats and venture out into the storm in search of another comeback.

## Are you reading?

DANZLER AT PHOENIX Terry Danzenk, Ariz., May 1. Danzenk, a brother of Mary Brian, film actress, recently returned to this country from an engagement in the International Settlement in Shanghai, China.



## Broadway

Alex Yoked in for another quick visit.  
Billy Taylor crutching it. Broken knee cap.

Low Cowan readying for a gallop to the Leo Salkin planned to the week for a quickie.

Leo Solomon of the Music Box now a grandpa.

Charlie Carmichael has become a Kaintuck Kubby.

Eddie Alpersen off for Milwaukee and thence to Coast.

E. C. Gralinger back from two-week vacab in Florida.

Bob Coleman realized one of his auditions, a 30-foot yacht.

Dr. Joe Lee buying a No. 2 rattler and taking driving lessons.

Lyons will really tell all about his Russes experiences.

Nate Platt and frau back from Excelsior Springs and losses.

Bernie Breeman at Post Graduate hosp following tumor operation.

Michael Todd's new season unit to be tagged "Everything Goes."

Leonard Gaynor, brother of Lincoln, having just bought a second.

Alex Ruloff branching out with a new three-act—Ruloff, Victor and Tamara.

Ciro now connected with the Cavalier restaurant. Formerly had his own spot.

Irving M. Radin, of Maged, Radin & Selman, law firm, is hanging up a solo shingle.

Willie Prior, of the New York Sun dramatic staff, back from a month vacation.

Charles Burris, B. & K.'s young manager, celebrated a birthday last week at the age of 27.

Pleanty of chiseling going on first try to get in on the new fat-trickets for the Normande.

F. E. Kenny, ex-Vanuxem rising in Mount Vernon, about to give a lecture and advertising bureau.

Lawrence (Larry) Anhalt continues his summer activities this season at Saybrook, Conn.

Arthur Bernhardt, about to take in Russia on his three-month foreign jaunt. Sailed Saturday.

Oscar Serlin, pianist, returned from scout, recuperating from minor operation performed last Thursday (2).

Herman, pianist, returned from electric organs while filling in time before starting leg producing again.

Weather ruined Ben Marden's Baders. His Marden's career being revised, with new principals added.

Sam Cohen, United Artists foreign p.m., off to Europe for a month to contact the London and Paris offices.

Eddie Hanley is afraid his car will shrink if it stays in the garage and he walks.

Phil Rapp, Eddie Cantor's scripter, authoring scenes for the new "Scandalous" when he gets back from the Coast.

Easy Aces took Doc Rockwell to see his first head-on crash, and Rockwell already has it all figured out.

Jack Campbell moving back to New York from the country now that summer's here. Just wants to be different.

Charles Althoff getting in some Jersey trout fishing before heading west for a vaude tour starting May 17 in Portland, Ore.

Jack Robinson writes that his new Beverly Hills manse is the B. H. branch of Robinson's Music Company—plus amuses.

Roy Chartier, Vassar's musical master, a Kentucky Colonel last week.

Harold M. Goldblatt, theatrical manager, moved to 67 West 44th, Leonard R. Hanover, his ex-lawyer, now has his own office.

Nell F. Agnew (Par) back Monday after more than a month's absence, including a tour of the world following a Coast studio visit.

Al Hanson, L. B. Nichols' agent for Fox-West Coast, hopped a plane for Coast Thursday (5) after sitting at C.A. confab on Los Angeles schedule.

Gregory Ratoff to the Coast, but must be back in time for the 'Job' (film). Monty Banks, who came over with him, has returned to London.

Mack Millar, radio and nitery p.m., handling the new season. Jack, Lail-Stephen Gross show, "The Hook-Up," opening tonight (Wed.) at 8.

Spyros Skouras off for Kansas City, where he goes into a huddle with E. C. Rhoden and Dick Rickson on Fox-Midwest and Fox Rocky Mountain road plans.

R. C. Music Hall cafeteria for employees, seating 40, gross \$1,000 weekly, which means a net operating profit to venture, which is more of a convenience for the 500-odd employees attached to the hall.

Loew's State Senators, stage for night, feted their friends and crewing at the Paradise after the show on the occasion of the eighth anniversary of the orchestra. Most of 'em have been together all that time.

Since the Rockefelleres were discovered paying their way into Radio City Music Hall some nights, the



house staff watches for them, and seats are unofficially reserved for them on Saturdays and Sundays, their usual visiting days.

His (Mrs. Monte) Samuel has a painting on exhibition at Anderson Galleries. She leaves her native New Orleans May 18 to attend the Washington, D. C., convention of the American Federation of Art as rep. of the Southern States Art League.

## Paris

By Bob Stern

Chiquita Serano looting at Melody's.  
Fodor Chapiaini due back in Paris.

Lillian Templetton stopping at the Orillon.  
Lucienne Boyer opening Mousgou-nou nitery.

"Maria Chappelaine" released on Comont circuit.  
Comedie Francaise troupe back after Italian tour.

"Rose Marie" arriving getting full crowds at Mogador.  
Alice Rieu booked for maiden voyage of Normandie.

Edwin Mills Padman and son to St. Paul.  
Joe Lelievre reelected president of the composers' League.

Piccoli and Paul Shuman dancers playing Lyons Opera house.  
Private making scene for "Pasteur" in Sorbonne.

Bill O'Brien telling how he came to be made a Kentucky Colonel and Movement for French film dictator, government named, growing.

Jilly Pons to tour "Jing, Ling, and Tigelette" at Paris Opera in May.  
French legit "Private Lives" getting good hand in Brussels.

Jilly Palmer getting contract with Warners in England with 3-year term.  
Charlotte Settins, of Simon and Shuster, seeing sights like regular tourist.

Jane Marana selling her art objects at auction and going to live in Paris.  
Premier Flaudin seeing delegation of showmen on the tax cut problem.

Old Chaplin silent films being shown in neighborhood movie theaters.  
Fahia.  
Royal opening with new film, "Ole Ole Is Bored" by Roger Ferdinand.

French playing Georges Rivoltet's piece on St. Francis of Assisi during Holy Week.  
Fairbanks, Jr., and Irving Asher in Paris and Deauville for a while.

Ballet and chorus from Paris Opera going to Florence for May season there.  
Henri Duvernois plays "Rogue" broadcast, from St. Georges Theatre.

New film theatre on Champs Elysees, "Salut" May 3 with "Wedding Night" (U.A.).  
Comedies of the South American tour, ended on the tour, "Casta Diva" due soon at Studio de l'Etoile, with Philips Holmes opposite.

French in legation, two stars returning to vaude at A.B.C. in a sketch written for him by Rip.  
Rip signing with Rottenbourg and Goldin to write series of revues for A.B.C. which took tonight.

Willie Prior, of the New York Sun dramatic staff, eating duck tonight 12-60 at the Hotel.  
Mark Twain story, as radio serial, ordered by French stations in honor of writer's anniversary.

Foreign foreign distribute showing interest in film on history of French aviation being made by Deville and Deville.  
Move started to broadcast reports of French patriotic songs on disks of first recording sessions.

Final sequence of George LeCombe's film, "Scandalous Couple," being shot at Casino de Paris with Jeanne Albert and Lucien Barthelemy.  
Albert Lambert, dean of Comedie Francaise and his wife, leaving with troupe, voluntarily retiring to make room for younger players.

Pierre Richard will reported cast for the lead in coming talker, "The Girl in the Red Coat" (U.A.).  
Carlo Bayetta, leaving soon for Paris, to be replaced by film stars.

Porters at luncheon in his honor that he still owns a piece of French music.  
Jane Renouard and Jacques Lelievre playing "The Girl in the Red Coat" (U.A.).

Three farce comedies to follow the Dorin revue at the Casino de Paris.  
Samson Fainsilber designing costumes and sets, as well as talking in "Divine Arcady" by Alfred Mortier, revived at Two Masques theatre in Rue Potemkine.

Beatrice Bretty, of Comedie Francaise, first woman to be broadcast by television in France.  
Comedie Francaise Italian trip from TTT station's television studio.

Antony Kuhn writing for Korda.  
Hannah Swaffer on and off the "Express."

Sydney Bernstein hiking from Paris to Rome.  
Martin Walker going into new Edna Best show.

Belle Bauer off to Monte Carlo for a couple of days.  
Tilly Loach strolling unnoticed down the boulevards.

Ceclie Beirge back on legit recording for the Express.  
Violet Vanbrugh inherits \$25,000 under will of her stepfather.

Billy Broker and the misus returning to the States May 17.  
Walter Ellis turning down, two film offers for "Shooting Stars."

Lev Leslie back from provincial talent hunt, but found nothing.  
Leo Mittler to direct "Honeycomb" for Three's starring Stanley Lupino.

Archie Ray back in show business after three years' absence.  
Hella Kurty playing lead in Eugene Roberts' production of "Roulette."

"Beggar's Opera" revival closed at the Comedy after seven weeks.  
Louis for a Cow" is pro tem title of new musical show by Desmond Carter.

Archie Grotter here negotiating bankroll for picture producing in London.  
Robert Robey admiring his daughter's exhibition of paintings at Coolidge.

C. B. Cochran has decided on the Apollo for London opening of "Meditation" by the French legit.  
Paul England joined Connie's film agency, to cultivate firm's Hollywood contacts.

Will Mahoney and his road show going for two return dates at the Holborn Empire.  
Laurence Olivier will play opposite "The Beggar's Opera" in "Queen Elizabeth."

Rowland Leigh off to Hollywood with a script for "The Beggar's Opera" and the U. S.  
Elisabeth Bernier consented to return to Vienna 1937 for a series of stage productions.

Actors League considering an offer to act and sing in a Vienna produced film this summer.  
Globe Theatre, which is conducting nine concerts in 10 days in America, coming back to Budapest.

Finch, who is conducting nine concerts in 10 days in America, coming back to Budapest.  
Gilbert Lennox adapting Grotzinger's "Der Hexenmeister" for production in London (United Artists).

Max Reinhardt, who is having trouble with the Austrian income tax, expects to return to Vienna in June.  
The new film version of Mussolini's Napoleon play, "Hundred Days," with Werner Krauss having decided success.

Johann Strauss' unlucky love affair with Angelika Dietrich will be the subject of the first film produced here by Gaumont's Vienna-Opera, in a few days.  
British Broadcasting Corporation hiring Harry Roy to sing and to indulge less in clowning and do more playing.

Harry Roy's husband of Blinnie Barnes, sending cables hourly to find out how the wife is progressing.  
In a fall during the pole balancing act, French circus, which suffered multiple injuries at the Broadway Strand.

British "Grandstand," BIP's latest, to be given gala showing at the Regal, with proceeds devoted to King George's Jubilee fund.  
British Lions' "Charing Cross Road" musical, has been completed.

Cast headed by Belle Baker. Directed by Albert de Courville.  
The new film, "The Girl in the Red Coat," by Francis Vienna and Edna Best, starring Warner Wright.

Jack Jackson, head of Dorchester theatre, starting a new production, British made Billy Symphony, featuring a bee as hero and wasp as villain.

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company including Sam and Barry Livesey, Marjorie Mars and Louise Hampton.

Alexander Korda temporarily postponing "Whither Mankind," H. G. Wells pic, and instead doing "Nirala," same author.  
Lothar Mendes directing, with Ned Rieu to handle special trick effects.

Elmyr Williams starring in own play, "Night Must Fall," with Miles Mallowan producing in West End in May. Angela Baddeley also in cast, her part in "The Greek Lady" Word for it taken over by Joyce Harbours.

Diamond Brothers quit Cocoanut Grove club, where they were doubling from the Cafe de Paris, after two days. Place had no room for knockouts to exploit their rough-house tricks, and was doing the Diamonds no good.

Pemberton Billing, former member of Parliament, has invented a pocket camera and floated two \$100,000 companies. One titled Compass Camera Company (International), the other in film business.

Compass Camera Company (International), the other in film business. American film business has distributing rights.  
American acts going to Paris on tour, but finding nothing to do there worse than in England. Not even, unless permit granted before arrival, Stewart and Vaile, and Robinson and Marjorie Mars are among those encountered such trouble.

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## Budapest

By E. P. Jacob

"Three and a Half Musketeers" finished at about 10:30.  
"Passing of Third Floor Back" at National theatre, total flop.

No sign of any new plays being played; city used to be full of them.  
Broadway, singing in opera at Athens, got Greek Opera in June.

Invasion of foreign tourists expected for Festival of Fortnight in June.  
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# PAR vs. Loew

(Continued from page 5)

(Continued from page 77)

run house on the main stem, with product supplied by Warners and RKO.

Niteries are hitting new low in prices as result of lack of competition with 10 cents being charged for straight whisky and sin and beer as in a nickel a glass.

Fox-Whitcomb Amusements have given definite notice of quitting the Alhambra when the lease runs out July 1. Reported an outside firm will take over house, with stage shows featured.

## Tokyo

By Burton Crane

Vicki Baum here for three or four days on round-Orient tour.

Mrs. Joe Farrington, wife of publisher of Honolulu Star-Bulletin, on swing around Orient.

Emily Hahn and sister, Mrs. Herbert Asbury, here for 10 days. Miss Hahn doing a play, her first, not based on one of her novels.

Noel Coward spent a night here as guest of Alhambra, where he and Mrs. Grew. Then took train to Kobe and rejoined his ship en route to India.

J. P. McEvoy and son Dennis in town. Scribbler, winner of a month doing first of round-world travels for State Dept. Kid to stick around for a year, studying language and judo (Jo Jitsu).

Managing Director Osawa of J. O. Studios sailing for America in April, taking four scripts picked as winners of talker company's scenario contest to get an idea for an export film. Will consult with Hollywood script experts regarding possibilities.

## Panama

By Bea Drew

Achmed Abdullah left for New York.

Jean Brady asked a divorce from Wally Bain.

Fort Clayton theatre has new sound equipment.

An escape artist at the Atlantic billed as Houdini.

Laurette Colbert and Helen Kane among recent visitors.

Isabelle Rice, wife of Rice's cafe, robbed of all her jewelry.

Maurice Dickson and Oscar Nelson have returned to the Isidoro for an engagement at the Atlas Garden.

Alma Barnes, singer, and Pachita Crisp, artist, were painfully injured in an auto accident. Both taken to Santa Tomas Hospital.

Cherle Valentine, nude dancer appeared for a world tour here long enough to hot her bubble bath at Kelley's Ritz. Next date Peru.

Douglas Fairbanks arrived here with a party on his yacht Caroline. His guests were Lady Ashley, Benita Hume, and Baring and Fred Astaire.

## The Hague

By M. W. Eddy-Leal

Dutch play 'Aunt Rosie' into 60th performance.

Hamburger Theatre Company touring Holland.

Vicki Baum visiting Java; she is going to tour the island.

Dutch authoress, Mrs. Boudier-Bakker, celebrated here 60th birthday.

United Legit Company secured rights for Holland of Sheldon's 'Romance'.

Pie Carlsen, Dutch actress, going on tour to Java where she had not been for 25 years.

Several French film stars coming after a film had been made in Holland.

Marie Willem and Pierre Willem.

William Meneghini invited by Hollywood Bowl to conduct the orchestra at Los Angeles this summer.

As a novelty, Trianon Cinema at Hague, introduced special mats for children; did so well that instead of once they will now be held thrice weekly.

## San Francisco

Chief Work planning to Denver for quick looksee.

Ramon Novarro in town. George Ward with him.

Harry Maitzsch back to Hollywood after exploiting G.I.

Harry Hitchcock planned into town to boom 'Les Miserables'.

Sol Lesser in town building with Louis Louie, owner of George theatre.

Fred Johnson, Cal-Bulletin drama critic, again on the air with radio interviews of stage stars.

Gilda McGinnis home after going to Sacramento in interests of Northern California Theatre Association to persuade the lawmakers to leave the theatres their seats and drapes unfixed.

## Prague

By Edward Heyn

Verda's opera 'Palasta' running at both Czech National Theatre and New German Theatre.

New Czech film journal Fas (The band) to be published by Otakar Kunc.

American film successes now in Czechoslovakia include 'Back Street' (U), 'Sign of the Cross' (Fas), 'Love Me Tonight' (Par).

Max Rudolf, one of the most capable opera music directors in Central Europe, has been released from his contract by the New German Theatre of Prague, to accept a similar position in Florence, Italy.

## Seattle

By Dave Trepp

Hal Grayson band on five-week extension at Olympic Bowl.

Sammy Siegel getting rep for crashing gates at the boxing bouts.

Anson was the headliner into Trianon ballroom May 8, then a week in Vancouver, B. C.

Miller on Music Hall front reads, 'Open for special big attractions only.' It's still closed.

Frank Miller, author of 'I Cover the Waterfront,' in town doing book on Andy Burt and his big reindeer drive from Alaska to northwest territory.

Frances Farmer, actress with Seattle Repertory and U. drama study, new communist paper carried and free trip to Moscow, where she will study the theatre.

## Omaha

By John Qui

Cocacola Grove latest addition to the nite spots.

Franklin Vincent and band getting set to open the swanky Flamingo in May.

Newly organized Variety club negotiating for permanent club rooms on the new building.

Eddie Gallagher press agenting the Omaha Baseball club. Season held by Omaha.

Evert Cummings, of Blank-Tri-States theatre, working on merchants committee to settle Bar strike.

Prod Pupa Jimmy Schlatter of the Orpheum lifting the new daughter with one arm while the other dislocated wing hangs in a sling.

## Behind the Keys

(Continued from page 27)

way in Dearborn, has ordered plans to be drawn for a new theatre which he will build soon.

Tom Moule, pioneer of the local film industry, now operating his own theatre, the Plaza, which he recently took over from the late Alvin Moule was formerly general manager of the old John Kunsky chain.

Ben Zabrowsky took over the Broadway theatre from Wade Allen, who operates another theatre on the same street, the Astor.

New Orleans.

Two local neighborhood houses reopened after being closed for renovations, the Grady and the Bessie.

Montgomery, Ala.

Richard M. Kennedy, district manager for the R. B. Wilby theatre in the South, today announced the appointment of James Pepper as manager of the Strand, DeLoach.

While this theatre has just been purchased by the Wilby interests, David Eugene Parrish replaces.

San Mateo, Calif.

San Mateo theatre, hit by \$60,000 fire last year, is being rebuilt and has been sold for \$100,000. Purchasers are San Francisco and San Francisco Amusement Co., a Fox West Coast affiliate.

Newark.

Emjay Co., of Paterson, Max Schubert and after remodeling will open in the fall with vaudeville.

## Flo Drake Pinched

Milwaukee, May 7.

No Drake, former burlesque subroter who went to the night club and fan dances when the theatre here closed on 'strip' stunt, is awaiting trial in Racine, Wis., following a raid on one of the night theatres.

Miss Drake worked at both the Gayety and Empress theatres, as well as in the night club wheel, before going into the night act.

She is awaiting trial, having filed an affidavit of prejudice against the preceding judge.

## Par vs. Loew

(Continued from page 5)

opposed also by Loew and KAO. A Par bid will put the Zukor company in direct opposition to the pending Fox Theatre-United Artists reorganization plan on Fox Met.

Undoubtedly the Par forces up town and downtown are huddling on the kind of course to take in the matter.

Schaefer, in his testimony, before Judge Mack, bluntly detailed that Paramount does not intend to privilege a new circuit, or any other company in a manner such as KAO envisioned in the past, where KAO by cancelling Par product could also cancel simultaneously other customers' Par product, such as Fox Met.

Nor will Paramount sell its product to KAO or anybody else on a basis, as formerly, which permitted that buyer to trade position on the strength of possessing a Paramount franchise, without regard to Par's basic rights in such product.

Paramount today is in a formidable position regardless of the present complications because it has retained its theatre purchasing power, in practically 1,100 theatres here and in Canada. The purchasing power of this chain is now Par's greatest offensive in any possible combat with any other company or group of companies.

It is held fairly certain that Paramount in making a new deal could come to some understanding with Fox Film, which latter company is now interested in Fox Met via franchises held by Schaefer and Wolford.

That it may be possible under a Par bid to retain the present operators may be illustrated by the deal which was given at the Fox Met hearing by George J. Schaefer. Later stated that Skouras, Randolph (Rimner) and Francis and St. Fabian were good operators.

Also, he felt that Joe Schenck's association with Fox Met was valuable, but apparently not as theatre operator. Schaefer's opinion, expressed from the witness stand, is that Schenck is a great theatre producer and distributor. This was brought out under examination by the lawyers asked Schaefer about the United Artists theatre circuit and Schaefer stated that so far as he knows U. A. owns only four or five theatres and operates only one of these, itself, namely the Rivoli on Broadway.

The remainder of the rest of the few U. A. houses are managed by others and not U. A., and that one of the remaining three or four, the U. A. theatre in Los Angeles, is closed.

It was after Schaefer testified that Attorney's counsel called for Judge Mack to be authorized to state that Atlas and H. A. Fortington will urge upon the Paramount board the expediency of making a cash bid on Fox-Met for ownership. This is taken to indicate that Atlas and Fortington wish to investigate the situation before bringing the matter to the attention of the Par board.

Consideration of the Par possibility implied that the court might have to postpone the Fox Met hearing again, which the court appears reluctant to do. Therefore, unless a Par offer is made by Thursday (3) it is quite possible that Par will make such a bid.

The presumption to the trade would be in this event, as in accordance with previous indication, a Par circuit consider developing a new circuit in greater New York, or that peace has been reached between the KAO and the one hand, and Par on the other.

Par's bid would run around \$4,000,000 or \$4,500,000, a sum similar to the former bid made by Loew in association with Warners, but which was never fulfilled.

## Variety Closes

Pittsburgh, May 7.

Variety, local burlesque site, called it a season Saturday (4). House for last six weeks have been operated on a cooperative basis by musicians and stage hands, upon help taking it over when George Jaffe, manager, pulled out for the Gaiety in New York.

Variety will reopen in September, and it is understood Jaffe will be back again.

## Parks-Morton Reunite

Martha Morton, who retired upon marrying a couple of years ago, is returning to vaudeville, leaving her night act with Eddie Parker.

Miss Morton is the wife of Walter Grego, golf pro at the Bayside, L. I. links.

# OBITUARIES

## NELLIE McHENRY

Nellie McHenry, 82, once the belle of the Theatre-United Artists and a favorite romp comedienne in the '90s, died in Long Beach May 4, where she was in a sanitarium for medical treatment.

Back in the '70s she was in the companies of Lawrence Barrett, Edwin Forrest and Edwin Booth, but found her metier as a soubrette of the Lotie type and was for some time with the Hooley company, headed by Hooley's theatre, Chicago.

Later with Nats Salabury, John Webster and W. S. Daboll she formed the Salabury Troubadours, an association which lasted for 18 years of unbroken success. When the company finally disbanded, partly because of Salabury's growing interest in outdoor shows, she became a solo star. 'A Night at the Circus' being her best remembered hit.

She was married to Webster, who disappeared in 1900 at Niagara and was believed to have fallen into the rapids.

Interment was in Long Beach.

## LEE DALY

Michael L. Dougherty, 49, professionally known as Lee Daly, died in Shenandoah, Pa., April 29 of a heart attack.

He was visiting his sister who resides there.

Starting as a chorus man with the theatre, he went on to become an actor, advancing to comedy assignments, he was given the staging of the productions. He was with the Shuberts for about 10 years, but chiefly was associated with the Aborns until the death of Milton Aborn in 1928, when he was named as successor by the Aborns and the Shuberts.

He was elected honorary director and member of the Gilbert and Sullivan Operatic Ass'n.

Interment was in Pottsville, Pa.

## MRS. LESTER REES

Mrs. Lester Rees, 35, wife of Variety's Minneapolis correspondent, and former president of the Minneapolis chapter of the Council of Jewish Women, died in that city Tuesday (30), following a month's illness.

She was first vice-president of the council and chairman of the social service department. Also member of the Women's Club of Minneapolis and the League of Women Voters.

Survived by her husband and two children.

## ELMER GRACE

Elmer Grace, 43, veteran Los Angeles actor and musician, died April 30 in San Fernando, Cal. from pulmonary trouble. He was for many years a member of the Broadway theatre out of Los Angeles and for the past year represented RCA in the San Francisco territory. The widow survives.

## ALFRED J. BUSBY

Al J. Busby, 57, well known theatre actor and musician, died April 24 at his home in Waterloo, Ia., April 20. He had been in the theatre game all his life. He got his start as an usher in the old Grand Opera house in Dubuque, Ia. With his two brothers, W. L. and Eben, he organized the Busby Theatre Advertising Co. The funeral was held in Waterloo.

## FREDERICK C. WHITE

Frederick C. White, 57, former actor and musician, died April 24 at his home in Cleveland, O., after a long illness. He had been an actor in the theatre for 25 years. He was a member of the Musical Union of Cleveland. Two brothers survive. Funeral services and bur' l in Cleveland.

## HERMAN GRUNAUER

Herman Grunauer, 74, died April 27 in Los Angeles. He was a father of Betty Grunauer, who manages the Balboa theatre in L. A. a father-in-law of Sol Lesser, and an uncle of Eph Acher of Universal. Besides the son, the widow and one daughter survive.

## CLARISSA PARKER

Mrs. John P. Alexander, 81, who as Clarissa Parker sang Gilbert and Sullivan with the Chicago Church Choir company, died in New York, May 2, after a long illness.

Survived by her daughter, two brothers and a sister.

## THOMAS BARRETT

Thomas Barrett, 64, old time music hall comedian, died in Liverpool, England, April 21. Was Liverpool-born.

est paid artist of his day, 60 years ago. His last appearance was in that veterans of Variety unit in 1930.

MRS. JAMES WALLINGTON

In spite of 20 blood transfusions and two operations for cancer of the breast, Mrs. James Wallington, wife of the radio announcer, died in a Brooklyn hospital May 7.

As Anita Fuhrman she was captain of the Roxettes at Radio City Music Hall, when she met and married the announcer last August.

## GEORGE H. NORMINGTON

George Henry Normington, 73, one-time private organist to titled families of England and choirmaster in this country, died April 30 in Long Beach, Cal. after a long illness.

## JAMES A. SMITH

James A. Smith, 74, former secretary of May 1910 the Actors' Fund board died April 29 at his home in Fremont, O., following a stroke of paralysis. His widow and two daughters survive.

## CLARENCE BELLAIRE

Clarence Bellaire, 63, veteran actor on the vaudeville stage, died May 2 in New York, N. J. He made his debut in 1883 with Lawrence C. Barker. His last appearance was in 'Dinner at Eight.'

## MABLE BARNES

Mable Barnes, 54, for many years on the vaudeville stage, died May 2 in Los Angeles of a heart attack.

She is survived by her husband, Edward Barker, entertainer, three sons and a daughter.

## ROSA DUFRANNE

Mrs. Rosa Martel, 34, who acted in silent pictures, died April 30 in Los Angeles, died April 29 in Duarte (Cal.) sanitarium. Her husband survives.

## RICHARD LEWIS

Richard Lewis, 66, character actor in pictures, died April 30 in Los Angeles. Widow and two daughters survive.

## JOHN HAY COSSAR

John Hay Cossar, 70, screen actor of the silent days, died in Hollywood April 28. He was a widow, a son and daughter survive.

## GEORGE NUHFER

George Nuhfer, president of the Sandusky County Agricultural Society for 15 years, died May 3 at his home in Woodville, O., following a lingering illness.

## JEREMIAH H. CARROLL

Jeremiah H. Carroll, former mayor of Rome, N. Y., died May 1. He built the Carroll theatre, now known as the Strand.

Father, 77, of Edward Johnson, tenor and asst. mgr. of Metropolitan Opera, died May 1 from pneumonia at his home in Guelph, Ont. Prominent in musical circles.

## 6 N. Y. Burlesk Girls

Freed, 3 Men Held in Bail

Six girls recently arrested in raids on the Gaiety and Republic theatres, New York, and held on charge of indecent dancing were discharged yesterday (Tuesday).

Edward Rowland, asst. mgr. of the Gaiety and Edward Goodman, who held a similar position at the Republic as well as Jack Keller, a stage hand at the latter house, were held in \$5,000 bail each for general session.

## LETTERS

When Sending for Mail to VARIETY, please enclose a 3-cent POSTCARD, ADVERTISING OR CIRCULAR LETTERS WILL NOT BE RETURNED.

LETTERS ADVERTISED IN ONE ISSUE ONLY

Bill Dick	Lynn James
Bob Lee	Clarence Jones
Ed Milford	Mary Marie
Cunningham Paul	Peter W.
Conrad Shubert	Robert
Heiler Chitt	Renard Nat
Julia Loretta	Ray Huston
Kennedy Frances	Starn Robert
Kay Edward	Werner Jones

# S. E. Expo Cools Off Nudist Bally, Warms Up to Ford, Need Crowd Hypno

San Diego, May 7. Purity has raised its righteous head at half way on the Nat. Eagle-Stanley Graham Nudist Col. at the San Diego Exposition with Zack Farmer, Expo head, issuing orders that no publicity go out on the nude village. However, no ban has been placed on the exhibit itself. The show will be a feature of the Fair is no secret, with everyone on the grounds talking about it. Farmer insists that the name of the attraction be changed to Zoro Gardens and the exhibit billed as an illusion.

Meanwhile concessionaires are yelling their heads off claiming that the nudist angle is a natural for publicity and pointing out that Sally Rand and her fan did the Chicago Fair no harm. Feeling is that the Fair heads are playing up to the Ford company exhibit and subsequent Ford publicity and for this reason are laying the blame on the nudist angle.

Ford company is spending close to \$20,000 on the fair which includes its exhibit and publicity. The World's Fair building and the bringing of the Detroit Symphony Orchestra here for the duration of the exposition.

With only four weeks left before the opening, those who have bought the feel that the nudist angle is gone out will not bring a corporal's guard to the border town and that something hot is necessary at this time to arouse interest in the fair which is scheduled to run through the summer. Lads are pointing out Chicago's mistakes and feel that the local organization should profit by them.

## Circus Days in W. Va.

Charleston, W. Va., May 7. Charleston, known as a 'good circus town,' is having the greatest run of the tented shows in the state and is pulling in big crowds.

Barnett Bros. had scheduled an exhibition for April 15, but when it pulled in a bitter cold wave gripped this section and a fresh cold wave was on the ground. The show's management decided money would be saved by not unpacking.

Donnie Bros. and Bill Cody, was next on the list, arriving for a day and night, May 1. The show was chilly but not cold for two fairly good audiences to greet the performances. Russell Bros. came in the 7th for two performances, which also drew fair-sized crowds.

Cole Bros., with Clyde Beatty and his animal act the featured attraction, is billed May 10. It followed on May 25 by Hagenbeck-Wallace, which frequently has drawn large crowds.

Charleston is the center of a large chemical industry, most of the plants of which are working full time. Increased activity in the adjacent coal fields has placed money in the pockets of miners, most of whom are circus fans.

## Music on Top

Des Moines, Ia., May 7. Iowa state fair, May 11, will book 20 bands and other musical organizations for the annual event, Aug. 2 to 12, for music, entertainment and sports.

Argonne Legion band, Des Moines, and Karl King's band, Fort Dodge, are among the first booked.

## \$30,000 RESORT

Clear Lake, Ia., May 7. A dance hall and amusement spot that will set back promoters, the Clear Lake Amusement company, some \$30,000, has been started and will front on West Main street and on the shores of Clear Lake.

It replaces one destroyed last year.

## Circuit Routes

Al G. Barnes  
Cal., May 6; Merced, 7; E. V. V. Oakland.  
Cole Bros.-Beatty  
Bohannon, Ind., May 6; Indianapolis, 7; Louisville, 8; Lexington, 10; Covington, 11.

## 'BAMA TO BUILD

Will Erect \$30,000 Building for State Fair

Birmingham, May 7. Encouraged by the surprise business at last year's fair, officials of the Alabama state fair met this week to perfect plans for another fair this fall. One of the decisions reached was to construct a \$30,000 all-steel exhibit building.

G. T. Wofford was elected chairman of the board of directors and P. T. Strider, of Florida, will continue as secretary and general manager. Date was set for Sept. 23, Ed Carruthers, of the Barnes-Carruthers booking office, here for the meeting, said these his prize shows for fairs this fall would be "The Fashinations of 1935". Show start in Grand Falls, N. D., early in June, continuing until southern fairs get underway.

Contracts for fireworks went to the T. Duffey Company, of Chicago. The Royal American Shows, which had the midway last year, will return.

## OHIO BATTLE GROUND FOR EARLY TENT TRICKS

Canton, O., May 7. Ohio will be the mecca for at least half a dozen circuses, large and small within the next week. Plans to visit the state in the next week or so, any site in the entire state indicating that the Buckeye state is considered by showmen as better territory than either the east or west.

Dominating the list will be the Cole Bros.-Clyde Beatty and the Hagenbeck-Wallace-Paw-Sells rail shows, which will be playing through the state within a few days of each other.

Russell Bros. after a hasty trek out of the west is already playing southern and central Ohio stands and will have its last stand at Massillon May 11, turning and swinging back west. This truck point will get the circus to the state. Barnett Bros. picked up Steubenville and East Liverpool and Warren, three Ohio valley stands, and then moved into western Pennsylvania and may return to the state later. Downie Bros. plays one day in Ohio, Monday, May 13, at East Liverpool, then heads east into the Pennsylvania area.

Numerous small carnies are playing in Ohio at this time, but unfavorable weather has kept business at a minimum the past two weeks, according to reports.

## Gets Back Pay

Reading, Pa., May 7. G. Harl Gundry was awarded a verdict, including interest, of \$246.27 in civil court here against the Carsonia Park Company. Gundry was the manager of the company's dance pavilion and sued for unpaid wages on a contract.

## Cancellations Clipping Fairs in Midwest Dust Storm Area

Chicago, May 7. Just when the fairs were getting on their feet after four years of sagging on the ropes from the depression they are being clipped to the canvas again. This time the sock comes from the west, where the dust has ruined the hopes for a flock of fairs throughout the southwest and western fringe of the midwest, which takes in the Kansas, Nebraska, Oklahoma, western Missouri, Wyoming, Colorado and Texas panhandle territory.

Fairs in that large district were planning on big revivals this year after four and five years of lay-off or restricted budgets. The secretaries had been working on the scheme all winter and had, in many instances, secured substantial incomes in fair appropriations from the various counties and states. Now these appropriations are being either withdrawn entirely or slashed pitifully. Result has been a flood of cancellation and retrenchment orders to the various fair booking agencies in Chicago, St. Paul, St. Louis and Dallas. Fully 60% of the fairs in the dust storm area have ordered drastic curtailment in expenses already and are expected that before the fall season rolls around there will be at least 40% in complete cancellations unless the dust areas are alleviated considerably.

Not only are the people in no mood for fairs in this stricken area, but the legislators, relief committees and the public have stated that with so many people in dire need for help it better to use the money appropriations for food and shelter for the stricken rather than turn it over to carney guys for coach dancers.

# Kelley, H-W Press Chief, Quits as Ringling H. O. Fires Asst. P. A. Fields

## Staggered Flacks

Fairmont, W. Va., May 7. Press department of Cole Bros.-Clyde Beatty Circus works under what seems to be new plan. Earl DeGlopper is ahead of the show—17 days ahead here with the advertising flacks. Beverly Kelly, top press agent for the Hagenbeck organization by Roland Butler, general press chief for the Ringling Bros., Beverly Kelly, top press agent for the Hagenbeck show, squawked to Butler that the treatment of Fields was unfair and interceded for Fields even with Sam Gumpertz. With neither Butler nor Gumpertz reviving the original stand on the Fields news, Kelly wired in his resignation which takes effect on May 11 in Pittsburgh.

## CIRCUS BILLS 4 DEEP IN H-W-COLE CLASH

Fairmont, W. Va., May 7. Billing was between the Cole Bros. and Beatty and Hagenbeck-Wallace outfits with the paper already in the air. The first of the Cole show in Saturday (11) the Hagenbeck the following Monday. Hagenbeck made the first billing, but the Cole car came along and blanketed everything. A second Hagenbeck car was in yesterday with the Cole No. 2 car, expected today (Tuesday).

Shows have been in close competition since leaving Chicago, but this is the first spot so closely booked.

## McCoy Joins Ringling

### After One More Oater

Hollywood, May 7. Before reporting to the Ringling circus, Tim McCoy will make the second of his 10 week tour for Puritan Pictures. Feature, "Man From Guntown", is slated to get under way this week under direction of the oater.

As soon as he finishes the picture, McCoy hops a plane to join the Ringling show in Brooklyn, returning to the coast in the fall to complete the series.

## 'Skill' Games Out

Independence, Ia., May 7. The best is on in this community with the result that all automatic slot machines, games of skill, punchboards or anything relating to chance, are out.

Similar action has been taken by various enforcement agencies in counties to the east and northeast.

## Elephant Injures Two

Des Moines, May 7. Two children were injured at the Atterbury Bros. circus at Fairfield, Iowa, last week when an elephant frightened by a dog, charged the spectators.

Chicago, May 7. Because William Fields, press agent with the Hagenbeck-Wallace-Paw-Sells circus here, sent news-letter to George Ross, of the New York Telegram, in which he gave an honest picture of the theatrical and circus conditions in the loop he was let out of the Hagenbeck organization by Roland Butler, general press chief for the Ringling Bros., Beverly Kelly, top press agent for the Hagenbeck show, squawked to Butler that the treatment of Fields was unfair and interceded for Fields even with Sam Gumpertz. With neither Butler nor Gumpertz reviving the original stand on the Fields news, Kelly wired in his resignation which takes effect on May 11 in Pittsburgh.

Admitted generally among newspapers and show business that the campaign conducted in Chicago for the Hagenbeck show by Fields and Kelly was among the best ever trotted off in this town. Results are seen in the excellent business that the Hagenbeck show is doing in the Stadium stand. Despite the opposition of the Cole Bros.-Clyde Beatty show at the Coliseum.

Butler, who has been on the Ross column in the Telegram in which Fields mentioned the Cole show as being in the loop. Butler squawked that he did not think a Hagenbeck man should mention a rival show and second that he did not think the Hagenbeck show should be mentioned in New York being mentioned in New York.

Replacing Beverly Kelly and William Fields as press agents on the Hagenbeck-Wallace-Paw-Sells circuit are Sam Stratton and William Wilken.

Stratton was formerly with the "Ziegfeld Follies" and Sam Stratton, Wilken was with Ringling.

New York newspapers Monday (6) sent several protest letters to Roland Butler, manager of the Hagenbeck-Wallace circus, over the letter from William Fields. The Scripps used no uncertain language in asserting to Butler that the letter was in their opinion, unjustified and unfair.

## A. C. MAYOR DENIES LICENSE TO H-W SHOW

Atlantic City, May 7. The report that a circus will set up its tent here next month is just a "slip dream," according to Mayor Harry Buchara, who says that he had not granted any permit and would not grant one until he consults with leading business interests on what action the city will take. At this session, Boardwalk police for the summer season also also discussed.

It also is reported that the mayor has received an offer from Ringling Bros.-Barnum & Bailey show for an afternoon show at the city is in the Auditorium, which it is said, would provide the city treasury with far more revenue than the \$250 license received from the Hagenbeck-Wallace circus.

## Oddities on Strike

Cedar Rapids, May 7. A strike was declared here by the freaks connected with the Inter-Continental Circus of the Ringling Bros. of whom were with the Ringling show at Chicago, because they have been referred to by the gentlemanly butler and in other publicity as "freaks".

Headed by "Ed Bertha" a delegation waited on Col. Erydon, manager, and told him that they would not appear unless English was used. An armistice was arranged. It was agreed that hereafter they would call themselves "oddities" and so the show went on. Today Hamilton worked the east for the first time in years ago. Evidently still good.

## Long Advance

Batherville, Ia., May 7. Chamber of Commerce is to sponsor a rodeo here June 20 to 30. Interest is being roused in this and neighboring communities through the wearing of western costumes through the latter part of May and June.

## W-C Shows Starts

Seattle, May 7. West Coast Shows, carnies, is on the road, opening here two weeks, and now finishing up last week's engagement at Wenatchee.

# Figures DON'T LIE!

● **BABE RUTH** is Home-Run Champion because he socked 61 home-runs this season!

● **MAE WEST** is Box-Office Queen of the past five years because "I'm No Angel" grossed nearly **THREE MILLION**, far more than any other picture or any other star.

★ *The way to pick a champion is simple! Until some other star beats her record, MAE WEST will continue to reign!*

CHAMPION OF THE BOX OFFICE!

# MAE WEST

● The phenomenal total gross of "SHE DONE HIM WRONG", "I'M NO ANGEL" and "BELL BUS AND TWINES" is a record for combined pictures in the history of the industry!

country  
WEST'S "I'M NO ANGEL" IS THE NEWEST SENSATION IN TOWN."

WILLIAM MORRIS Agency  
Sole Representative



# ARTIST

-PRICE

15¢

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## ARTIST TALENT EMBROIDERED

### Balto Catholic Group Boycotting Loew's Century on 'Varieties' Unit

Baltimore, May 14. Members of the local Scholastic Legion of Decency this week commenced boycotting Loew's vaudeville Century, alleging the theatre has been presenting smutty stage shows, Dicesan weekly. Balto Catholic Review, announces in an editorial in current issue that sheet will henceforth accept no advertising from any Loew theatre playing vaude in either Balto or Washington. The magazine is circulated in both towns.

The Review didn't approve of the stage show last week at the Century. Earl Carroll's 'Varieties' tab. Charged that the show is 'notorious for its nudity, salacious sketches, filthy jokes and dances in almost total nakedness.' According to Vincent de Paul Fitzpatrick, editor of the Review, he called on Bill Saxton, Loew's city manager, before the 'Varieties' touched town, and was promised that 'all objectionable features would be removed when tab played here. He charges that those promises were not lived up to.

'Varieties' has been running up against criticism from Catholic press elsewhere. Week before it played here, the Rochester, N. Y., Courier cracked down on tab when

(Continued on page 58)

### Soap, Radio, Week-End Drama with Music All Part of Italian Deal

A soap named Persegella, after one of the characters in an Italian radio program over Station WPAZ, New York, is the newest by-product of an odd theatre-radio deal.

Radio program entitled 'Sandro and Persegella' hollophone stage production at the Venice theatre, New York, and is the only form of advertising done by the management, which draws exclusively from the Italian colony. Theatre plays Saturday-Sunday repertory.

Clemente Giglio operates the theatre, the radio program and the soap company. He also writes the native Italian music dramas for the stage productions and the continuities for the air.

### FIRE DEPT CENSORING HOT BURLEY IN SYR.

Syracuse, May 14. Censorship of the Katz stock brokerage at the Civic theatre, ordered by Mayor Marvin, has been switched from the police to the fire department.

Hereafter Chief Inspector of Public Assemblies Charles Wilkes will censor the productions.

### Don't Write

Chicago, May 14. Latest chain money gag is the five dollar chain telegram which started last week in Iowa.

Boys are using the wires to get quick action one way or the other.

### JED HARRIS' SALARY IDEAS

Hollywood, May 14.

Arch Selwyn had made arrangements for Irving Thalberg to talk a deal with Jed Harris to joint Metro. Harris said he was interested in pictures at a figure and Thalberg inquired what he wanted.

'What's Sam Katz's salary?' Harris asked. Thalberg replied, 'That's not the question,' so Harris said he wanted four times as much as Katz was getting. Thalberg laughed and Harris then asked:

'How much do you get, Mr. Thalberg?'

Thalberg replied that also was immaterial and he just desired to know how much Harris wanted. So Harris replied he wanted as much as Thalberg.

That ended the interview and indications are Harris will not join Metro.

### N. Y. NEWSBOYS SELL KINGFISH'S OWN PAPER

New York was flooded over the week-end with a slew of boys selling copies of 'American Progress', newspaper published by Huey Long in New Orleans. Paper is marked at 50¢ an issue and consists almost entirely of hurrahs for the Kingfish or blasts at President Roosevelt, going in for a healthy spurge of red ink and scare headlines. Issued only once-monthly thus far, but plan is to go weekly or oftener if response builds.

Another Cousin in Detroit published a similar paper on his own. 'The boys seem to be copying Hitler, who also had a newspaper when he started.'

### Add Headache Dept.

Mexico City, May 14. Lack of similar change, resulting from demonization of silver coin, is constituting a serious problem for the amusement industry.

Many cinemas and theatres have had to turn away customers because they couldn't change paper money.

### EQUITY JOINS HOLLYWOOD PLEA

House Immigration Committee Hearings Continue Today (Wednesday)—Legits Concur with Films

### NEED FREE FLOW

Washington, May 14. Renewed warfare against the film industry was declared by an irate House Immigration Committee because of refusal of producers to appear at hearings on the alien actor bill and submit to intensive grilling about importation of foreign talent. Threatening to reject written statements opposing stricter entry regulations, Chairman Samuel Dickstein roared and thundered criticism at the film industry, suggesting the need for sweeping Congressional investigation and monopolizing first day's discussion of his proposal to tighten contract labor law provisions and curb admission of actors and musicians. Hearings continue tomorrow (Wednesday) with

(Continued on page 43)

### MRS. F. D. R.'S NEW IDEA

Would Tour Country—Broadcast Her Observations

Mrs. Franklin D. Roosevelt is being offered to ad agencies for a summer series which would have her reporting her observations while touring the country in a flyover, accompanied by her personal secretary.

Program would be broadcast from whatever town she happened to be in on the evening of the week selected for the series, with the script devoted to the economic and social conditions, which she finds prevailing locally. Like her other commercial connections the salary derived from the summer series would be contributed directly to the first lady's pet charity.

### That Other Guy

David Mendoza, 'harne's eastern music specialist, recently joined Oakridge. In Westchester, and as a golfer he's generally on the down beat.

Playing a hideaway round by himself last week Mendoza was going so badly he finally turned to his caddy saying, 'Listen, is there anyone in this club who plays worse than me?'

'Well, replied the boy, 'they tell me there's a new guy up and down the Mendoza. You should see him.

### Films to Eliminate Star-Rating Quotes on All Adv.; Just Reviews

### Rockefeller Nix

Radio City Music Hall ushers have a baseball team of their own. They had a game lined up with Sing Sing last week, but W. G. Van Schuina, managing director, canceled it. Contest had no dignity.

### NO VAUDEVILLE IN TIMES SQ.

For the first time since the cows were chased out of the area, there isn't a vaudeville show in all of Times Square, New York, this week. The two vode houses—Loew's State and the RKO Palace—are both playing units, while the Capitol and the Roxy hold the usual house-produced shows.

'Cavalcade of Music' is at the State, and 'Harlem Express,' Jimmie Lunceford-CBS colored band show, is at the Palace.

Nearest vaudeville bill to the Times Square area this semester is at the Grand Opera House, 52d street and Eighth avenue, nearly two miles away. Also, there's the Academy on 14th street and Loew's Orpheum on 86th street.

But there's no vaude on Broadway from one end of New York city to the other.

### 12-WEEK REHEARSALS AND ONE PERFORMANCE

Despite the fact that 'Reprise' was yanked at the Vanderbilt, N. Y., after a single performance, show had actually been in preparation for 12 weeks. Four character flap was in rehearsal most of that time, cast going over the script in one of the player's apartments. Because not rehearsing in a theatre or hall, people concerned figured there was no violation of Equity's limit of four weeks for straight plays.

Play was tried out by Vera Murray last summer, but the option was perilled to lapse. Financial backing was sought from Camille O'Connell, South American, who will enter the managerial field next season. Oldow stepped out and Frederick F. Malley, from the west, stepped in.

### Not So 'Purity Seal'

Hollywood, May 14. Joe Brown is the hero of a stage comedy, 'Purity Seal,' by Gene Towne. Will Hays runs through the yarn as a heavy.

Towne goes to N. Y. the end of this month to arrange a summer production.

After squawking for years against the use of stars or other symbols in reviewing pictures, but losing no opportunity to capitalize on the three and four-star notices when getting them, publicity-ad directors of the major companies have agreed that only the text of reviews will be used in the future. Effective June 1, under the agreement, no major will publicize or advertise the number of starlets or other symbols any of their productions receive regardless of marquee value.

Thought of enforcing a ban on symbols as quick-glance indicators of what a picture rates among reviewers using this system originated with the publicity directors and has received the approval of the Hays' organization, which is quoted as believing that the picture companies are encouraging the use of stars or other gadgets too much by emphasizing the ratings given in this manner. It is stressed that producer-distributors and their advertising-publicity heads intend no dispute with any newspapers or magazines using symbol signposts on reviews in this decision to avoid reproduction.

Plan is to quote from the text of such reviews mentioning either the critic or his paper or both, just the same as followed

(Continued on page 59)

### McCoy Indians on Warpath to Scalp Phony Film Extras

Hollywood, May 14.

Indians here for jobs as extras have gone on the warpath against what they term phony aborigines, Mexicans and other representatives of swartzy skinned races who get extra jobs as redskins.

McCoy American Indians have recently been staging a number of indignation meetings and are sending lists of the real Indians here to studio casting offices in order that they might get the war paint jobs instead of the bootlegs.

Jim Thorpe is leader in the move of 'Only American Indians for American Indian parts.'

### OLDEST BURLEY HOUSE BOOKED FOR WRECKERS

Boston, May 14. Old Howard, Boston, oldest burley house in the country, operated by the Lotherp interests, is slated to fall under a wrecking crew this summer. Property owners have bid on the real estate and have decided to re-build for new tenants. This will leave only Minsky's, at the Park, purveying burley here.

## Film's Strongest Forward Movement As an Educ'l Factor Tried in N. Y.

What promises to be the strongest forward movement toward the introduction of motion picture as a distinctively educational and habit-forming factor in the public school got underway May 10 when the first of a series of 'success films' were shown to two groups of pupils from New York schools. Pupils of the fifth and sixth grades in the Bronx, N. Y., viewed the first of the series in the Park Plaza theatre, here, while pupils from 13 schools on the middle west side attended a similar performance at the Rivoli, New York, Manhattan.

The series of films, the first of the theatres was required since, while most schools own a projector, none of these have a supply of films for sound. The theatres co-operated with the Hays' office and the Committee on Social Values in Motion Pictures, a national body.

The project was first broached in 1929, but it was not until last year that the plan took concrete form. In co-operation with the producers a series of 20 one-reel pictures were cut from feature length productions, each edited to provide classroom discussion. The idea is that the pupils will view the picture (eventually in the school auditorium) and return to classrooms to discuss what they have just seen.

The first picture was clips from 'Sooty', but to give a better idea, the screen from 'Huckleberry Finn' have been re-edited into a one-reel which stresses the educational social attitude of other children toward Huck and his subsequent runaway, tracing the action back to the children's attitude in a fashion to instill the lesson of social

(Continued on page 59)

## OPERA STARS CAMERA ANGLES

With major companies grooming opera voices for film production, Hollywood is anticipating plenty of worry in whipping this talent into shape for screen appearance. Few of these needed to be cameras for the cameras have been in pix.

Training the warblers for camera angles, despite previous work on the stage, is figured to take considerable coaching.

## LEWIS STONE QUITTING WHEN CONTRACT ENDS

Hollywood, May 14. Upon finishing his new three-year contract with Metro, Lewis Stone declares he will retire from pictures.

Player has been with Metro for several years under a feature contract, and prior to that time was with First National over a long period. He has been in pictures for more than 20 years.

### Mae West's 'Saint'

Hollywood, May 14. Next for Mae West at Paramount is 'Hallelujah, I'm a Saint,' original story by Marion Morgan-Gordon Dowell.

Story replaces 'Lulu Was a Lady,' but actress will incorporate several scenes from the yarn when she writes the screen play for 'Hallelujah.'

### Bernhardt Pic

Metro and RKO Radio are competing to get the rights to George Westley's 'Divine Sarah,' based on the life of the Sarah Bernhardt. Metro wants the yarn for Fairburn, while Radio is interested for Hepburn.

### ROS. PINCHOT SET

Hollywood, May 14. Rosamond Pinchot, niece of former Governor (Pinchot) of Pennsylvania, who was under contract six months without appearing in a picture, makes her camera debut at Radio.

Next, Pinchot is being spotted for the Queen part in 'Three Musketeers.'

### GANGLINGS

McGowan Moves Over to Par for Direction Par's Jukes

Hollywood, May 14. Robert McGowan, who for years directed the 'Black Gang' comedies, is at Paramount to direct and produce a two-reeler, utilizing the kid players under contract to the studio.

Principal parts will go to Virginia Welder, David Holt, Baby LeRoy, Betty Holt, Lola Kent and Billy Lee.

## ROSE'S 'JUMBO' WANTS A FILM BANKROLL

Picture money backing for 'Jumbo' was reported not completed early this week, with Billy Rose angling with two film firms for Technicolor script. Paramount turned down Rose's proposal for \$150,000 return for 50% of the profits. Deal would have included one quarter of the pictures rights and half of the managerial end.

Metro is also said to be considering 'Jumbo,' with Rose also claiming he would bankroll the show himself.

Metro is also said to be considering the Hippodrome where 'Jumbo' is slated to be spotted, although the present seating arrangement will be changed, show to be played under a tent. With a \$3.30 top and \$1.65 matinee Rose claims a weekly gross of \$15,000.

Schedule calls for two performances daily, manager rating 'Jumbo' as a spectacle rather than a play.

Similar classification permitted two shows daily at the Hipp in former seasons, the house and spectacle not coming within Equity's eight performance limit.

## NON-UNION BAND AT HOTEL CAUSES MOVIE

Kansas City, May 14. After the Brawl Brewing Company local agency had invited a number of guests to attend Ben Berle's broadcast at the Hotel Muehlebach, this week, it was obliged to send a new and correct invitation.

Similar classification permitted two shows daily at the Hipp in former seasons, the house and spectacle not coming within Equity's eight performance limit.

Change in places was caused on account of a non-union band playing at the hotel.

### SAILINGS

June 28 (New York to Leningrad) Clarence Derwent (Reliance).

May 23 (London to New York) George Lait (George Washington).

May 18 (New York to Los Angeles) Manny Seif (Pennsylvania).

May 18 (New York to Paris) Grace Moore, Margalo Gilmore, Valentin Parera, Fred C. Schang (de France).

May 18 (New York to Buenos Aires) Allison Hunter (Southern Prince).

May 13 (New York to London) Jessie Ernst (Georgie).

May 11 (New York to Panama) Mr. and Mrs. Martin Gang (California).

May 11 (New York to Genoa) Jos. M. Schenck, Katherine Bruch (Conte di Savola).

### ARRIVALS

May (New York to Paris) Burton Holmes, Myrna Loy, Robert Ripley, Polly Moran, Allen Foster, Jack Connolly, Laird Goldsborough (Paris).

May 10 (New York to London) W. A. Bach, John McCormack, Mona Maris (Bremer).

May 10 (New York to Paris) Taylor Holmes, Phillips Holmes, Gilbert Miller, Pauline Sarah, Russell Markert, Olga Petrova, Aubrey Hammond, Ruth Chatterton, Phil Leiman, Robert Schless, J. Carlo Haveland, Sander Innes, Peter Vint, G. Nichols, Capt. A. C. N. Dixie.



### WILL MAHONEY

News of the Mahoney, "I would place Will Mahoney in the first half-dozen brilliant artists from America since the war. Sheer originality has placed him where he is today, and originality is everything on the halls. His act, 'Radio New York' is at Flimbury Park this week."

Direction WM. MORRIS AGENCY Mayfair Theatre Building New York City

## N.Y. Par May Shut Part of Summer; Film Shortage

Due partly to outlook on product, the Paramount, N. Y., flagship of the Par chain, may close for a portion of the summer and reopen with new season pictures when ready. Two weeks' notice, which would protect the theatre in event of decision to close shortly, has been given to musicians and Reginald Ford, organizer.

Mae West picture, 'Goin' to Town,' current, will probably do two weeks. 'Glass Key,' with Ruff, is booked to follow. This is the season to get 'Doubting Thomas' (Rogers) from Fox, in an effort to protect itself. If remaining open for the summer, queuing through with what picture product is available, house may reduce its admission scale. In any event pit orchestra and Foort will be dropped May 24.

Another summer economy move will be cutting the Par's regular \$7,500-\$10,000 weekly ad budget to about \$3,500.

In an effort to main open during the summer, Par may go into a policy of moderate priced stage shows and scale theatres, at a 55c top. This is the season to get 'Doubting Thomas' (Rogers) from Fox, in an effort to protect itself. If remaining open for the summer, queuing through with what picture product is available, house may reduce its admission scale. In any event pit orchestra and Foort will be dropped May 24.

This is the morning scale at the Roxy.

## FOX BUDGET SCALPEL FOR SCRIBE OVERHEAD

Hollywood, May 14. Fox is preparing to swing the axe in an effort to cut down the overhead.

Writing department will be first to feel the cut, with the studio to drop scribbles off the payroll as soon as they finish their assignments and eliminate carryovers between pictures.

Several junior writers are to be dropped in an effort to virtually eliminate the collaboration system in which recognized writers are bracketed with beginners.

### MG Signs Jas. Stewart

James Stewart, from legit, goes to Hollywood in two weeks for a two-picture haul. The first, a Broadway show and then may go back to Metro on option pickups.

Set by Leah Salisbury.

### 'CALIENTE' PERSONALS

Hollywood, May 14. Pat O'Brien, Frank McHugh, Allan Jenkins and Winifred Shaw to personal at the world premiere of 'In Caliente,' at the Warfield, Frisco, May 16.

## I'm Telling You

By Jack Osterman

### 1 Page—1 Minute

Hollywood, May 14. When an average shooting script is turned in to a producer, latter figures each page equals one minute (90 film feet) on the screen.

So when a script turns up in 120 pages, the producer knows it's approximately 40 pages overboard before he even starts to read.

## THREE BDWAY DELUXERS IN LATE GRINDS

Broadway theatres have begun going after late night and early morning business in an effort to squeeze more into every day. On top of the Rivoli and Strand

lengthening their days, the Paramount, effective with the 'Goin' to Town' engagement current, has decided to try to snatch some of the late Broadway cut.

House is opening an hour earlier (3:30) and is grinding until 3:30 in the morning.

Rivoli has been grinding until 3 a.m. with 'Misérables' while the Strand keeps opening at 3:30 a.m. most 20 hours for 'G Men,' from 8 a.m. to near 4 a.m.

## CO-STAR ROBINSON, MUNI IN 'SOCRATES'

Hollywood, May 14. Warners is set on having Edward G. Robinson starred with Paul Muni in 'Dr. Socrates.' Robinson, without any present assignment and waiting for suitable material at the studio, is agreeable. Abe Frank and Carl Erickson are working on the script to build up the contrasted roles with equal strength actor opportunity for talents of both stars.

Robinson will be ready for production early next month, to be directed by William Kelchley.

Studio has found a second and succeeding story which Muni likes and has agreed to play, an untitled original by a staff writer. This is the first time during its contract with the star that Warners has had two acceptable yarns for Muni on the fire.

## Self-Styled Scenarist Held on Larceny Charge

Syracuse, May 14. Bernard Henry Marcus, self-styled Hollywood scenarist, held here to await the action of the Onondaga County grand jury on a second degree grand larceny charge is wanted in Clarksburg, Va., to face two indictments, the district attorney's office was advised today by police of that city.

Marcus' record, as received from the division of investigation of the Department of Justice, includes two felony convictions and arrests in Los Angeles and six other western and midwestern cities.

### Setting Hopkins' Pix

The Rachel Crothers story for Miriam Hopkins will be known as 'Splendor.' It will be produced for 1935-36 release as one of the two Sam Goldwyn stars for Miriam Hopkins, who is under a four-year contract to this producer.

Other will be 'Barbary Coast' on which Howard Hawks is cast at present conferring with Ben Hecht and Charles MacArthur the adapter.

The Mildred Cram story purchased by Goldwyn for Miriam Hopkins will not be made this season. It goes on the 1936-37 program.

Hollywood, May 14. Sam Goldwyn wants Richard Dix in his novel, 'What Manner of Love,' for the next Miriam Hopkins pic.

## Broadway vs. Hollywood

In a very comparing mood today. We became a bit, however, on Mother's Day and 'called up our mother who lives in Beverly Hills... we called the Ambassador at the Shubert office. Had nothing to do to be given benefits. Incidentally this is the fourth Sunday in a row we've played the Ambassador. Don't mind playing them, but the same show-up every week gets you so you feel like a Meteor in 'Post Road.' Anyway we'll be there next Sunday for a swell guy, Jack Ingalls, and it's about time actors played benefits for the story.

Broadway...where they have Three Men on a Horse.

Broadway...where they have eight men on a scenario.

Broadway...where east is east and never the twain shall meet.

Broadway...where West is Mae and she meets everybody.

Broadway...where a brown derby is Al Smith's headgear.

Broadway...where a brown derby is a restaurant catering to the better class of U's.

Broadway...where Irving Caesar has a music publishing company.

Broadway...where Arthur, that's Irving by just yell-in' from the Boulevard.

Broadway...where a called the Hollywood.

Broadway...where a called The New Yorker.

Broadway...where a called the Hollywood.

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# H'wood to Honor M.L. Who Saved 5 In Plane Crash

Hollywood, May 14.

Picture colony is planning a gala welcome to a country doctor from the crossroads of Missouri this summer. He is Dr. T. Gronoway, who attended the victims of the plane crash at Macon, Mo., and brought through safely all the members of Paramount's advance production crew of 'Annapolis' Paris well except the wife of William Kaplan.

Medico from the midwest, hamlet of 1,500 will visit Hollywood this summer. At this end the festivities are being arranged by Dave Epstein, business manager for Richard Wallace. Latter was in the crash.

Following the plane crashup it was the crossroads medico who took command of the situation and personally attended all the injured. He remained on duty for 48 full hours.

Word brought back from the scene of the tragedy is that specialists rushed from Kansas City and Chicago confirmed the diagnosis of Dr. Gronoway and praised him for his handling of the patients single-handed.

Paramount will lead the welcome for Dr. Gronoway, but other studios will participate.

All Paramount people injured in the plane crash of May 9 near Kansas City.

(Continued on page 58)

# BURR SUES KEN MAYNARD, 50G'S

Hollywood, May 14.

Although ruled against by the Code Authority in controversy with Larry Darmour, Ken Burr filed a \$50,000 damage suit against the actor.

Burr claimed Maynard optioned services for eight pictures at \$7,500 each, while deal was in force, signed with Darmour at a boost of \$1,000 per picture. On strength of the option, Burr claims \$188,000 in contracts were made for production period. The \$50,000 is specified as a reasonable profit expected from the series of westerns.

# Getting Amos 'n' Andy Where They Want 'Em, Par's 'Broadcast' Worry

Hollywood, May 14.

Paramount is worrying a little over how and where to make the 'Amos 'n' Andy' radio show. Broadcast of 1935. Studio and comedians would like to make it here. Team and Paramount can't get together so far on vacation and later doesn't feel like having them leave Chicago as they just returned from Palm Springs where they have been for four weeks.

Paramount would make the sequence in New York when the 'Amos 'n' Andy' is being shot, but broadcasting difficulties may prevent Amos 'n' Andy from working there. In Chicago there are no studio facilities. Studio will attempt to iron out the situation this week. Week of rushes to be in holding 'Amos 'n' Andy' scheduled for several days shooting at Catalina. Photographic pickup staff until the sun breaks through.

# 'ROSE' WILL BLOOM IN JUNE

Hollywood, May 14.

'Rosebud' is posthumous start of 'The Road to Reno' in which King Vidor, who directs, doesn't like the story and wants it rewritten.

# Tone Switch Leaves 'Madness' Sans Lead

Hollywood, May 14.

Franchot Tone replaced Robert Montgomery in the cast of Metro's 'Mutiny on the Bounty,' which is slated to get into production with dramatic sequences this week. Switch has producer, Phil Goldstone, looking around for another lead for his production, 'Manhattan Madness,' which was originally slated to get under way Monday (13).

Tone went into the sea picture due to slump of Montgomery in cast of 'No More Ladies,' in addition to the fact that Montgomery is bothered with a throat ailment and wishes to doctor the latter as soon as he finishes his current picture.

# BARS UP AT UNIVERSAL FOR VISITORS, AGENTS

Hollywood, May 14.

Universal has stepped up its extending list privileges to agents and visitors, following the lead recently taken by Fox.

Regulations are aimed chiefly at visitors but also affecting agents and are the most stringent that the lot has ever had.

Passes to agents allowing them to drive their cars into the studio have been revoked with plan now allowing them to get on the lot only through the administration building and only by appointment. Permits for visitors have been cut to a minimum, with the number of new visitors to be shown around only twice a day at 11 in the forenoon and two in the afternoon and not to be taken onto the sets.

Bars went up at Universal after a checkup showed that an average of 300 visitors were being shown around the studio a day and that on one day 19 different agents called at the same set during production.

# POWELL IN '1011' AS 'ZIEGFELD' SUB AT U

Hollywood, May 14.

Universal will pick up the picture commitment on William Powell by using the player for starring spot in '1011 Fifth Avenue.' Yarn is from current Liberty magazine serial by Eric Hatch appearing under the name of the 'Stubborn Girl.' Robert Presnell, Universal producer-writer, is preparing the screen play. The picture substitutes for original deal made by Universal with Powell for the latter to take the title role in 'The Great Ziegfeld.' When the story was sold to Metro, arrangements were made for Powell to return at a later date to U for one feature.

# 2 More Babes in H'wood

Los Angeles, May 14.

Baby Sybil, 6, from Cape Town, South Africa, and Betty Hott, 4, had their contracts with Warners and Paramount respectively affirmed in Superior court.

Baby Jason starts at \$100 per week for 26 weeks and salary runs to \$1,500 per week if all options are exercised until she's 13. Betty Hott gets \$50 as a beginner, options running to \$750.

# LaCava Megs Colbert

Hollywood, May 14.

Columbia has signed Gregory LaCava to direct 'Big Married Her Boss,' starring for Claudette Colbert. Production start is set for early June.

# LESS DANCE SPEC, MORE LEGIT TERN

# End of Sets Filled with Hoofers - Production Budgets Rise, Grosses Dip

# 'ROBERTA'S' CUE

Hollywood, May 14.

Producers and dance directors are of the opinion that dance ensembles in pictures have reached the end of their tether. Biggest disappointment has been the much-publicized grand finale routine in 'Gold Diggers,' which elicited little or no comment from critics or audiences.

Since the return of musicals, both producers and dance staggers have tried to outdo each other in the number of musical sequences. Each succeeding picture was an attempt to do bigger and better dance numbers than its predecessors. Dance routines have been shoved in where they were not necessary, meant nothing to the story. In each case the budget had to be increased to a point where single numbers were costing anywhere from \$20,000 to \$75,000, while their effect on the box office has been diminishing.

Impression now is that large ensembles will go. Whatever specialties in the line of dance routine are to be used should be confined to small groups and which can be legitimately woven into the story. So far, it has almost been impossible to get a dance director to consider working with a line of 15 or 18 girls. They all want to fill the screen with hoofers, depend a great deal more on camera angles than on the merit of their routines or ability of the stars.

Overhead angles have been done to death, so that there is little novelty in camera positions left. That means that from now on dance directors have to set routines and with the public pouring on screens filled with gyrating bodies, 'Dance lads will have to dip down in the trunk for ideas.

Dance directors are not solely to blame for the condition. A great deal can be laid to the producers, who have gone wild in ordering huge musical displays for their pictures. Though they have succeeded in making their numbers bigger, a better effect has not always been obtained.

Mounting production costs due to time required to photograph the routines, plus from six to eight weeks' rehearsal of 60 and 70 boys and girls, has been a budget factor that is not easily overlooked. Hence the pictures, after release, bring returns that indicate the money appropriated for the dance routines has been for the most part wasted.

This new evolution of the screen musical is another version of the old Princess theatre (N. Y.). Intricate musicals under the name of Comstock & Geat ages. These were the Kern-Woodhouse-Bolton book shows which depended not so much on big chorus numbers as the story context and songs. The choruses were small, the terps routines relatively simple and the comedies competent but the romance, comedy and libretto values emphasized.

# Doubling as Directors Pro Tem; Bruckman's Flu

Hollywood, May 14.

W. C. Fields took over the direction of his untitled picture at Paramount when flu stricken Clyde Bruckman home.

San Hardy is assisting Fields, his keeping picture going rather than lay off the troupe.

# FOX LAPSES YELLEN

Hollywood, May 14.

Jack Yellen's contract as lyric writer-scenarist for Fox is expiring in three weeks and won't be renewed.

# Studios Hep to Purity Sealers, Few Stills Hit the Incinerator Chute

# Curses!

Hollywood, May 14.

Walter Catlett has been cast in Metro's 'Tale of Two Cities.' He'll play Barsad, the heavy. This is the first time in the comic's picture career that he has been a villain.

# ARCH SELWYN AS COAST AGENT

Los Angeles, May 14.

Hollywood got Arch Selwyn, who does all of those seasoned light Broadwayites, with its sunshine, etc., so the gentleman from 42nd Street is going to be an artist and producer's counselor. Arch Selwyn, Ltd. will operate with the Zanf-Evens agency, but not as an integral part of that firm.

In doing this Selwyn plans to spend a portion of each year in New York and London, also to endeavor to get foreign stars, directors, et al. to come to American shores. Also while here he will make motion plays and players for Sam H. Harris, Max Gordon, Brook Pemberton, Gilbert Miller and Arthur Hopkins.

# PAR BORROWS BORZAGE TO DIRECT DIETRICH

Hollywood, May 14.

Frank Borzage, under contract to Warners, will be loaned to Paramount to direct the next Marlene Dietrich picture, 'The Pearl Necklace,' by an anonymous author.

Picture is tentatively set to go into production the first week in July.

# Hol's 6 Actions for U

Hollywood, May 14.

Universal has made a deal with Jack Hol to star in a series of six action pictures for the 1935-36 program. Films will be of a type similar to those he made for Columbia.

Expected that the first of the group will get underway in about a month.

# 100% Irish at WB

Burbank, May 14.

Lloyd Bacon directed 'Warner's 'The Irish in Us' with Jimmy Cagney and Pat O'Brien.

# FAYE-HALEY FILMUSICAL

Hollywood, May 14.

Allee Faye's next assignment at Fox will be top spot in 'Ball of Fire.' Sol Wurtzel filmusical production which George Marshall directs. Faye is from the Gladys Cooper-Jesse Lasky, Jr., original, Private Beach.

Jack Haley has been paid, with Mitchell and Durant in featured roles.

# NOVARRO RUSHING PIC

Hollywood, May 14.

Delayed in getting his Spanish picture, 'Against the Current,' finished, Ramon Novarro goes directly to the Argentine with the first prints to catch the best of the show season there instead of waiting to preview here. Three days' retakes, music score and English titles were finished last week.

Hollywood, May 14.

Okaying of stills with the Hays office purity seal which was a head-scraper at first, has settled down to a routine job which calls for little effort from the Haysites due to studios now being wise to what will pass, what will be turned down.

Only dissent among the Hollywood studios has been Warners which refuses to destroy negatives of mixed stills, sends them on to New York with the okayed pictures. There the New York office submits them to J. J. McCarthy, who quite often gives them an okay over the Hollywood Hays office turnaround.

Studio press departments, unless in musicals where leg stuff can't be covered up, kill anything that looks like too much leg, busts or other objectionables. Horizontal pictures are 100% tabu.

In the past month less than 50 pictures have been killed by Hays edicts from all the studios. In most cases they were stills of chorus girls.

# LE MAIRE MADE MG PRODUCER

Hollywood, May 14.

A producer's berth at Metro awaits Rufus LeMaire upon his return from England. His former portfolio of casting director falls to Bill Grady, brought on from New York to pinch hit for LeMaire.

Harold Kemp, of the National Broadcasting Co., was offered Grady's post in the east but refused it to remain with NBC.

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## B'way Landmark, Astor, Wrecked on Eve of Receivership; \$50,000 Damage

An investigation through various sources, including police, has been started to determine responsibility for the virtual wreckage of the interior of the Astor theatre on Broadway some time between Sunday midnight and Monday (12), causing damage estimated at \$50,000. Action to be taken will depend on results of investigation and an inventory that is being conducted to fix actual extent of the damage. House went into receivership a few days ago. Walter Reade is its owner.

Apparently using axes and other instruments of destruction, the persons responsible for the vandalism went through the theatre with the wrath of a Kansas cyclone, leaving it in ruins, according to testimony for the receivers and those who have witnessed the remains. All save on the lower floor, where broken boxes were torn, carpets destroyed, the stage demolished and the screen damaged beyond repair. Extent of the damage to booth equipment and loud speaker, belonging to Loew's which, up to now, has been under lease from Reade, is not known pending completion of an inventory which is being made.

Reade had contracted the equipment after the last show Sunday night but has promised the receivers it will be returned to him, use, if desired. Loew, having indicated that organization will cooperate in any way possible.

Receivers are in possession of the demolished Astor property, which is controlled by Reade and has been operating under his management lately with the exception of the past week, on foreclosure proceedings of the City Investment Trust which holds the property. Reade from Reade on the Astor, the courts appointed William E. F. Drew and John DeLoach receivers.

**Reade Refused Admittance**

According to Sympoll & Kotler, attorneys for the receivers, an agreement had been reached with Reade for surrender of the property on Sunday (11). When the receivers arrived they were refused admission, whereupon they returned, accompanied by two reporters, only to find the theatre doors barred and, on investigation, Monday (12), the doors completely wrecked. Police had not been called when the receivers were unable to get into the theatre to take possession, but detectives of the police 47th street station were on guard after the destruction had been discovered.

Police place the time of the wreckage at about a 10 o'clock morning (12) but do not indicate any clue as to responsibility. Reade also has been refused admittance on the premises now, with detectives stationed at the door.

The Astor is one of Broadway's landmarks. It was under a 10-year lease to Loew-Metro which during that time operated a two-a-day 22 picture policy there, giving the house up about six months ago when Reade made it a first run at pop prices.

Property of which it is a part also includes the Bijou, which under the foreclosure proceedings and under the new lease to the receivers now in possession. Under foreclosure proceedings, receivers are usually appointed by the court and collection is made in this case. Bijou plays an all shorts show and was not touched.

## 6 IN WORK, WITH 3 ON DECK AT WB

Hollywood, May 14. Resurgence of activity at Warners has six features in production this week, with three more going to the starting post. Currently working are "Front Page Women," "Page Boy," "Clancy," "My Life," "Broadway Joe," "We're Money" and "Broadway Gondolier." Next pictures to get the gun are "Auntie Annie," "Annie's Deal" with Dick Powell, Ruby Keeler and Russ Alexander topping and "The Little Big Shot" with Genevieve Tobin, and "The Irish In U.S." with James Cagney, Pat O'Brien and Frank McHugh.

## \$25,000 FOR A TITLE

And Korda May Drop Kipling Tag Anyway

Calcutta, April 25. Robert Flaherty, director of "Man of Aran," arrived here accompanied by staff to begin filming of Kipling's "Tomb of the Elephant" for Alexander Korda of London Films. Company will proceed to Mysore in south India for atmospheric exteriors.

Kipling received payment of \$25,000 for the title, but subject matter of story will not be employed in "Tomb of the Elephant" as it is to be "Elephant Boy" or "Tomb of the Jungle."

Operating agreements which the Skouras Bros. had with Paramount under a group of New Jersey and Pennsylvania houses, made in 1931, are to be terminated and releases on both sides entered into under a settlement involving payment of a debt to Par by Spyros Skouras of \$100,000. Since Skouras' brother will pay this indebtedness over a period of six years. Petition covering the proposed settlement has been placed before Special Master John E. Joyce, whose approval is awaited.

The \$90,000 which Skouras owes Par was advanced to him by Atlantic States Theatres, the New Jersey-Pennsylvania chain which, under agreement, got the operating supervision of the Skouras. Since the Skouras swung to Fox as operators of Fox-West Coast National Theatres, the agreements have been more or less inactive. Operating agreement with Skouras, Par and Atlantic States was for 15 years from 1931.

## Banquet Warbling Wins MG Termer for Castoff

Hollywood, May 14. Lorraine Bridges, dropped by Paramount three weeks ago, has been given a term contract by Metro.

"Ticket was the result of her warbling in the floor show at the banquet. Perhaps Par didn't like Mayor Hague of Jersey City and Kelly of Chicago."

**RADIO LIKES RANDY SCOTT**

Hollywood, May 14. Radio is dicker with Randolph Scott for the "Alice Adams" lead opposite Patricia Hayes. It would make the actor's fourth straight for the studio.

On the other hand, Paramount may feel that there is no hurry to tempt the situation because it will be some weeks before the Federal court undertakes consideration of approving the pending Fox Met reorganization formally. The court has indicated only tentative approval of the present plan to date. There have been modifications in the plan.

There was testimony by George J. Schneider, Par's general manager, at the Fox Met hearings, that Paramount may have to consider the development of a new chain in Greater New York. His testimony, however, cannot be regarded as committing Paramount to such a course.

## Fox Theatres-U.A. Nose Out Fabian For Control of 84 Fox Met Theatres

### National First Runs

#### COLUMBIA

"Men of the Hour," Empire, Glens Falls, N. Y., May 18; Rialto, Charleston, W. Va., 18; Strand, Wilkes-Barre, June 24. "Unknown Woman," Eljow, Springfield, Mass., June 27. "Awaken, Jim Burke," Embassy, New Britain, Conn., May 17; Rialto, Charleston, W. Va., June 4; Community, Hershey, Pa., 22; Rialto, Charleston, W. Va., June 4; Empire, New Bedford, Conn., 30.

#### METRO

"Mark of Vampire," Strand, Ithaca, May 16; State, Louisville, 17; Broadway, Portland, Ore., 18; Family, Glincy, 24; Central, Hot Springs, 26. "Vagabond Lady," C. A. P., Charleston, W. A., May 19; Pal, Raleigh, N. C., 21; Warner, Morgantown, W. Va., 22; Valencia, Baltimore, 24; Cap, New London, Conn., June 1; Embassy, Easton, Pa., 4.

#### PARAMOUNT

"Goin' to Town," Stanley, Phila., May 17; State, Mpls., 17; Albee, Cincy, 17; Ritz, Cap, Little Rock, 24; Carolina, Charlotte, 20; Warfield, Frisco, 24. "Sole of Harmony," Pal, Rochester, May 17; Erie, Washington, 24. "People Will Talk," Met, Boston, May 24.

#### UNITED ARTISTS

"Les Miserables," Midland, K. C., May 17; State, New Orleans, 17; Loew's Wilmington, 17; United Artists, Chl, 18; State, Frisco, 24; State, Louisville, 24. "Richie," Poli, Worcester, May 18; Poli, Utica, 25; Stuart, Lincoln, 25; Lyceum, Duluth, June 7.

#### RADIO

"Informers," Albee, Providence, May 17; Iona, Cedar Rapids, 18; Orph, Terre Haute, June 17; Lenoir, Santa Fe, N. M., 19. "Chasing Yesterday," Cap, Jacksonville, May 18; Franklin, Tampa, 26. "Village Tale," Keith's Boston, Boston, May 16; Branda, Omaha, 16; Columbia, Paducah, 17. "Strangers All," Orph, Terre Haute, May 16; Egyptian, Ogden, 18; Fox, Spokane, 26; Grand, Evansville, June 6. "Ladies," Par, Cincy, May 17; Albee, Portland, 26; Springfield, 26; Saenger, Pine Bluff, 23; Byrd, Richmond, 24; Cap, Jacksonville, 30.

"People's Enemy," Kirby, Houston, May 22; Egyptian, Ogden, Utah, 26; American, Butte, June 7; Strand, Birmingham, 18.

## Chas. Ray Selling Tome Through His Fan Mail

Hollywood, May 14. Charles Ray has completed a novel, "Flowers for the Living." Ray has decided to market his story through his fan mail, sending the book to everyone who has written to him since he started his comeback.

He claims to have received around 20,000 letters.

## 'Tim' for Par Kids

Hollywood, May 14. First co-starrer for Paramount's kid team, David Jack Hot and Virginia Weider, will be "Timothy's Quest," Elizabeth Patterson only adult in the cast so far. Yarn is written around two orphans. Pictures will probably go into production late in June.

## Details Lacki

Hollywood, May 14. His Latvian divorce recently confirmed by a Nevada court, Max Reinhardt, producer, married Helene Thiel, 37, in Reno, Nev. While admitting the nuptials took place, he declined to state when or where.

By raising the ante to the Fox Metropolitan noteholders, the Fox Theatre circuit Artists' theatre circuit combo were able to nose out Sir Fabian for prospective control of Fox Met. Fox Met. numbers 84 of the circuit are in the hands of Skouras and Randorff (Rinaldi, Frisch) are operators of the theatres under the plan.

Noteholders will get 50% of the dollar cash instead of the previously offered 19.3c. They will get the same 50% on the dollar in new 5% 10-year debentures maturing in 1945; but additionally they are to receive 25c on the dollar in a new stock to be issued under the plan by the new company, known as "Class A" stock.

Roundly this figures \$200 cash for every \$1,000 principal amount of present note; \$50 in new "Class A" stock, and \$50 in new 5% 10-year debentures.

Capitalization of the new Fox Met company will be around \$6,400,000. In those new 5% 10-year debentures: 10,000 shares of the common stock; and 12,600 of new "Class A" stock.

Working capital of the new company will be \$300,000 instead of \$150,000, which was offered under the plan originally. This plan necessitates a \$1,000,000 in the hands of the sponsors of \$1,000,000. It is understood that all of this amount, or nearly all of it, is being deposited already with the proper officials.

The "Class A" stock is non-voting stock. It is not clear whether this stock is guaranteed for whether it will have any priority rights over the common stock. This issue of stock is set up to provide possible additional income to the present noteholders to an approximate 18% equity in the entire stock of the company.

There are many phases of this part of the plan which will not be discussed here. The plan, with all the modifications, shall have been made public and authorized to be distributed by the court. Certain modifications have been left to the discretion of the court by the parties in interest.

Thus, three years of uncertainty about the future of Fox Metropolitan is about to end. Federal Judge Julian Mack on Thursday (9) closed the entry list of the Fox.

(Continued on page 58)

## CLICK OF OAT PAPERS PROMPTS SERIES BY MG

Hollywood, May 14.

After being without prominent westerns for several years Metro has developed a yen to make a series of horse pictures, with a total of around \$125,000. Idea has been influenced by the success of Paramount's Zane Grey pictures and Fox's George O'Brien operation produced off the lot by Sol Lesser. Metro feels that there is a market for this type picture, and that the grams and is out to get them started.

Studio is looking for an western name or may try and develop one from its list of junior players.

Hoof Gibson is talking contract to Columbia. He would want the bronc star to make a series of eight westerns yearly for two years. Since Buck Jones and Col. Tim McCoy have been with him on horse operas.

Was at studio before as director.

## Foy Back at Warners

Hollywood, May 14. Bryan Foy has given up independent production and checks in at Warners on a term as super-producer. His picture will be "The Real McCoy."

Was at studio before as director.

## WURTZELS TO HAWAII

Hollywood, May 14. Mr. and Mrs. Sol Wurtzel left Saturday (11) on the Malolo for an 15-day visit to Honolulu on pleasure trip.

A technical crew accompanies to producer to photograph atmospheric scenes for "The Beauty's Daughter," which will be produced by Trevor, at present on the island, will have the femme lead.

# WILMINGTON'S HOTEL DUPOIN HAS 20 ROOMS DEVOTED TO GTP-ERPI BUT IT'S A LOCAL SECRET; MORE TRIAL TESTIMONY

## Let It Lay On the Line

That "Can't You Hear Us Callin', Caroline?" which the picture business has been humming the past couple of months remains the keynote of the Coast's thoughts on the subject of to move or not to move. Yet, it still holds the fact that the studios will only depart from California, if they have to. They don't want to, that goes without saying. However, they don't have to be no choice. But, if they have to move—they'll move.

The proposed experimental and collective making of 15 or 20 pictures in the east by the big companies is a solid thought for a couple of reasons. The hitch is that the west must sell to the east, meaning the bankers. And the financial lads have their own ideas on any trek towards the Atlantic. The main point of the studio men, and a good one, is that should they establish an eastern production base even on a small scale, no longer is the migration talk; merely an abstract threat. It then becomes a definite sword hanging over California's neck. Besides which such an effort, with all the major companies to share the cost, allows the business to ascertain what it's up against as to costs, facilities, conditions, and gives it a chance to play the rest of the picture. It's a common sense plan.

That the trade, and possibly the public, was a long time in accepting seriously the film men's shouting of their intent to quit the Coast is nobody's fault but the men's. For, even in previous years, had they cried "Wolf," So when they finally meant it one believed them. As a matter of record the flicker execs are still talking too much about it for publication. Too many statements on the subject have already been issued in a haphazard manner in which the boys have chirped for the press traces back to the winter when a producer told the papers the head of another company was then scouting a state for studio sites. And the next morning this company head who woke up to find every real estate man and reporter in that state camped at his door. He had known nothing about it till the gang arrived. But a little action would be laying it on the line.

There's a lot more to this moving than just moving. Where, when and how comprise three important items before anyone starts diving into the ramifications. As far as Hollywood is concerned Florida seems immediately out. The next way out is the local costliness. The local studios are North Carolina, New Jersey and Delaware. At least that's the Coast's idea with currently the strongest trend of thought favoring the upper Carolina. That state has been pretty thoroughly scouted for the last bunch which has learned that the average temperature there is around 55, tobacco and leather are reasonably content, exterior locations are attractive, and it's only a few hours by air and over night by train from New York. In other words, close but not too close to the financial end.

No denying that the west doesn't want to be too close to New York. That's obvious enough and some reasons for some are better than others. The main idea is that the production bunch is afraid the bankers will want to become producers. On the other side of the fence the bankers also have a few theories, and squawks, and apparently would like production just off Broad and Wall if possible. Further, it's not beyond plausibility that some of the financial houses, and men, are large holders of real estate and will battle for an eastern locale near such property. To this end there has already been some talk in the east of Westchester, but it's a cinch the west will give that a battle.

Then there is the problem of whether to hold the studios together or split them up if any move takes place. Present indications are that the producers would fight to settle as a group. But the cost, for example, seems to like the hypothetical layout of Paramount on Long Island, Fox in Westchester, Radio in Jersey, etc. Frankly, the east wants to break up the so-called western cliques. But the west's hunch is to purchase 30,000 or 40,000 acres and construct its own settlement to be sufficient unto itself for power, light, etc. Their point is that the present Hollywood physical situation must be closely followed out of necessity, i.e., the centralizing of current production facilities. The new plan figure it would take three years to complete in detail such a new colony, although they think production would be active there long before that period expired. They also count on a real estate boom wherever they go to compensate for the losses on the Coast. The matter of labor they laugh off as a gag, pointing out that if there's a job at the end of a trail it's technical help and extra talent will all up the fare.

So these are the pros and cons which probably will have to go to the mat before even the experiment of making 15 or 20 in the east can take place. For it's fairly sure that the spot selected for the experiment will become the seat of production in the event of any wholesale portage.

The Coast is not aware of the tremendous costs of being 3,000 miles away from the home o' o'c. At least the heads of the studios know it, because in case of a move the studio men are not long in coming. One major company and a telephone bill of \$10,000 for February. So to say that the picture business (major companies) is paying a monthly phone bill of \$50,000, or \$600,000 a year, seems conservative. Transportation also rolls up a pretty penny.

In any case, in the matter of moving, the east will do well to listen. A dictatorial attitude by the financiers can easily undo all the good which may come from the sound idea which has been given much thought—the experiment in the east to find what's what, and if and how it can be done. The boys on the Coast are no saps. They know what they're like, what's against, what should be done, and they want to do it. They went through one tough siege recently, the church crusade, and have handled that situation efficiently. If there's any doubt on that score a glance over the boxoffice record the past nine months should be the convincer. They stated that they don't want to move, but also stated that they worked themselves out of it. No denying they've done a job.

Other California industries are out on the same limb with the film industry in facing the threat of prohibitive taxation. The west is not only this year, but next or the year after that. So when people ask if there's anything to all this about the picture business moving from California, the answer is "Yes." The east should better listen to what the west has to say about it. Meanwhile, the west should stop talking to the press until it's got something definite to say.

### The Prez (Cohn) in N. Y.

Harry Cohn, Columbia Pictures prez, is due in New York today (Wed.) by plane from the Coast. Yield is for long after tonight as company policies for the coming season, with his brother, Jack Cohn, eastern head of Col.

### SHEEHAN'S NEW AIDE

Hollywood, May 14. Milton Sperling goes to Fox as production assistant to Winfield Sheehan. He acted in the same capacity with Edward Small.

## NEW CO. BOARD OFFICIALS

**Talk John E. Otterson for President, Zukor Into Chairmanship of Board—Studio Setup Must Await Company Management Alignment**

### SPEED ACTION

Paramount resumes self-government June 2. The new company board functions officially on this date. On this day, also the new Par board functions as an official company body and considers the question of company management.

This meeting of the new board will follow a meeting of the company stockholders on that date, at which time the shareholders are to ratify the election of the new directors and the terms of service of directors. Determination of the question of company management by the board on this date will indicate definitely which group, or combination of groups, if any, can command a majority of the directorate. Under the circumstances it's logical to presume that Paramount will make application to Federal Judge Alfred C. Cox, to wash up the company's trustees before this date. This could be done, it seems, at the next court hearing, May 24. This hearing may be the next-to-closing chapter of Par's reorganization.

Otterson and Zukor. Whether John E. Otterson, head of Erpi, comes into Paramount as president, is reported depending a good deal upon Adolph Zukor himself. Should Zukor remain acquiescent to the situation, Otterson's chances may be good and Zukor would then become chairman of the board.

Although talk continues about Par's studio end, the question of the company management must be considered ahead of the studio situation.

William Greve and John D. Hertz are the two names mostly mentioned in favor of Otterson as president. Greve is a trustee of Allied Owners.

### Flemington Vs. Wilm'g'tn Stenog's 'll Take Hauptman

Willington, May 14. William Smart, who heads the group of imported court stenographers for the GTP-W&T trust, is the one who handled the minutes on the Hauptman trial. He wishes to be back in Flemington, he says. Ladders and wood experts are nothing compared with sound-waves, contractual letters and names like Schlesinger.

## Woolf Leaving GB Shifts Execs All Around, Bernerd Ups; Woolf's Setup

London, May 14. With Charles Woolf out of Gaumont-British, that organization is reorganizing its executive rankings all around. Mark Osere, who was joint managing director with Woolf, is now alone with that title. Jeffrey Bernerd ups to the post of managing director of Gaumont-British Distributors, Ltd., berth previously also held by Woolf. Bernerd has appointed H. Russell, former chairman of the late Ideal Films company, to be joint secretary of G-B distrib. A. Tolinson, former chairman of the late Ideal Films company, goes with Woolf's new company. Woolf settled his contract with G-B before leaving, with understanding he was paid \$100,000.

## Wilmington's Hotel DuPont Has 20 Rooms Devoted to GTP-ERPI but it's a Local Secret; More Trial Testimony

### Judge Asks a Q.

Wilmington, May 14. Judge John P. Nields, who sat in the Wierton suit, and is now on the bench in the W&T-GTP anti-trust action, is usually considered ice cold on any question of human values. But he was the only one in court who thought of the actors who went under in the change from silent to sound. Attorneys and witnesses were talking in millions of dollars about the losses on equipment due to the shift, when Judge Nields pointed out many actors were scrapped. Just an embarrassed silence.

### By R. E. Curti

Wilmington, May 14. The new "notorious E. C. Mills (ASCAP) agreement, allegedly limiting music of the Music Publishers' Protective Association to use on talking picture equipment manufactured by Electrical Research Products, Inc., was included in the equipment leases at the insistence of Mills, himself, testified John E. Otterson, Erpi prez, in the anti-trust suit brought by Central Talking Pictures (deForest) and Duovac Radio.

Plaintiffs rested their case today (Tuesday) and George F. Hurd, chief of defense counsel, presented an unseasonable motion for dismissal on behalf of Erpi, Western Electric and American Telephone & Telegraph, co-defendants.

Trial in U. S. District Court here before Judge John P. Nields (who heard the Wierton action) is expected to last well into June. No accurate estimate of the cost, but figured in the thousands. The record is running over 3,000 pages already. Several execs expected to testify shortly but defense counsel is not finally decided just which ones will be called.

The case is filling about 20 rooms at the Hotel DuPont for both sides and a crew of imported court stenographers. After battling all day in court the whole gang loafs around the lobby. With all this, the local papers are not using a line. Just not interested.

Shirley C. Smith, president of Fox (Continued on page 22)

## BRITISH DEAL FOR COLOR PLANT

Hollywood, May 14. Deal is pending whereby group of English financiers headed by Sir Adrian Baillie would establish a Technicolor laboratory and plant in London. Baillie is en route to England to place before his group the licensing and royalty proposition outlined by Dr. Herbert Kalmus, president of Technicolor.

It is understood that the parent Technicolor company's proposition for establishment of a plant abroad provides for the English group to build and equip under supervision of local Technicolor engineers, and a license to use the process and patents would be granted the English plant. The plant is to be established in London. It would make prints for the British Empire and continental Europe on technical color feature pictures in this country. It is expected this procedure would save producers considerable sums annually on import taxes and duties abroad.

Dr. Kalmus left last week for Rochester and New York, accompanied by J. Arthur Ball, technical director of the company. If the British financial group accepts the technician conditions for the licensing and establishing of a plant abroad, Dr. Kalmus will likely leave New York for London to close negotiations.

## FILMS TUMBLE TO TELEVISION

Hollywood, May 14. Film industry has officially recognized television as a probable competitor. The Academy Research Council, which appointed a committee to study television from all angles and report at a later meeting as to its probable effect on picture production.

Committee of technicians who will make the television survey comprises: Carl Dreher, chairman; L. M. Laport, secretary; Gordon Chambers, Eastman Kodak; Hollis Moysie, Dupont; J. G. Prayna, Electrical Research Products, Inc.; and Wellington, Radio Corp. of America.

## CAMERAS GRIND ON 4 RADIO PIX THIS WEEK

Hollywood, May 14. A rush of production hits Radio this week with four pictures going out of the clutches of First pit to get their television start. The four going started yesterday (Thurs.) are "Old Man Rhythmic" and "Jaina."

Former has Charles (Bud) Rogers, George Barbier, Betty Grable, Erik Rhodes, Eric Blone, Dave Chase, Ronald Graham and Evelyn Page in the cast, with Edward Ludwig directing. "Jaina" by Lew Gelfand, Don Hartman and Sir Herzig, "Jaina" John Cromwell directing, new Kay Baker, John Brall, Alan Hale, Louis Calhern, David Holt and George Wood cast. "Alice Adams" (Heppner), has starred with George Siemon directing. "Last Days of Pompeii" also got away. Ernest Schoedsack directing. Includes Frederick Potter, Helen Lankford, John Brall, Alan Hale, Louis Calhern, David Holt and George Wood cast.

A new report in London is to the effect that British & Dominions will soon sever its distribution arrangements with United Artists and join Woolf's new company. Joseph M. Schenck is expected here shortly to attend to this. (Schenck sailed Saturday (11) for London.) Jacques & Co., merchant bankers, have underwritten the company for \$1,250,000 conditional on a similar sum being guaranteed by Woolf and his associate, Joseph Rank, mill owner, is one of the directors of the concern. Woolf's new co may win all produce at all, newly distributing films, although understood it may advance some coin to aid production of independent units.



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# THEATRE

## Despite Sac City, Ia., and Brady, Tex., Decisions, Bank Still Spreading

Des Moines, Ia., May 14. Iowa 'bank night' operators were given a severe setback as result of Film Code Authority ruling that 'bank nights', 'cash nights', 'sue draws' and similar schemes violated the code. Local grievance board was overruled and the C. A. ordered both the complainant and respondent in the action of the Chieftain theatre against the Casino theatre in Sac City, Ia., to stop the use of 'bank nights' and like stunts. This action covers lotteries and other forms of prize giving which tend to lower the advertised admission scale.

Sac City case was another instance of a competition house being forced into holding bank nights when a rival exhibitor starts them. This practice has become customary in 'bank nights' situations, the Code Authority observed in its ruling. The C. A. ruling specifically calls attention that the complaining exhibitor has the burden of proof involved to employ a 'bank night'.

The detailed report shows that the Chieftain theatre, complainant, originally started the 'bank nights' at that after registering a complaint before the Des Moines board, the local Inaugural board's campaign as a matter of self-preservation.

The Code Authority in its decision makes observation to recount in the earliest cases to come before it, the C. A. has held that the element of self-interest in the distribution of prizes or awards in competitive situations in disastrous and removes the incentive for the production and distribution of fine pictures. It also points out that such practices bring about a consequent decrease in the standard of picture quality to be set for the industry as well as to preserve operating profits.

Important, But—Leading legal lights of the Film Code Authority in N. Y. consider the Iowa decision and the court ruling in the Brady, Texas, case as opening wedges in the campaign to abolish 'bank nights' throughout the nation. They consider the Texas court decision as setting a precedent that may be followed by other states.

The decision in Texas was against the Brady Amus. Co., the firm being permanently enjoined from holding any 'bank nights' after the state court ruled these nights were a violation of the state lottery law. Originally, Brady Amus. Co. had been ordered to cease by the local grievance board, with the C. A. upholding the local decision.

Then the Brady company sought an injunction against the grievance board.

While this was pending the state court permanently enjoined Brady Amusement from holding any such 'bank nights'. C. A. in New York have received word that the Brady action against the local grievance board now probably will be dropped.

Despite these two slaps at 'bank night' operations and the recent post office ruling which advises resisting matter pertaining to the 'nights' out of the mail, leading codists are plainly alarmed. The fact the bank night has spread throughout greater New York in the last few weeks.

## MPTOA'S CODE SQUAWKS AWAIT NRA'S FUTURE

The special committee 'set up by the Motion Picture Theatre Owners of America to press for code changes is not expected to take any action at all until after Washington has settled the NRA question and it is known whether the Blue Eagle is continued beyond June 15.

## No 'Authority'

Washington, May 14. Legit, film, and broadcasting code authorities will get a new monicker when Congress gets through wrangling about the National Recovery Act.

Plan is to change the name from 'authority' to 'committee', principally because former title arouses suspicion that industrial groups have taken on final, arbitrary powers.

## Court Hobble Shies

### L. A. Grieters from Bank Night Brawls

Los Angeles, May 14. Bank night has been a thorn in this territory has been given a new lease on life through calling off indefinitely on local grievance board of hearings scheduled for last week on resumption of the coin giveaway by theatres in Ventura and San Fernando.

Grieters were all hot two weeks ago to press the issues against the Ventura and the San Fernando theatres, operated by the Ventura, by Principal and Dietrich & Feldstein, but when J. J. Milestein, Metro exchange manager here and member of the board, refused to sit on any bank night cases pending disposition of Federal court actions in two other cases, they threw a monkey wrench into the proceedings.

Indications now are that grieters will ignore any bank night complaints as distributors do not want to run afoul of U. S. court injunctions restraining them from complying with board's cease and desist film service orders.

## Arizona Test Case

Tucson, May 14. Test case of the Arizona lottery laws as they apply to bank night operation is hanging fire in Superior court here following a hearing before Judge J. J. Lawrence on a complaint filed against the Yuma theatre for its coin giveaway.

Following oral arguments, both sides were given time in which to file briefs.

## 'BANK NITE' RULING

### BRINGS NRA TEST

Minneapolis, May 14. C. L. Hiller, Crookston, Minn., local attorney, has taken U. S. F. C. A. to court to bring a court action to test the constitutionality of the film code. Hiller is seeking injunction to restrain the local grievance board from shutting off his Crookston theatres from product because he has disregarded its order, approved by the Code Authority on appeal, to cease and desist holding 'bank night'.

Notice of suspension of service was served on Hiller when he persisted in continuing 'bank night' after his appeal from the local board's decision was turned down by the Code Authority.

Minneapolis neighborhood exhibitors were thrown into an uproar when the Paradise, large independent uptown house, owned and operated by the Bennie Berger circuit, announced that it would hold 'bank night' every night.

With the panic-stricken opposition theaters men fearful that the entire business would be disrupted, an appeal was made to Berger by leading exchange heads and Northwest Allied States to call off his plan. According to the pressure, Berger relented and there will be only one 'bank night' per week as hitherto.

## WHETHER TO MOS OR MARS OR

## Meantime It's Vamping Till the U. S. Supreme Court's Ready to Rule on Legality of the Entire National Industrial Recovery Act

### LIMITED PROVISOS

Washington, May 14.

Continuation of the film code until the Supreme Court declares a halt is the plan of the Government, despite lots of discussion, speculation and concern about the future of the Industrial Recovery program and the code system.

Congress tangles with the issue of a new lease on life for the Blue Eagle this week, with the Senate and House bitterly divided and the Administration ready to accept any new law which will keep the bird flying. The Senate is virtually unanimous in its opposition, with drastic curtailment of NRA powers, while the House is all for a two-year continuation with but slight restrictions of the present set-up.

While President Roosevelt is pulling strings, principally through Secretary of Labor Perkins, Speaker of the House Byrns, and Donald Richberg, for a two-year renewal, the outlook is that the present law will be continued for the shorter period. Senate has the upper hand, and in its present rebellious mood probably will prefer to see the whole thing die rather than consent to the continuation until 1937. Parliamentary situation, with the current law dying automatically on June 16, gives Senators a strong advantage in this tug-of-war.

Admitting there is a question about whether exhibitors and producers would be subject to an act confined only to interstate industries, NRA officials indicated they plan to proceed on the theory that these branches of the film industry are under Federal regulation until the Supreme Court says otherwise. They are hoping the new law will contain a phrase stipulating that interstate commerce is not affected by the act, and that in their control, feeling that such language would leave no doubt about the legality of the entire film pact.

## General Revision Sure

Revision of the film code, in the outcome of the present agitation, but no detailed arrangements have been made nor has any bill been introduced on paper. The new law undoubtedly will contain a requirement that all existing laws of Hollywood and elsewhere being extended, but the NRA probably will go Congress one better in the case of the picture pact, and throw the whole business open for discussion and examination.

Zigzagging of various features found during two years of experience to be superfluous or unworkable is anticipated, while numerous changes, particularly for the sake of clarification, are practically certain. Believed due to go by the boards are provisions relating to salaries of Hollywood talent, raiding, supplementary rules of fair conduct for actors and writers, premiums, and such aspects. All the many interpretations and explanations handed down, either publicly or privately, during the last 22 months, are due to inclusion, with modifying amendments must be taken into account in redrafting the pact.

## More Than 10% Certain

The cancellation privilege will be thrown open for new debate. It is expected, as will the present clause regarding dues, which satisfies all.

(Continued on page 58)

## Zoning and Clearance into the Open; Await L.A. Sked's Start Today (Wed.)

## Befogged

Hollywood, May 14. Production of 'Social Error' was halted when William Burke, producer, complained of the bad lighting. Then someone reminded him that he was wearing smoked glasses. Shooting was resumed.

## N.Y. HUDDLE ON 'BANK NIGHTS'

In order to get the sentiment of exhibitors and possibly put a damper on 'bank nights', lotteries and similar practices in greater New York, George F. Thompson, permanent chairman of the N. Y. film code grievance board, invited principal circuit chieftains and leading exhibitors of metropolitan area to a meeting yesterday (Tuesday) morning. Packed conference room greeted Thompson and board members who listened for nearly two hours to various phases of certain alleged unfair trade practices.

Lotteries, particularly 'bank nights', have spread in this territory in recent weeks. It is the hope of Thompson and the board that some definite steps can be taken to halt these practices. The local board officials feel that conferences with the exhibitors may ultimately crystallize in a 75% approved agreement or an official order from the C. A. which will have the percentage of backing from exhibitors.

Recent experience of local NRA representatives has been that repeated rulings against 'bank nights' and other lottery practices have been ineffective.

In yesterday's confab some exhibitors were inclined to regard giveaways as no greater evil than bank nights and other lottery stunts.

It is evident that Thompson hopes to prevent a repetition of experience in other sections of the country with 'bank nights' and possibly trample out the evil at its source by forcing exhibitors for exhibitors to bring in sawdust against competitors. In numerous localities outside of N. Y., Blue Eagle officials have encountered instances where appeals were made to the local grievance board by one exhibitor on 'bank nights' and the complaining exhibitor often started a 'night' campaign of his own to meet competition, with a final ruling was made by the C. A.

## NEWSREEL CAMERAMEN SCALE VERY SHORTLY

Agreement on working hours for newsreel cameramen appears to be in the offing, according to W. P. Farnsworth, deputy administrator of the Film Code Authority, who was in N. Y. last week, and conferred with union leaders and newsreel company executives. Following this confab, Farnsworth started preparation of a plan incorporating the views of both parties, which he will submit to union chiefs and the newsreelers.

While the sides do not agree to abide by the plan he has drawn up, Farnsworth will lay the whole matter before the NRA officials in Washington. At present, there are three different sets of working hours in use in the New York area, according to Farnsworth's findings. Both sides are anxious to have the NRA rule on what are working hours for these cameramen.

Zoning and clearance schedule situation was thrown wide open for 30 days as a result of the Film Code Authority decision at the meeting in New York last Thursday (9). This definitely held up a vote on the revised New Haven schedule which was rated as being in shape for final adoption.

Code Authority felt that no schedule should be set up pending a 30-day period of operating the Los Angeles zoning and clearance sked, which becomes effective May 16. Consequently, the C. A. has left zoning and clearance matters until June 14 up to the local grievance board for decision.

In keeping with this new policy, the authority notified all representative grievance boards to defer work of formulating pending schedules. They were instructed to hear any complaints on zoning-clearance where the exhibitor felt aggrieved. Detroit and Cleveland are expected to produce the bulk of these specific grievance cases in the next month among the codists of new C. A. move was looked on as giving the needed relief in any situation where the exhibitor felt immediate action was essential.

John C. Flinn, executive secretary of the Code Authority, was instructed by the C. A. to go to Los Angeles and personally supervise installation of the L. A. sked, first one to be tried in the U. S. in the United States. He decided not to go until after the new L. A. Z-C was tested a full fortnight.

## 30-Days' Trial

After the Los Angeles schedule has been in operation for 30 days, Code Authority members believe they will be in a better position to pass on its trial problems in pending schedules such as those for the New Haven, Kansas City and Milwaukee areas.

In addition to affording codists an opportunity of seeing how the Los Angeles sked works, the decision to withhold approval of new schedule until after June 14 will delay vote on these important matters almost to the present expiration date of the NRA (June 16).

By the time the Code Authority again convenes to consider other important skeds, the codists will know exactly how long the Blue Eagle is to live and to what extent its wings will have been clipped by Congress.

Way in which U. S. Senate committee has worked its NRA bill to apply only to interstate business would put a definite crimp in Blue Eagle activities in the motion picture industry, some feel, but would extend the code setup only until April of next year, while house measure would extend it to two years.

Members of the Code Authority should have a more definite idea of the Blue Eagle's fate by the time of next meeting on May 22.

## NO PROTESTS FOR TWO WKS. ON L. A. Z-C SKED

Los Angeles, May 14. Zoning and clearance schedule which goes into effect here tomorrow (15), at 11 A. M., will be given at least a two weeks trial before any protests against sked will be heard by the local Z-C board.

Decision of the Code Authority to send John C. Flinn here over last week, to sit in with the board on protests, was given, but was last minute, with Flinn now not due here until May 27.

First sitting of board on protests tentatively set for May 29, at which time it will thresh out the Balboa and Forum-Tipton cases, as well as projected protests on zoning clearance in the downtown sector.









# ALL'S WELL IN SHOW BUSINESS



**FOX**  
**SPRING FESTIVAL**  
*is here*

**an  
event  
for  
showmen**

# Enjoy THE MONTHS OF



SHIRLEY TEMPLE in **"OUR LITTLE GIRL"** with Rosemary Ames, Joel McCrea, Lyle Talbot, Erin O'Brien-Moore, J. Farrell MacDonald. Produced by Edward Butcher, directed by John Robertson.



WARNER BAXTER and KETTI GALLIAN in **"UNDER THE PAMPAS MOON"** a B. G. DeSylva Production with Veloz & Yolanda. Directed by James Tinling.



**"THE DARING YOUNG MAN"** with James Dunn, Mae Clarke, Neil Hamilton. Produced by Robert T. Kane, directed by William A. Seiter.



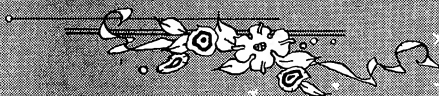
GEORGE O'BRIEN in **"THE COWBOY MILLIONAIRE"** with Evalyn Bostock, Edgar Kennedy and Alden Chase. Presented by Sol Lesser and John Zanft. Directed by Edward F. Cline.



WILL ROGERS in **"DOUBTING THOMAS"** a B. G. DeSylva Production with Billie Burke, Alison Skipworth, Sterling Holloway, Gail Patrick, Frances Grant. Directed by David Butler.



**"LADIES LOVE DANGER"** with Mona Barrie, Gilbert Roland, Donald Cook, Adrienne Ames, Herbert Mundin, Hardie Albright, John Wray. Produced by Edward T. Lowe. Directed by H. Bruce Humberstone.



## FOX SPRING FESTIVAL

# MAY·JUNE·JULY! *here's how:*

**"CHARLIE CHAN IN EGYPT"** starring WARNER OLAND, with "Pat" Paterson, Rita Cansino and Stepin Fetchit. Produced by Edward T. Lowe. Directed by Louis King.

**"BLACK SHEEP"** with Edmund Lowe, Claire Trevor, Tom Brown, Eugene Pallette, Adrienne Ames, Herbert Mundin, Ford Sterling. Produced by Sol M. Wurtzel. Directed by Allan Dwan.

**"THE LORD'S REFEREE"** (tentative title) with Lew Ayres, Paul Kelly and all-star cast. Produced by Joseph Engel. Directed by H. Bruce Humberstone.

**"ORCHIDS TO YOU"** with John Boles, Jean Muir, Charles Butterworth, Harvey Stephens. Produced by Robert T. Kane. Directed by William A. Seiter.

**"GINGER"** with Jane Withers, Jackie Searl, O. P. Heggie, Walter King, Katherine Alexander. Produced by Sol M. Wurtzel. Directed by Lewis Seiler.

GEORGE O'BRIEN in **"HARD ROCK HARRIGAN."** Presented by Sol Lesser and John Zandt.

SHIRLEY TEMPLE in **"CURLY TOP"** a Winfield Sheehan production with John Boles, Rochelle Hudson, Slim Summerville, Jane Darwell, El Brendel. Directed by Irving Cummings.



## AN *event* FOR SHOWMEN

**So-SET YOUR DATES NOW  
TO CELEBRATE**

**FOX  
SPRING  
FESTIVAL**

**AND END THE  
SEASON *right***



## Austrian Film Production Goes 'Aryan' for Sake of German Market

Vienna, May 14.

Plenty of trouble here over the time being that has been made with Nazi Germany whereby Austrian films are going completely 'Aryan'. Political quarters in the city are especially upset, figuring that it may give the outside world the impression that Austria and Germany are playing ball, whereas actually the two countries don't jell at all.

Picture biz attitude is that it is an unfortunate necessity for the time being. And is the question of production worth can be produced here only if the German market is open to them and German writers open its gates to German language films unless 'racially pure'.

After agreement was made, whereby Austrian film producers agreed to throw out of its studios all Jewish actors, actresses, producers, directors, writers, and even cutters, real trouble started. For one thing, right after the agreement was set, Austrian film men made a tour and discovered that there isn't a single 'Aryan' cutter in all of Austria.

Have sent, to Hollywood for a couple of cutters, with the proviso the lads must be able to show 'Aryan' birth certificates, and, in the meantime, make along the best they can. The tough part of it is that whereas within the Berlin film business non-Aryans are occasionally used, at the discretion of the producing companies, the Austrians feel they can't even take those chances because they are the Germans an act out to break the agreement whereby Austrian films are allowed free entry into Germany.

## Russia Buys Two U. S., Two French Features And Three U. S. Shorts

Moscow, April 25.

Soviet Cinema Trust has purchased a number of foreign films for general distribution here, including some American production. The titles are 'The Invisible Man' (U. S.), 'The Three Little Pigs' (U. S.), 'Three Little Pigs' and 'Jolly Pennies' and 'La Cucaracha', Radio two-reeler.

Also purchased are two French films, 'The Last Million' (Pathe-Natan), directed by Rene Clail, and 'Poli de Carrot' (Dana-Fandall) and 'Pete', a Universal-Hungarian production. All these films were premiered at the Cinema Festival.

Deals provide for the delivery of negatives. Positives will be printed here with explanatory inscriptions of the dialog and songs.

## Cliff Whitley Wants Chevalier for London

London, May 14.

Clifford Whitley has gone to Marseilles to endeavor to persuade Maurice Chevalier to make another vaudeville appearance in London.

Chevalier is set for a revue in Paris but Whitley figures he may have a few weeks' time in between.

## S. A.'s Oke B. O.

Capetown, April 20.

Current film business is showing a pleasing good box-office results. Reports from Johannesburg also indicate favorable takings.

David Copperfield (MGM) currently at the Metro, Johannesburg, is doing very well. Another Metro attraction, 'Sequel' is repeating the former's performance for Union Theatres at the Royal. Another ethnic gatherer is 'Hindie Waters' (locally produced), playing the Ritz.

## New Italian Prod.

Rome, May 3.

A new producing firm is to be organized here under the name of Heredia Film.

First film is to be taken from a novel by Pirandello and the second by Marconi, both of them dealing with birth control.

## In Profile

The Hague, May 3.

Two young Dutchmen, W. van Gemen and E. Schoonhoven, have invented a new mirror which shows a replica of what is before the glass without reversing left to right and vice versa.

Have given it their invention the name of 'photo-mirror'. One of its features is that it is especially suited for artists when making up. Gives a very clear picture of those who want to see themselves in profile.

## MEX FILMS ASK TAX RELIEF

Mexico City, May 14.

Leading native film producers admit that the industry is in a bad way and hint that it may slide altogether to the bow-wows unless the government puts out a strong helping hand. Revealingly, they are in a petish to the ministry of finance asking that the industry be exempted for five years from all taxes, excepting that on its income.

During the four years industry has been struggling along, only two or three pics have made a profit and a production that even carries back its expenses is considered out of the ordinary, plus a loss. The report shows that the native industry is bowed down by pretty nearly all the taxes U. S. pic men have, plus a levy on patients to 25% ticks on gross of cinemas (in Mexico, production, distribution and exhibition are all classed together); civic censorship fees; import for state department to o-o pics consigned for export; tax stamps on receipts and transaction documents of big; plenty high duties on materials that must be imported, and absentee tax, a levy of 2% to 4% on all money sent abroad.

## SPANISH CENSORSHIP

Barcelona Orders Film Seizuring Toughened Up

Barcelona, May 3.

Recent exhibition of a nudist film here, which caused much talk, has started the film censorship ball rolling. Strict watchdog policy is already in effect on newspapers, each issue of which carries a list of big, plenty high duties on materials that must be imported, and absentee tax, a levy of 2% to 4% on all money sent abroad.

Authorities have for some time been dissatisfied with the supposed immorality of film fare offered here. According to an edict by the Governor General there'll be no more of it henceforth.

## New Shanghai Tax

Shanghai, April 30.

New film censorship law imposed by Nanking doubles the censoring fees. Anything up to 1,600 feet costs \$8 now. Same price for each additional 1,000 feet or portion thereof.

Local distributors are protesting without avail. It's hardest on small independent Chinese theatres who can't afford their share of the increased costs.

Chinese-made product be exempted from the fees.

## Rhodes Pic Held Up

Capetown, April 20.

Production on the film 'Life of Rhodes', being done by Geoffrey Barker for G-M, may be held up, due to unanticipated difficulties met with while on location here.

Director arrived from India, where he took shots for 'King of the Soldiers Three', with equipment and paraphernalia and located in Salisbury, Rhodesia.

An epidemic of mumps and mouth disease has broken out among animals in the district, however, and Barker may not be permitted to proceed with his film.

## WAGNER FILM

Fröhlich to Make 'Flying Dutchman' on Native Soil

The Hague, May 3.

Carl Fröhlich, the German producer of 'Maedchen in Uniform', has come to Amsterdam to produce a film version of Wagner's 'Flying Dutchman.' Local Wagner Association will help out on financing.

Details of production are yet to be worked out. Eric Kleber, symphony baton, has been engaged to conduct the score in the film.

## GOVT COIN UPS ITALIAN PRODS.

Rome, May 8.

Government's annual loan of \$225,000, extended to film producers on a five-year credit period, has appeared in local newspapers.

Italian producers have 11 films ready to go into production about the end of the month. Hopes are to increase this number up to fifty by the end of the year.

Immediate production is scheduled for 'Amore' ('Love') from a story by Palermo, to be directed by C. L. Bragaglia for Societa Italiana Artisti Associati. He will also do a French version for Epoque Film of France.

Lohengrin script by De Benque and Eckhardt, goes into work for Ventura soon.

'Un Pezzo di Terra' ('A Piece of Earth'), by Chivini and Alvaro, is under on the roster and 'Vita e Morte' ('Life and Death'), by Interaldi, based on an article by Mussolini called 'The White Race Is Dying' will follow.

Shooting has begun on 'Boots to the Sun' ('Scarpe al Sole') by Elio Berling director, and G. V. Samplari, the producer.

Giuseppe Palmieri is to direct a film entitled 'Mucchi', which goes into the works pronto.

## AUSTRALIAN EXHIBS DISCOVER GIFT GAG

Sydney, April 20.

Out in the local nabs exhibs give away practically anything from a suite of furniture to a suit of clothes to get people into theatres. Smaller indie men are being hard hit by big competition playing up the give-aways.

Poor pics are generally looked on gift nights, main line being to get mob in on the gamble chance. In one northern district an indie played a special triple feature film bill, with three features, each with a gift night show at 7:45 p.m. and conclusion at 12:45 a.m. in opposition to house playing two poor pics with gifts. Triple bill played to poor big while opposid had capacity.

## TOEPLITZ STAYS ON

Gratz Recruiting Talent for Him in U. S.

London, May 5.

Ludovico Toeplitz has postponed his proposed sailing for America but has sent Paul Gratz over as his agent for talent recruiting purposes.

Forerunning Toeplitz productions include 'Crime Doesn't Pay', from book by Bechtower Roberts, 'Byron in Italy', original story by Leon Kohnitzky; original story by Karl Zuckmayer on the life of King Arthur legends, probably called 'Tristan and Isolde'; 'The Golden Age', modern story by A. P. Antoine.

## G-B's Indian Pic

Calcutta, April 25.

British-Gaumont has finished all exteriors in Khyber Pass on 'Soldiers Three', story of the first Afghan war, limited to 1,500 uniforms and 1,000 old-time rifle forms to use.

Since Khyber raiders would give almost anything for rifles, no matter how old, government made the officers plug all the barrels.

First principal cast for the pic not yet chosen.

## General Theatres Building Up Chain with Hopes of Stalling Off Growing Indie Opposition

### Makes It Safe

Sydney, April 20.

General Theatres is planning an extension of its activities to the country centers of N. S. Wales. First to come under banner will be Lismore, on the north coast.

After buying and breaking into all of the city and nabe outlets possible, G. T., according to Stuart Doyle, will now go further and fight opposition by advancing into all towns with a population of 2,500 or more. Doyle says it is G. T.'s ambition to build up and operate the biggest city nabe and country chain of theatres in the world.

## TOUGH SPANISH PIX TAX ON WAY OUT

Madrid, May 3.

The much-disputed 7½% turnover tax on all film distrib in Spain is showing signs of being reduced.

After months of fighting by the Mutual Cinematographic Defense Society to have the tax cut or abolished, the budget committee of the Spanish parliament finally agreed to snip it to 3% in the next budget. Proposal actually got to parliament, where it was to be read and automatically become a law.

But the very day that it was to be brought up the cabinet fell and the distrib white horse had to be held over among other pending matters until parliament meets again in May.

In the meantime the distrib must continue to fork over the 7½%.

Drastic law was adopted in 1932 by the left wing government then in power, and, according to showmen in general, it has proved disastrous. With business poor, the tax merely upped the net on every picture, to the detriment of the showman.

With more conservative elements in the cabinet nowadays, it is believed that the reduction will become effective within a comparatively short time.

Originally the law was designed to protect national film production, but it was applied to the rental of both domestic and foreign pic. Exhibitors and domestic producers complained that the law actually defeated itself when national films were taxed on the same basis as foreign products.

Spanish Professional Cinematographic Association, cooperating in the campaign against the tax, submitted a petition to the minister of finance outlining reasons for abolishing a tax 'which is limiting the production of Spanish pictures'. Association's board of directors, which submitted the petition to the minister in person, reported that it was favorably impressed by the minister's remarks during the interview, and it looked forward to speedy action.

## Hummel in Rome

Rome, May 3.

Joe Hummel, Warner Brothers foreign producer, has arrived in Rome, his first stop on a proposed tour of Italy. Confronted with N. Zaza, company's rep here, before going to Naples. Expected to turn to Rome about the end of May.

Also visiting Rome is Ludwig Kitz, head of Alfa, whose purpose is to create better contact between Italian and German film interests in regard to interchange of product. He was received by Luigi Frolid, Director General for the Cinematograph.

## Mejorada Moves Up

Madrid, May 3.

Count Aloranda, formerly administrator of the SAGT string of film theatres, largest in Spain, has been named general manager, succeeding Oscar Alba, who resigned.

Alfa is a son of Santiago Alba, president of the Spanish parliament.

## BIZ IS OKAY IN AUSTRALIA

Sydney, April 20.

Happy Lenten crowds are flocking to the cities with plenty of coin being given for Lenten money. Period always means big b.o. trade here.

'One Night Wonder' (Col) goes into its fourth month and will, longer, 'Bengal Lancer' (R) is in its eighth week. 'Merry Widow' (Gaiety) got off to a great break and is a sure bet for big money. 'Little Minister' (Radio) looks like running into solid trade. 'Scarlet Pimpernel' (United) looks like a sure bet for big money. 'Little Minister' (Radio) looks like running into solid trade. 'Scarlet Pimpernel' (United) looks like a sure bet for big money.

'Here is My Heart' (Par) will stay two weeks to nice big. Other current releases include 'Arc de Triomphe' (BB), 'Camels Are Coming' (GB), 'It's a Gift' (Par), 'We are All in a Fix' and 'Million Dollar Ransom' (U).

## New Tobis Setup

The Hague, May 3.

Following the annual meeting of stockholders of International Tobia Ltd. at Amsterdam, several new names were elected to the board. In Tobis, were elected to the board. New directorate then okayed the financial report for year ending March 31.

New directors elected are Dr. Bruck of The Hague, Dr. Zupers of Zurich, and Dr. Baussack of Berlin.



# AWED BY ITS GRE A NATION'S PRESS THUNDERS ITS PRAISE! ★ ★ ★ ★

**FOUR STARS [★★★★] .. New York Daily News**

**FOUR STARS [★★★★] ..... Liberty Magazine**

**FOUR STARS [★★★★] .. Chicago Daily Times**

**"The most powerful picture released in New York this year, and one of the most heartrending screen plays ever made."**

—Kate Cameron, *N. Y. Daily News*

**"A film of major greatness... honest, compelling, magnificently produced."**

—Howard Barnes, *N. Y. Herald Tribune*

**"One of the finest dramas of the year."**—Andre Sennewald, *N. Y. Times*

**"A powerful and daring melodrama . . . superior entertainment."**

—Bland Johanesson, *N. Y. Daily Mirror*

**"One of the few films which must be seen."**—Regina Crewe, *N. Y. American*

**"A powerful and heart-breaking tragedy."**—Eileen Creelman, *N. Y. Sun*

**"One of Hollywood's finer screen achievements."**

—Rose Pelswick, *N. Y. Evening Journal*

**"A truly magnificent film."**—William Boehnel, *N. Y. World-Telegram*

**"A vital, powerful picture."**—Irene Thirer, *N. Y. Post*

**"A courageous, stimulating, provocative, exhilarating, exciting, tragic, mystical, haunting, pulsating flight into the sublime."**

—E. de S. Melcher, *Washington Evening Star*

**"Nothing can keep it from my ten best list."**

—Andrew R. Kelley, *Washington Times*

**"An honest celluloid sensation . . . You must not miss it."**

—Mabel Jennings, *Washington Herald*

**"I certainly shall see it many times."**—Nelson B. Bell, *Washington Post*

# ATNESS

"Sweeps you along as before a raging torrent."

—Dick Tenelly, *Washington Daily News*

(★★★★ FOUR STARS) . . . "One of the few genuine epics to come from Hollywood . . . a genuinely distinguished picture."

—Doris Arden, *Chicago Daily Times*

"An excellent film . . . beautifully and artistically done . . . tense drama seldom found in a picture."—Carol Frink, *Chicago Herald and Examiner*

"It will plumb the depths of your heart."—Rob Reel, *Chicago American*

"Powerful . . . McLaglen will astonish you . . . acting splendid."

—Mae Tinee, *Chicago Tribune*

"A great picture—greatly achieved and greatly executed . . . It towers above the average movie like Gibraltar above the sea."

—Ralph Holmes, *Detroit Evening Times*

"'The Informer' carries a punch . . . thrilling story."

—Len G. Shaw, *Detroit Free Press*

"It is one of the great films of this or any other season."

—Helen Eager, *Boston Traveler*

"Here is the probable choice for the No. 1 picture of the year."

—George Holland, *Boston Evening American*

"A history-making film . . . one is left spent and worn by the sheer beauty and perfection."

—*Boston Globe*

"If there is any justice at all, 'The Informer' will be the best picture, not only of this but of many seasons."

—E. L. H., *Boston Herald*

"The best dramatic offering of the season . . . bound to be near the top of 1935's best films."

—*Boston Post*

"When the motion picture roll of honor for 1935 is written out, 'The Informer' will rank high on the list."

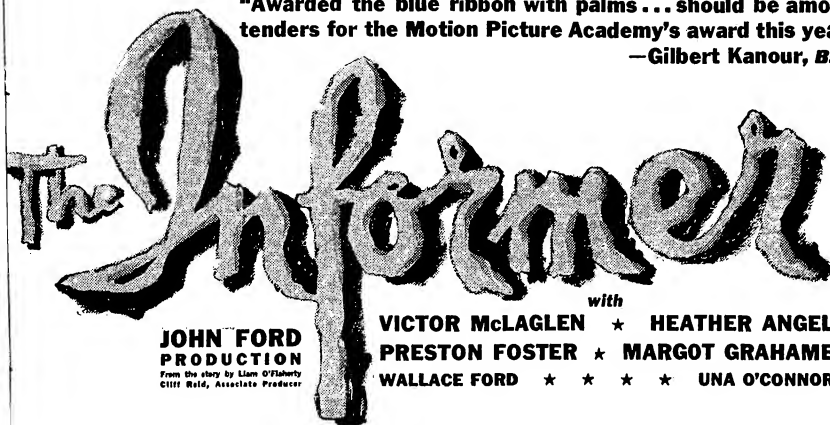
—Gordon Hillman, *Boston Daily Record*

"I would place it among the five best pictures produced since the coming of sound."

—Donald Kirkley, *Baltimore Sun*

"Awarded the blue ribbon with palms . . . should be among the strong contenders for the Motion Picture Academy's award this year."

—Gilbert Kanour, *Baltimore Evening Sun*



**RKO-RADIO  
PICTURE**

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# DAZZLING HEPBURN...

*breathing fire into the throbbing soul of a glorious girl... tremendously in love... a 1935 heroine... stunningly gowned!* ♦

**BOYER...** *romantic dynamite for every woman's heart... irresistibly magnetic. together in a deeply dramatic love story.*







KATHARINE

**HEPBURN**

CHARLES

**BOYER...**

in

**"BREAK OF HEARTS"**

with **JOHN BEAL... JEAN HERSHOLT**

Directed by Philip Moeller . . . Jane Loring,  
Asso. Director. Pandro S. Berman Production

**RKO RADIO PICTURE**





*Promise  
yourself*

**THE BIGGEST  
BUSINESS IN  
TOWN**

*and you'll keep  
your promise*

**WHEN YOU PLAY**

# SHIRLEY TEMPLE

*in her greatest picture*

## 'Our Little Girl'

with

ROSEMARY AMES • JOEL McCREA  
Lyle Talbot • Erin O'Brien Moore • J. Farrell MacDonald

Produced by Edward Butcher

Directed by John Robertson. From the story "Heaven's Gate" by Florence Leighton Pfalzgraf.  
Screen play by Stephen Avery and Allen Rivkin. Adaptation by Stephen Avery.

HIT  
NO. 1  
of the  
FOX SPRING  
FESTIVAL





**"Oh That We, Too, Were MAE-ing!"**







# Today

Patman Bill.

Discourage Crime.

Mr. Hoover's

Plan to

—BY ARTHUR BRISBANE—

(Copyright, 1935, by King Features Syndicate, Inc. International copyright and all other rights reserved.)

Warner Brothers are showing in New York a picture called "G MEN," encouraging citizens, hitherto hopeless, concerning the national crime wave.

"G MEN" shows what is actually happening to criminals, not what is *expected*.

The good work is done by government agents.

Criminals engaged in gambling see one of their associates arrested by a "G man" two blocks from the room in which they sit. The head criminal, seizing a "reacher," a long-range rifle, kills the government agent as he puts the handcuffs on the criminal.

A young lawyer, boyhood friend of the dead agent, decides to avenge him, joins the "G men," does the avenging most efficiently.

An exciting, interesting story is told, and the moral is "crime does not pay."

If you enjoy seeing virtue triumphant, vice and crime riddled by machine gun fire, the bad girl who has decided to go straight and help justice murdered in a telephone booth, and the good girl kidnaped but rescued to live happily ever after, by all means see "G MEN." Warner Brothers have rendered public service in that picture. It will make the professional racketeer and killer realize that his profession now involves danger.

—Chicago Herald Examiner

## A Crime Movie, New Style Worth Seeing

Well worth your while is the film "G-Men," now on view in New York.

It is about crime. But, unlike many crime pictures, it is true to fact, not fancy.

The "G-Men," as you know, are operatives of the Department of Justice.

They are the ones who got Dillinger and a score of other public enemies, who smashed kidnaping as a major American industry, who have done more to make crime less profitable and less popular than any other law enforcement agency.

The film—tense, dramatic, packed with thrills—shows you how the G-Men get results.

It is a picture that every law-abiding adult and every child should see. It paints crime in its true colors, not in those which have been used to glorify it in the past.

It is a picture that every CONGRESSMAN should see. It will convince him that every cent appropriated for the Department of Justice agents is money well spent, and that more money should be made available to the department to increase its force.

And, finally, it is a picture that every criminal should see. Warden Lawes might find it as useful at Sing Sing as his brass band, his football team or his other noble experiments in rehabilitating those who think that crime can be made to pay.

—N. Y. Journal

## "G" Men

When you read in this column good words about a movie, rest assured that we, right or wrong, think it is one about which you should be told.

Remember the gangster pictures?

Phooey!

The movies have done an about-face. Men from the department of justice are now the heroes. And they are not inflated, either. "G" men are portrayed in action in a picture of the same name at the Metropolitan Theatre. We saw it. We are glad we didn't miss it.

Suspicious were we in advance that the picture might preach a doctrine of shooting first and asking questions afterward. This newspaper does not trail along with hysterical persons who would allow any dumb policeman to kill any and every criminal.

There is a nice line. "G" men have been taught when to shoot—and, more important, when not to shoot. The picture makes the point. Had it not, no boost would it get here.

See it.

—Boston Traveler

# "Whee!"

Topping the unparalleled flood of praise and records that have established "G-Men" as the most decisive success in recent picture history, five\* great metropolitan dailies add the crowning tribute of flaming editorials proclaiming this Warner Bros. box-office sensation as an instrument of public welfare!... Has your editor seen it?

\*And the list is growing daily!

## "G Men"

"G Men," a moving picture that will render public service all over this country, produced by Warner Brothers, is showing now at the Strand Theatre, Broadway and 47th St., New York. It will discourage criminals, give hope to those that dread the crime wave that has been rising higher and higher throughout the country.

The Mirror, beginning today, in a series of pictures, will print "G Men," and its story.

While racketeers are gambling, a counterfeiter comes to borrow a few "centuries," meaning hundreds of dollars, gets them, goes out on the street, is arrested by a "G Man" from the office of the National Attorney General.

One of the gamblers shouts to an assistant, "Give me a reacher." That means a rifle of long range with which a man can be killed at a distance.

The "reacher" aimed from the gamblers' window, kills the "G Man." He dies in discharge of his duty, as many others have done.

Brick Davis, a part played by James Cagney, is a young lawyer, close friend of the murdered man. He gives up his profession, joins the "G Men," vowing revenge for his friend. The complete story which will be told in pictures, shows how criminals in that group of gamblers meet with death at the hands of "G Men." It is a pleasure to see Brick Davis (Cagney) reverse the picture and "bump off" the professional murderers.

Crime doesn't pay, it can't win in the end. Now that the United States Government has made suppression of crime a part of its business, the criminal invites death and will meet it.

—N. Y. Mirror

## Support the 'G Men'!

EVERY member of Congress ought to witness at least one exhibition of "G Men," the new motion picture.

This spectacular film drama represents and ably portrays a great and significant change that has come into American life.

Its tense action will remind the lawmakers, as already it has reminded the screen critics, of an older motion picture called "Public Enemy," which set a vogue for gangster films a few years ago.

And yet—what a difference!

The former gangster films seemed to glorify the "gorilla" and the gunman.

And there was a lot of truth in that characterization of the public mind, for gangsters, be it recalled to our shame, were glorified a good deal in those crime-ridden days.

\* \* \*

THE late and entirely unlamented Dillinger was an outstanding example.

In one widely published photograph Dillinger—a recaptured slayer at the time—was shown with a County Prosecutor's arm flung almost fondly across his shoulders.

Shortly after the photograph was made Dillinger was allowed to break out of jail again, resuming his marauding and murderous career until THE FEDERAL MEN went on his trail in earnest and brought him down.

And when Dillinger died, as one of a series of Federal exploits, the period of "glorification" of gangsters was all through.

Respect for law and order was born again in America. That, briefly recounted, is the film story that "G Men" has to tell.

For "G men" in the criminal argot stands for armed Department of Justice men, who have shown how gangsters and kidnapers may and must be dealt with.

\* \* \*

IT IS very important for members of Congress to see this film for a particular reason.

The stern but laudable business of law enforcement by Federal men has been carried on vigorously since Homer Cummings became the Attorney-General of the United States.

The "G men" themselves belong to the Division of Investigation, under J. Edgar Hoover, in his department.

Against enormous odds of too few operatives, too little money and inadequate equipment, they have undertaken to clear the country of public enemies.

What they have begun they can finish IF ONLY CONGRESS WILL ENABLE THEM TO DO SO—and the best way in which Congress can assist in the vindication of criminal justice is by granting the Department of Justice ENOUGH MEN and ENOUGH MONEY.

This Federal department has proved itself to be THE ONE EFFECTIVE FORCE in suppressing crime, and Congress has been utterly negligent of its duty in cutting down the appropriations that Mr. Hoover demands.

\* \* \*

THAT is why it is desirable for members of Congress to see the "G Men" motion picture play.

Of course, they may find that "G Men" is realistic in its scenes of crime suppression.

But so have our violent and hideous crimes been realistic.

Let us have more of the realism of efficient law enforcement and less of the disgraceful realism of unpunished racketeers and criminals!

—N. Y. American

## Felix Feist Sez F.D.R. Toughest Radio Opposish

Kansas City, May 14.

Some 150 sales executives, publicity men and heads of departments of the Metro-Goldwyn-Mayer organization, have been here four days attending the annual midwestern sales convention.

Felix Feist, general sales manager, presided, and was given with a dinner party at the Hotel McPherson on the occasion of his 40th anniversary with the company.

Feist stated that the picture attendance in the U. S. increased 20% in the last year.

Referring to radio opposition he declared that the ether stars have only deprived the picture of about 5% of their business and that this percentage is steadily decreasing. "It indicates no decline in radio listening. It simply indicates there is a place for both types of entertainment."

He also said that the worst nights the managers had to contend with were when President Roosevelt broadcast his "fireside chats," and declared: "Those fireside chats are so hot they burn the managers' house down. He's the only radio performer who keeps people home from films in appreciable numbers. Huey Long is beginning to be felt as a competitive attraction. So is Father O'Sullivan, the only one who keeps the people home on nights when he has a good picture in the President's."

Hollywood, May 14.

Metro h. o. crew is here from the Kansas City sales convention. In the party are E. L. Saunders, William Ferguson and J. S. MeLeod.

## 'Caliente' for Broadway Cap, 2d WB Pic in Row

Capitol, N. Y., has closed for another Warner picture, in 'Caliente' opening Friday (24). Booking is made possible by four-week run picture for Warner's 'G. Men at Strand, causing pictures to pile up. 'Flame Within' (MG) was penciled for the Cap May 24.

Cap currently is on second week of 'Go Into Your Dance' (Jolson-Keeler), also (WB).

## Duo's Mascot Deal

Hollywood, May 14.

Leonard Fields and David Silverstein, released by Phil Goldstone, were both given a four-picture time deal by Mascot.

Both are scripters; Fields also directs. Their first will be 'Streamline Express.'

## 'Deception' First for Wyer Away from U

Hollywood, May 14.

First picture to be directed by the Universal lot by William Wyler will be 'The Gay Deception' at Fox. With Fennell, with Francis Lederer and Frances Dee in the leads, set for May 20 start.

Wyer and U parted with the completion of 'The Good Fairy.'

## Par's 'Stormy Spring'

Hollywood, May 14.

Parsons has bought 'Stormy Spring,' a German play from Oscar Straus who owned the rights. Three Strauss melodies go with the buy.

Story will be used for Carl Brisson, Helen Jenson and Joe Morrison.

## 'Bordertown' Author Sued

Los Angeles, May 11.

At Kingston a holding court Graham into court on complaint that the writer over him \$10,000 commission on the \$100,000 sale of his novel, 'Bordertown,' to Warner.

Graham is suing on an agency contract which, still has several months to run. He is demanding an additional percentage on Graham's studio writing jobs.

## 3-Month Ontario (Can.) Shutdown, Tax Protest

Toronto, May 14.

The proposal to close all picture houses in Ontario during June, July and August if the new provincial amusement tax is not rescinded by the government will be made to a mass meeting of exhibitors here tomorrow (Wednesday) according to Oscar Hansen, president of Allied Exhibitors, which controls more than 100 theatres.

N. L. Nathanson, president of Famous Players-Canadian, is also in the fray with the heated charge that is questionable whether the picture industry here can survive the new tax schedule which will place an estimated \$1,500,000 in the government coffers.

Oliver Scott, secretary of the Independent Theatre Owners of Canada, has also launched petitions to be signed by filmmakers in a province-wide protest against the amusement tax increase. Forms have gone forward to his 125 houses to enlist the support of 800,000-1,000,000 patrons. Civil resentment on the part of owners and operators is so great the government rushed the measure through without taking the industry into its confidence.

## WB SPENDING \$750,000 FOR STAGES, WORKSHOP

Burbank, May 14.

Warner's First National has advertised for bids to construct \$750,000 in sound stage and workshop additions to its plant. The work is scheduled to start around June 1.

County supervisors have budgeted \$200,000 for food control levee where the new structures will face the Los Angeles river.

## Marcin's Par Return

Hollywood, May 14.

Max Marcin's first for Paramount on his return as producer-director is 'Phantom of the Opera,' produced play, with Cary Grant, Gail Patrick and Ned Sparks.

Marcin and Henry Myers did the screen play.

## Six Writers Reading 'Milky Way' for Lloyd

Hollywood, May 14.

Heaviest contingent of writers on a single picture to be read here is turned loose by Paramount on 'The Milky Way,' the Harold Lloyd farce.

Screen play is being developed by Richard Connell, Grover Jones and Frank Butler. Interests are being by Felix Adler, Frank Terry and Hal Yates.

## 'Mutiny' Stands By

Hollywood, May 14.

Metro's 'Mutiny on the Bounty' draws another week's setback and part of the script gets a fresh rewrite from James K. McGuinness.

Postponement occasioned by Clark Gable and Robert Montgomery both being tied up in other pictures on the lot.

## HOBLITZELLE NAMED

Dallas, May 14.

Karl Hoblitzelle, Interstate Circuit head who controls around 100 Southern theatres, was named by the Federal control commission by Gov. Jimmy Allred.

Control board has administration of \$300,000 allotted Texas for 1936 elections. Eighteen members are big men and statesmen.

## SPEED UP CAMERAS

Hollywood, May 14.

Automatic starting of cameras, invented at Metro two years ago and in use since, has been made available to the industry through the Academy.

Device for starting cameras eliminates the waste of film in gathering speed.

## ROY COHEN'S FOX CHORE

Hollywood, May 14.

Octavio Roy Cohen is adapting 'Shooting Charlie' for Will Rogers from a series of Courtney Riley columns in the Chicago Tribune.

Rogers is cast as the owner of a small wagon show.

## No Dual Feature

Lincoln, May 14.

Occurrence the same day of Anna Sten's personal appearance at the Lincoln in connection with her picture 'Wedding Night,' and the marriage of Barney Oldfield, Journal picture critic here, to Yvonne Kinnman, non-pro, gave the Lincoln pub staff the idea to have Miss Sten act as the bridesmaid. The idea was killed at the inception by the bride.

This will be no dual feature, said she.

## F-WC Settling Product Deals West; 1st Time

Los Angeles, May 14.

For first time Fox-West Coast is negotiating product deals here for the entire chain. Held likely contracts for the entire Fox output will be linked before the weekend with deals for other companies also set.

In sales huddle today are Charles and Spyros Skouras, E. L. Alperson, Ed Paslay, J. J. Sullivan, Elmer C. Rhodin, Rick Ricketson, John Clark and Herman Wober. The eastern Fox-West Coast execs leave Thursday (16) and division managers follow later for home office conferences on film and operation policies.

## 'Interference,' Early Par Talker, Back for Remake

Hollywood, May 14.

Paramount is pulling 'Interference,' one of its first all-talkers in 1928, off the shelves for a remake. Doris Anderson has been handed writing assignment.

Sophisticated melodrama was co-directed in first version by Roy Pomeroy and Lother Mendes.

Marion and Henry Myers did the screen play.

## Two 'Glory' Records

Burbank, May 14.

Mervyn Le Roy brings 'Pare Lass Glory' under the wire tomorrow (Wednesday) after five weeks' production, to set a record for a Marion Davies picture.

Also cost is a new low for this star, reported at \$550,000.

## U Sets Sullivan in 'Time on Her Mind'

Hollywood, May 14.

Paul Green will write the screen play of 'Time on Her Mind,' Margaret Sullivan starler for Universal.

Writer will handle the assignment at his home in North Carolina, coming to the coast with the finished treatment for studio conferences on about eight weeks.

## Another 'Dry Martini'

Hollywood, May 14.

'Dry Martini,' made by Fox seven years ago, is back for remake. Studio is clearing up the talker rights with the estate of John Thomas, who authored.

## ALICE DUER MILLER'S PIC

Alfred Duer Miller, author of 'Roberta,' left Monday (13) for Hollywood and six weeks' assignment at Metro.

Scheduled to work with Jerome Kern on a Joseph von Sternberg film.

## ARMETTA'S PERSONALS

Henry Armetta, following two p. a. weeks for Loew's, June 7 and 8, has been booked for a week by Paramount at the Michigan, Detroit, June 25.

Loew theatres he will play have not been designated as yet.

## DIETZ FLIES BACK TO N. Y.

Hollywood, May 14.

Howard Dietz, after looking over a number of Metro pictures, including 'China Sea,' flies to New York today (Tuesday).

## Studio Placements

olymwood, May 14.

Claude Rains, Cary Grant; Harold Young directing, 'The Last Outpost,' Par.

Marion Shilling, untitled story, Will Kent.

Murray Kinnell, Joe Hoffman, writing 'Charlie Chan original,' Fox.

Scott Darling, screen play, 'Confessions of a Teenage Idol,' Fox.

Betty Darling, 'Jim Lane: Edward G. Robinson directing, 'First of Trilpe X,' Affiliated.

Christian Rub, 'Ladies Love Excitement,' Musco.

Matthew Betz, 'eckless Roads,' Darnour.

Will Marshall, 'Purnell Pratt,' 'Diamond Jim,' U.

Murray Kinnell, Frank Darlen, Leo White, Robert Graves, Clarence Wilson, Bernard Segal, 'Mad Love,' Metro.

Claude Gillingwater, 'M a d a s e Evans,' Lester White, 'sainted pictures,' 'Calm Yourself,' Metro.

Robert Greig, Charles Clarke, camera, 'Manhattan Madness,' Metro.

Charles Irwin, 'Mutiny on the Bounty,' Metro.

Edith Wales, 'Gentle Grifter,' Fox.

Melvin Levy, adapting Garibaldi story, Par.

Harold Clarke, 'Mad Love,' Metro.

Adrian Morris, Huntley Gordon, J. Farrell MacDonald, Gordon Westcott, Addison Richards, 'Georgie Bennett,' Front Page Woman, WB.

Edward Alexander, Chuck Hamilton, 'Big Broadcast of 1935,' Par.

Dave Hirsley, 'No More Ladies,' Metro.

Jessie Ralph, Ian Hunter, George Olfman, Jr., 'Jalna,' Radio.

Lawrence Hazard, adaptation, 'A Feather in Her Hat,' Col.

Lawrence Hazard, adaptation, 'The Pastry Baker's Wife,' Par.

Marguerite Roberts adapting 'Men With Names,' Metro.

Albert Trotter, writing, Wheeler and Woolsey original, Radio.

Gene Albern, 'Stuart Walker directing, 'Sing Me a Love Song,' U.

Donal Woods, 'Farmer Takes A Wife,' Fox.

John Handy, Harry Bradley, 'Diamond Jim Brady,' U.

May Beatty, 'Bonnie Scotland,' Romy.

Richard Tucker, 'Calm Yourself,' Metro.

Larry Lloyd, 'Prettiest,' Par.

Francis Lederer, Frances Dee, 'When a Woman Loves,' Metro.

Marie Gambarelli, untitled open picture, Fox.

John Maguire, 'Steamboat Round the Bend,' Fox.

Donald Woods, Phil Regan, 'We're in the Money,' WB.

Walter Byrnes, 'Not On Your Life,' WB.

Shannon, adaptation, 'King Solomon of Broadway,' U.

Henry Armetta, 'Romance in the Rockies,' WB.

Adrienne D'Ambricourt, Doris Lloyd, 'Trella Corda,' 'Prettiest,' Par.

Katherine DeMille, Lela Lindsay, 'Black Room Mystery,' 'Carmichael,' Grace Bradley, Evelyn Fox, Douglas Fowley, 'Old Man Rhythm,' Radio.

Donald Meek, Florence Roberts, 'Top Hat,' Radio.

Key Lyle, 'Mad Love,' Metro.

Verla Lewis, W. C. Fields picture, 'Key Lyle,' Metro.

Allison Skipworth, 'Shanghai,' Wanger.

Armando and Li 'Not On Your Life,' WB.

Five Maxelloes, 'Broadway Joe,' WB.

Dorothy Parker, Alan Campbell, scripting 'Case Against Mrs. Ames,' Par.

Doris Anderson, screen play, 'Not Without Regret,' Par.

Hank Mann, 'Good Old Days,' WB.

Rafaelo Ottiano, 'Curly Top,' Fox.

E. C. Cline, 'We're in the Money,' WB.

George Chandler, 'Welcome Home,' Metro.

Shirley Chambers, 'Calm Yourself,' WB.

Belmer Jackson, 'Page Miss Glory,' Fox.

Walter Byron, 'The Dressmaker,' WB.

Anthony Coloway, 'The Throback,' U.

Noel Madison, Harry Bradley, John Dillson, 'Manhattan Madness,' Metro.

Adelaide Hallborn, screen play, untitled story, Fox.

Pat Flaherty, Marion Clayton, 'Mutiny on the Bounty,' Metro.

Agostina Borgato, 'Sahy Hay,' 'Mad Love,' Metro.

Dr. F. MacLaughlin directing, 'Prettiest,' Metro.

Smith Rantner, 'Steeplechase,' Metro.

Friz Leiber, 'Tale of Two Cities,' Metro.

Gene Albern, directing 'Lemonade Trust,' Or Gram comedy, Radio.

Arthur Treacher, 'Ochids to You,' Fox.

For 'Lemonade Trust,' Metro.

Lou Hughes, 'Rip Roaring Lily,' Metro.

Samson Raphaelson, writing dialog, 'Gay Deception,' Fox.

Edna Mae Oliver, 'Tale of Two Cities,' Metro.

Betty Jane Cooper, 'Big Broadcast of 1935,' Metro.

Grant Withers, Marion Burnes, 'Rip Roaring Lily,' Burr.

## Schulberg's 1st at Col.

Hollywood, May 14.

'One Way Ticket' will be the first Bob Schulberg picture at Columbia on next season's program.

Marion Gering probably directs.

## 'GONDOLIER' RESUMES

Hollywood, May 14.

After a month's sista due to illness of Adolphe Menjou, 'Gondolier' resumed shooting yesterday (Monday) at Warners.

Sick calls for six more days of work.

## Contracts

Hollywood, May 14.

Raymond Bond sealed at Metro for another swing on the writing staff.

Warren William set for another year at Warners on option pickup.

Universal has given term writing contracts to Albert J. Cohen and Robert S. 'Tim' S. Squire. One was scenario head of the studio.

Charles Belden back at Warners writing staff on a term.

## STORY BUYS

Hollywood, May 14.

Option on 'Virginia Judge' by Walter Kelly and Octavio Roy Cohen, 'The Menorah,' Paramount.

Kelly will be started.

John Warner, 'Passport to Hell' taken by Metro on option.

'Laughing Pioneer,' story of the North Carolina mountains, by Paul Green, will be made by Metro.

Metro outbid several studios for screen rights to Marietta Burlew, 'Adventure for Three.'

Women has optioned Scott O'Neil's 'Women of Spite,' a possible starrer for Greta Garbo.

'Wildcat,' an 'I'm a Scout,' original by Marion Morgan and George B. Dowell, acquired by Paramount.

## TITLE CHANGES

Hollywood, May 14.

'Boom Days' has been discarded for 'The Arizona' as the next picture for Marion Morgan.

Universal has switched the Al Brady feature, 'Lady Tubbs,' to 'Mam.'

# RECORDS ARE FALLING . . to "MY HEART IS CALLING"



**HELD OVER FOURTH WEEK.** Bigger business third week than second. Mayfair, Cincinnati.

**HELD OVER FOURTH WEEK.** Broke all records in history of Filmarte Theatre, Hollywood.

**JUST OPENED TO TERRIFIC BUSINESS.** Promises to break record run of eight weeks of "Be Mine Tonight." Embassy, San Francisco.

**STANDING ROOM ONLY.** Orpheum, Portland, Ore.

**STILL PLAYING ON BROADWAY TO SMASH BUSINESS.** Westminster, New York.

## Jan Kiepura *in* MY HEART IS CALLING

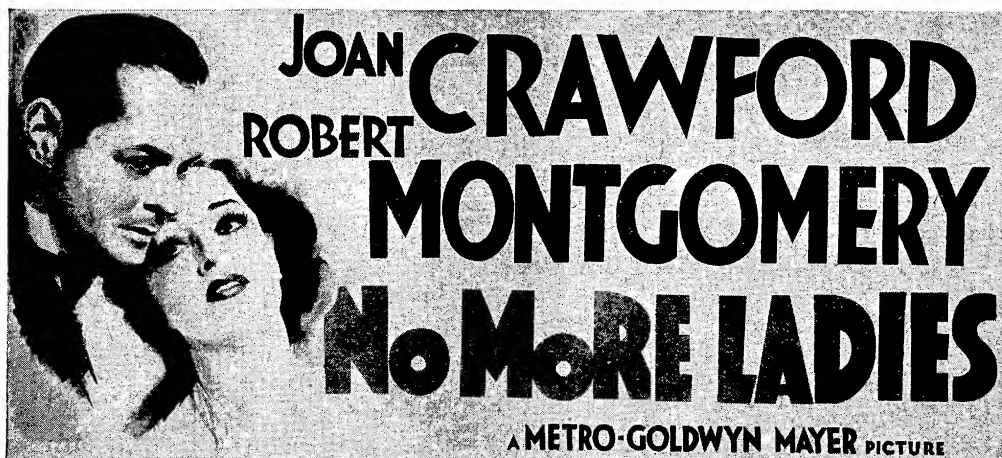
*The greatest singer in the world . . in  
the greatest musical ever produced*  
MARTA EGGERTH and SONNIE HALE

TOPS  
'EM ALL



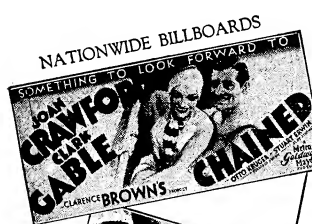
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## ANOTHER BIG M-G-M BILLBOARD CAMPAIGN!

Okay America! 8,000 smashing 24-sheets in 1,500 cities pre-sells your public! Name the ONE AND ONLY company that does it! An M-G-M contract means co-operation from the day you sign. Magazines, newspapers, billboards. And it's all for YOU and FREE!



"—To the left are just a few samples."



"It's Smart  
to be  LIONIZED!"

NATIONWIDE  
MAGAZINES



# House Mgr. Paid \$8 Week Sues for Blue Eagle Scale

Los Angeles, May 14. Charging that Harry Popkin and Jack Y. Borman of the Eastland Theatres and the Joy Theatre agreed when hiring him to pay the managerial scale as it would be fixed by the NFA motion picture code, and then failed to abide by the code conditions, Edwin L. Kushner has brought a test suit in municipal court to determine if the agreement is enforceable.

Lacking funds with which to prosecute his case, the court through special order, presiding Judge Benjamin J. Scheinman has waived immediate court and jury expenses, allowing payment to be deferred against whatever judgment may be found.

Instead of the \$35 per week, his job at the Joy Theatre called for under the code, Kushner was paid \$8 per week for 44 weeks, and \$10 per week for nine and a fraction weeks, according to the complaint filed.

The asserted agreement on which he is seeking to recover was entered into in July, 1933, prior to adoption of the code. Kushner says his managerial duties also included acting as ticket seller, doorman, cleaner, watchman, attendant and porter during 35 of the 53 weeks he was employed. He worked about 40 hours in any week, and generally 75, he declares.

Difference between what he was paid and what he is entitled to under the \$35 per week code provision is claimed to be \$1,142, the sum he is suing for.

Defendants subscribed to and blew the Blue Eagle insignia, the complaint states.

Setting of trial date awaits an answer from the defendants.

# Nite Baseball Starts May 24 in L. A., All Th. Managers Are Worried

Los Angeles, May 14. Alarmed at the meager attendance at the ballpark in Hollywood and Los Angeles, they're moving up night baseball to May 24, fearing much business among theatre owners. Night games draw heavily with its free gates for females and theatre in the vicinity of Wrigley field are hardest hit. It's the earliest date for night ball since its inception.

# Jones-Essaness Chi Sheridan Court War

Chicago, May 14. Court hearing started yesterday (Monday) on the matter of the Jones to secure the Sheridan theatre, north side spot. He is being battled for the theatre by Essaness, present operators.

Jones has offered \$30,000 annual rental guarantee against a percentage for the theatre, plus a \$20,000 deposit. Bondholders' committee is supporting the Jones proposition.

# RKO Closing Syr. Spot

Syracuse, May 14. RKO will close the Strand theatre June 8 for the summer months. Move is largely dictated by product shortage.

# BERT STEARN'S DIVORCE

Pittsburgh, May 14. Mrs. Bert Stearn granted a divorce from the manager of the local United Artists office, desertion. Two years ago, Stearn left self sued for an abrogation of their marriage, but lost the case. Several months ago, Mrs. Stearn decided to make their separation permanent.

# Bicycling Mgrs. 779 of 891 N. W. HOUSES OPEN

Los Angeles, May 14. Now they're bicycling house managers in the L. A. area. Pending appointment of a successor to H. Pesky, who resigned from the Golden Gate (F-WC suburb), Terry McDaniel is doubling the number of United Artists in Pasadena and the other house.

That 779 of the 891 theatres in the Minneapolis territory, including Minnesota, North and South Dakota and small portions of Iowa and Wisconsin, are now in operation is being cited by the local Code Authority as evidence of the greatly improved show business conditions.

It's a record for the territory, there never before having been such a high percentage of houses lighted at this time of the year, according to Mrs. Mabel M. Zietz, secretary of the Code Authority. The situation is also reacting, of course, to the benefit of the film exchanges.

# Admish Drop Called 2nd Run, L. A. Exhibs Demand 'G-Men' Prints

Los Angeles, May 14. Demands are being served on Warners for immediate availability of 'G Men' to subsequent run theatres, due to moveover of the picture from the RKO Hillstreet-Warner's Hollywood to Warner's Downtown for a continued first-run, but at a 15c price reduction.

B. Adams played at the two ace houses day and date, at 55c. Downtown is charging a 40c, top, which exhibs charge is a clearcut second run.

Of the protestors, Mike Rosenberg, operating head of Principal, which shows several hundred houses in the downtown area, has already consulted with his attorneys and is threatening legal steps to force a withdrawal by the WB-FN distributing organization.

# Ban Colored Pic in Ala.

Birmingham, May 14. Banning 'Harlem After Midnight,' all-Negro film, from the Princess Pat at Pratt City, a house operated by N. H. Waters, who has a number of nabe houses, irked him to the extent of calling the city amusement inspector, Mr. Elliott B. Adams, into the office. He said she was discriminating against him.

R. H. Daniel, manager of the Waters house, was arrested on a warrant sworn out by Mrs. Adams, charging failure to list the picture three days before it was shown. A city ordinance requires a list of pictures three days before they open.

Waters charged that Mrs. Adams was discriminating against the neighborhood houses because he had not banned the roadhouse 'As Chousness Chers' and 'Green Pastures,' which had at least one Negro in the cast. These shows played downtown.

# B&K Dates 'Chapayev'

Chicago, May 14. B. & K. has booked 'Chapayev' (Amkino) for a minimum of six of its nabe theatres, and marks the first Russian flicker in circuit here since 'Road to Life,' more than four years ago. 'Chapayev' has just completed a five-week run at the South-loop Sonotone. Amkino flicks being handled locally by Sam Friedman.

# RETURN FILMS' SMALL REVENUES

Various Elements Figure for B.O. 'Naturals' of Recent Months — 16-20 Weeks Old

# STRONG B. O. ANGLE

Dearth of pictures, more marked this season than for a number of years, is creating a real demand for repeat runs of outstanding pictures of 1934-35 season. Not necessarily rated as releases, many of the features which are only three and four months old are coming in for a play this year.

Fact that rentals are slashed 50 to 75% is acting as an added incentive to bookkeeping these 'naturals' rather than taking a chance on some unknown from the incoming list of available fresh product.

Another factor that is aiding this movement currently is the estimate of Mayfield officials that approximately 60% of the potential picture fans do not ordinarily see even the biggest hits in first runs or in the secondary spots. Exhibitors figure that if they are able to get half of those who failed to see the picture originally it will pay them to book a repeat or relus.

The ballyhoo attending the awarding of the Academy prize to 'Happened One Night' placed that one in a favorable spot. Others that are being rerun include 'Forsaking All Others,' 'Little Colonel,' 'David Copperfield,' 'One Night of Love,' 'Imitation of Life,' 'A Bengal Lancer,' 'Mighty Barnum,' 'Devil Dogs of the Air,' 'Sweet Music,' 'Romance in Manhattan' and 'Ruggles of Red Gap.' These are rated as having the best possibilities because of the extraordinary exploitation that attended their first showings.

The big angle considered by exhibs is that the weather makes such low rental pictures favored all the more.

# NW ALLIED ADVISES AGAINST % BOOKINGS

Minneapolis, May 14. Northwest Allied States is urging its independent exhibitors to buy the new 1935-36 product on a flat rental, instead of percentage, even though in some cases exhibs pay more than what the same picture would have earped on a percentage basis.

The contracts nevertheless are rendered less objectionable because they eliminate 'bookkeeping anomalies' and the necessity for arranging for preferred dates, says the Allied broadside.

# DUALING OF LEXUSERS

Grauman's Chinese, H'wood, and Loew's State, L. A.

Los Angeles, May 14. All objections to the dualing of Fox and Fox having been removed, following several weeks of bickering, Loew's State and Grauman's Chinese on a day-and-date policy, will start dualing features next Thursday (17).

Previously to start two weeks ago, objections by 20th Century against dualing 'Richelle,' and then Metro's decision to single hit 'Naughty Marietta,' houses are now set to get going on the double bill policy, with present top of 65c to be maintained.

# Fire-Loss

Lake Placid, May 14. Records of the Palace theatre and 120,000 tickets were destroyed by a backstage fire Monday.

# June 4 Hearing in Wash. on N. Y. Booth Costs; Gov't Compromise Scale Tops Mgrs., Under IATSE's

Washington, May 14. Compromise formula for determining booth costs in New York theatres, generally higher than managers' proposals but under stage hands' demands, was revealed today (Tuesday) by Deputy Administrator Farnsworth and slated for public hearing here June 4.

Schedule, retaining the point sys-

tem, would boost weekly booth outlays in 263 houses, cut costs for 183, make no change in four, and have undetermined effect on four others.

General result would be to raise compensation of operators belonging to independent unions, or not affiliated, while slashing rates paid members of IATSE. Reductions would occur in many premier and deluxe houses of second and third runs. In middle brackets would be affected both ways, while majority of neighborhood spots would bear the brunt of increases. Worked out after deadlock between exhibitors' committee and unions, plan embodies arbitrary point system for booth costs, ranging from 12c per point per hour, while minimum for fifth and subsequent points is 10c.

Money result is to establish base rates for a class houses ranging from \$1.20 for spots with less than 10 points per admission to \$2.85 for houses seating over 3,800 and charging 50c. For fifth and sixth points, rates would be \$1.20 to \$1.40. Additional points must be included in case stage shows are produced, would make it to a minimum for premier houses \$4.04.

Adoption of the government plan would result in higher booth outlays for 20 Loew and 20 RKO houses, with 42 Loew and 20 RKO in standard, and 100 in effect 47 houses employing IATSE operators, 42 with Allied, 59 with Empire, 17 with non-union and four others.

Cuts would hit 81 with IA, seven with Allied, six with Empire, three with non-union and four others. Government formula would have following effect on New York first runs: Increase required for Capitol from \$688.50 to \$705.50; RKO from \$668.00 to \$684; Paramount from \$642.50 to \$757.12. Decrease for Music Hall from \$55.59 to \$28.40; Rivoli from \$558.00 to \$554.40; Strand from \$642.50 to \$629.36.

Boosts in reduced to 155 maximum fifth and sixth run houses would exceed 100%, while in isolated cases expense would be tripled. On the whole the size of the increases far outweighs the effect of the contemplated reductions. Admission price factor is determined by the highest scale regularly charged for orchestra, while pay scales are set by the union. Minimums represent minimums only and anything above must be settled through local negotiations.

As an illustration, a house with capacity of 2,281 and showing third-run at 30c top would have a rental of \$1,200 per hour. At 12c per 12c gives minimum booth cost of \$4.32 per hour. Amendment stipulates that operators are permitted in excess of 30 hours weekly and specifies formula is applicable to all territory within corporate boundaries of a city.

Since scheme is based on houses with straight film policy, spots provided is made for theatres with stage shows. Such spots would add seven points to their rating before computing money outlay per hour.

System represents features of the three alternative plans met Thursday at the January hearing on report of fact finding committee. With few notable exceptions, the proposed plan is made for the government compromise would be substantially higher than the Jarrard scale, somewhat above O'Reilly scale, and less than the Local 205 plan. Only four houses would pay minimums under the plan, and the government compromise would be substantially higher than the Jarrard scale, somewhat above O'Reilly scale, and less than the Local 205 plan. Only four houses would pay minimums under the plan, and the government compromise would be substantially higher than the Jarrard scale, somewhat above O'Reilly scale, and less than the Local 205 plan.

Hearing is slated for the Washington hotel before Farnsworth.

# SAENGER CO.'S BOND EXCHANGE

New Orleans, May 14. With the Saenger Theatres now out of receivership and with ownership and operation vested in the hands of two new companies, Saenger Theatres Corp. and the Saenger Realty Corp., both chartered under the laws of Delaware, exchange of bonds of the old companies is well underway. E. V. Richards is president of both new companies.

The same amount of bonds, \$2,500,000, issued by the old companies, Saenger Theatres, Inc., and Saenger Realty, Inc., will be issued by the new companies. There will be no change in the amount of stock outstanding which is practically all held by the Paramount Public Corp. Most of the bonds are held locally.

Creditors of the old companies are entitled to receive subordinated notes of the new companies. The notes, it is pointed out, are actually not subordinated since the firm could not borrow money to borrow cash for operation and current needs. The notes will be paid within three years.

Past due interest on the five different series of bonds is being paid in cash to bondholders at the time of their exchange of old bonds for the new. Additional provisions have been made under the new settlement for the building of sinking funds for the retirement of the bonds.

Bonds of the old theatre company listed at about \$55 market value a year ago are now listed at \$85 per \$100 face value.

# New Philly Z-C

Philadelphia, May 14. A complete new zoning setup is under way for the Philadelphia district for the theatre, accepting the new clearance and zoning board of the MPTO request, plus additional petitions of the Cornerford-Public chain, the Apollo Theatre and the I.E.P.A. petition which was filed in New York with John C. Flynn, county clerk, secretary of the national code authority. The Philadelphia board is asking the cooperation of both local indie groups and the distributors in determining what theatres are competitive and what new lines shall be drawn.

An additional board allowed the petition of Louis Segal, Apollo Theatre (indie) here, to set up the entire exchange territory as an area in which a show shall be taken to loan premiums.

Outstanding activity of the Glenview branch, which met Thursday, was the election of Lewen Pizer as permanent chairman. Hereafter a different chairman will be elected at each meeting. Pizer is an indie leader.

# Sentenced for Overcrowding

Hollywood, May 14. A. N. Bickard, manager of the Starland theatre, drew a 20-day suspended sentence for overcrowding his theatre.

"KNOW THE LOVELINESS OF THIS SPAN"



# Elisabeth

"SHE IS THE STUFF OF WHI

OPENS THURSDAY  
MAY 23rd, RADIO  
CITY MUSIC HALL

R e l e a s e d t h r u U

ARKLING BIT OF HUMANITY — FEEL THE  
PLEASURE AND PAIN OF HAVING  
HER TWIST YOUR HEART-STRINGS!"

—Bernard Sobel, N. Y. Daily Mirror

B & D present

# BERGNER

CH ANGELS ARE FASHIONED!" —Brooks Atkinson, N.Y. Times

## "ESCAPE ME NEVER"

Directed by PAUL CZINNER

*I introduced all three of these great artists (Bernhardt, Duse and Bergner) to the English-speaking theatre...but the greatest of the three is Elisabeth Bergner!"* Charles B. Cochran, world famous theatrical producer

N I T E D A R T I S T S







*I see by the papers that  
LENNEN & MITCHELL  
have placed another SOCK HIT  
on the air!*

# ETHEL MERMAN

QUEEN OF SONG

WITH AL. GOODMAN'S ORCHESTRA

the new 4 ★ ★ ★ ★ program on C.B.S. Sunday nights, "RHYTHM AT 8"  
for Lehn & Fink's "LYSOL" DISINFECTANT

## ORCHIDS

"Ethel Merman, succeeding Cantor on the air, started off with a powerful bang."

WALTER WINCHELL—N. Y. Mirror

"'Rhythm at Eight'...is smoothly staged...copiously sprinkled with sufficient clowning...destined to provide itself with a sizable and appreciative audience."

MARTIN J. PORTER—N. Y. Eve. Journal, May 6

"Ethel Merman's brilliance...can stop any show with a tune that has any merit...If there had been nothing more to it, it would have been a good show, but...The program as a whole is swiftly paced...Even the talk is bright and merry. 'Rhythm at Eight' is a program to make Sunday evenings more delightful."

AARON STEIN—N. Y. Evening Post, May 6

"Ethel Merman and Al Goodman's capable music bowed in with a new show that was better than good. Ethel...is a honey of a song stylist."

ART GREENBERG—N. Y. Daily News

"Our hat is off to Miss Ethel Merman for her superb work Sunday night...She is the new sensation of radio!"

NICK KENNY—N. Y. Mirror, May 6

"Ethel Merman was terrific on her opening air shot."

ED SULLIVAN—N. Y. Daily News, May 7

"If only because she sang 'I Get a Kick Out of You', the program can be stamped a winner...As far as we're concerned, she may repeat it every week...Well, every other week."

LOUIS REID—N. Y. American, May 7

## OTHER WOWS

PIONEERED ON COAST-TO-COAST NETWORKS (COMMERCIAL PROGRAMS) BY  
LENNEN & MITCHELL, INC.

PAUL WHITEMAN      DICK POWELL  
FRED WARING      WALT DISNEY  
TED FIO-RITO      RUGGLES & BOLAND  
★ EDDIE CANTOR

\* Eddie Cantor's first broadcast on a coast-to-coast network was made from his dressing room at the New Amsterdam Theatre, during his engagement with the Ziegfeld Follies of 1927 (Old Gold sponsored the broadcast).

FOR RADIO PROGRAMS THAT CLICK... CONSULT

**LENNEN & MITCHELL, Inc.**  
*Advertising*

17 EAST 45th STREET, NEW YORK CITY

MURRAY HILL 2-9170





# QUARTERLY

## Radio Should Fight Back

Radio is taking a kicking around from a multitude of critics and enemies outside radio. Lifting the fright-wigs off most of the hobnobbers may expose that much broadcasters to think it's just the old game of African Dip. But radio should remember that the inside stuff is unknown to the public.

If the fight against radio were merely a question of who could out-hypnotize Washington, radio could probably take care of itself. But it's rapidly spreading beyond the Capital playground. Already the heat has had its results. The Federal Communications Commission is as jittery as a blindfolded lad on a roof. Anti-radio elements are going over the heads of the politicians to the people via the constant stirring-up of clubwomen, mothers, teachers, churchmen, etc.

A new effort to focus animosity on radio is the so-called 'National League for Decency in Radio.' That can mean only one thing. An effort to embarrass the industry and impose censorship of programs. A pre-empt phrase from publicity release of this organization now in the mails reads: 'Sex Delinquency and Moral Perversion Greatly Increased.' Radio has been blamed for everything from dust storms to the failure of Americans to buy as many shoes as formerly. Now police dockets and missing persons statistics are presumably to be laid at the feet of the microphones.

It's ridiculous, but it's not funny. Organized propaganda has reached too high a degree of efficiency in this advanced epoch for the broadcast industry to fancy it can meet such threats with anything less than comparable artistry of propaganda.

If the arena is to be the country at large rather than Washington, radio had better start body-checking before the other side runs up a big lead. There are plenty of things wrong with radio, but censorship is not the remedy.

Whether they admit it or not, censorship of radio is what the enemies of the industry want. Radio has censorship already more than enough. Yet, it's chief offenses have been against good taste rather than morals. And it should refuse to allow unctious phrases like 'decency' to be used to imply that radio is lowering or has lowered moral standards of the country.

Radio should fight back—and soon.

## CHI SEES END OF COIN GAB IN CAFES

Chicago, May 14.

Final break in the commercial plugging for the alteries, dance spots and cafe in the remote control band pick-ups in this town came to a head last week when the radio code authority ordered every local code to submit copies of all announcements on their remote pick-ups for the week of April 23-27. Code chiefs have been around town lately listening in and checking the credit plugs on the dance band remotes.

This check-up follows plenty of individual yelps among the stations that the rival transmitters were stepping out of line and giving commercial plugs on their sustaining pick-ups. Stations have known that the plugs were too commercial for sustaining pick-ups but felt they wouldn't stop because of fear that rival transmitters would step in and grab off choice spots.

Likely that the entire situation will reverse itself soon with the stations eliminating all commercial sidelines entirely and sticking to the mere announcement of the band and the pick-up spot.

### John S. Martin Set

John S. Martin, formerly in charge of the radio department at H. E. Loran Co., has joined Langlois & Wentworth, New York, as executive. Previous to joining with Loran, he was station director at WINS.

Formerly an announcer at Columbia, Martin also served in the sales department at NBC.

### Myrt 'n' Marge's Dates

Myrt 'n' Marge, who are paying vaudeville in the east, go out May 17 on a series of five Pennsylvania one-nights for Warner Bros. Towns are Juddler, Slaters, Greenberg, Warren and Johnston.

After the short dates the air team plays full weeks in Washington and Baltimore for the William Mervin office.

### Melton to Hollywood

James Melton's first show for Gulf Oil June 16, on which date he replaces Will Rogers, will be from New York, but for the balance of the summer the program will emanate from Hollywood. Melton goes to the Coast for a Warner Bros. picture.

Also on the Gulf show and going to the Coast with Melton will be The Revelers and Frank Tours orchestra. Melton deal was arranged by the William Morris office.

Rogers was to have wound up for Gulf May 13, but has been extended for an additional four weeks.

### Amateur Inventor Is Denied Experimental Television Station

Washington, May 14. Another enthusiastic television inventor was doused with cold water by the Federal Communications Commission last week. Harold Rieth of Goshen, Ind., drawing an emphatic "no" to his request for permission to build an experimental station, because station to prove the efficiency of his new translucent screens which were claimed to represent great advances in the television art.

Summarizing inventor's testimony, Commission arrived at the conclusion that Rieth's claims are similar to many others conceived in the past, noting that the theory has not been patented, and declared that the applicant is not technically or financially qualified to conduct proposed experiments. Government could add that the program of research offers no reasonable promise of producing worthwhile results and Rieth failed to show any 'particular skill or knowledge in broadcast research.'

Record disclosed that Rieth possessed \$500 worth of test equipment, \$500 to \$600 of television equipment and approximately \$100 in cash. Commission pointed out, however, that this limited sum it would hardly be possible for the applicant to undertake experimental work in broadcasting to any considerable extent.

A. J. Mosby, manager of KGO, Missoula, Montana, back in home town after forgoing in Chicago for new business and equipment for station's new 1,600-watt set.

## LOOK FOR NEW COIN SOURCE

See Patent Medicines as Washing Up — Ponder Change in Attitude on Booze, but Policy of Distillers May Be Against Air Regardless

### DRYS STRONG

Chicago, May 14. After laying low on liquor for the past two years, the stations which have been rejecting the hard drink accounts are reported getting anxious about the loss of patent medicine biz and are beginning to feel their way to a possible opening of the gates to the glegg-water business. Up to now only some 40 stations throughout the country have been accepting liquor clients.

General belief is prevalent among the stations that they are going to have to get along without the proprietary accounts which have meant plenty of shakels to the transmitters. Likker seems the answer for many stations. They can't see how they can get liquor yet there since repeal was the present administration's own baby. However that may be an optimistic assumption rather than a fact.

Problem isn't so simple. Drys are still powerful politically. Much family trade means liquor advertising. Distillers and dealers must proceed with extreme caution in selecting programs and time for same. Horse racing, baseball, sports, etc. are ideal for the booze accounts and they may suggest the direction of any growth in the volume of alcoholic revenue for radio.

Still another complicating factor is that whether or not the stations are disposed to okay liquor it isn't reported that whiskey and gin are prepared to accept radio. That may be a rub stations haven't figured on. By report the distillers are a cautious bunch since repeal and have been frankly afraid of radio advertising as too apt to make enemies or stir protests from parent-teachers, churches, etc. that may not be agitated so much by newspaper and billboard stuff but would balk at praise for John Barleycorn on the loudspeaker.

## WTMJ Offers 'Journal' News To Sponsors

Milwaukee, May 14. With stations throughout the land kicking up plenty with sponsors, the WTMJ, Milwaukee, has been carrying the Journal news periods strictly as build-up for the newspaper. It may figure as the pioneer step by the newspaper-owned stations generally selling their news reports rather than keep them solely for good news. Chicago's Tribune station, WGN, has never sold its news but has tied in with a five-minute report immediately following evening news broadcast with a 'Headlines of Other Days' program for sponsorship.

### Mexican Lawyer on Air

A. Palenzuela, Mexican lawyer, has taken time on WMAZ, New York, for 13 weeks, to air the fact that he's able to handle any legal proceeding for clients taking place in Mexico. He also has a 15-minute announcement.

## N.A.B. Expected to Ask Fair Warning on Taboo Sponsors; Resent New Guessing Game

### Send Stamped Return

Washington, May 14. In connection with a series of salutes to various states, Gordon Hittnermark of Station WRC wired Governor Ruby Laffoon of Kentucky asking for data on that commonwealth. Received back the following: 'Under separate cover we are mailing you commission making you a Kentucky Colonel.'

## WLW BACK TO 500,000 WATTS

Cincinnati, May 14. WLW is back to 500,000 watts on a full-time schedule. Super power privilege was restored Thursday (9) by the Federal Communications Commission, following okay by Canadian officials. The officials of special suppressor antennas employed by local station to relieve interference with reception of CFRB, Toronto.

Joe Chambers, technical supervisor of the Crosley Radio Corp., new of the Canadian Broadcasting, which holds the WLW power to 50,000 watts in a 150-mile radius of Toronto without reducing the strength in other areas. Domestic radio chiefs listened in on the muted WLW broadcasts at Niagara Falls, N. Y., before approving the Chambers method of muting.

Because of the Toronto's station's complaint, WLW, which went from 50,000 to 500,000 watts September, had to curtail its night power to 50,000 watts for the past several months, by order of the FCC. The ruling did not apply to daytime broadcasting.

Keith A. MacKinnon, chief engineer of the Canadian Broadcasting Division, visited Cincinnati Friday (10) and was accompanied on a tour of inspection of the Crosley station and transmitter plant by Chambers.

Crosley Radio Corporation's net income more than doubled over previous year, the annual statement this week revealed. The report, which was for the fiscal year ending on March 31, 1935, showed a net profit of \$393,746, after taxes and all charges, equal to \$1.64 per share on the \$45,800 no par capital shares outstanding.

This compares with \$412,107 or 75 cents a share for the preceding year. The net income was \$5,898,737 for the months ending last March against \$10,637,356 for the previous year.

### Warn KTAR, Phoenix Time Change Can't Displace 'Little Orphan Annie'

Phoenix, Ariz., May 14. Blacket-Sample-Hummert is insisting that station KTAR here continue its platter series of 'Little Orphan Annie' for Ovatline despite fact that with the recent switch into the Ovatline show now hits the air the station's 'Andy Valley-Ploeschmann' hour. Ovatline is insisting on the spot which all 'Orphan Annie' shows take.

K-S-H agency now at station recently reminding KTAR it has in its possession a letter on KTAR stationery written by the station's rep. urging maintenance of the Ovatline program full of the 15:15 period.

Stated for airing on the floor of the National Association of Broadcasters' convention at Colorado Springs in July is the latest cleanup campaign launched by the Federal Communications Commission. Station operators, who hold that the commission's recent wholesale citations for program delinquencies has created a jittery condition in the industry, will urge that the association's members petition their Congressmen to so revise the radio law as to make it mandatory upon the FCC to warn a broadcaster that a certain account is objectionable before hauling him up for a hearing. Acting under the anti-censorship provision of the present law, the commission has in recent weeks closing some 40 stations for failure to file and give an account of their program logs, without having given, in practically all cases, any advance indication that the products incuring the citations were taboo. Advocates for a change in the radio law claim that under present conditions take only one slip for a station with an otherwise favorable program record to be deprived of its license.

Among the latest stations that the commission has tagged for a program log are the stations which have carried the Marmola accounts on its books. This product has been on the air for years without any expressed opposition from Washington. Understood that the objection to Marmola is based on the allegation that the drug contains thyroid extract, consumption of which would proper medical direction, will prove detrimental to health.

## Higher Rates Fail to Stem 5-Min. Shows

Chicago, May 14. Despite occasional efforts on the part of the stations to discourage the five-minute programs there is still a constant demand among the sponsors for the five-minute sessions. Newest campaigns starting next week on five-minute schedules are those for Greyhound Bus company, that the drug contains thyroid extract, consumption of which would proper medical direction, will prove detrimental to health.

Stations generally are charging one-half the 15-minute rate for the five-minute program in their attempt to penalize the short program. The demand for five-minute shows is so great that the accounts in many cases prefer to use two five-minute programs in one week to having one 15-minute session weekly for the same amount of coin.

### HEARST FOLLOWS UP WITH NEW REQUEST

Washington, May 14. Additional moves by the Hearst interests to acquire a full-time outlet in Los Angeles were made last week at the Federal Communications Commission ordered a hearing on the application of the Los Angeles Evening Herald for an increase in night power from 100 to 1,000 watts to 1 kw. If the station is granted the increase, it would be the first station in the country to be granted a 1 kw. license. The station is currently operating at 100 watts. The station is currently operating at 100 watts. The station is currently operating at 100 watts.

## HERE AND THERE

**Don Becker, of WLW, Cincy,**  
**Chicago looking for new talent.**

Rakov, band leader on the I. Fox program over WEEI. Boston

E. M. (Gene) Holden, 60, of 1001 E. 10th St., Minneapolis, Minn., is a commercial manager for the state of Minnesota, Pine Bluff, Ark. He was born in the town of Quinc, Texarkana.

Irma Quinn, soprano, of 1001 E. 10th St., Minneapolis, Minn., is a radio singer. She has been with the Rochester staff since Jan. 1 and will be back to back by June.

David J. Kreinsen, general agent of radio division of Marbury, Inc., on a talent tour, will be in the state and in Pennsylvania.

Jack Demopsey's Restaurant, 1001 E. 10th St., Minneapolis, Minn., is a sponsor for pop up. E. M. Holden and his wife, Irma, and Haggenbach trucks are featured by Jackie Clothing.

Charles Kent, now WFAP, Dallas, plans to seek for a position with the station with Jack Linz to assist for a Pan alley.

Frank Fenton visiting from WFBM, Indianapolis, on the Columbia, where he is a manager of WBNB.

Jack Klotz and Herm have joined WOR, New York City, where he is a radio artist. Born under No. 801.

Star	George Grisham (Robert	for a vacation.
Guest	Guy Eyer of KNX, telling	on his brother's ranch, pulled
Contrib	broken ribs and felt that	his legs. Will be tied up a
Contrib	weeks.	
Contrib	Jimmy's girl or replica	
Contrib	Brooklyn's combo on the	'Million Dollar Smiles'
Contrib	over the Don Lee network	
Contrib	Dorothy Garran told	
Contrib	tarful post at KJRH to m	
Contrib	son Norman, Los Angeles	paperman.
Contrib	WFLB, Syracuse, has a	
Contrib	an announcer as a regula	
Contrib	of his staff. She is Gertrude	
Contrib	man.	
Contrib	Dave Roberts, who receiv	
Contrib	WYMR from WHIK, telling	amusing as m. c. for K-K
Contrib	centering show broadcasts.	
Contrib	Vic Campbell, off regula	
Contrib	announcer, is off regula	
Contrib	assignments to edit and ap	
Contrib	the new start daily, the m	
Contrib	ing supplied by the Heral	

**WSPA**, Spartanburg, stepped out in new Evans plant with rating increase kilowatts, 1,000 watts. **Spr**ation program by local.

**Patricia Sheldon** makes weekly broadcast on **WGY**, tuesday, May 15, is leaving to married and live in **Masachusetts**.

**May Singh Breen** and **Rose** have gone back to **rose** **NBC** red book, **film** **movie** hour spot they have for a commercial (**Hu** **Remedios**).

**David Freedman** now in fiction for the pulp magazine **Basin** as a background.

**Hal Boskoff** from **KGHL** to **KGVO**, **Missoula**, **Montana** sales manager. **Verde** **Sue** chief announcer of same station.

**George Vandal**, former **KFWB**, **Hollywood**, is **WNEN**, **New York**, continuing.

**WSPA, Spartanburg, S. C.** stepped out in new Evans Hightower with rating increased to 92. **Special celebration** program by local artists.

**Patricia Sheldon** makes her farewell broadcast on WGBS, Schenectady, May 16. Is leaving to be married and live in Massachusetts.

**May Singhi Breen** and **Peter de Mayo** have gone back to sustaining NBC red net show, filling same time slot they held down for a commercial (Humphrey's Cavendish).

**Dade Freedman** now scribbling for the pulp magazines using radio as a background.

**Hal Boskoff**, from KGIL, Billings, **KGVO**, Missoula, Montana, at 11:30 p.m. **Verne Sawyer** now chief announcer of same station.

**George Wanders**, formerly with **WFLB**, Hollywood, Fla., is in **New York**, New York, continuity de-







# New York Radio Parade

By Nellie Revell

Singin' Sam returned to CBS, after a year's absence, for Barbasol again. This time he is on a seven-station network in the east. At present he is also heard over the CBS for the same sponsor which program, will run until June 28, and then become a local commercial over WOR. The CBS program is being piped in from Cincinnati to WABC until such time as Sam comes East. The overlapping coverage is explained by angle that the CBS show will eventually be a coast-to-coast show.

## Not a Sample

Audience at premiere of CBS' Lysoal sponsored 'Rhythm at Eight' gassed at close of program Ted Husing stepped out with a big package, which, he said, was a gift for Ethel Merman from her sponsor. It contained a travelling case stocked with beauty preparations and everyone relaxed.

## Here Comes Angelo Pelange

Canzoneri-Ambers lightweight champ bout was aired over WMCA by Adam Hats, WIP, Philadelphia, and WCBM, Baltimore, also took show commercially, while WDGL, Wilmington, and WOL, Washington, D. C., got fight as a sustainer. Executives of stations concerned buddled over problem of how to cut the commercial plugs from outlets not taking the commercial show. Among other suggestions, and this one broke up the concave, was the idea of having 'Barnacle Bill' sit at ringside and strum guitar between rounds for the sustainers.

## Into the Big League

Don Loper ork at Bustoyn's Restaurant, near Teterboro, N. J., airs twice weekly over NBC and since is across the river is out \$3 tax territory. Loper is plenty amazed and grateful to music publishers for the free copies of their songs they continually send him. Up to two weeks ago Loper was still buying his tunes.

## Short Shots

Ed Wynn goes off the air for Texaco this summer, but the sponsor will be represented on radio by Eddy Duchin ork, at present on show with Wynn, in a half-hour tune program originating on the coast, where Duchin will be playing at the Cocoanut Grove in Hollywood... If pending deal goes through, WMCA will once again be feeding programs to WPRO in Providence; WIXIS, Waterbury, Conn., and WMEK, in Boston... Phil Cook had three different scripts at three different agencies with nary a nod from any of them and hope just about gone. Thursday last each of the agencies phoned Cook. So far palaver is still in price stage... David Sturgis, 'The Friend of the People,' started a Sunday sustainer over WHN... Col. Roscoe Turner is making recordings for Hinds... Carla Romano, CBS staff pianist, donned gown and cap and received a diploma from Curtis Institute, which is headed by Josef Hofmann, top-notch pianist... Lou Holtz will not be renewed on Kraft... Babe girl at the Peter Van Steeden's. He is ork leader of Allen show... CBS readying a build-up for Pete Woolery of WCAU... Vic Young ork and Boswell Slaters auditioned at NBC for a local auto sales organization. Young is said to go West with Jolson-Sheil show in three weeks.

## Scrambled Notes

The NEC and CBS frog-leaping contests which are to be aired strictly (Continued on page 45)

# AMATEUR SHOW IN MIDDLE OF NIGHT

Joe Moss' Hollywood Restaurant has cut into WNEV's Monday night dance parade session with a full hour's time from two to three a. m. EOST for an amateur program direct from the floor of the night spot, with Jack Waldron as m. c.

Awards include either work in the current floor show or cash prizes. Judges are the guests on hand, also Sophie Tucker and the management. Bobby Feldman is directing general running order. Early morning hour is unusual for a novice stunt, but management feels that if there is latent interest for the regular dance parade there should be an equal audience for its new broadcast.

## Sponsors-Agencies

Standard Oil of New Jersey will start its Lombardo series on CBS on a Monday or Friday between July 3 and 10.

Life Savers is having programs auditioned for it by Lord & Thomas and CBS.

Tyler Davis has resigned from his job as director of radio with Vick Chemical.

Jell-O will call off its Sunday night show early in July and resume on NBC in September if it grants Jack Benny's request for a 10-week vacation. Benny wants to go to Europe.

Campbell Soup is contemplating dropping its Hollywood Hotel idea at the end of the present 13-week cycle but continuing on CBS with another program.

# Inside Stuff—Radio

A surprise in Cincinnati radio, press and advertising circles developed when the Enquirer used a first page smear to crack an announcement of the purchase of a former machine tool plant by Fashion Frocks, Inc., for enlarged quarters made necessary by a tremendous jump in sales of its dresses that are advertised only via the air.

Dress concern, which sells direct to the wearer, recently went in for radio advertising with a series of Sunday noon half-hour programs broadcast by WLW. The entertainment feature is presented as a musical style show, with the Flying Dutchman ork, directed by William Stoess; Charlie Dameron, tenor, and fashion hints by Andre.

Enquirer story did not mention the radio angle in the dress firm's biz but treating the topic as hype for better and development of a Cincy enterprise that is spreading its investment and will greatly increase its list of help and payroll.

Cincy dailies were among the first to toss out radio news and commercial names in broadcasting schedules. Folks interested in the Cincy press-radio situation are now wondering if the publishers are undergoing a change of mind.

WINS, New York, in an effort to keep blurs within two daily periods reserved for that purpose, is charging a 100% premium for preferred time spotting. Roger Reikin company on behalf of Archcraft Shoes pays \$15 for 100-word announcements between two 15-minute programs. This compares to \$7.50 for the same amount of gab on the regular participating programs.

Another angle on the Archcraft contract is that it is non-cancellable for the sponsor, but the station may cancel on a week's notice in writing. Runs 17 weeks on a three-a-week basis.

WFBZ, Baltimore, attempted to peddle time to the Chesapeake & Ohio Railroad, but R.R. wouldn't okay because it didn't feel it wanted to advertise in a town that houses headquarters of the Baltimore & Ohio line. WFBZ wanted to get some of those 5-min. e.t.'s that Chesapeake & Ohio has been placing on stations throughout the south.

Had sale of time been made, would have busted the policy railroad have clamped on radio stations here. All roads with terminals or lines through Balto retain rigidity from other advertising.

A fractured arm kept L. B. Wilson, WCKY, Cincy, prez. home from the Kentucky Derby for the first time in years. However, he hosted some radio folks in his box on the finish line for the prize heat at Churchill Downs. The guests were entertained in Covington before and after the derby; the trip to and from Louisville being made in an L. B. car.

Top execs in the New York office of the J. Walter Thompson agency are frowning on the use by employees of office time to participate in the dime chain letter gag.

As far as the Thompson organization is concerned the dime idea originated from the agency's Hollywood office.

Zenith Radio Corporation reported a net loss of \$30,631, after taxes and charges, for the nine months ending January 31. This compares with a profit of \$91,277 for previous same period but before Federal taxes had been paid.

Figuring that radio broadcasts of plays direct from the stage of Madrid theatres is harmful to the theatrical business in general, the Spanish Dramatic Authors Society has decided to refuse permission for any further broadcasts.

**NOW IN 2ND BIG WEEK !**

# Abe Lincoln

**AND HIS CALIFORNIANS**

*The Favorite Band of Movieland*

**PRESENTING**

## HIS WALTZ TIME REVUE

**AT THE**

## CAPITOL THEATRE, NEW YORK

**WITH**

**ROSE BLANE • MITZI MAYFAIR • SAXON SISTERS • THE MUSKETEERS • TRAINOR BROTHERS**

**ENGAGEMENTS**

Commencing June 5  
**PARADISE ON THE LAKE**  
Detroit, Mich.

Commencing June 15  
**PAVILLON ROYAL**  
Long Island's Famous Rendezvous

August 18 - September 2  
**MANHATTAN BEACH**  
New York

**THE NATION'S GREATEST ATTRACTION**

**"MELODIANA"**  
WABC  
Tuesdays—8:30 - 9 P.M., D.S.T.

**"WALTZ TIME"**  
WEAF  
Fridays—9:30 P.M.

**ADDRESS • 230 PARK AVENUE NEW YORK**

# RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

## Outstanding Stunts

**CIRCUS VS. AIR BARKERS**  
WSJV, WASHINGTON  
**ESCORTED STUDIO TOURS**  
WFB, BALTIMORE

Circus vs. Air Barkers

Washington. Comparison between circus barkers and radio announcers was invited on WSJV, CBS outlet in capital last week. Six speakers from WSJV, tent show, entered in contest over WSJV with listeners to decide which was best.

Winner was to do commercial on station's biggest program one week later, writing his own continuity.

Impressing Younger Generation

Baltimore. WFB has made arrangements to escort junior and senior high school students through its studios, audition rooms, offices and sundry cubicles every day. Station has sent word around to all the schools.

**LEON BELASCO**  
THIS WEEK, MAY 10  
METROPOLITAN, BROOKLYN  
AMOUR HOUR  
FRIDAY—WJZ—3:30-10 P.M.

Direction, HERMAN BERNIE  
1619 Broadway, New York

**DANA WARD**  
RETURN ENGAGEMENT  
DORCHESTER HOUSE  
LONDON  
AND BRITISH  
BROADCASTING COMPANY  
Direction, KEN LAYTER  
M. S. Nathan Office

**"Hello Stranger"**  
SA  
(Schlepperman)

**HEARN**  
Direction  
Wm. Morris Agency

**THE ULTIMATE IN NOVELTY PROGRAMS**  
**BORRAH MINEVITCH**  
WOR, 8:30-9:00 P.M.  
Every Tuesday

**REID'S ICE CREAM**

**GRACIE BARKER**  
THIS WEEK (MAY 10)  
METROPOLITAN, BROOKLYN

Direction  
HERMAN BERNIE  
1619 Broadway, New York

## Station Portrait

WGY, SCHENECTADY

Beltting its age-13 years—and its owner—General Electric Co.—WGY's policy is conservative, dignified, but it is a bit too starchy-shirt-and-too stodgy, opine certain observers. In the diaper days, WGY was one of radio's lustiest infants, and the 50,000-watt stilt throws its voice over as large an area as any transmitter in the East and reaches Europe, South America, Australia, etc., via two short waves, W2XAF, W2XAD.

Having the widely publicized GE laboratories at its elbow, WGY says it has concentrated on technical end, writing many bright pages in the field of experimenting and perfecting. In its creation station, pioneered with other drama, presented complete Broadway plays, and built the "WGY Players," a group of professional Little Theatres and simon pure.

Went into the traveling acts in 1933-4, depending upon them for much of its local, studio punch. Collected a fat roll of green paper through Artists' Bureau; booked the Wanderers (in which the sad-sack clown, played by a former vaudeville star, is a very stiff, into every cross-road stopover within a 200-mile radius. Plugged these p.a.'s like a 100-watt bulb.

Little outstanding in production by studio recent. Station lost its ace staff when Tom Winton, who had been in the Brannon went WTAM. Also deprived of No. 1 wire outlet, for 10 years, when Kenmore Hotel, Albany, transferred with orchestra and floor show, to rival WQXR. WGY's studio affair, is now a small string affair.

Most of staff possesses a freshwater college or church-singing background. Kolín D. (Koko) Hager, original "voice of WGY" and its "straight" Joe Cook, now manager, is graduate of State Teachers' College, Albany; instructor there in French for a year after World War, in which he served as interpreter and played with an AEP troupe. Prepossessing, intelligent, suave, but far removed from Broadway ideas. In Schenectady that may be just as well. Asa O. Coggeshall, another two-striped vet. of radio, is program manager. Like Hager, who plotted two Buffalo stations for a time, "Coggie" is a church musician. In the creeper era he produced Gilbert & Sullivan and other operettas which won favor.

Also holding over from the headliner period arc: Edward A. Rice, violinist, and Frank Oliver, actor. Of the other staffers, Emerson Markham, m.c. of the daily agricultural program and of G.P.'s Scientific Institution, Chester D. Veder, superior mannered and rather witty though crass-tongued announcer, Bill Meenan, a pliant p. a., and Willard J. Purcell, etc., are best known. George Nelson recently succeeded Winslow P. (Tiny) Leitch as head commercial.

WGY crowds loudest over Rosaline Green. Also preens about graduates James W. Long, Louis Dean, and Stanley Bradley. Edward H. Smith and Frank Singler. Station never has developed a click command for the webs. Albert Hager helped to hatch out Stoopnagle and Budd in Buffalo.

Aside from technical stunts, WGY is no great thrill blazer. Exploitation. Criticized at times for permitting sponsors to "one lung" institutional spitting less repetitions. Plenty of spots, waxes, even records, during past two years. WGY has a studio on Capitol Hill, in Albany, but except for set addresses by Governors—does not pick up much live stuff in State political field.

lobbed up in the experience of virtually every listener.

Bantam cities define figures on the financial end of these matters gathered either through the National Better Business Bureau or gratification or through the branch (the only one in the Capital district). It is obvious that he must have the facts to back up his

outright statements; some of them the station's radio management would probably blue pencil if they were contained in the manuscript of the average speaker.

Postal Telegraph's 'Guest Stars'

New York City. Postal Telegraph has tie-up with WINS on its theater guide program, which goes out weekly to hotels, newspapers, etc. Clifford Adams and Palmer Schuyler edit the theater paper for the company, and bring actors who appear in its columns up to the station four times weekly at 11 a. m. EDST for interviews.

Postal gets brief identification with the two splinters at the beginning and end of the quarter-hour. Station gets free space in the guide and also on the window cards which are issued over town.

When Shirley Booth and William Lynn of "Three Men on a Horse" came to the station, Adams and Schuyler contacted columnists to listen in and then wire the stars gratis over the company's lines. Which serves as an attention-grasper for all concerned. The station benefits from the guest stars and, finally the telegraph company, which can't over-entertain with some new biz.

Girl Announcers' Piece Work

Baltimore. Broadcasters here are now following example of the chain in setting gals to assist in reading off the plugs on programs. Females, fired with male staff members, thereby giving variety to the announcers through a series of conversational and voice voices. Only difference between the gals' are used here and on the main line of N. Y. or CH is the same three gals work all the stations in Balto, and are not on salaries but piece-work—paid to call-ins and paid off by number of times they participate on programs. Patricia Winton Benson, Mary Curley and Catherine Dierken, all little theatre thespians here.

Spaghetti-Eating Celebs

New York City. WOV plans to do a wire to Ricciardi's restaurant on West 43d street and get foreign celebs of note down for a chat over luncheon table. Rosa Ponselle has been approached to be present for the first broadcast, slated for a coming week.

Series will be quite informal with a dash of gaiety in on production and general feeling. Station will comb the radio populace for polio-cured divas, actors, etc., to come over for a dish of spaghetti and a radio in-lieu on the side.

Algonquin hotel has a similar luncheon series with celebs of the literary scene.

'Tune in Tonight! Ballyhoos

Waterbury, Conn. Old auto-loudspeaker plant worked to good effect here last week when a used car concern plugged the first of a new series of programs on WATF. The car, an interesting midge type painted in white and red with the dealer's name, drove about the streets all during the day program was to begin.

Blaring out programs from WATF on an occasional remote that night, the radio car attracted a large audience. The program made during the program by the dealer showed a good percentage of fans tuned in to broadcast.

I Before E Stuff

Rochester. Ace spellers of Rochester and Buffalo area to clash in spelling bee over WHAM May 24 at 9 p.m. Buffalo Evening News, which just conducted a contest in its territory, challenged the winners of the Rochester civic clubs winners.

Winners teams include Stella H. Hill, 69, of East Bethany, for 49 years' champion speller of Genesee County, and her successor, Ray Ferguson of Le Roy, along with Edward W. Spay, superintendent of schools in Le Roy, and Luther K. Watkins and Walter Barrett of Buffalo.

Cripled Kid Made Happy

Washington. "Your Timekeeper," breakfast speller on NBC's WGN, heard a crippled orphan having birthday Saturday. The speller, who had arranged to have a kid in studio for daily stint.

Youngster's youngster received gifts and greetings from more than 100 listeners.

Battle of the Clocks

Kansas City, Mo. Latest twist to the "usual" feud that is being waged among Kansas City stations is the charge by WDAF that WDAF is mentioning kids' birthday during the early a.m. time-telling program is a lift on WHE's birthday. Some of which the latter made part of its Musical Clock at 8:15 a.m. two months ago. WDAF, the "radio star" of WDAF's moustache, started the youngsters' week, reading the names of youngsters between the ages of 2 and 7 whose birthdays fall on that day.

K.C. listeners now have five out-

lets from which to choose their going to bed. The radio station, Baking Co. is bankrolling WHE's musical clock, the Katz drugstore chain is on WDAF's book for similar feature, while KMBC offers Separation Coffee Time. WLBZ aired what it terms a "Cuckoo Clock" and WGBX, new experimental station, greets the riser with a "Tick Talk" program.

How High Is High Fidelity?

St. Paul. KSTP and WTCN—red-hot competitors in local radio—are currently each ballyhooing their own high fidelity systems, with latter station (owned by St. Paul Pioneer Press-Dispatch and Minneapolis Tribune) out-pacing its rival from 1,000 to 5,000 watts for daytime broadcasting with a headline straining "highest fidelity."

KSTP is bouncing back at this career-adjacent, stating that its own special "high fidelity" programs in which all frequencies from 30 to 10,000 are aired to illustrate to listeners just what high fidelity really is. Although it's a technical matter, the script is so prepared as to listen down to earth.

Besides a front-page yarn totaling two columns in Sunday's paper, KSTP also splurged with a full page of self-back-patting pictures, all designed to prove that here is high fidelity that which there is no higher.

**BING CROSBY**  
Kellogg's  
Pep  
WJZ-NBC  
8:30  
DST

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.

**BING CROSBY**  
Woodbury's  
Soap  
WJZ-NBC  
9:00  
DST

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.

**Factor Young**  
SHELL  
OIL  
SATURDAYS  
WEAF  
10:30-10:30 P.M.  
DST

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.

**Barry Miller**  
Forty-Fourth  
P. & G. Camay  
"DEANS COME"  
WEAF  
NBC  
Wed. 7:00  
Thurs. 7:00

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.

**Mills Brothers**  
HIPPODROME  
BIRMINGHAM  
ENGLAND

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.

# New York Radio Parade

(Continued from page 43)

legit will have both nets taking thrucks at each others' frogs in print. Everything, and maybe, the winner has been set. Howard Marsh auditioned for Bourlons at CBS. Disle Thompson, for five years organist at Bklyn Per theatre, is now start organist at CBS. Rockwell O'Keefe are now handling Jesse Crawford, the organist. Al Newman, pianist in Lyman ork, left the group two weeks back to look into a career in silk biz. One of the best men in ork, and band huddled before releasing him. Andee Baruch, the CBS announcer, had a guest stint over WAAAT. Bill Weisman, WMCA attorney, is enroute to Bermuda for west. Tom Revelle expects an addition to the family on May 29. Blanche Sweet doing a beauty talk may be the new Out-door Girl show. Helen Nugent, her contract at WLW and is in town for a look. Witch's Tale was off the air last Thursday eve. Altono Dean Cole, the author, was ill. His m'd. wants him to rest for a while, but Dean counts on returning tomorrow. The first vade date the 3 X Sisters ever did, under name of Hamilton Sisters and Fordyce, was written by Tom Howard some eight years back. Now the 3 X Sisters and Tom Howard are readying for a commercial. It's a laxative account....

## Stand By

Jolly Coburn stays on the air all summer for Spartan over NBC. Resumes his sustainer when returns to Rainbow Room in fall. Joey Nash will be 24 on June 3. Gert Berg sends fans who write in saying they have missed episodes copies of the script of shot they missed. Paul Sablin ork leaves Hotel Lexington, with Will Osborne coming in. Sablin goes to Sands Point Casino with the men he used in Florida, which is a different aggregation from the present crew. The Pickens Sisters lightening-up NBC corridors with their smiles, confined to the St. James theatre for the month of June. Hank Ralsted, the ork man at Park Central, hails from coast and wants his CBS wire to be a coast-to-coaster, which request is holding up the wire. Sid Goodwyn, NBC Frisco announcer, will soon be shifted to Chicago. Dr. Saul Mashhoff is a dentist and also first violinist with Van Steeden and Jolly Coburn right now.

## Name

Gene Baker, of KOIN, in Portland, Ore., is new singer heard with Howard Barlow over WABC. Harry Lennon, who sings and guitars for the Schott ork at Castle Harbor hotel, in Bermuda, wed in Bermuda two weeks ago by a Western preacher. Bride and groom are of Hebrew faith, but no rabbi was available. James F. Burke, secretary to Vice-pres. Lowman at CBS, and Helen Breneman were wed. Jack Roche of institutional publicity at CBS takes Ned Budby spot with Paul White. Jack Denny to Penn Roof on June 2. Marty Michel ork at Hotel Montclair roof and Anthony Trini of Village Barn are brothers. Ethelyn Holt, the Camel ad girl, started a WMCA sustainer as vocalist. Rita Livingston, radio actress, is niece of Police Commissioner Valentine. BU Hanley of NBC production, to Cult with frau, Madge Kennedy, while Lester Vail, of legit, takes his spot. Tony Wakeman, now chief announcer at WJAS, the CBS outlet in Pittsburgh. Clarence Straight is doing a bit of trick sound effecting in Jack Latt's The Hook-up....

## Late Broadcast

WOR-MBS air another 'Great Vals' program from the Center theatre on May 19. Phil Thorn, head of WOR continuity, has readied script dealing with Strauss pa and Waltz cast and music will be used.... On the John Fraser baseball remake commercials on WMCA, Hal Janis is posted in ball game of same they are airing and phones the station and Fraser assistant between Innings to give birds-eye-view of running play.... Red Davis show leaves air, May 28, after three straight years, the first of which was sustaining, with only one cast change in all that time.

## Wanted

### A BIG MAN

for an important creative and executive post in

## RADIO BROADCASTING

A brilliant flair for entertainment, a capacity for bold, broad-gauge creativeness in program-building are essential. This man will head a large department in one of the biggest organizations creating radio programs, today. His job will be to create new radio programs for some of the most important advertisers on the air. Radio experience, advertising agency experience—either or both would help. Neither is essential.

He must have, in addition to his own creative ability and imagination, sufficient flexibility to cover the whole range of musical and dramatic possibilities. He must be able to organize other people to help him, to find them if necessary; to use their suggestions; to take rough or complete ideas from others and build them into good shows.

This man must be familiar with sources of talent, and with the best in opera, moving pictures, the theatres, night clubs and so on. And he must be thoroughly responsible in all his dealings with talent and with the buyers of talent.

His opportunity will be one of the best in the whole field of radio broadcasting. Replies confidential.

Address Box 57, Variety, New York

## JUDGE BETTER IN '36

Television Future Too Hard Now To Guess

Plans of RCA to spend \$1,000,000 in field demonstration work of television, announced last week by David Sarnoff, president of Radio Corporation of America, is considered in informed television and radio circles as leaving the development considerable distance from the ultimate fulfillment of a program of regular television broadcasts and reception in the home. In fact, it will be a year to 15 months before RCA will know even the outcome of its series of tests.

With this test demonstration period set to windup about the same time that British Broadcasting will terminate its year of testing, interests in the field of radio and television will have a fairly concise idea of just where television is headed by the middle of 1936.

Invention and perfection of an electric eye, the 'iconoscope,' is regarded as outstanding research, development made in recent months by Radio Corporation. This allows the pickup of studio pictures and permits the broadcast of remote scenes, thereby giving the television transmitter the function of a camera lens. By using it, street scenes and studio performances actually have been experimentally transmitted and received, according to Sarnoff.

Production of a 343-line picture with a picture frequency of 60 per second enables the reception, over limited distances, of relatively clear images whose resolution has been increased without the loss of definition. This pix is said to be comparable as to limitation to what is seen of a parade from an office building window or of a championship football game from the furthestmost seats in a stadium. Picture of several years ago was 30-line and frequency was only 12 per second.

Creation of new radio or wire facilities of interconnection status, production of home television receivers to show larger pictures and at a cheaper cost and further technical improvement of transmitters and receivers are the problems confronting television before it can be placed in regular public service on a nation-wide scale.

## Declare Politicians

### Impose Censorship on State-Owned Station

Kansas City, May 14.

'Censorship' has been established on speeches broadcast over WOR, the state owned radio station at Jefferson City, Mo., according to the 'outs.' Station is operated under the supervision of the state highway patrol exclusively from state funds. Incident of which Republicans are complaining elapsed a few days ago when the Rev. H. S. Rainwater, Republican state representative, was refused permission to broadcast from the station because he had not submitted an advance copy of his talk to Pemberton Gordon, director of the station.

A few days previously Dr. J. A. Gray, Republican, was interrupted in a scathing denunciation of T. J. Pendergast, prominent Kansas City Democratic leader when a transmitter tube blew out after the speaker had used six minutes of a 15 minute address. Director Gordon said at the time Dr. Gray had not been asked to furnish a copy of his talk in advance.

Rainwater said that he offered a copy of his address to the station director half an hour before the time set for the talk but Gordon refused to accept it.

Gordon admitted that the censorship was 'my own idea,' but suggested by men 'higher up in the administration' whose names he refused to reveal.

Representative Rainwater is the first member of the State Legislature to be asked for an advance copy of his speech, although about fifty of the 150 House members have spoken over the station during the present session of the Legislature.

## FCC's Washington Hearings

Washington, May 14.

Hearings on 11 applications, including six requests for permission to build new transmitters, were ordered last week by Federal Communications Commission.

Only important grant was a modification of construction permit of KSLM, Salem, Ore., which will permit station to broadcast unlimited time instead of daylight hours only. Action was based on finding that added service is needed and the station would not interfere with any existing transmitter. Operates on 3770 with 100 watts.

Following applications were slated for hearing by examiners: Eastern States Broadcasting Corp., Bridgeton, N. J., new station on 1210 with 100; Kilgore Daily News, Kilgore, Tex., new station on 990 with 250 watts; Hartford Times, Hartford, Conn., new station on 1200 with 100; Clark Standiford, Fresno, Calif., new station on 1210 with 100; David Parmer, Columbus, Ga., new station on 1200 with 100 (facilities of WRBL, Columbus, Ga.); WDD, Tuscola, Ill., change frequency from 1070 to 1020 kc and increase power from 100 to 250 watts; Charles C. Thela, Wichita, Kan., new station on 1210 with 100; KFM, Grandforks, N. D., change frequency from 1870 to 1590 kc and increase power 100 night and 250 day to 1 kw night and 5 kw day; KPNP, Shenandoah, Ia., part of time assigned KUSD, Vermillion, S. D.; KTM, Los Angeles, increase from 500 night and 1 kw day to 1 kw night and day; and KDFN, Casper, Wyo., change frequency from 1440 to 780 (facilities of KGHL, Billings, Mont.).

## Union Wins a Right

Commish rescinded previous action and granted increase in hours of operation to WLNH, Lacomia, N. H., giving transmitter unlimited hours. Also gave International Ladies Garment Workers' Union, which is seeking a transmitter in New York, the right to intervene in hearing on application of Hearst Radio for new 970 kc transmitter at Albany, N. Y.

Following new applications were filed during the week: KGRS, Amarillo, Tex., increased time from specified hours to unlimited (facilities of WDAO, Amarillo); Walker Jamar, Duluth, Minn., new station using 1500 with 100 (facilities of KGKF, Moorhead, Minn.); Golden Empire Broadcasting Co., Sacramento, Calif., new station on 1500 with 100; WCAP, Asbury Park, N. J., special authority to boost power from 500 to 1 kw for 30 days; KJL, Lee Blvs, Uniontown, Penn., new station on 1420 with 100 days; Herbert Lee Blvs, Lebanon, Penn., new station on 1240 with 250 watts; Valdosta Broadcasting Co., Valdosta, Ga., new station on 1500 with 100 days; KSD, St. Louis, Mo., shift from 550 to 1010 kc (facilities of KFYO, Clayton, Mo.).

# PROFESSIONAL PERFORMERS!

## HERE'S YOUR RADIO OPPORTUNITY

## Declare Politicians Impose Censorship on State-Owned Station

Radio sponsors are looking for new ideas, new material, new artists. You may have just what it takes to click on the ether.

Station WINS starts Buddy Doyle's Professional Parade next week. Show will be a broadcasting proving ground for professional entertainers. Airs Mondays, Wednesdays and Fridays, 2:00 to 2:30 P.M., E.D.S.T., starting next Monday (20th).

This is not an amateur hour idea adapted for the professional. No contest! No votes! No gongs! No embarrassment!

Sponsors and the ad agencies will be the deciding factors. We have them interested in these broadcasts, and you can be sure that people who count will be listening to you.

Show will be conducted by radio experts. They know what radio is all about and will give you the benefit of their years of experience.

# WIN on WINS

PROFESSIONALS only apply 2:00 P.M. to 5:00 P.M. to

Buddy Doyle, Station WINS, 110 East 58th Street



**KEN ENGLUND**  
Park Central Hotel, New York

# Radio Chatter

## Massachusetts

WEBC Repertory Theatre of the Air, a new dramatic venture at the Boston station, presented the third play of this season's series Monday afternoon (13), "Jilted," under the direction of Bob Burtin. Next play to be performed by the new group is "John's Dolls House" on May 20. Del Castillo, stage organist at WEBC, Boston, looked like a Frankenstein the other night when he had to resort to bolts and nuts to hold together his shirt stiff for the Faine broadcast. Del forgot his studs and had to improvise.

Sylvia Winters at one time on the WGY staff, is doing job with New England Pure Food Institute broadcast over WEBC, Boston.

"Fran" McLaughlin of WEBC, Boston, sends the needle of the control panel out of sight with her scream. Croft Ale has renewed on WEBC, Boston, and Neal O'Hara will continue on the Saturday 7 o'clock spot.

Sam Curtis sending cards from

COLUMBIA ARTISTS BUREAU PRESENTS

## LITTLE JACK LITTLE

And His Original  
Columbia Broadcasting Orchestra

ON TOUR

And Broadcasting Daily for  
Niagara Hudson Electric  
Light and Power Co.  
ALSO ON COLUMBIA RECORDS

CBS Presents

## BEN ARNOLD

WABC and  
Entire Columbia Network

Management CBS Artists Bureau  
Personal Manager  
Helen Alberici, 100 W. 42nd St., New York City

## 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  
5:30-6 P.M., WOR, Y.

FOR SALLY'S STUDIO  
America's Leading Theatrical  
Follies  
7 West 44th St., New York City

## GUY ROBERTSON

"THE GREAT WALTZ"  
Centre Theatre, New York

## BISODOL

WABC, Coast-to-Coast  
Wednesdays, 8:30 P.M., DST  
Radio Dir.—LESTER LEE

## EMERSON GILL

AND ORCHESTRA  
"THE NORMANDIA"  
BOSTON  
MCA DIRECTION

Havana to the WEBC, Boston, crew. Earl James clicked with a 79 at the Woodland course last week.

Alexander, Thelma, conductor of the recent Gems of Melody series broadcast over the blue network from WEBC, Boston, planning a concert tour to the Pacific Coast.

Kay Payne, blues singer, heard over WJLB and WEBC still at Paramount Hotel, Boston.

John A. Holman, manager of stations WEBC and WJLB, attended a meeting of NBC station managers at Pittsburgh, Pa.

## New Mexico

James Hill Speck, for several years manager of station KGGG, Albuquerque, has resigned to take a position in Texas. He was succeeded by K. H. Lattin, for several months advertising manager.

Station KGGG has been removed from the Fredrickson hotel to studios in Kimo Theatre building.

Twenty-Three Club, young business men's order, to sponsor first effort to publicize state's attractions via the air with radiocast from KOB June 1. Monte Rosenwald in charge of "Know New Mexico" program which will feature Indian, Mexican, and Spanish numbers. Radiocast will last half-hour beginning at 5:30-5:45 p.m. Governor Clyde Tingling will be top speaker.

## Illinois

Paul Wilson shifted from network to local station at the NBC 9 o'clock here.

To Mahoney has a four-week-old Belgian hare for a pet.

Lee Francis, WEBC pianist and water, getting agency auditions.

C. H. Cava no longer with the local Henri Hurst & McDonald agency's production staff.

Burridge Butler back in Chi after a sabbatical on the Arizona ranch.

Wm. O' of WJLB production staff and Angelino Hedrick, radio reporter, decided to wed this week.

George Kercher will be a poppa any day now.

Ray Linton announced in new swanky station rep offices.

Hays MacFarland giving out interviews to the papers on the question of marriage at 35 or better.

Charlie Garland and Nate Caldwell had a lot of fun returning to WABC as announcers in celebration of the station's boost to 50,000 watts.

Niles Trammel still rushing around the country contacting station and attending meetings.

Jim Free in the east on general station rep biz for his two firms.

## Georgia

Tom Jackson, from Pensacola, and Charles Arlington, formerly with WPB, Syracuse, have joined the staff of WGBA Atlanta.

Charles Smithgall has been named assistant to James Clark, mgr. of WGST, Atlanta.

Izelle Goldwasser, staff engineer of WGST, Atlanta, is getting married in two weeks.

Jean Pickard now heading the continuity department of WGST, Atlanta.

Ted Doodittle and Tom Jackson are calling the ball game for the Cola. Doodittle also handling two other soft drinks. Orange Crush and Dr. Pepper.

## Minnesota

Ted Weems at St. Paul Casino for a week, starting Sunday (12).

Comp. "Doc" Jendry, erstwhile WTCN mgr., now on the State Capitol run for the A.P.

WDGY's daily Waltz program, with Roy Waters at the mike, now handled by Shi-Hi beauty salon.

La Yancie Ludwig leaving WDGY program director post for a postish with General Motors.

Doc "Young" WDGY owner, being boomed for Minneapolis Parks commissioner.

Sarkis Men have switched their old title to Lale Hess and His Royal Hessians.

William "Toby" Prin, WCCO staff artist, wedded to Ellen Biddle, non-pro, at Virginia last week.

Bernard J. Prockters in from CBS, New York, for a three-day WCCO look-see.

Kon Hane, KSTP asst. mgr., goes Hugh McCartney, WCCO's chief engineer, one year better in this radio overtop license thing. Last month Hugh celebrated his 26th anniversary as at licensed radio op, but Hane has been holding his scroll ever since May, 1911-21 years.

Neil McGinnis, KSTP's engineer, taking three days off for his honeymoon.

For Henry H. Hartig of the electrical communications dept. at the U. of Minn., appointed special officer to supervise planning and installation of the new state-owned police radio transmitter. Redwood Falls the proposed site of new sta-

## PROFESSIONAL MATINEE

WINS Hires Buddy Doyle to M. C. Afternoon Show

WINS, Hearst-owned, becomes the second New York indie station to stage a weekly professional talent variety show, with debut of Buddy Doyle's "Professionals on Parade" May 13. Program will be tri-weekly, Mon.-Wed.-Fri. at 2-2:30 p.m. daily.

Talent will be booked by Herman Bernie and shows m.c'd by Doyle, who is a standard single from Dave Daville. No pay for the acts.

Other similar show, and the original of its kind, is the Sophie Tucker Music Hall on WHN.

## SHEPARD WINS INJECTION TFF

Boston, May 14.

John Shepard, one of the Yankee Network, scored a point in his fight with the Boston musicians union last Friday (10) when he obtained an Interlocutory Injunction restraining the local from interfering with his employment of Sully Kendis, pianist and orchestra leader. Union had tagged Kendis an out-of-town member and ordered him off WNAAC until his credentials had been authenticated out. Kendis, who holds a New York card, was batoning a nightly show, "Band-Wagon," over WNAAC when the union officials intervened.

Court order warns the local against interfering with the employment of Kendis by threatened or actual imposition of fine, suspension or expulsion. Shepard resorted to litigation about four weeks ago after the union refused to heed his plea that Kendis had been playing in this district for four months and therefore did not rank as traveling member.

George Gibbs, Local 9 prez, held that the pianist-conductor had violated a national union rule by taking employment on the station without first taking the matter up with the Boston union. Gibbs denied that Kendis had lived within the jurisdiction of Local 9 for three months, the legal residence period required by the union's national laws.

tion, which was made possible through a \$250 appropriation by the recent Legislature.

First annual convention of Northwest Radio Technicians Association wound up in Minneapolis last week with following election of officers: Dr. H. Farnsworth, president; Dr. Paul Clement, Mason City (Ia.), vice prez; F. D. Wardner, St. Paul, secretary; and Howard S. Watts, Duluth, treasurer.

## Connecticut

Jackie Merlie, kid psychic, appeared three times last week on WJLB, Waterbury. Program was given big build-up in Republican and American papers wholly own the station.

Announcement of the engagement of Jack Henry, of WJLB, Waterbury, has been made.

Staff changes at WATV, Waterbury, bring in Russell Brooks and send Ilvay Olson to WHIC, Hartford.

Program spot at WATV, Waterbury, has been given Edith Sacco, wid sister of Tony Sacco, who sings with Enrie Madrigrera's orchestra.

Happy Sisters heard over WJLB and WATV, Waterbury, have completed short for Warner Brothers' new musical comedy, winning listening audience vote in Ray Perkins' amateur program on CBS.

New Haven studios for WJLB, Waterbury, will be ready soon. May bring complications. WJLB Bridgeport, already has a number of programs coming from the Ft. City. Several years ago, WJLB was located in New Haven but pressure forced the station to move to Bridgeport. WJLB plans to snare as many Yale programs as possible.

## Iowa

Geo. Gullip, formerly of WHBY, Green Bay, now singing on KINT as James Mason.

Monte Coleman, winner of Jan. flarber's recent personality and talent discovery contest here, is making her radio debut on the "Hour of Smiles," WHIO, but will leave in a few weeks to sing with Ted Felt's orchestra.

Dick Belt is a new announcer at KINT. Two Moines

## Lawyers, Press Share Aversion to Radio Pick-Ups in Traffic Court

Cincinnati, May 14.

Squawks are being raised by the press and attorneys about radio pick-ups in traffic court proceedings, instituted several months since by VSRA. Basis of protest is that the judge generally doesn't mind the build-up of his own political career, but the lawyers as a body are uncomfortable and resentful. Public criticism of lawyer habits of stalling and postponing and quibbling on technicalities has usually inspired after the court broadcasts familiarize the public at large with the actual happenings in court.

Newspapers dislike the invasion of one of their best news sources, the police court, by their arch-rival, radio.

Addressing the Lawyers' Club last week, Louis J. Stricker, a member, recommended that the court broadcasts be discontinued. "Most radio programs," he said, "are for the amusement of the public, and the Traffic court morning act is no exception. A reunion article in the Post criticized the language used in the court, and seemed to indicate the trend of public opinion regarding these broadcasts."

clip in local newswires showing workmen adjusting the new crown to KRNT's antenna with Art Smith of KRNT announcing staff handling the dialogue.

KSO and WAIT of the Iowa Broadcasting Co. are handling the St. Louis baseball games at Kentucky Winners' cigarettes, and through their merchandising department have exploited the game and cigarettes with newspaper spots, posters, car ads and special bulletins to every drug store, tobacco shop and billiards spot in town. In addition to that, Lawrence Herring of the merchandising department, incidentally, son of Gov. Herring, has been hitting the pavement between all of the drug stores, tobacco shops, etc., to see that Kentucky Winners' are being prominently displayed.

## Michigan

Back after an absence of three years, the comedy team "Frank and Ernest" began a series of new morning broadcasts last week over WWJ, Detroit.

Eddie Lee has a new solo-show on WWJ, Detroit, "Twilight Tunes" with songs and chatter.

Wynn Wright, production chief at WWJ, Detroit, assured staff of his sound physical condition despite an apparently amputated arm recently during the broadcast of New Hour program. Curtain time at the Player's Playhouse, where he appeared following the broadcast, made it necessary for him to appear in make-up.

character in O'Neill's play, "Where the Cross is Made."

Harry W. Bettardie is now with the commercial department of WWJ, Detroit. Formerly with station in Illinois.

Beulah Bacheider, secretary of the Detroit News, sponsored Fair & Square Club, reported that over 12,000 children have appeared on that program over a three-year period.

Program takes to the air every Saturday noon. James Schermerhorn, former newspaper man, is coach of the outfit, and writes all the script and programs.

CKLW, Windsor, has effected a tie-up with the new Broadway Capitol theatre, whereby they use the acts on a weekly broadcast program. Performers hop in cabs in make-up, between shows, and across the river to the CKLW studio, to do their stuff.

Tito Gular, after finishing local radio and theatre engagement, flew to Hollywood to film a short; returns in the fall over CBS.

Jessica Dragonette engaged to program over High School commencement May 26.

Cincinnati incident is similar to situations reported from Denver, Omaha, and other cities where traffic court proceedings have been broadcast by local stations. Public seems to enjoy the programs, the judge generally doesn't mind the build-up of his own political career, but the lawyers as a body are uncomfortable and resentful. Public criticism of lawyer habits of stalling and postponing and quibbling on technicalities has usually inspired after the court broadcasts familiarize the public at large with the actual happenings in court.

Newspapers dislike the invasion of one of their best news sources, the police court, by their arch-rival, radio.



## JESSICA DRAGONETTE

who will make Her Screen Debut in Paramount's "The Big Broadcast of 1935." Released early in July. To be starred in the screen version of "The Life of Ethelbert Nevins." Produced entirely in technicolor by James Fitzpatrick and released through MGM.

Leaving for the Coast early in August for a short vacation, and will return for her usual City Service broadcast.

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## fred allen's

"TOWN BALL...TONIGHT!"  
AN HOUR OF SMILES  
WITH  
PORTLAND HOFFA  
JACK MAIT  
LIONEL STANDER  
JOHN HENRY  
MINERVA FLOES  
EILEEN DOUGLAS  
Material by Fred Allen and Harry  
Wednesdays  
7-10 P.M. WABC  
Management, Walter Bacheider



## ANOTHER NEW WHN IDEA ADDS THOUSANDS OF LISTENERS!

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## ED LOWRY'S "BROADWAY MELODY REVUE"

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STUDIO LOEW BUILDING 154 C BROADWAY





# Henry Spitzer Resigning as G. M. Of Harms, Inc., to Head Chappell Of America; Crashing Pop Field

First major music publishing evolution in years occurs July 1 when Henry M. Spitzer, general manager of Harms, Inc., leaves that firm after nine years to become head of Chappell & Co. of America. This company replaces the present Chappell-Harms music firm. A world-established opette and standard music publishing house. Spitzer will extend the new Chappell organization into a major popular song exploiter.

Chappell of London, major British publisher, unlike other foreign publishers, never assigned its copyrights, but merely vested the selling agencies in songs to T. B. Harms Co., Chappell-Harms, Harms, Inc., or other music firms. With Chappell & Co. of America going into business for itself in the U. S. under Spitzer's general direction, these selling agencies cease and revert to the new company.

For a decade value of Henry Chappell (Spitzer) company becomes (1) a big major music firm, both in the standard and popular fields; (2) it marks the termination of one of the Warner Bros. music pub sub-subs. Warners, through its sundry Harms, Witmark-Renick affiliations, had an affinity with Chappell-Harms, which ends on June 30, 1935. Max Dreyfus continues to own the Harms, Inc. interest, but serving without pay. Spitzer has been the g. m. of Harms, Inc., working in affiliation with the Harms, Inc. and Morris, the Warner Bros. appointee in charge of its music pub sub-subs.

**Chappell Setup**  
Chappell & Co. (London) is a stock corporation with major directing interests vested in Louis Dreyfus and Louis Sterling, both residents of London. Whatever interest Max Dreyfus has in the British Chappell is through his brother, Louis. Sterling's major interests are in Columbia Phonograph Co. (H. M. V. records), Nipponphone Co. of Tokyo, etc.

Chappell & Co. of America, Spitzer, its working head, will be on an equal financial basis with Louis Dreyfus and Sterling. The Harms, Inc. copyrights will be assigned for the U. S. to the American sub-subs. Chappell already has its own building, housed in the Chappell buildings, in Paris (headed by Paul Ganne) and Sydney, Australia (Sidney Ganne). So that there will be no suspicion of personnel raiding, Spitzer has urged the continuance of another year's renewal by Jerome Kern with T. B. Harms Co. until August 1936, a year from its expiration this coming August. Kern August, T. B. Harms Co. (as distinguished from Harms, Inc.) is on a profit-sharing basis. Similarly Harms, Inc.'s fall catalog shows, and all are all-including next winter.

Spitzer will take a temporary office in the premises of Harms, Inc. building next week to interview personnel for the new organization. Will Rockefeller, long with Spitzer as a promotional man, was signed by contract by Spitzer only recently to insure his remaining with Harms, Inc. for another year.

Chappell-Harms, as sub-subs of Harms, Inc., under the current arrangement, rates BB in the American Society of Composers, Authors and Publishers. With the rented copyright privileges reverting July 1 to Chappell & Co. of America, the ASCAP rating is expected to up into major proportions.

Prior to joining Harms, Spitzer was executive with N. Witmark and Sons.

## FALORAMA'S NEW OWNERS

Schenectady, N. Y., May 14. (U. S. P. A.)—The Falorama, a musical and several changes in management since it was opened two years ago under the aegis of Jerry Riney.

Felix Ferdinando's orchestra began an engagement at the spot May 16.

## SECOND NAME SPOT Detroit Getting Another Westwood 13 Miles Out the Other Way

Detroit, May 14. With an idea to duplicate the success of the Westwood Gardens, an open air beer garden, 13 miles out of town, a group of local business men are opening a similar one on the Lake, which is an equal distance out of town, in an opposite direction.

Spot opens on May 31 with Paul Woyteman and his crew in for one week. Following this come Rudy Vallee, Abe Lyman and other top-notches.

Westwood last year brought in George Olsen and his band with Ebel Shutta, who stayed for 10 weeks. This year Westwood has signed for Little Jack Little, who opens May 26 for 18 days, followed by Jan Garber, two weeks, Ted Weems and others.

## \$3 TAX RESULTS SATISFY 80% OFFICIALS

Officials of the New York musicians union aver that the situation in the local hotels and nite spots with respect to payment of the \$3 broadcast tax is working out as they have anticipated from the start. With few exceptions the major jobs, such as the radio officials have been filled for the summer with lesser known and inexpensive talent, making it possible for the operator to save enough to pay the added fee for broadcasting.

Local 802's administration has declared itself as primarily interested in reserving jobs for the aggregations of less than top rating as in names which are affiliated with the local union. The local's governing coterie also feels that this policy can only be best served by the name bands connected with the New York, getting out on the road and staying there.

Of the following combos which are booked for the summer season really, only one, Hyde Lucas, rates as an out-of-town unit:

Guy Lombardo, Waldorf-Astoria; Clyde Lucas, Hotel New Yorker; Ray Norval, Balaire, New York; Benny, Pennsylvania; Joe Moss, Hotel Pierre; Will Osborne, Lexington hotel; Bert King, DeWitt Clinton hotel; Henry Halstead, Park Central hotel; Tommy Monahan, Paradise restaurant; Archie Beyer, Hollywood restaurant; Eric Rector, Elmer; Dick Gasparre, Place Royale; Marti Michel, Montclair hotel; Sammy Woods, Palais Royal; Al Appel, Accor Hotel; the Green; Enoch Light, McAlpin hotel.

## 25 YEARS

Bridgeport, May 14. McCormack and Barry, operators of the Ritz ballroom, are celebrating their 25th year of partnership.

## Burkan Files Appeal With Stall Immediate ASCAP Anti-Trust Suit Trial

Nathan Burkan, general counsel for the American Society of Composers, Authors & Publishers will attempt this week to forestall immediate trial of the government's anti-trust suit by filing a writ of prohibition with the U. S. Circuit Court of Appeals. According to the government's motion for preference on the calendar, Judge Knox ordered Monday (13) that trial of the restraint of trade and monopoly allegation start June 10.

Lawyers allied with the music business are of the opinion that an interpretation of a writ will prove of little avail. As a rule such restraining moves are returnable for argument within 12 to 22 hours, and are predicated on the belief that a fair trial would not be guaranteed the moving party under the circumstances.

Judge's Decision  
In a memorandum explaining his decision, Judge Knox declared that though he was not prepared to

# MPPA Reorg Into Strictly Trade Ass'n Under Way; Central Clearing House for Sync Users Planned

## 'Gardenia' Starts Chi Infringement Squawk

Chicago, May 14. Attorney Harold Pine for Don Mario (Alvarez), radio singer and songwriter, has sent notices to Paramount Music company and Paramount claiming that the song 'Little White Gardenia' is an infringement on Mario's song, 'Through the Looking Glass.'

Mario alleges that he wrote 'Looking Glass' in 1931 and sang it in a Paramount Spanish picture at that time. Claims that Paramount secured only the rights to 'Looking Glass' for that picture and that he retained the rights to the song. Attorney Pine states that if Famous and Paramount does not meet with him he will file suit for infringement of copyright.

## Players a Membership Club, but Members Write Plenty Passes

Cleveland, May 14. Robert L. McLaughlin, former stock producer, and H. H. Cudmore, business man, have formed a partnership in promoting this town's most novel nite spot. 'The Players' Club of Cleveland, Inc., which resembles a four-ring circus, although described as a private membership club.

Former Charm House, one of the swankiest dining places of prohibition era, is the site of the new project which covers three floors. Basement has been turned into a social lounge with English leather furniture, bar including a meat refrigerator and incidental music. First floor is a dining room in German style. Top floor features Shakespeare theatre that holds a small stage and about 200 seats.

McLaughlin originally planned a policy of intimate entertainment. First week's attraction was Miss Juliet, the impersonator, who gave a series of impersonations running about half an hour. Place is bringing in Jack Norwood to experiment with something like a musical comedy or series of comedy sketches.

McLaughlin, who wrote 'Dedication Night' and 'Pearl of Great Price' is booking talent and managing, aging spot, while Cudmore acts as president. Although place is operating on a private club basis, members who pay \$10 for year's membership are allowed to write as many 'passes' or bring in as many friends as they want. Latter wrinkle is an outgrowth of Green Club, Inc., organized by McLaughlin last season to stimulate attendance for his stock season at the Hanna.

Plan of reorganization is being worked out for the Music Publishers' Protective Association. To a committee of nine members, appointed at a meeting last week, has been assigned the task of converting the MPPA from a body devoted to enforcing a code of ethics to a strictly trade association. Move is in line with a proposal made several months ago by the legal division of the NRA.

In revising the purposes of the MPPA into committee will also provide for the establishment of a 'central clearance bureau for synchronization rights. With the 1935 membership year ending, copyright owners declared insufficient to cover the cost of clearing musical works used in films. It is proposed that a projected bureau also collect a service charge from the mechanical fac-tions. The picture producers have declared themselves as being amenable to such arrangement.

## How It Started

What originally brought the MPPA into existence was the determination of a group of leading pub publishers to suppress the payment of royalties to songwriters and performers. Those who joined the organization agreed by contract to abide by a prescribed code of the proprietors of the MPPA took on various other functions, it has never held by charter the purpose of the MPPA is to secure the establishment of a code which is binding upon the entire industry, the 'protective' scope of the MPPA has become superfluous, as suggested by NRA legalities while the code was in the making, the MPPA has been revamped as to make its membership more representative of the entire pop industry. Among the slated changes is a sharp reduction in membership fees.

Campaign for new members will start immediately. The plan of reorganization is approved by the present MPPA's membership. Committee will also take the reorganization details consists of Louis Bernstein, Saul Bornstein, E. B. Marks, E. B. Blumer, G. Schirmer and Walter Douglas.

Picture producers are scheduled to meet this week to affirm official opposition to the reorganization, the deficit from the operations of the proposed central clearing bureau.

## PIT MEN LOSE ATTEMPT TO DODGE 3% TAX

Opposing by theatre pit instrumentalists to escape the provisions of the 3% tax for the union's unemployment relief fund was frustrated last week when the local 802's membership Wednesday (8). Pit men present at the meeting protested against having to pay the 3% tax out of their salaries, but argued that they are already being taxed 2% for another fund, but when the vote was taken, the vote it was overwhelmingly defeated. Opponents of the theatre musicians' move pointed out that the 3% tax is not a new tax, but a relief for local members, but derived from a law of the international union which applied the money so collected to the national strike fund. Also defeated was a compromise measure to limit the pit men's contribution from their salaries to 1%.

## Horlick Orch. to Follow Bernie, Garber at Avalon

Los Angeles. Negotiations are on Horlick's orchestra to follow Bernie Garber at the Avalon at Catalina Island. Ben Bernie opens the spot May 18 for six weeks, to be followed by Horlick's orchestra, who are wanted for the third engagement. If get, Horlick could do a nice week. Avalon, 11th of program in Catalina work.

## NEW ACTS

**ALICE WHITE (3)**  
Dancing  
10 Min.; One and Two  
Lew Jersey, Jersey City  
Appearing directly without any  
toss in one, Miss White goes almost  
immediately into her dance. She  
introduces two partners as "yes  
men," asks them a few questions,  
and starts stepping. This continues  
through the turn, broken only by a  
change of costumes, during which  
Miss White is interviewed back of a  
screen by the partners, now as re-  
spondents.  
The dancing mostly savors of  
adagio work, and is gracefully ex-  
ecuted. Miss White qualifies as a  
dancer, and one waltz number is  
particularly rhythmic. She is a  
youthful and peppy as well as a  
looker.  
She needs a better finale, as it now  
simply stops, and it could be im-  
proved in the writing. But Miss  
White herself is effective and en-  
gaging, and was well received  
throughout by the small Boston  
at this viewing.

**JARVIS and Parker (3)**  
Comedy  
12 Min.; One  
Orpheum, N. Y.  
Bobby Jarvis and Terry Parker  
are teamed for a new offering which  
contains much that is funny. Both  
are standards in vaudeville. One is  
in a business suit, the other appears  
in low comic garb. Act is paced  
for a fast array of gags which  
house liked very much. A blonde  
female, Myra Stone, plays a silly  
character with a marked yen for  
losing her memory. She accounts  
for most of the comic situations.  
Act stays on for a brief dance  
which is really, so far, nothing new.  
Singers' pipes none too  
strong. A mike might help. Trio  
exit down a trick subway set.  
Spotted in try position here which  
gave it plenty attention. Oke for  
the mob.

**JOSEPH MARTIN**  
Songs  
8 Min.; One  
Orpheum, N. Y.  
Joseph Martin, tenor, is one of  
the better winners brought to light  
on WHN's amateur night programs.  
He comes back on the air frequently  
for guest appearances, and has built  
himself a minor rep via these ap-  
pearances. The short vaude tour  
which followed also demonstrates that  
he has the ability to warble a song  
with ease.  
Pipes are strong and tones are  
placed well. Delivers semi-profes-  
sional, of course. Singer appears  
more mature than the usual novice  
who wins out on such grounds.  
Martin must have taken a lot of  
trial lessons to acquire those rich  
tones. Sticks to the ballad type of  
ditty mostly.

**PAULINE COOKE**  
Presents  
**JOHNNY PERKINS**  
This Week, May 15  
ORPHEUM, MINNEAPOLIS  
"COOKE & OZ"

**WALTER 'Dare'**  
**WAHL**  
The Smoother Comedy Hit of  
"LIFE BEGINS" 8:40  
CHICAGO, NOW  
Per. Mgt. Irving Sherman, Rd. Davison Office

**TRACY and VINETTE**  
Now Filming in  
**CORSICA, SPAIN**

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Bridal Veil, Everlasting, Connoisseur  
Greeting Cards  
In Boxed Assortments, 15 exclusive  
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Special discount on large quantities.  
Write for Particulars

HELD OVER THIS WEEK AND NEXT WEEK

AT  
**FOX THEATRE, BROOKLYN**  
**HENNY YOUNGMAN**

The Monarch of Mirth, with  
**KAY HOEVEL**

Direction JOE LEFKOWITZ, 125 West 45th St., New York City

**TAMARA (2)**  
Singing  
12 Min.; Two (Special)  
This Russian songstress made  
most of her rep, as the singer of  
Smoke Gets in Your Eyes in the  
stage version of "Roberta," with a  
recent commercial over NBC help-  
ing further. Though a bit quiet for  
vaude, her charming appearance,  
coupled with a sweet voice, put Ta-  
mara across.  
Opened here with a special, swung  
a pop and then sang "Smoke."  
Latter forced her into an encore of  
a Russian piece in native tongue.  
Tara, claiming a shawl to sing the  
kise, like the others, into a mike. A  
male pianist accompanies.  
Her gown, a pinkish crinoline af-  
fair that lives up to "Roberta's"  
fashions, is in excellent taste for  
the blue net.

**BERNICE MARTIN and Co. (2)**  
Singing  
9 Min.  
Orpheum, New York  
The 'company' in this act consists  
of a piano player.  
Miss Martin is a soprano who  
sings in front of a mike, suggesting  
that she may come from radio.  
Her act is rather slow and mod-  
erately melodious voice. Her rou-  
tine is a poppy, and it is not very  
rhythmic. She gives out time after  
time without stopping for extrane-  
ous remarks. Her act is a little  
standing in front of a mike sing-  
ing for nine minutes without stop, and  
all times basically the same time.  
is a bit too tiring. Routine should  
be varied.

**POWELL and NEDRA**  
Artists  
9 Min.; Full  
Academy, N. Y.  
Man and woman quick sketch  
artists. Dressed simply but work-  
manlike, this mixed pair offer a  
clever act. Sing loose chalk or  
sketches on a two hard surfaced  
board, centre stage. They shaded  
area illumine the frames and the  
artists work back of the frames  
the sets run in the night of the  
two, whether on one frame  
or two, rhythmic and simple.  
Sketches. Simple. Sketches.  
of course, but attractively done for  
the audience and punchful. Open  
here two scenes to which they touch  
a flame. The finale is both show-  
manlike and punchful. Same time  
on the regular layout and over.

**RKO Folding Cincy Vode**  
Cincinnati, May 14.  
Next week's show, the Marcus  
"La Ve Parre" revue, will be fast of  
stage for the RKO Shubert. For  
the several other May 14-30 combo  
policy, with Guy Lombardo's band  
the magnet, will be switched to the  
RKO Palace, that will be the  
curtain-dropper for stage attrac-  
tions in Cincy until the end of  
summer.  
The Palace is to be remodeled and  
have cooling plant installed during  
warm-spell layoff.

**ST. JOHN VAUDEVIL**  
St. John, N. B., May 10.  
Opera House, oldest local the-  
atre and the local old guard of  
legit, is back in circulation, after  
being closed for three years. William  
Whitehouse is manager and is offer-  
ing a combination of pictures and  
vaudeville, with road attractions  
also played.  
When it went dark it was the  
Rialto, but has been placed again  
with the original name, The Capitol.  
Official reopening is set for June 3.

**HEARN'S \$1,500**  
Sam Hearn (Sheepman) has  
been booted for another week at  
his new stage entry, \$1,500, built  
up by his radio broadcasts. Wally  
Sharpley joins him as straight-  
man.  
Plays Loew's Century, Baltimore,  
starting Friday (17). Deal set by  
North & Plaum.

## 'BAMA'S SOLE VAUDE SPOT GIVES UP GHOST

Birmingham, May 14.  
Trying since December to make a  
go of vaudein policy, the Pantages  
theatre, closed Saturday (11). Housed  
operated by Wilby-Kinney, never  
grossed big and at beat broke even.  
It was the only vaude house in  
Alabama.

## PA. TROS HATE 5-TOWN ROUTE

Lancaster, Pa., May 14.  
The 'amateur time' is being played  
by more than a score of acts in this  
section.  
Most of them, winners in home-  
town contests, make all towns in  
this district in hope of coping the  
top prize.  
The three-price-a-night route in-  
cludes Lancaster, York, William-  
port, Harrisburg and Reading, and  
the acts run in the night of the  
shows without previous notice. Usual-  
ly, since they miss the customary  
audience, they carry letters of in-  
roduction from theatre or station  
manager where they copied the  
prize the week before.  
In most of the towns in this  
section, radio stations are tied with  
theatres in the amateur idea.  
Customary arrangement is to have  
sponsor furnish the roll and theatre  
the stage, with the station handling  
the details.

## WB Allows Cleric to Give 'Hello, Paris' Unit A Bath in Pittsburgh

Pittsburgh, May 14.  
Pressure forced WB to dress up  
the French Casino, Chicago, revue,  
'Hello, Paris,' at the Stanley, the last  
weekend holds over currently,  
with 'G Men'.  
Flock of protests to Harry Kal-  
mine, WB's show manager, in-  
viting a representative clerical to the  
theatre and agreeing to make what-  
ever changes the gentleman of the  
cloth suggested. Practically all of  
the nudity was eliminated, a couple  
of risque numbers were banned and  
the show, which had been running  
As a result, running time of unit  
was shortened by 10 minutes.  
With the whitewash application,  
Stanley pulled down the nudity  
only sign, allowing kids to take it  
in during second week. Protests  
came right after opening night, but  
Warners held off asking a minis-  
terial censor to come in until near  
close of first week.  
Curiously enough, City Safety Di-  
rector Tom Dunn and his police  
cousins witnessed 'Hello, Paris' and  
gave it a clean bill of health.

**Rochester Vaude Folds**  
Rochester, May 14.  
Summer closings began early  
here, with the folding of vaude at  
the Palace and the shuttering of  
the Capitol. Both are operated by  
the Comerford and have not been  
going well. The Capitol, after a  
firing from town, had played the  
second and third-run films on  
two bits top.  
About 40 employees walked the  
plank.

**Stooges Go East**  
Hollywood, May 14.  
Howard, Fine and Howard, the  
three stooges, left by motor Friday  
(10) for the east and three weeks  
of personals.  
Trio will play Chicago, Detroit  
and New York. They'll be gone for  
six weeks.

**1 OF WEIRDE BROS. STRICKEN**  
Pittsburgh, May 14.  
One of three Weir brothers, Ger-  
man dancing trio with 'Folies Ber-  
ger's' unit, 'Hello, Paris' at Stanley,  
was rushed to a hospital in the a.m.  
after falling from tomb, poisoning.  
Remaining two members of the act are  
carrying on alone.  
According to physicians, Weir  
will be in the hospital at least two  
weeks, which means he'll have to  
stay behind when revue pulls out  
Thursday (16). Tonsils will be re-  
moved, doctors say, when infection  
is finally checked and cleared up.

## UNIT REVIEWS

### BUGHOUSE FABLES (ORPHEUM, BOSTON)

Boston, May 10.  
Charley Foy's new unit, which un-  
folded in Providence last week, is  
still in a more or less formative  
stage as presented in Boston, but it  
shapes up as the makings of a worth  
while entertainment.  
Featured in addition to Foy, who  
m.c.'s the show and romps around  
with his four stooges (one of whom  
is an albino, called 'Blackie'), are  
Buster Shaver and Olive and  
George, the midwits of 'Mighty  
Barnum'. The tiny and talented  
girl is stopping shows, and so are  
Dick and Edith Barstow with their  
too tap on the stairs. The Sara Mil-  
lender Strangers Dancers have a de-  
finitive place in the line-up, and  
the featured acrobatic girl, Birdie  
Dean, is another asset. The ingre-  
dients are there for a good offering,  
and with the elimination of a fem-  
me who vocals scorching hotches, and  
a slight revision of the nut opening,  
'Fables' stands ready to play some  
important parts.

Foy keeps reminding his audience  
of the bughouse theme in tie-in  
kitty between the stooges' names  
and feature acts, and the idea is oke.  
But the opener is a bit too screwy.  
That could be remedied easily and  
doubtless is being worked on right  
now. One of the dizzy stooges does  
some radio mimicry that misses fire,  
especially his 'Penner'. The other  
also handles their assignments  
with plenty of vigor and grab off  
their allotment of laughs, with the  
aid of Foy, who will have to elude  
himself from coming on the rostrum  
too often.  
Olive and George get, and deserve,  
the next-to-shut. Shaver plans  
for the duo in their patter akits,  
giving them full benefit of the spot,  
but the sock of the act is his dance  
with Foy. In a ballroom number  
in which he makes the most of the  
possibilities of the odd combination  
of a normal male dancing with a  
midget girl. Although the girl is  
a great little performer and attrac-  
tive too, Shaver makes their num-  
ber number exceptionally slightly with  
his usual lifts. George does a gila-  
no number, that's one and this  
leads into a Mac Vest skit by Olive  
that earns a lot of applause. All  
their work is tops, and their act be-  
speaks expert handling. Their cost-  
uming is a definite aid.

Burstons, in an early frame, offer  
a new idea—talking to each other  
with lines and taps. Their familiar  
stair number closes the unit, or at  
least uses the actual closing num-  
ber which involves the entire com-  
pany in a 'thank you' idea.  
Straus girls do a strut, a mod-  
ern waltz, a humbug, and the closing  
routines in which they serve  
mostly as background. Midgets are  
featured in the humbug, which raises  
the routine out of the ordinary  
groove, and Miss Dean gets the spot  
in their opening strut number. She  
bends and splits on a platform for  
a slow acrobatic flash that clicks.  
In the later line routine there does  
a bubble dance that's no great  
shakes because she's costumed. This

balloon dance gets a boom-boom  
plug in the billing, but as performed  
here it's like a glass of ginger ale  
after a promise of champagne.  
Of course, Foy honors his father  
in a 'Charlie, Mr. Boy' paraphrase  
in which he's featured, early in the  
show he wakes up his customers by  
calling for noise from his stooges,  
who walk down through the house  
onto the stage tooting brass and  
drumming a bass drum. It's a neat  
pocket edition of the Olsen-Johnson  
gag, presented before this season  
at the same house.  
Weak spot in the unit is a 'Laugh,  
Clown, Laugh' vocal by a stooge in  
a green leotard, more phantasy than  
entertaining. But let-downs are  
in the minority, and, judging  
from the material unloaded here, the  
unit is going places.  
Foz.

### SALLY RAND (PALACE, AKRON)

Akron, May 14.  
Sally Rand, of the bubbles and  
the fans, has a new unit combining  
vaudeville and her own art of ter-  
pischology. The fan dance is no longer  
a mystery, but a popping and  
Sally Rand's many imitators, but  
it seems to be the first time the  
bubble dance has been done here  
vaudeville audiences.  
The act is a rather rubbery  
dance. La Rand twirls and twists.  
The fan dance seems far superior  
as a work of art. In the bubble  
dance the bubble is too high in the  
air too many times. There is no  
mystery, no tantalizing allure. It's  
just a dance, and they can take it  
or leave it. Miss Rand also per-  
forms her fan dance—a little differ-  
ently than last year. Then she  
does a direct run on the stage and  
climbed a long staircase to the rear  
for the climax. In her new show  
the entrances are made from a  
long ramp at the side of the stage.  
Very stunning.  
Two physically perfect cho-  
rines add much to the Rand unit.  
They dance. And they skate. They  
skate on and start things going  
to form the background for the first  
act on the program. Three Thrill-  
ers is the title of the second unit.  
Two men and a maid, they do  
amazing things on wheels. Best of  
all are the stooges. These are re-  
cruited from the audience to take  
a trick.

Next spot is given over to a  
tricky and complicated act which  
has been a favorite almost since  
theater men coined the name of  
vaudeville, William and Joe Mandel.  
They and the other two, who  
stages a better pitch on the stage  
than they did in the first act, con-  
stantly accomplishes wonders with  
the magic potato peeler. His looks new,  
and stooges help make it very  
funny.  
Miss Rand's new unit is not large  
but a sumptuous show, with highly  
entertaining. Lighting, staging and  
costuming are better than averages.  
The unit stays within an hour.  
In a bit of a certain speech the  
blonde bubble dancer promises to  
have a new dance for next season,  
something bigger and better.  
McConnell.

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**BOOKING AGENCY**  
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1270 SIXTH AVENUE  
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# THEATRE

## Three Stage Show Spots Figure in B'klyn's Worst Price War to Date

Downtown Brooklyn is in the throes of the severest price war it has yet experienced. On the stage of the Albee, with five acts of vaudeville, dropping from 65c to a scale starting at 25c, the Met (Loew's) on Friday (18) also came down to this figure. That house has been at a 65c top right along and also plays vaude.

These two slashes place the Fox, also playing stage shows, in the middle. This house has been at a 25c-upwards scale for some time, but now may be forced even lower in order to compete with the Albee and Met, plus the Paramount, which is a better picture house.

Understanding is that the Par, because its nut is so reduced, will be able to stand the gaff of the price war, but only as long as its pictures are of first grade. Pat has the Mae West picture, 'G Men' and others coming to protect it from a cut just now, but the vaude opposition is expected to tell later on. Par plays to a 65c top.

**Fox on Spot**  
Downtown Brooklyn operating opinion is that the Met and Albee, with their cuts, are trying to put the Fox in a spot. Later, since putting on amateur radio shows Monday nights, has been cutting into the opposition seriously. Those familiar with the situation believe that the Met and Albee are trying to force Fox down in its admission scale.

Albee nut is around \$17,000, same going for the Met, while the Fox is around \$15,500 and the Par, in its present position of all in face of a price war, can go as low as \$7,000 on a week and break even. Two weeks ago the Albee offered a spot for a split but couldn't make it pay, even with such pictures as 'Cavalade', going back to the 45c scale. At latter ad.ish house has been losing on the average of \$3,000 and \$4,000 weekly for some time.

## YORK AND KING BACK FOR VAUDE

Chic York and Rose King (Mr. and Mrs.) are returning to New York to open for Paramount May 31 at the Michigan, Detroit. True York, their daughter, who tried a couple of two-acts on her own, also rejoins the original act.

York and King split, but only professionally, last December so that Miss King could single into Eddie Dowling's musical, 'Thumbs Up', which closed Saturday (2).

## Actor Turns Producer

Harry Delmar is moving into the Lewin agency.

Delmar will handle a production department which Irwin is organizing.

## Celluloid Gets Across

Five Maxvelles left for Hollywood over the week-end for an assignment in the next Joe E. Brown picture at Warners.

Tumbling act starts on the film job May 22.

## Blue Minus Unit

Ben Blue has been set for the Paramount time, opening June 14 at the Chicago, Chicago.

Come will be minus the unit he recently trouped through the south for Par.

## REVIVING 'MEMORIES'

Maurice Golden is reviving 'Memories of the Opera', flash act which was disbanded about three years ago.

Cesar Rivoli will again be at the head of a 10-people cast.

## CUSHMAN TIME ADDS 9 CANADIAN WEEKS

Lincoln, May 14.

Lining up about nine weeks of Canadian time to match with the rest of the Cushman circuit, Bill Arms, booker for the Albuquerque, N. M. office, said in passing, thru there with his unit, 'Tio Nighth', that it would open about August 1, New York, to have full weeks in Vancouver, Winnipeg and Edmonton; three days in Calgary, Moosejaw, Saskatoon, Regina and Swift Current; two days in Prince Albert, Brandon, Kamloops, Flett, Vernon and Kelowna, and a flock of one niters.

About nine weeks have been added recently in Iowa, the Dakota and Minnesota, which brings the total time up to about 56 weeks. Cushman salary range for units is from \$150 to \$200 per day, few of the latter.

## ABO (PAR) GETS STARTED IN N.Y. JUNE 1

Artists Booking Office, new title for Paramount's stage talent buying department, starts functioning under its new setup June 1 in the east, when the William Morris agency partnership ends, and June 15 at theatres in the windy city. Boris Morros is the general booking manager. Charles J. Freeman and Harry Kalchauer are associated.

Dick Bergen, as in the past, will book the Balaban & Katz-Great States time in and around Chicago.

While Kalchauer will continue booking Par's seven key spots from New York, Freeman will set the shows for the Interstate houses and any other Par-affiliated circuit which will use stage shows. Freeman's time will probably not get started on a regular diet of stage shows before next fall, though the Interstate houses will use occasional attractions starting with June. First show being tickered for is Dave Apollon's 'International Revue'.

## RKO Pill Chasers

RKO, the picture and theatre ends, revives its annual golf tournament May 23 at the Westchester, Baltimore Country Club, Rye, N. Y., where its last pill-chasing affair was held four years ago. Tournament this year will be a one-day affair, nicking the entrants for \$5, which will include free green, luncheon and dinner.

Yauze bookers and RKO-franchised agents will also take part. As in the past, there'll be various classes to take care of the a.k.'s and the dubs.

Jules Levy promoted the revival.

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Jules Levy promoted the revival.

## Cancels Ames-Arno

Baltimore, May 14.

Izzy Rappoport, operator of the indie vaudeville Hippodrome, cancelled the act of Ames and Arno off current bill after opening day, Friday (10).

Had another turn, Stone and Lee, rushed down from N. Y. to replace.

## VELOZ-YOLANDA AT D.A.C.

Chicago, May 14.

Before coming to the Palmer House the Velloz and Yolanda dance team and orchestra will play a week at the Detroit Athletic Club.

D. A. C. week is May 24, and then into Chi May 31.

## ASKS REFORMS FOR 26 UNITS

**Standard Contract, Salary Bonds, No Freak Bookings Among Requests by Vaude Artists' Union—Commish Dispute Dates Back to White Rats—Major N. Y. Booking Offices Collect \$4,000-\$5,000 a Month**

### 5% 'KICK-BACK'

Elimination of the commission fee charged by circuit-owned booking offices is asked, along with 25 other reforms, by the American Federation of Actors. A bill of rights embodying the commish demand and others was adopted in form of a 26-point organization platform at a meeting of the F.A.A. last week.

Other points in the variety artists' program request a compulsory standard contract for all bookings, salary bonds from theatres, disqualification from vaudeville engagements of criminal trial principals and an increase in the code salary minimum.

The paragraph covering booking office commission has been subject to the most comment since its adoption by vote of the membership, due to revival of this old bone of contention, after a decade of silent acceptance by variety actors. The circuit booking office commish charge was in back of the strife in the Standard White Rats strikes, but the actors never succeeded in having it done away with.

The booking office fee has always been regarded by actors as a form of paying an employer for the privilege of working for him. Circuit's defense in the past was effect that the commission was necessary for maintenance of the booking service, although one time the actors have a weekly income of between \$4,000 and \$5,000 through getting 5% of actors' salaries.

(Continued on page 60)

## 2,000 THEATRES IN N.Y.A. FUND 10% DRIVE

Pledges received by the N.Y.A. Fund drive committee in New York indicate that approximately 2,000 theatres throughout the country will participate in the drive, which commences Saturday (18) with benefit shows in eight cities.

On Monday (20) the theatres taking part will contribute 10% of their gross. An Eddie Cantor senior short has been rallying the drive. Of the 2,000 houses, about 650 will be indies and the rest circuit-owned. Number is about the same as in 1931, which was the final year of the drive, in which commish money was being used. This time the begging is out.

Largest of the benefit shows taking place in New York at Madison Square Garden, with a three-ring circus arrangement for a combination sports carnival and variety show. Affair is scheduled in conjunction with the Madison Club. Tickets, \$1 each, are on sale at a special ticket office at the corner of 52d street and Times Square.

## B&K to Enforce Contract Clause Nixing Nitory Guesting by Acts

## ARREST LESTER EDDY ON SHOWGIRLS' ADV.

Utica, May 14.

A Madison Square Garden engagement in two weeks is what Lester Eddy, 40, told applicants who answered his ad for showgirls. But police authorities and Judge John T. Buckley, who convicted him in City Court, had other ideas.

Four girls, 17 to 19, told the court Eddy offered them a carnival engagement to start at Watervliet, N. Y. They were to appear at a benefit show for Albany police, and within two weeks would be playing Madison Square Garden, he promised. Eddy, they said, measured them for costumes, taking the measurements with a piece of string, not a tape measure.

Police took him in for disorderly conduct. Eddy explained he was arranging it all for a friend, but he could not give credence or correspondence. Authorities said he has served 10 months in Leavenworth federal prison for desertion from the army. He will be sentenced May 23, but is being held until that time.

## FED. AID LIKELY FOR JOBLESS VAUDE ACTS

Washington, May 14.

Federal unemployment aid for jobless vaudeville actors is being talked in connection with study of methods of providing greater employment opportunities for stranded legit and musical performers. Nothing concrete has materialized, but all government officials concerned have a highly optimistic attitude, and look for developments shortly.

Federalization of all white-collar relief projects is in the offing, but probably will not be planned after the start of the new fiscal year on July 1. Under steps now being debated, the Federal Government will step directly into every field where states cannot swing the job, with the emphasis being placed on work-aid instead of doles.

Expansion of the troupeous now playing the forest route is scheduled later in the summer when production of the G. C. C. enrollment has been finished. Tree pruners have mapped out plans for another 1,000 camps in the national and state forests, majority in the Mountain and Pacific Coast states, and this is expected to result in more employment on the road and longer engagements.

While nothing definite has been decided, it was emphasized today that vaude performers are not being given the go-by. All discussions between F.E.R.A., N.R.A., and industry committee have reflected concern over vaude performers as well as regular legit and musical talent.

## Nat'l Variety Club Spree

Pittsburgh, May 14.

National convention of Variety Club of America will be held here coming weekend, with Tent No. 3 hosting wave of delegates from a dozen cities throughout the country. Club charter granted in 1916 by Dan Mineo, Ia., which will send along a representative.

John H. Harris, one of original founders of Variety Club and present national president, will host visitors at a round of entertainment arranged before and after business sessions in the local theatre.

Chicago, May 14.

Balaban & Katz last week finally took a stand on the matter of various acts appearing at the several theatres in the town's nitery. B.&K. decided to enforce its contract, which prohibits the appearance of their vaude acts at these guest sessions.

B.&K. is thus following the lead of Jimmy Petrillo, of the Musicians' Union, who ruled that none of the musicians can appear gratis at the free-show festivals. B.&K. has decided that this overdose of guesting is hurting the theatre's box office.

RKO Palace is also considering the elimination of its acts from the free shows, which have become pretty much of a racket with the cafes.

## Mills' 'Cavalade' Of Music' In for \$20,000 to Date

Irving Mills' costly 'Cavalade of Music' unit may go down as the most expensive vaudeville production flop on record. Up to yesterday (Tuesday) the major booking offices in New York declared there is no further time available for the show, which is current at Loew's State on Broadway.

Understand that Mills is on the nut for \$20,000 so far with the troupe.

Unit consists of a mixed orchestra composed of nine men and 12 girls and a crew of specialty acts that bring the company total up to about 25 people. So far it has played three weeks at \$5,000 per, including this week at the State.

Original investment cost Mills, who is ordinarily a manager of colored band acts, a reported \$16,000. His own figures on overhead place the necessary weekly salary for operation at \$4,500. According to Mills' estimate, with the show getting \$4,500, the loss on the three weeks played thus far has amounted to around \$4,500. This, plus the original investment, brings the total red to \$20,000 or more.

Mills has a deal on with Warner Bros. for a short, which would return a small part of the investment, but there doesn't seem to be enough stage time around to cover the loss through theatre bookings.

## INDIE VAUDE HOUSES CLOSING FOR SUMMER

Indie vaude time is beginning to feel the summer closings, mainly prompted by the latter's book of light saving in the east.

Two split-week spots, Wilkes-Barre and Scranton, Pa., dropping stage shows for a straight picture policy last week, while Dinghamton, N. Y., also a split-weeker, goes straight picture next week.

All three spots are M. E. Comerford theatres booked by the recently revived Amalgamated Booking Office. Leaves the latter's book with only one week of playing time, Fay's, Providence.

## Thieves Strip F&M Girls

Mexico City, May 14.

Sixteen American girls, member of the Venable, Marx unit, playing the Teatro Politeama here, were robbed of all clothing, including hats, shoes and underwear, by thieves who snatched their dressing rooms while they were on stage during a performance.

Women had to travel in bathing suits to their hotel.

(From VARIETY and Clipper)

Gene Fossler Oro  
Herrera Oro

Gene Fossler Oro  
Herrera Oro

## London

## 15 YEARS AGO

(From *VARIETY* and *Clippers*)

"Dardanels" still in the courts. Remick claimed of its staff authors and belonged to them. Third suit over the big seller. The composers charged they had been led to sue all rights for \$1,000 through misrepresentation.

N. Y. was seeking to limit number of theatres to build. One restriction prohibited building of theatre on a former residential site. Margedite had been led to sue. He had \$11,000,000 worth of contracts for new houses.

Closing the season the Hippodrome reports the weekly take has been around \$50,000. Top was \$100,000 for the Christmas week.

Equity benefit grossed \$35,000 and net \$15,000 for the clubbush fund.

B. F. Keith plans for election of new orphnum theatre in Brooklyn. Named it the Abbee entertainment.

Cecil DeMille turned down an offer from First Nat'l; remained with Paramount.

## Provincial

Enni Coleman Ore	Carolyn Nolte
A & R Demarco	<b>Taft Grill</b>
<b>Hotel Elitz-Carlton</b>	Geo Hall Ore
Arman Vecey Ore	Loretta Lee
<b>Hotel Romevett</b>	<b>The Ranch</b>
Bonnie Goodman Or	Harry Hatts
Bernice Parks	Mary Ann Mercer
<b>Hotel St. Moritz</b>	Jackie Holiz
Rosalan & Seville	Francis McCoy
Nite Leipzig	Arlotta Lacey
Eric Correa's Ore	Mike Landau's Ore
<b>Hotel St. Regis</b>	<b>Thomashufsky's</b>
Johnny Green Ore	Boris Thomashakley
Narjory Logan	Regina Zuckerberg
Jimmy Farrell	Sammy Colton

Week of May 13

John Weylla	Harry Kittman
John Hoveyett	Florence King
Gypsy Marko Oro	Mina Marava
William J. Willis	Irv Berewits
Charles Wright	Gertle Bullman
Hernandez Bros	Ches Dobson
House of Lords	Town Casino
Beverly Roberts	Ogo Owens
Michael Zandoro	Adrian Charlie
Jimmy Kelly's	Peggy Strickland
	Allan Cole Oro
2 Rivera Bros	
Joan Miller	Toklay Rest
Louise Sterling	Eddie Ahlman Oro
Samuel S. S. Oro	Samuel S. S. Oro
Alma Halsey	Hungarian Rev
Billy Mack	
John McCauly	Tronville
Princel Schaeff	Jim Miller Oro
Carter & Schaab	Versailles
Federico & Brbrn	Harry Richman
Princel Schaeff	Blair & Brook
Pearl Forrester	Howard Barron
Ches Albert Oro	Rodriguez & Co
La Rue	Jo Smith Oro
Eric Zardo	Villora Barn
Eric Zardo	
Eric Zardo	

## Cabarets

Lesgarzes d'Or	Dick Robertson
Laird Moss Ore	Jack Ryan
Leon & Eddie's	Oliver White
	Rich-Cole's
	MacCrean's Ore
Billy Reed	Village Nut Club
Paul Duke	Jack Pagan
Ann Haines	Sheer Bros
Al Simpson	Bebe Moffat
Low Garfield	Alvin Conole
Bernice Parks	Val Vestor
The Joe Girls	Edna Davis
Edna Davis Ore	Milton Mann Ore
Malson Veyant	
A Valentino Ore	Waldorf-Asteria
Rita Belle	George & Douglas
Marceline's Riviera	Milton Douglas
Low Garfield	Charles Castillo
Bill Miller	Xavier Cugat Ore
Carol Reed	Henry Ford Ore
Malson Veyant	Wivel
Malson Veyant	Gregory & Leo
Frank Marino	

Ann Oro	Sandino & Dick Mar Flying
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Capt. Jack Crawford drew a revolver and threatened to shoot the first man that came in without paying. That stopped 'em. Crawford told the cops the gun was not loaded.

## Fanchon &amp; Marco

England was considering a theatre ticket tax of 5% on all tickets over two shillings. Needed more revenue and that looked easy.

Play done from Zola's 'Nana' was showing in England. Lord Chamberlain, as censor, made them change the title to 'Nina.' Incident softened, too.

New Zoo theatre in Cincinnati was opened. Stage boxes were

C. B. Cochran took two-col ad in the N. Y. Sunday drama depts to advertise his London shows After the tourist trade.

Shuberts were issuing contract to vaude people for two and three years. Guarantee of not more than 12 shows weekly and 30 weeks a

Locw theatres over to a vaude  
pic policy with the vaude to b

Hot tip that Keith was to take over the N. Y. Capitol. Tip cooler

Season ended, a count shows that Broadway's 15 hits had a tak of \$7,000,000 on the season. 'Light

William Raymon; (Bli) Sill, who had had his left leg amputated a

'Florodora' revival at the Century did \$100,000 the first four weeks

Lew Fields staging 'Poor Little Ritz Girl,' with only two men in cast. Six femme roles and a girl.

Andreas Dippel had a combo firm and opera idea. Opened in Chi-

Wilmer & Vincent, who started management in a 7x9 upstairs house in Little West 10th street, said the

reached by an underground passage

W. T. Carleton, heading his own opera troupe, was making certain speeches hawking out these who

speeches bawling out those who attended cheap priced attractions. He was starving in the midwest with a cheap troupe at the old standard prices, and peevish.

Clipper, holding a premature post-mortem on the dying season, declared it one of the most disastrous

In show history. Country was still suffering from the Cleveland panic. Only the 30 centers got coin.

'Only a Farmer's Daughter,' hurriedly during the N. Y. engagement when a prop dagger was mislaid. Sharp knife substituted and only her cor-

Steele Mackaye and David Belau-

co in a scrap over the Lyceum school. Belasco quit and joined Daniel Frohman in New Orleans.

was being done by Col. McCaull in English and by a German company at the Thalia. Long a favorite.

Skating rinks on the run. Salvation Army got one in Schenectady and a Philadelphia arena was being made over into a theatre.

Madison Sq. Garden had a six-day roller skating match. First was a flop the year before, but the

looked better.

# Code Continuance Pretty Much Up To New York Producing Managers

Washington, May 14.

Continuation of the legitimate theater code depends on the wishes of New York managers and secondly on the exact phraseology of a continuing resolution adopted by Congress to extend the life of the Blue Eagle.

Government is disposed to renew the pact for the length of time the basic law is extended, but no definite preparations have been made. Sentiment of managers has been ascertained through cautious inquiries and indications are no obstacle to renewal will arise.

Exact legal status of legit is one of those intensely and highly technical problems which never has been determined, so that much will be determined by the outcome of current Congressional fight to restrict NRA endeavors to interstate commerce and to exempt from government control all clearly intrastate activities. Pending a glimpse of the finished law, Deputy Administrator William P. Farnsworth and his aides are being noncommittal.

While nobody will be quoted, there is no denial that legit brought about could have been compelled to submit a code under the present act, although there is room for debate. Law in its present form authorizes formulation of competition-control agreements for businesses which "affect" interstate commerce, and some believe that might hold that legit is in this category, but it is far from a settled point. As a consequence, the speculation over what will happen if the new legislation states in unequivocal terms that the Blue Eagle cannot rest on intrastate enterprises.

General belief here is that if a single manager should kick about extending the legit code, he would be challenging the legit code, thus a clear-cut decision on where legit operators line up would be in order. The government could be challenged in the courts. Thus a clear-cut decision on where legit operators line up would be in order. The government could be challenged in the courts. Thus a clear-cut decision on where legit operators line up would be in order.

Situation is complicated somewhat by the fact that various interests, particularly the Shuberts, have interests in the legit code outside New York. That such operators come within Federal jurisdiction seems to be a question to be beyond doubt, but when the situation would be if some manager.

(Continued on page 56)

## STAGEHANDS RENAME PREZ JAMES BRENNAN

Hottest election since the inception of local Number One, New York's stage hands union (Manhattan) held Sunday (13), with James Brennan re-elected to the presidency. While other officers were newly named, the fight really was for the posts of delegates, two being annually elected. Job pay \$100 weekly for 52 weeks, whereas the president gets only \$500 per year.

With the positions as delegate being the union's plans, the contest was keen, average legit house deck averaging only \$100 per week employment during the past year. However, Vincent Jacoby was re-elected and Fred Powderly, carpenter of the New American, was the new delegate elected. Joseph Meeker, props for "The Petrified Forest" (Bronchard) was elected to the vice presidency, and Joseph McDowell to the secretaryship.

While there was no disturbance during the balloting, there was plenty of election-day activity. Bobby Amstead, Romy props, was one of the candidates for the presidency, there being three tickets in the race for the posts of delegates. Jobs. Louis Yeager, Sam Goldfarb and John Little were named well up in the running, but all were defeated. Alstead, however, failed to marshal the strength claimed.

All members of the union must vote out of the city. Failure to cast a ballot calls for a \$5 fine.

## STRASBERG TO RUSSIA

All Three Group Theatre Directors Studying Russ Stage

Lee Strasberg, Group Theatre director, will voyage to Moscow this summer to study Soviet stage technique. Cheryl Crawford and Harold Clurman, the other two Group directors, are already in the U. S. S. R. on the same mission.

Strasberg embarks for Europe August 10 accompanied by a group of students, to whom he will lecture on the theatre at various points on the journey. Party will visit London and Copenhagen enroute, arriving in Russia in time to participate in the third annual Theatre Festival.

## 1924 'FARMER' CAUSES LA SQUABBLE

Reaching back into the files, William Klein, Shubert lawyer, has dug up a claim against Charles Coburn in the matter of "The Farmer's Wife," a comedy that opened in 1924 and did a 13 week stay at the Comedy, N. Y., now a discredited theatre. Shuberts say they should have participated in the picture rights but Coburn claims they didn't. Coburn owned the play and 50% of the picture rights. He entered into an agreement with Shubert to finance its production, show ownership being known as the Douco corporation, which was also to present another play controlled by the actor. Latter assigned all rights in consideration of the backing but with the stipulation that should Douco become insolvent all such rights revert to Coburn.

In 1927 Coburn sold the picture rights and only now Shuberts making claim to a share of that coin. Suit was brought under the name of J. J. Shubert, an officer in the Douco company, Coburn making a counter claim against Lee.

Justice Callahan in the supreme court ruled against Shubert, who asked to have Coburn's defense ruled out, court's opinion being that the complaint was insufficient. Defense was that the Shuberts were not entitled to any share of the picture coin because the Douco company became insolvent and the claim should be disallowed because of the statute of limitations and that the Shuberts had been reimbursed because they retained the settings and props of the "Wife" production. Second play was not produced.

Show in question has no connection with "The Farmer Takes a Wife," presented this season by Max Gordon.

## To Arbitrate Carroll Troubles on Scenery

Dispute over the \$6,000 unpaid balance on the setting of David Grell's 1932 "Vanities" between the producer and the scenic artists Union, was ordered arbitrated by the Arbitrating in the Supreme court, N. Y. June 1 is the date for hearing.

Milton Handier, associate professor of law at Columbia University, will be the arbitrator and both sides must abide by his decision. In the meantime "Vanities" is being run by the scenic artists union, the new Carroll is going ahead, producer agrees to lay scenic costs on the line. Show opens in Philadelphia on Tuesday (17). Manager claimed the union borrowed the new show because of the old claim and sought an injunction. Matter pending has been dropped. Carroll says he was only an employee of the "Vanities" corporation and therefore not personally responsible for the money due, but the scenic designers think otherwise.

## Caesar Producing

Irving Caesar will not participate in the writing of George White's forthcoming "Scandals" but will present a revue himself. It is called "My Dear Broadway" and will have the backing of J. J. Shubert.

Among the principals sought for the cast are Harry Richmond and George White. Shows is due into rehearsals about the middle of June.

## OPERA SINGERS NOW UNIONIZED

Campaign to correct abuses in the operatic field started last week when the Four A's (Associated Actors and Artists of America) granted a charter to the Grand Opera Artists Association. Leadership of the movement declared that only by uniting with American Federation of Labor backing could the lesser impresarios be forced to give the warblers a fair deal. Too many times, it was stated, have operatic principals not been paid salaries.

Metropolitan principals are expected to join the union, too, because those under contract are said to be much restricted. President of the new union is Elizabeth Hoepfel, who is the organizer.

Annual meeting of the Four A's named Dorothy Bryan Charles Equity head, as new second vice-president, Bryant, replacing Paul Harvey. Frank Gillmore was re-elected president; Jean Greenfield, first vice-president; Otto Steinert, treasurer, and Paul Dulsell, executive secretary.

Gillmore and Dulsell are Equity officials and, with Mrs. Bryant now added, the legit actors' body virtually controls the Four A's, which has its basic charter from the A. F. of L.

## STAGEHANDS PICKET WORKERS' LEGIT GROUP

Local 1 of the Theatrical Protective Union (stage hands) has been picketing the Arter Theatre, W. 48th near 8th avenue, for the past week. Leaders claim that the Arter is a workers' theatre.

According to John Casey, deckhands' secretary, the Young Jewish League is a communist organization taking men from other trades and training them to do our work.

Arter has been running all season at the little 29th seat house (formerly the President) and barely getting by at a tiny profit. It is entirely on no salaries and stage work and all other work is done by members of the group without any pay. Only salaries go to two officials of the group, who devote full time to their jobs. Actors are all amateur and have previously connected with show business.

## Betting Odds on Pulitzer Play Turned Out S. G. or the Bookie

With "The Old Maid" apportioning its best grosses thus far to the Empire, N. Y., following its award of the Pulitzer prize, the squawks over the Zoe Atkins-Edith Wharton drama continued throughout last week. Broadway garnered inside laughs, not the least being the fact that a betting book was conducted along the lines of horse racing commissioners—and the book came out in the red.

Reason for the wagering is the reaction to the Pulitzer committee's erratic selections in the past few seasons.

"Maid" lost money its first week, broke about even the second stanza and has been moderately successful since. Average takings were over \$11,000 weekly and upon the prize announcement price jumped to \$15,000. Show now looks like a sure winner.

When the betting odds were first quoted, "Maid" was rated a 20-to-1 shot and Louis Ohms, treasurer of the book came out in the red. McBride's agency put up \$15 for

## Gov't Help to Legit Uncertain; 2 Wash. Reps in N. Y. Talk Over Possibility of Road Revival

### Those Legit-Film Deals

The Sam Harris-Max Gordon deal to produce plays with Metro backing is reported to have been arranged by Arch Selwyn. Understood that both Harris and Gordon are to draw \$25,000 yearly against 50% of the play profits, film firm completely financing productions and each manager to present six shows during the season.

Arthur Hopkins has tied up with Paramount to produce plays by Philip Barry, Robert E. Sherwood, Laurence Stallings and Sidney Howard. Understood Hopkins is to receive a salary of \$20,000 annually plus percentage of the profits.

A feature of both deals is said to stipulate that Harris, Gordon and Hopkins are not to participate in any picture rights coin, foregoing the managerial 50% in lieu of the salary guarantees.

## OPERA CIRCUIT DUNDLES TO ONE STAGE

Chicago, May 14.

Shuberts are retrenching drastically on their early plans for an open air musical season in 10 key cities this summer. Several of the midwest spots are on the chill list. Musical season planned by the Shuberts for Chicago looks completely cold for this summer. Have looked over several possible outdoor sites but didn't sign anything. Had also dickered for possible lines of guarantors, but no money providers could be located in this burg.

Besides Chicago two other midwest towns appear on the indefinite list, Pittsburgh and Toledo, two towns which the Shuberts were counting on for their summer musical season.

Only midwest spot going through under the Shubert plan will be the Detroit musical season, which will be held at Nevin Field, American league baseball park.

### Pass. Playhouse Feted

Pasadena, Cal., May 14. Tenth anniversary of founding of the Pasadena Community Playhouse will be observed May 18.

Following a session with two G men holding important posts in the Federal Emergency Relief Administration, legit producers are uncertain over the chances of show business of receiving financial assistance out of the \$4,000,000 relief fund. Before there is a definite decision the legit Code Authority will name a committee, which will go to Washington to confer further with the FEERA and the Reconstruction Finance Corporation.

It was indicated by Jacob Baker and Arthur Goldschmidt of the FEARA, who came to New York last week with William P. Farnsworth, code administrator, that their arm of the relief setup favored a continuation and expansion of shows on a relief basis. They stated, however, that while designated for show in a position where advantage to finance regular legit production and touring, the RFC might be approachable.

Among the plans discussed was the possibility of the government protecting touring attractions from loss of Police and fire department on the road are operating in the red it would be economic for the legit to have support rather than have the players and technicians involved go on relief payrolls. Nearest thing to a concrete plan to revive legit is establishment of a group of 20 rotary stock companies which would be operated in about 60 stands. Argued that there are a

(Continued on page 56)

## EQUITY EXTENDS TRY-OUT TIME

Legit show try-out season will span the entire summer. Equity having decided to add the month of August to the May, June and July period heretofore established. Move was made not only with the idea that it might encourage more new presentations but also to eliminate certain managers who have shown they were unable to ready plays within the three months try-out period. Managers who have in recent seasons been tabling the presentations as stock, but the actors were required to rehearse two weeks. As a result, the added month such subterfuge will be eliminated, it is figured.

Conditions under which try-outs are held require managers to guarantee the actors' salaries for half the time devoted to rehearsing. If a show rehearses two weeks one week must be played and paid for. If three weeks are used, show must play one and one-half weeks or the equivalent in salaries must be paid.

## EQUITY SENDS OUT ELECTION BALLOTS

Ballots for the annual Equity election, which will be held May 27, have been mailed out to members. The candidates for regular and independent tickets, both naming 10 candidates for the Council. There are also three replacement candidates, but the indie ticket has no candidates for that trio of berths. Indie ticket list: Burgess Meredith, Sam Jaffe, Hugh Rennie, Zita John, a female, George Hirsig, a female, Carmovsky, Margaret Barker, J. E. Bromberg, Jack Byrne, Maria Virginia Farmers, Charles Brokaw, Edward Everett Hale and John Kline.

### Friml's Plans

Rudolph Friml is in N. Y. after introducing Russian language presentation of "Rose-Marie" in Shanghai, China. He has proposed Chinese film production is off. Says he has two Oriental operettas for presentation on Broadway. Intends going to Hollywood next month.

## Legit Art Groups Booming Through Middle West; 150 Troupes in Chi Alone as Road Continually Weakens

Chicago, May 14.

With the current theatrical season just concluding, about the worst season in local history and the number of theatre tobogganning from 12 houses to a meagre five, professional legitmen are casting their eyes on the steadily growing list of non-pro little theatres which in the past two years has sprung from a mere handful in Chicago to nearly 150 up-and-coming, active organizations. In the seven midwest states it is estimated that the little art groups number approximately 450-500 organizations. And still they come.

In Chicago the leading groups are the Oak Park Players, Uptown Players, Lake Forest Barn, Jack Boyle Group, Virginia Perry Little Theatre, 1315 West Delaware Players, Playgoers, Jewish People's Institute, Goodman Theatre Players, Women's Club Art Group, Little Theatre Guild, Northwestern Players, PUNCH and Judy Guild, Art Guild Drama Guild, and others. Some of these organizations have casts and memberships ranging from 15 to 250, and run throughout the year with a weekly or fortnightly meeting.

Average among the organizations is to produce three plays a year; many, however, produce more than a play each month throughout the year. Most of them arrange their production schedule to eliminate the summer season entirely. Average length of run for each production is three days; only a handful go through rehearsal and production for only one night's show, while many present their show two nights. The longest run for a non-pro group are those produced by the J. P. L. Playgoers and Uptown Players, with whom a week's stand is no novelty. J. P. L. has run some of its shows as long as three weeks.

Stiff Competition  
During the past winter season there wasn't a night when 50 (Continued on page 56)

## EQUITY STARS SUNDAY ISSUE

At last week's Council session the Equity body did not make up its mind about making a pro or con recommendation to the members about Sunday play bills. The body legalized under a new New York state law, with a local option provision. Board of Aldermen of the city (N. Y.) has now okayed legit Sundays, but that appears a matter of form.

Council listened to contentions that the Sunday law may be unconstitutional because applying only to legit shows, by providing that there shall be no Sunday shows in every seven for legit actors, but not to vaudeville or burlesque players.

It is an acknowledged fact that legit actors appear in vaudeville and picture theatres on Sundays, also that the attempts to keep them out have been thwarted by the courts, all complaints having been tossed out in recent years.

Equity's leaders are desirous of opposing Sunday unless actors get extra pay, but the matter is expected to be settled at the annual meeting May 27. Disposition as to Sundays by the Actors Forum, which introduced an independent ticket for the election, is not expected to loom up as important in deciding the issue.

At the Council meeting Tuesday (14) there were several additional hours devoted to discussing Sunday. Resolution adopted was to the effect that Frank Glick was to present the Sunday matter at the annual meeting and that no publicity be given the Council's viewpoint in advance, so that members may receive the remarks with an open mind. Whether it shall be proposed that the constitution of the Sunday law be amended, or that the Sunday law be amended, is not indicated.

## PITT'S ALL THROUGH

Legit Season Washes Up; ATS Refunds on One Play

Pittsburgh, May 14.

Legit season came to a close at the Nixon last week with the University of Pittsburgh Cap and Gown show, 'In the Soup.' Slim takings for this one, with window sale all night long and students comprising most of customers. Opening performance was sponsored by League of Women Voters. Profitable if season was more than \$2,000 pass into the b. o.

Management until last minute made frantic efforts to line up a sixth play for windup of ATS subscription season, but without any success. There'll be a refund for subscribers, first time this has happened around here. 'Labyrinth Grove' and 'First Legion' were mentioned but former was not to be a dramatic festival in the midwest, while 'Legion' hops to the Coast immediately after its Philadelphia engagement.

## FORTUNE GALLO CALLS IT A SEASON

Fortune Gallo's San Carlo opera company closed 36 weeks on the road in Pittsburgh—Sunday (12) night and may not reopen until September in Montreal unless financial details for a Mexico City engagement of four weeks are straightened out. This, to commence June 1, entails a \$35,000 advance placed in escrow in a New York bank.

Mexico's revaluation of its silver currency is the sole hitch to a pre-booked deal for a month in the capital city.

Gallo had a \$10,000 weekly overhead with his company, and averaged \$20,000 to \$25,000 weekly gate on tour.

Impresario engaged his own auditoriums, but always played under elite auspices, chiefly boards of trade and chambers of commerce, with occasional women's and kindred clubs as sponsors.

## \$90,000 ADVANCE SALE FOR ST. LOUIS OPERAS

Richard J. Lightner, chief of the box office staff of the Municipal Opera and production in Canada, is about to start their ears in the task of checking the \$90,000 reserve seats available for the 1935 performances of the new opera which will begin June 3.

May 20 will see the opening of the new season for sell-out. The opera house has purchased seats for all 12 performances and to new season subscribers. Biggest advance sale in the history of the institution shows that season orders have passed the \$90,000 mark and it is expected that the \$100,000 mark will be reached before the seat sale for individual operas is opened on May 27.

## Toronto's Yiddish Legit

Toronto, May 14.  
Claimed as the first of its kind in the Dominion, a new Jewish legit troupe has been organized here to encourage Jewish acting, playwrighting and production in Canada.  
Mover of the plan is Alfred Stule, who directed the winning play in the Dominion Festival of Jewish Drama at Ottawa. His husband, Max Sugrin, Harvey Dobos and Robert Keston. First production still in the discussion stage. The Standard, former Jewish legit house here, went pictures six months ago.

## Colored 'Sailors' May Go Out on Neg. Circuit

Colored cast presentation of 'Sailor Beware', now in the second week at the Lafayette, Elmer N. Y., may be sent over the Negro circuit, made up of houses in half a dozen Eastern stands. Bookings proposed would start in Philadelphia, with Washington and Norfolk following.

'Sailor' is being played at 75c top. The Lafayette date includes Sundays, there being no interference from police, generally true of Greenwich Village and Second Ave. also. Shepherd Traube and Mack Hillard, who are operating the colored revival, will present 'The Front Page' at the Lafayette next week.

## 'WALTZ' ON AIR AS RUN TESTER

Further testing the hypo power of radio to bolster attendance. 'The Great Waltz', Center, N. Y., went on the air Sunday (12) night for the sixth time over the NBC coast-to-coast network. Broadcast was for 30 minutes and without announcement.

Idea of taking to radio in mid-May, at this stage of the run (34th week) is to get some indication of the chances to extend the engagement through June. Management figures it may be necessary to lay off that month because usually low number of visitors to the city at that time. Should there be a June shut-down, 'Waltz' will resume for July and August before going on the road.

First five airings of 'Waltz' brought immediate box office reactions and during Lent the gross made a record jump of over \$1,000 the week following a Sunday night broadcast.

Last Sunday (19) night an hour's broadcast of 'Waltz' and other scores of the two Strauss, father and son, will go out over WOR and affiliated stations (Mutual chain). Through the 'Waltz' radio connections there is no time charge for the show, but each broadcast costs \$1,000, money going to actors and musicians.

## ETHEL BARRYMORE AS CAPITAL GUEST STAR

Washington, May 14.

National Theatre Players, Capital's own stock company, figures to begin a new season with a new cast of appearances of headliners. Ethel Barrymore to lead off with Maughan's 'Constant Wife' beginning Monday (20), National Players in support.

Following week has Florence Reed dated for 'Shanghai Gesture'. 'Stock trading' scene resonates well with first three plays of season, 'Accent on Youth', 'Petitcoat Fever' and 'Bishop Misbehaves' latter being the current Broadway hit. Press is kindly, but public apathetic.

## Doctors' Equity Assn.

## Base Organization on Theatre Body, and Offer Medical Care to Equity Members

Claiming a membership of 1,400 New York actors forming a new group, calling themselves the Physicians Equity Association, has received press attention. Alma Hirsch, chief of the group, offers medical service to patients able to afford same and the introduction of legislation to eliminate the practice of medicine and surgery. The medicals are seeking compensation which they claim has been denied frequently since the start of the depression. There are 12,000 doctors in the state and 135,000 in the country. It being proposed to make the organization a national body. Constitution and by-laws of

## McGuire Tosses 'Sweetheart' Shindy For Woods; Ducked Chumping His Play

## NEBRASKA REP WAR

Boyes, McOwen Shows Pick Lincoln at Same Time

Lincoln, May 14.

There'll be a rep war in this area starting June 2. That's the opening date for the R. J. McOwen show, which is slated for the Capitol Beach, local amusement park. On May 20, just outside of Lincoln, the Chick Boys Players will set up their tents. E. C. Blockford, advance man, is here billing for the theatre now.

Beach tent group will go free with an admission to the park, which is only a dime. However, there'll be a time charge of probably 15c once on the inside, and most of the seats—reserved. Boyes show goes to a time 'No' and a dime. R. J. McOwen tent plan is to accommodate 1,100. Boyes show 900. Former company sports 24 people and the latter 35.

People went for the Boyes show in great shape here last season, spending an average of one-month engagement into four.

## LEGION, POLICE SOFTEN 'LEFTY' ON COAST

Hollywood, May 14.

New Theatre League break-in of 'Lefty' at Laguna Beach, arty colony in south Los Angeles, ran into a peck of trouble May 10 when John Law and the American Legion threatened to break up the show and throw the cast in jail.

Legionnaires demanded the deletion of the communist propaganda and police ordered the profanity in the play eliminated. Expurgated version was given May 11.

Communist film, 'Fragments of an Empire', was snubbed a showman's conjunction with the play. 'Lefty' opens the Hollywood Playhouse May 15.

S. Jay Kaufman, recently arrived from the east, staged 'Lefty'. Following the double bill engagement, 'Lefty' will do James M. Miller's 'Quick and the Dead'. Deal is also on to present 'Banned in Boston', musical satire by Maurice Ratt and Bud Schulberg, sons of Harry Ratt and B. P. Schulberg.

## ENGAGEMENTS

James Rennie, Bruce MacFarlane, Les Patrick, Sally Phelps, Albert H. Van Decker, Calvin Thomas and James Spotswood. 'Knock on Wood'.  
Robert Hampton, 'Seven Keys to Baldpate'.  
Viola Payne, Matthew Smith, Louis and Ruth Holden, Harold De Becker, Marcel Rossau and Marjorie Dalton, 'Weather Permitting'. Complete cast.

Actors' Equity Association were used as a pattern for the regular group adopted by the doctors, but the medical men do not aim to seek a union charter. Funds to finance a clinic elimination of free clinical service to patients able to afford same and the introduction of legislation to eliminate the practice of medicine and surgery. The medicals are seeking compensation which they claim has been denied frequently since the start of the depression. There are 12,000 doctors in the state and 135,000 in the country. It being proposed to make the organization a national body. Constitution and by-laws of

Beverly Hills, May 14.  
Beverly Hills had 'Sweetheart Night' the other evening when Wm. Anthony McGuire threw open the portals of his Bev.-Ilan mansion, formerly the domicile of Marlene Dietrich, to the boys who were 'mugged' here from Broadway pass out the glad mitt to Al H. Woods. McGuire says reason he threw the party was because Woods was the only Broadway producer who was not sucker enough to produce one of his plays. 'Woods tried to cross him up on the crack by saying he nearly did, but 'Fools', the play, was one based on war elements and the armistice came along just as he was reading it and designing a 24 sheet board, so he changed his mind.

Party brought out all the boys who knew Woods and Broadway. There were the two Selwyn brothers, Arch and Edgar, Jess Lashy, E. Ray Goss, Al Lewis, Max Marcin, Sammy Shipman, Jack Robbins, Johnny Zant, Seymour Felix, Kalmar and Ruby, Kahn, and others. Dubin, Lew Alter, Billy Grand, Bert Hanlon, et al., etc.

When the guest of honor had to go for the ribs. Bert Hanlon introduced him as the boy who was always behind the club ball in the power pool room until Sam Harris came along trying to sell a watch. Then he said Woods got out, too, and the boys went into show business and produced 'The Fatal Wedding'. They got a Sullivan for a partner, was the story, and they used his name as first in the firm lineup they always had him in the middle, until they shook him to his boots.

Then a press agent was used to rib Woods on a new play he wanted read and produced, which kind of annoyed Al. Woods was more interested in the Corona-Coronas that McGuire was passing out. Woods also said he had a speech but the boys just would not let him tell them how to run Hollywood, so he had to listen to a lot of nonsense. Then the press agent was the song writers, Bill Robinson and a score of entertainers who were brought in during the evening.

Party was strictly stag. Sextet of song writers were in for plenty of ribbing early in the evening, as a trio of Hawaiian instrumentalists played songs of a team whom the other boys just figured as upstarts, and kept it going for hours.

## Current Road Shows

Week May 13  
Abbey Players, Hannan, Cleveland.  
'Accent On Youth', El Capitlan.  
'A Thousand Cheers', Broadway, Denver, 13-15; travel, 16; Shrine Aude, Des Moines, 17; Masonic Aude, Davenport, Ia, 18.  
'Chickens Come Home', Mayan, Los Angeles.  
'First Legion', Philadelphia.  
'Hollywood Holiday', cago.  
'The City Dooley', wood.  
'Labyrinth Grove', Wilson, Detroit.  
Life Begins at 8:40, Cass, Detroit.  
'Mary of Scotland', Oranger, Chicago.  
'Parade', Colonial, Boston.  
'Taming of Shrew', Paramount, Toledo, 13; Victory, Dayton, 14; Memphis, 15-16; 17-18; English, Indianapolis, 17-18.  
'Three Men On a Horse', Chicago.  
'There's an On a Horse', esty's, Montreal.  
'Tobacco Road', Belasco, Los Angeles.

## Roberti for White

Hollywood, May 14.  
Lyda Roberti, seven 1935, for the new group 'Whisper' (Seandals' stage), following completion of her picture work here.  
'Typhoon', opera; Pierre De Reeder will present around Labor Day. George Rosener wrote the lyrics. 'The Song of the Sea', Kathryn Brennan; Mr. De Reeder composed music.

# All 5 Theatres in Loop Lighted;

## Abbey Group \$8,500, 'Scotland' 19G

Chicago, May 14. Five shows battled it out for business last week and the Abbey Theatre group, at least went away satisfied. The fifth left after a disappointing three-week run, and the group started weakly and built only on the 'last weeks' announcement.

Money of the season went to the Abbey Theatre Irish Players on the one-weeker at the Blackstone and to the American Theatre Society- Theatre Guild 'Mary of Scotland' production at the Erlanger. It will be at least a month before 'Scotland' decamps, with tickets already selling to June 1.

With the exit of 'Life Begins at 8:40' after three weeks and the Abbey Players after one week 100 of plays is down to a mere trio and nothing is slated for entry into town until 'Labyrinth' drops. Shuberts are worrying about a house for the play. Have only the Grand available and that's too big a spot for the quiet drama.

**Estimates for Last Week**  
**Abbey Theatre Irish Players**, Blackstone (1,000; \$2.50). One week to excellent bit at \$8,500 on second visit to town. Play has February was a long stay to fine figures. Nothing else slated in house. Had no opportunity to renew in 'Life Begins at 8:40' and 'The Grand'.

'Life Begins at 8:40' (1,200; \$3.30). Off after three weeks. Closing notice announced after fair play. Initial success, but not enough. Last week \$24,000.  
**Hollywood Holiday**, Selwyn (1,000; \$2.20) (4th week). Cut top somewhat to appeal to the straight picture fans and building up the last week continued one at \$7,500.  
**'Mary of Scotland'**, Erlanger (1,200; \$2.85) (2nd week). Smashed through on its first week of this week and final American Theatre Society production to whopping \$19,000. Will stick four weeks more.

**'Three Men On a Horse'**, Harle (1,000; \$2.75) (7th week). Comedy getting along with a fair amount of even going into the stretch yet. Having remarkable success in the season and at better than \$11,000.

# 'YOUTH' 9GS IN L. A. AS 'ROAD' ENDS RUN

Los Angeles, May 14. After playing to an exceptionally grossing any legit has garnered little success in winding up at the Belasco next Saturday (18), with nine weeks of satisfactory profit back to the theatre. The play, which reached its stop-go mark, but San Francisco has been producing to delay that pressure was brought to bear on Sam Grisman, who with Jack Kinnear, is producing to move the big grosser north for its run at the Curran.

'Accent on Youth' continues to hit a steady pace at the El Capitan and is held for at least two more stages.

**Estimates for Last Week**  
**'Accent on Youth'** (El Capitan 4th week). Slipped another fifty \$5,000, with no letup in sight, although picture engagements of Otto Kruger featured, to catch a hit for more weeks.

**'Tobacco Road'** (Belasco 18th week). Held strong at \$5,000 and will probably increase this several days on final week.

**'Kid Doyle of Times Square'** (Hollywood 14th week). Getting by nicely with aid of service charge passes and garnered \$15,000, which is

**'Chickens Come Home'** (Mayan 1st week). Depending almost entirely on service charge passes, but lucky to hit \$1,000 on initial stage.

## No Hopper Opera

Charlotte, N. C., May 14. DeWolfe Hopper Comic Opera Co., scheduled for North Carolina dates, has cancelled its Gilbert and Sullivan 'Milk and Honey' production. Notice says Mr. Hopper 'just able to take care of his radio broadcasts this spring.

# 'LEGION' WEAK \$5,000, 'PHILLY' 19G

Philadelphia, May 14. That return engagements are unsatisfactory in Philly is again being demonstrated by 'The First Legion' at the Chestnut.

Drama played a two-weeks engagement at the Garrick early in the winter. Started mildly there but built to capacity or near-capacity in its second week. Brought back to town, this time at the Chestnut, it was given the advantage of an

**Estimates for Last Week**  
**'Blanche'** (1st week). Despite adverse notices, big eng. Lean and Mayfield following back to town. Last week \$5,000 and bound to jump.

**'First Legion'**, Chestnut 1st week. Return engagement and disappointing. Despite fine campaign only \$5,000. Two weeks will be all.

**'Philly'** (1st week). Patterson McNutt, who went Hollywood for Paramount and is now writing on the Fox lot, squawks with the object of establishing the identity of the guy who plucked the 45th at block, between Broadway and Eighth avenue, 'The Street of Hits'—just for the record. It was Pat himself.

At the time (1931-32) McNutt rated himself a 'desperate producer,' having revived 'Hay Fever' at the Avon (now a CBS radio playhouse). On the street were six successes—'Counsellor at Law,' 'Reunion in Vienna,' 'Of Thee I Sing,' 'Cynara,' 'Laugh Parade' and 'Springtime for Henry.'

'Feve' wasn't doing so well. McNutt tried to outsmart the other managers by running extra space ads carrying the titles of the other six shows with his own added but no producer's name mentioned. Catch line was 'Try this one. It's got to be the satisfaction that the slogan stuck, for 'Feve' ended in the red.

However, McNutt wants the credit and concedes that is, the Hollywood influence.

After the premiere of 'The Hook-Up,' the Jack Lait-Stephen Gross satire on radio at the Cort, N. Y., last Wednesday (8), there was a broadcast from the stage over WJVE. On following days there were frequent spot broadcasts over that and other stations plugging the show which countered the weak press. Amalgamated Broadcasting Company is the play's name of a radio chain, that being the same used by the defunct system headed by Ed Wynne.

First night was a very untypical first night. More like a nine club opening than a legit. More radio and nitery press and newspaper news than drama. Although the play's Mark Miller, who got out of it, said to be his first dramatic assignment, being a cabaret and a radio press agent. The theme being radio, plus the multiplicity of radio characters now crashing the nit club because of the interlocking entertainment.

The legit show's publicity man, the Jack Lait-Stephen Gross show look like a ringside reservation list.

Three fern stars have lightened Broadway's spring period which is unusual. They are Katharine Cornell in 'Flowers of the Forest' (Beck), Grace George in 'Kind Lady' (Booth), and Tallulah Bankhead in 'Something Gay' (Shubert).

Preparations for George in 'Lady' make her return to the stage after several seasons. Play is presented by Potter & Haight, young managerial duo who attracted attention last season with 'Double Door.' It is Edward Chodorov's first real shot at Broadway, his maiden effort being a collaboration, 'Wonder Boy,' which flopped.

With 'Lady' launched, the young managers went to the Coast, under contract picture assignments. Show is in at the Booth on a four walls rental.

While many concert and opera instrumentalists are 'non-Aryan' and Germany is politically as well as artistically barred to them, the German concert field on the other hand is experiencing great difficulty in booking concert and operatic singers of any note.

One element is the general artistic world's attitude that the Nazi regime is oppressive, and the other phase is that a Nazi engagement means the loss of the American market. The latter is illustrated in several ballot propositions, offered free duets to 'Tobacco Road' at the Belasco, for all voters in the precinct showing the highest percentage of X-stampers on the day's balloting.

Management of 'Ceiling Zero,' aviation play at the Music Box, N. Y., meticulously abstained from any press comparison between the tragic crash of the trans-continental liner and the play. Interested in several ballot propositions, offered free duets to 'Tobacco Road' at the Belasco, for all voters in the precinct showing the highest percentage of X-stampers on the day's balloting.

extensive publicity campaign that included tie-ups with many prominent Catholic organizations and church groups. Despite which there was a disappointing lack of publicity at the box. Two weeks originally scheduled with hopes of being lengthened to four, will be plenty.

On the other hand, the special (Wee and Leventhal) company offering, 'The Bishop Misbehaves' at the Broad, received anything but good notices on its opening. Lean and Mayfield, stars, were called by the critic badly miscast. Nevertheless, the following of this pair here in Philly is of such strength that in his built steadily and what was mainly a surprise to the critics, last night's play probably will be four weeks. First week's gross estimated at \$5,000, with better show.

Next booking is Earl Carroll's 'Sketch Book' revue, now dated for Tuesday (21). It will probably stay 11 days, although possibly scrambling for a 12th. It will probably stay 11 days and this date is apparently fairly well set now, 'Life Begins at 8:40' at the Chestnut.

Erlander is mentioned for a try-out booking of 'To the Lighthouse' with Constance Binney, but that's the dubious 'Labyrinthum Grove' is also a possibility.

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# Pulitzer Award Pushes 'Old Maid'

## To \$15,500, Top 'B'way Drama Figure

Winner of the Pulitzer prize, 'The Old Maid,' moved smartly to lead Broadway's dramas last week, getting \$15,500 which was a jump of \$4,000 over the previous week's \$11,500. Saturday business at the Empire was exceptionally strong, whereas the sunny weather cooled the Saturday business.

Season of 1934-35 has two more weeks until its technical termination, but there will be some light overs and 'Old Maid' is now of that group. Most of the other leaders also qualify but that may not include the former front running 'The Children's Hour,' which has been steadily slipping. Sure things include 'The Children's Hour,' 'Three on a Horse' and 'Person to Person.'

Brace of surviving musicals are both candidates with 'Anybody's' having call on the entire field. 'The Great Waltz' is considerably more shut-out with its resumption in July. 'Business' this week will probably decide.

First of the scanty list of summer musicals is due next week, 'Parade' is off; claimed around \$15,000. Conditions will make up the premiere card, 'Weather Permitting,' 'Masque,' 'Anybody's' and 'Go First' Park (Columbus).

Any Saturday now may see a change of horses, many new attractions being on a week to week basis although none are definitely announced. May 27, with the arrival last week was 'The Hook-Up' at the Cort. It drew more unfavorable notices but radio publicity may overcome the handicap and 'The Hook-Up' may be a success.

**Estimates for Last Week**  
**'Accent on Youth'**, Plymouth (21st week). (C-1,038-\$3.30). Summer holdover try not decided on moderate business; around \$7,000 last week.

**'Anything Goes'**, Alvin (26th week) (M-1,325-\$4.40). Broadway's leader still in the big money and still the summer; around \$30,000 last week.

**'Awake and Sing'**, Belasco (13th week). (C-1,038-\$3.30). Up to the grade to fair money and plenty of publicity averaging around \$10,000 last week.

**'Ceiling Zero'**, Music Box (6th week) (D-1,000-\$3.30). Okay on lower floor; title may be whiffed; claimed around \$8,000, which makes money both ways.

**'Kind Lady'**, Booth (4th week) (C-1,038-\$3.30). One of the fly-away shows; in show for small grosses; estimated at \$3,000 last week.

**'If a Body'**, Biltmore (3rd week) (C-591-\$2.75). In improvement claimed over had start; but takings around \$2,000 must be bettered; stick.

**'Kind Lady'**, Booth (4th week) (C-1,038-\$3.30). One of the fly-away shows; in show for small grosses; estimated at \$3,000 last week.

**'Old Maid'**, Empire (19th week) (D-1,000-\$3.30). Pulitzer winner hopped up to \$15,500, which topped the drama's last week; ticket sales tends into July.

**'Person to Person'**, Henry Mill (1st week). Comedy stand-out figured among best holdover possibilities; with pace around \$2,000, plenty profit ways.

**'Petit Fata'**, Ritz (11th week) (C-918-\$3.30). Moderate money comedy which has drawn crowd; in show for small grosses; better than \$7,000.

**'Post Road'**, Ambassador (23rd week) (C-1,151-\$2.75). Around a week to weaker; cut rates and two for ones may bring around \$2,000; but in show for small grosses.

**'Something Gay'**, Morosco (2nd week) (C-911-\$3.30). Summer holdover around \$5,000, about same as starting pace, not counting first week's drop.

**'The Bishop Misbehaves'**, Golden (12th week) (C-1,151-\$3.30). Moderate money comedy which may be in the grade; last week estimated around \$6,000.

**'The Great Waltz'**, Center (34th week) (C-1,423-\$3.30). Low gross

mark last week at \$25,500; showing fourth all-plug with summer holdover objective; may start off in June and resume in July.

**'The Hook-Up'**, Cort (2nd week) (C-1,064-\$3.30). Opened last week with good premiere; weak press cramped pace thereafter; picture likely to be a success.

**'The Petrified Forest'**, Broadhurst (19th week) (D-1,116-\$3.30). Approximated \$12,500 last week; that was a further drop and lowest mark since opening; doubtful of summer stay.

**'Three Men On a Horse'**, Playhouse (16th week) (C-860-\$3.30). 'Old Maid' edged this one out for non-musical leadership last week, but race bet comedy well off \$14,000; (C-1,038-\$3.30). To be closed last Saturday but picked up to \$4,000 and held over.

**'Waiting for Lefty'**, and 'Till the Day I Die', Longacre (8th week) (C-819-\$3.30). Expected to be a success; getting on with takings around \$4,500.

**'Black Pit'**, Civic rep theatre; mine drama last week.

# GUILD 'PARADE' SLOW IN HB

Boston has one of the best attractions, the Theatre Guild 'Parade' at the Colonial. First week n.h. at \$9,000.

'Life Begins at 8:40,' which had a successful opening at the Mayan last season, here, returns for one week at the Opera House May 20, with scale of \$10,000.

Abbey Theatre Players take over the Hollis for two frames at \$2.20 top. Starting Saturday night with about twelve plays in the repertoire.

Concert concerned opened their program two spring months at Symphony Hall last week.

**'Parade'**, Colonial (1st week). Boston critic whammed this new Guild rep. production, drawing attention on the communicative mood. A faint following, plus the regular subscribers, may make it a success for the opening week. One more week, but Saturday night performance will be oil-inated.

**'Ask Herbert'**, on Coast  
Los Angeles, May 14. 'Ask Herbert' is a new farce comedy by Katherine Kavanagh, will be produced tonight (Tues.), by Louise Glauco at the Little Theatre of Union Square.

Cast includes Herbert Vignar, Paul Borchi, Leah Taylor Carnahan, Barry Kirk, Don MacDonald, Robert Borden, Hattie Clayton, Malcolm Graham, Jean Dorn. Dan Broday directing.

**SHOWBOAT**  
For Rent or Sale  
Seats 600; good stage. Electricity, living quarters 30; kitchen, showers.  
12 W. 44th St. Room 105  
Van. 3-2233

**DICK and EDITH BARSTOW**  
International Dancing Favorites  
Week of May 17th  
EARL, PHILADELPHIA

**I. MILLER**  
Stride with "STROLLIES"  
A New Shoe for a New Season at a New Price  
775  
Ingenue Models  
The "Strollie" shoe.  
In a "high shiner" for Spring. \$2.00

1552 Broadway (Cor. 46th Street). Open to 9 P.M.

**CAIRNS READING**  
Monona, Ia., May 14. Warren Cairns, heading an Iowa stock aggregation, is reading his troupe for a summer season in the sticks and looking for light spots. May take over the Dubuque, Ia. Janssen-Orpheum, Singer house, when it folds for the summer.

Combo theatre-night club in Hollywood has gone the service charge pass rag one better by offering a discount to persons who distribute duets calling for a 40c charge at the box. Distributors of the rag pass can get choice table seats at two bits each.



## Plays Abroad

Author has taken over the male lead in place of Ion Swinley.





Island. About two weeks later the Carnera-Louis brawl goes on.





# Broadway

Joe Pinacus back from Bermuda. Jack Jarrett back on Welfare Island.

Irving Yates over a severe attack of tonsillitis.

Amedeo and his magic act back from Brussels.

Harry Rosenthal will open his own cafe next month.

Marion Schenck deferred that excursion to the Caribbean.

Clifford Adams doing a series on legit producers over WINS.

Jimmie Dwyer has taken over Dan Hogan's restaurant.

Three days of sunshine, and the Palace beach became impassable.

John Bonney takes his annual breather in Europe and the end of June.

Bernard Solod, drama reviewer for the Mirror, lost his father last week.

Dorothy Dalton, nurse in office of Drs. Michel and Taube, lost mother upstairs.

Fredrick McKay has gone to Europe to summer at Cannes on the Riviera.

Jack Connelly, Pathe newsreel chieftain, sailed for Europe Saturday.

Margalo Gilmore will accompany Katharine Cornell to France, sailing Saturday.

Bernard Solod (Daily Mirror) screens terror at the Par in a travelogue this week.

John Hickey (Helen Day) is moving to Hollywood for a month's vacation.

Max Proser talking a Greenwich, Conn. legit stock company for this summer.

Jack Kaufman, trick cyclist who left U. S. 22 years ago, returns from Germany May 31.

Joe Levy, who is momentarily expectant, but no bets as to whether it'll be a boy or girl.

Walter Amersbach, back from Miami, went twice to handle Coast edition of Racing Form.

Walter Broer, who goes national when annual boat ride up the Hudson is launched.

George Latt returning from London on leave of absence from International News Service.

Robert Broder, the barrister, is thinking of running a summer stock house in some backwoods town.

Howard Mills added to cast of Peacock Showboat plays opening at Mt. Vernon June 13.

His new car a total wreck in a Park Avenue crash.

Golden has gone for another Broadway Yacht Club boys to Tonawanda.

John B. Brown, who is now at Kelly of the combo five years ago.

Concert managers are the first to agree that radio will be the lifesaver of the concert field in the past two years.

John B. McCullough, office manager for Hays organization, has been lectured by the New York colonel.

Sgt. James Sabatino, attached to the 6888th C. A. office, can't see any form of amusement except those shown on Broadway.

The Gus McCalhays, who wed in Arizona in 1924, had it repeated in a religious ceremony when shown in Pittsburgh last week.

An inheritance case has advised Jack McInerney that he appears to be the John E. McInerney locate they're looking for.

Radio blow-out will be tonight, with Arthur Wray hosting and singing the new songs. Wray will be ready on the site in November.

Ruth Manners, singing pianist lately at No. 1 Fifth Avenue, is now at the uptown Bretton Hall following expansion of its cocktail lounge.

Radio Harris, in collaboration with Eve Etlinger, has sold her first screen original, "Society Column."

Liberty "Producers" are now looking for a new show.

Rehabilitated Earl Carroll floor show at Ben Marden's Riviera, Hal Sherman has been added. More shows may be injected from time to time.

Jack Connelly, Pathe News chief, has been appointed general and Commander-in-Chief of all Kentucky colonels, succeeding Jack Arline.

W. P. Farnsworth, deputy administrator of Film Board, will represent part of a week's vacation in New York conferring on Blue Eagle legislation.

The Lynn Farnols opened their bright new house to the pit and the million comedy trade chatter, Lillian Templeton, Fox stylist just returned from Paris.

Blue Pine left Sunday (12) for Chicago, where he will stop off for a few days before heading for the Coast. Though having a return plane ticket, he went by train.

Plus Sunday being the benefit of the Stage Relief at the Versailles. Second is next Sunday (19) from noon to three o'clock. Blue is a buck and a quarter.

If some of the phonograph recording artists only knew themselves in the playbacks of some of the songs which they have been singing up when the subjects don't think they're being microphoned, they'd be as discreet in their own little small talk, as Mr. Lah men keep the mike alive and catch the ad lib stuff for their own amusement.

# London

George Black has moved to Park Lane.

John Ralph Cedar back with the Joe Roach Film Corp.

Julius C. Stettin, and will stay apart for a while.

Leslie Banks interested in a new play Gilbert Lennox.

Universal planning a production here starring Marjorie Girth.

Judith Purnell offering Oscar Homolka's pronunciation as Meemer.

"Love on the Dole" sold for production in Scandinavia, and to Poland.

Roland Young strolling leisurely down Piccadilly entirely unrecognized.

Kolonel Hobson, uncle of Valerie Hobson, now controlling the Theatre Arts Club.

Delysia and George Robby to consider under management of Henson & Shepherd.

F.P.'s new Richard Turner film held up for two days, due to death of Leonora Corbett's father.

Jeanne Aron replaced by Helen Gilliland in forthcoming "Gay Masquerade" at Prince's Theatre.

"Hullo Sweetheart" final title accepted for picture starring Claude Rains and Gregory Gaye.

Fritz Weiss making a bid for talker rights on "The Hoffman Scandal" comedy by Walter C. Kerr.

"Some Day," featuring Esmood Knight, directed by Michael Powell, is newest Warner British production.

Bengal Lancers' decorations outside Paramount's Oxford Street offices make an appropriate Jubilee.

Geoffrey Toye, managing director of Covent Garden opera house, will be in London for a few days.

Richard Collette, head of Savoy Hotel, and D'Oyly Carte Opera company, back from American and Canadian tours.

Classe Mack, Owen and Topsy and Senator Murphy due here for picture trip at the Palladium around July.

John W. Hicks, Jr., and his assistant George Watts, in town for a couple of days and off on a continental jaunt.

Jimmy Walker and wife, Belle Baker and Lew Leslie making up a party for the Broadway restaurant.

To see the Charles Cochran cabaret "Lives of a Bengal Lancer" (Par) to see the precedent at Easter by continuing at the Carlton after provincial release. Picture is in its fourth month.

British & Dominions celebrating the jubilee with three pictures running simultaneously in the West End: "Escape Me Never" at the Palace, "The King of the Ritz" at New Gallery, "Brewster's Millions" at Marble Arch.

# Shanghai

By Cal Hirsch

Josef Lampl, American violinist, opened Shanghai engagement.

Izako's British Circus now playing Shanghai; great hit, selling out.

Royal Ballroom Dancers, 42, expected to make an American tour after a year.

Al Rockett, spending three weeks in Shanghai, before going off on a world tour.

Henry Nathan, Cathay hotel band leader, married Virginia Worth (Worth Sisters).

John B. Brown (New York) and Kirt and Boris (Paris) topping bill at Cathay ballroom.

John B. Brown opening its 2,000 capacity summer garden May 15; Ab Bershawsky, maestro.

Sun Chinese actress at Paramount ballroom, with Cowan and Bailey still strong after five months' run.

"Imitation of Life" (U), "Ruggles of Red Gap" (Par), "Captain Hates the West" (Col), "Man of the Year" (L), and "Little Minister" (Radio) doing top business here.

# Sydney

By Eric Gorrick

"Roberta" (legit) is sure fire. Joe Siddleman still on tour for Columbia.

Edwina continues against book censorship.

"Fetters" cancelled film opens next.

Walt's Circus hit town for usual time.

Royal Fair begins season. American cowboys the feature.

Sydney will have big local Coney Island next summer. Looks like will be a long time before Australia sees another opera season.

Managements, having lost plenty on tries, will not play any more.

Monogram dickering with a big legit theatre for first-run rights of "Jane Arre."

"Broadway Bill" (Col) into Regent, Sydney, and W.B. idea is to have "Bill" in for the big racing carnival.

Julius C. Stettin, and will stay apart for a while.

Leslie Banks interested in a new play Gilbert Lennox.

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# Vienna

Paul Horbiger in Vienna.

Work begun on Gaumont's John Smith film.

Emil Jennings signed with Tobis Saatchi for four films to be produced in Vienna.

Otto Kantarek signed produce film, "I Left My Heart in Heidelberg" in Vienna.

Werner Krauss is considering an office move to a producer as well as an actor.

Leopoldine Konstantin in town on picture, "The Girl from the Street."

Vienna doesn't believe London reports that Richard Tauber is leaving Vienna.

Marie Bakstskieritz, first Austrian picture, will be produced, will be brought out in June.

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# India

By Gordon Sinclair

Bombay going in for Harlem nights.

Race meetings in full swing, with big crowds.

"Last Round Up" getting a play on the records.

Mahatma Gandhi, the forgotten man. Nobody knows where he is even.

Taji Mahal hotel makes a boiled shirt compulsory now, or else no show.

Big articles here about Father Coughlin. India thinks he'll be president of the U. S.

Some of those American engineers who used to remodel Russia, heading toward Afghanistan now.

Toni Rick's Viennese band currently the rave. Drew a six-month extension at Conlaga, as night spot.

Tourist big lousy: only two cruise liners, Resolute and Empress, in Britain, in Bombay this season.

Usually nine. Government broadcasting in 19 languages here now. That's a mere flea bite. There are 222 different tongues here.

Mrs. Oscar Strauss and Carrie Frankenberg passed through to ward Persia, intending to drive it with a crowd of the Stellar Polo.

"Bengal Lancer" (Par), smash hit; particularly in Northwest Frontier, British, in Bombay this season.

Similar body except no white officers, taken in body to see film.

Franklin-Robert expedition, which came to film an elephant pit in "21" but did not find one.

When charging herd wrecked equipment and killed Leroy Granville.

Francis Leeder, who is now according to Assam hills. Will shoot all in color.

# The Hague

By M. W. Huty-Leal

Concert season fading out.

Henri Basermann touring Holland.

Jo Vincent, Dutch soprano, had to undergo an operation; now recuperating.

Hofstad Tooten billing premiere of Somerset Maugham's "The Holy Boy."

Mrs. Mann Bouwmeester, veteran Dutch actress, celebrating her 55th birthday.

Amsterdam and Rotterdam getting covered grind house owned by Cinecine Par.

Dr. van Ancooy, popular conductor of the Rembrandt orchestra at The Hague, resigned.

Musical festival at Amsterdam in honor of Louis de Geer; just 40 years since he started his career as a conductor.

That Court mourning is over for the deceased Prince Consort, the Prince of Wales's appearance has been going to a number of shows.

Opera performance of "Elektra," by Richard Strauss, skidded in Amsterdam. Advances lookings so heavy that theatre sold out a fortnight ahead.

# Westport

By Humphrey Doulens

Grant Mills goes to Skowhegan.

Kate Enos of Nice joins local company.

Mrs. William Anthony McGuire here.

Eva LeGallienne here for the first time.

Bette Davis may summer at Bill Vermine.

Arthur and Douglas open their restaurant.

No Sukoloff symphony concert this season.

Harry Archer has opened Leaky Dan.

Will and Gladys Arden leave for middle west.

Robert Fischer, committing to Manhattan daily.

Horace MacMahon is after "Sailor, Beware!"

Robert Fischer, committing to Manhattan daily.

Philp Dunning's new play will be produced by "Century" Theatre here during week of July 3.

# Hollywood

Barton McLone writing a play. Allee Joyce left for Washington.

Fred Meyer latest Kentucky fernand.

Arthur Caesar reeking of wintergreen.

Iceland Havy: tipped back to New York.

Charles Lederer off the writing staff.

Hai Roach back from conventions.

Paul Munis passed 41st wedding anniversary.

Charlotte Granville celebrated her 74th birthday.

Jada Marlino seriously General Hospital.

Jim Keefe makes records of his best earlier stories.

Ruby Keeler back at Al Jolson, Jr., the new adept.

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(Continued on page 92)

Next jump Colorado Springs.



# Winner take a Bow!

**FOR BEAUTY, FOR TALENT, FOR LOVELY SKIN**



She could win a prize for exquisite skin, too! The charming holder of the 1934 award of the Academy of Motion Picture Arts and Sciences recently starred in "Holiday," a nation-wide broadcast of The Lux Radio Theatre

STAR OF PARAMOUNT'S  
"PRIVATE WORLDS"

"USE 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."

9 out of 10 other Hollywood stars will agree. For no one must be more careful than they to keep skin lovely—protect it against the enlarged pores, tiny blemishes—blackheads, perhaps—that are warning signals of unattractive Cosmetic Skin.

They know that gentle Lux Toilet Soap does this because it is especially

made to remove stale rouge and powder *thoroughly*. Its ACTIVE lather guards against dangerous pore clogging because it cleans so *deeply*—removes every trace of dust, dirt, stale cosmetics.

Use all the cosmetics you wish, of course! But to *protect* your skin, follow this simple rule regularly:

Use fragrant, white Lux Toilet Soap before you renew your make-up during the day—**ALWAYS** before you go to bed at night. See how very smooth and soft it will keep your skin!



# ARTIST

PRICE

15¢

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64 PAGES

## EARLY BRITISH FILM COM

### NEW BAND NAME YEN IN THE STICKS

Lots of reinvigorated demand on the road for name dance bands, particularly the newcomers, such as Casa Loma, Kemp, Ray Noble, Ozzie Nelson, et al., as well as the old standbys.

Generally improved conditions see dance promoters very hot on bookings this spring and summer, offering larger guarantees and better percentage splits in anticipation of upped admissions.

### Nazi Skit in College Show Irks Exchange Stude; Bally Ups B. O.

Easton, Pa., May 21. The "Laughables of 1935," musical production of Lafayette College students, received plenty of publicity last week when Ernest Klerch, a Nazi exchange student at the college, objected to the manner in which Morris Allen, a Lafayette student, portrayed Hitler in a skit and challenged Allen to a duel.

Skit shows the entire student body going to visit Germany where it hears Hitler give some of his pet theories, with comedy variations. Klerch, who came to Lafayette last fall as an exchange student and goes back to Germany next month, thought it was reflection on Hitler. He wanted the college heads to take it out of the revue but they refused. He then slapped Allen's face with hankie, the German-student method of issuing a challenge to a duel. Allen told Klerch he does not know anything about dueling with swords or pistols, but would meet Klerch in a boxing or wrestling match.

The faculty heard about it, called both men in and Klerch agreed to apologize.

The college show played four times, to capacity each time.

### GOOD TO BE BAD

Palookas Have Better Air Chance Than Nears

An amateur must be either good or terrible in order to crash one of the major or minor amateur shows. In-betweeners with a moderate amount of talent have less chance than those with none at all.

A simon-pure may not be quite good enough to be classed as good, yet because he or she isn't exactly awful, the gong cannot be used. Program bookers steer clear of those that are eligible for neither the gong nor a prize. So for amateurs on the air, the worse the better.

### Another B.O. Enemy

Paris, May 21. Biggest enemy of show business in France today is the national lottery.

People who used to save up their five and ten franc pieces to go to shows now put the money into lottery tickets instead. Figured that plenty in grosses have been lost to trade this way in the current season.

### 3 NAME FLYERS' ACT, FAIR ROUTE

Clyde Pangborn, Ruth Nichols and Clarence Chamberlain will be the names heading a nine-piece flying troupe that's going out for fair dates this summer. Another member of the outfit will be Norman Brokenshire, vet radio announcer, who'll do the talking.

Ed Hart organized the company, and Frank Wirth is booking it. Paraphernalia includes six planes, among them, Pangborn's \$110,000 ship with which he proposes to fly around the world in September. Litter will go on exhibition for ground visitors.

Troupe's asking price for dates is \$5,000 a week.

### COWBOY TUNES FROM EUROPE NEW CLAIM

Los Angeles, May 21. Society of European Stage Authors and Composers, Inc., is making a canvass of local stations with demands that broadcasters take out licenses in the organization for use of material by its members. On the basis of the scale asked the various stations, society figures that Los Angeles should produce about \$25,000 a year in fees.

Organization is represented here by E. T. Rosenberg, but there's nothing definite as yet as to whether any of the stations will sign.

Local broadcasters learned something they never knew before when Rosenberg informed them that even some of the cow yodeling tunes generally used here are of European origin and subject to copyriht traps.

### Celebrity Chasers

Shreveport, La., May 21. Henry King and Lou Darby work in blackface with KTBH Minstrel show sponsored by Shreveport Street Railways. On the side they own and operate a gasoline filling station across the street from studio.

Duo's radio popularity attracts celebrity-chasers who like to trade with pumps manned by artists.

### BERGNER, ARLISS, HULBERT, ET AL.

Buchanan's \$50,000 a Pic Plus %—Harvey's 35G and Tauber's 50G Per Film — Hulbert Courtneidge's Half Million a Year

### STARS' BIG MONEY

That England isn't kidding any more as regards intent to build up talent and use big stars in its films is indicated by the rapidly increasing payroll beyond the pond. There are a half dozen British stars now who are in the big money class comparable with the salary checks that even Hollywood hands out.

Tops among the coin grabbers in Britain at the moment is Elisabeth Bergner. The star turned down a flat \$150,000 per picture offer from Hollywood while in New York recently. Miss Bergner's answer was (Continued on page 51)

### Offer Father Coughlin's Organist to Vaude—\$350

Father Coughlin's organist, Cyril Guthral, is selling vaude. Ned Dobson is offering him to the bookers in New York at \$350 weekly, single, and \$500 if the theatres will play his singing soloist. So far no takers.

Guthral's organizing is used as a prelude to Father Coughlin's speeches.

### Princetonian Protests Force Hearst Reel Out

In response to the protests of more than 1,000 Princeton University students and faculty, the management of the Garden theatre here discontinued showing Hearst Metro-tone newsreels, which the undergraduates and professors had attacked as "vicious propaganda."

### Radio Mamas

Either version of stage mamas has one major network in New York barring the radio mums from studios and discouraging any contracts with them who, by the way, have parents as managers or personal reps.

Zebulun mamas, asking demands on the studio staffs, exco's, et al., for favors on behalf of their offspring has become such a problem that this blanket order has become necessary.

### Sporting Judge

Atlanta, May 21. WJTL has gone into Atlanta Police court each morning to pick up traffic violations and petty misdemeanors cases. The other morning the judge had a grove and a grove charged with shooting dice.

Judge rolled them for how many dollars and how many days in jail. Dice turned up \$8 and six days.

### STOCK, BANDS JAZZ UP SPA

Pittsburgh, May 21. Under new management, old Bedford Springs hotel, favorite watering place for the a. k.'s from this district for years, will go hotcha this summer with a direct appeal to the money crowd. Spot opens Decoration Day, and owners are taking a flock of Pittsburgh and Washington newspaper people up at their expense for a few days to look over new layout.

Spa will have a summer stock company headed by Ethel Barrymore Colt, putting on both melic and modern plays in the ballroom, with acts sandwiched between hour-long dance sessions. Bedford Springs likewise is going for floor entertainment and will have a band headed by Buzzie Kountz, local socialite. The Kountz outfit was featured last winter at Joe Hillier's Music Box and later at Webster Hall.

### ELKS PAYING ACTORS FOR BENEFIT SHOW

New York Elks lodge, holding a benefit for its charity fund at the St. James theatre Sunday (26), will do the unusual by paying the actors who appear in the show. All such benefits are required to turn over 15% of the gross to the Theatre Authority unless actors receive remuneration. Elks officials decided paying the talent would be more satisfactory all around.

Exceptions will be those professional members of the Elks carded to sit in on the minstrel first part. Four judges are listed as temporary end-men.

### Sandwiches for 50,000

Des Moines, May 21. Tobla Packing Company first time business of any kind to be established in the town of Fort Dodge since the depression, is going to be appropriately commemorated. Firm has budgeted \$2,000 for talent to be supplied by the WHO, Des Moines Artists Bureau and for sandwiches. Also a balloon ascension and public dancing.

Sandwich item is no mere bag of shells as 50,000 persons are expected to be fed on the cuff.

### BATTLE O' HILL BILLIES ON B'WAY

A battle of times is on in the heart of Rubes Square. Two troupes of backwoods "barn dancers," commencing next week, will throw by-hecks at each other over stations WHN and WMCA.

WHN, Loew-owned broadcaster, introduced the middle west wag to Broadway last week, with Hal O'Halloran, who put on the cow loft shindigs for WLS, Chicago, imported for the staging. WMCA stepped into the picture by copying the O'Halloran troupe from WHN. So WHN will now put on its own "barn dance," commencing Thursday night (23).

In the O'Halloran company, besides the stager, has Frankie Ramblers, Patsy Montana, Forman Sisters and Tom Kennedy. Latter is an RKO agent who doubles as a radio barnier. Kennedy also agents the show, and engineered the WMCA switch.

WHN's barn troupe will include Johnny Marvin, Tex Ritter and Johnny and Vinnie, all well known barn dancers from the 47th street farm district.

### Hammerstein Offers To Head Met Grats; Paid to Stay Out

Contending that the Metropolitan opera organization lacks showman-ship, Arthur Hammerstein revealed that he offered to take over directional charge of the Met without compensation to prove his point. Hammerstein communicated with Paul Cravath when it became known that Gatti-Casazza would retire and there was one conference between them. Apparently his proposal was not acted on by the Met's board of directors.

Prior to embarking into legit production, Hammerstein was associated with his late father Oscar in the direction of grand opera and the management of opera houses. Oscar Hammerstein lived with the Met until 1910 when the later paid him \$1,232,000 to keep out of the operatic field in New York, Boston, Philadelphia and Chicago. That stipulation also included Arthur Hammerstein.

Last week Edward Johnson, a tenor, was appointed Impresario, taking the post which the late Herbert Witherpoon was to have filled.

### Televising Derby?

London, May 21. Dominion theatre here is set to open with a television program. First show starts June 1 with proposal to flash the Epson Derby.



# Loew's N. Y. and Criterion Being Razed in 60 Days; 2 New 600-Seaters In Their Place; Loew's Mayfair

Notice has been given to tenants of the Loew's New York-Criterion property to be prepared to vacate under plans of the City Bank Farmers Trust Co. to tear the theatres down and build two new ones. City Bank, holder of a \$4,000,000 mortgage on the property defaulted by Paramount, plans a two-story building on the site to include two small-capacity houses.

Theatres will be able to 600 seats each, with an entrance and arcade from roadway, as well as entrances on both 44th and 45th streets. Bank, holding the property, will lease the houses on completion. No takers as yet, it is reported. Understood building will probably begin in 60 days or so. Loew's vacating the New York and John Goring the Criterion at that time.

Both the Crit and New York have been given notice to close June 2, so that razing may begin, while stores on side streets behind the theatres, part of the big plot, have up to June 15 to clear out.

Meantime, Loew's has opened negotiations with Walter Reade for the Mayfair for installation there of the policy operated by Loew's for many years at the New York theatre and roof. This has been used as a three change house, playing duals most of the time. Goring, who has been operating the Criterion for nearly a year now, has no plans. Arthur Mayr, has been silently associated with Goring. On Rialto's closing, "Weintraub" moved into the theatre with arrangements with U. This was on Thursday (16).

Astor, now in the hands of rent receivers, appointing on foreclosure proceedings brought by the City Investment Co., will be repaired by the city and readied as soon as possible. Elitist the receivers will operate it themselves under a policy to be decided or it will be leased. Not estimate how long it will take to put the house into shape following the wrecked condition in which it was found when the receivers took possession. May 13.

## Says Whodunit Thieved; Wants 756 from Warners

Los Angeles, May 21. Misappropriation of literary property is charged against Warner Bros. by Paul Cruger in a \$756 damage suit. Complaint asserts that plot material and incident sequences from Cruger's original yarn, "Murders in the Sky," were taken from the studio's recent release, "Murder in the Clouds," after scrivener had submitted his story and it rejected. Of the sum demanded, \$50,000 is for punitive damages.

## First Martini Ready

Hollywood, May 21. Here's to Romance! has been set as the title for the Nino Martini picture Jesse Lasky produces. Fox picture has been completed by Con Conrad, with Herb Magidson on script. Film also contributed "Midnight in Paris." Production start slated for next week. All Green directs.

## 'Bouncer' Ushers In Gensler as Producer

Hollywood, May 21. The "Bouncer," being written by Hattie Thompson, will be Lewis Gensler's first as a Paramount producer. Carl Brisson will be starred.

## Rolling His Own

Hollywood, May 21. Robert Benchley is now writing his self-starring shorts at Metro. Humorist switched to the one-reel field following his acting stint in "China Seas."

## Awaiting Petrova

Oiga Petrova is enroute from New York for her first talk picture. She will iron out details on arrival there.

## MARX BROS. STARTING

Tour-tested Yarn Gets Under Way June 3

Hollywood, May 21. Marx Brothers' picture goes into production at Metro June 3 with little alteration in the original yarn, which was taken out on tour for public reaction. Studio execs caught the show at Santa Barbara and decided few changes are necessary. Sam Wood, who directs, and Morrie Ryskind are touching up the story.

## RADIO STATION AS FILM TALENT AGENT

Artists Bureau of Radio Station WOR, New York, is branching out to invade the film agenting business. Herman Paley in charge of this activity. Broke last week with placement of Jack Arthur for Warner short and Gabriel Heatter for top-of-screen comment at same studio. Got a Paramount option for Corinna Mura.

Station bureau has 17 employees and represents 30 artists.

## Col. May Take Sten

Hollywood, May 21.

Columbia is making overtures to Anna Sten following her release by Paramount. Deal for three pictures, on the fly, awaits the return of Harry Cohn from the east. Underwood Goldwyn payrolled her at \$2,500 a week.

## Pickford Premier

Seattle, May 21.

Signaling her return to the stage, and the start of a tour, Mary Pickford, manager, Henry Duffy, Mary Pickford first-named her comeback in "Coquette" at the Metropolitan theatre last night (Monday) and won her audience. For an opening night, the play ran smoothly.

Support cast includes John Milner, Hugh Enfield, Glen Boles, Caven Gordon and Guy Seabrook.

## WB Holds Doug, Jr.

Hollywood, May 21.

Universal deal to bring Douglas Fairbanks, Jr. back to Hollywood for male lead in John M. Stahl's production of "Magnificent Obsession," fell through when Warners refused to release the player from commitment to do a picture in England.

Matter was the subject of considerable transatlantic telephoning.

## Two-Way Lorré

Hollywood, May 21.

Peter Lorre has bought screen rights to three European plays for peddling to producers on condition that he be spotted in it and when made.

Currently at Metro for "Mad Love," Lorre now goes to England to put a picture, but will return to the Coast.

## 'WHIPS' FOR TRACY

Hollywood, May 21. Richard Boleslavsky draws the directorial assignment on "Whipsaw," jewel-smuggling yarn for Spencer Tracy at Metro.

Screen play is by James Grant and Howard Emmett Rogers, from Grant's mag yarn.

## DORMANT 'TYRANT'

Hollywood, May 21. Nat Dorfman is on hand up his writing assignment at Columbia and goes to work on his new play, "Tyrant Over Theaters," which is aimed for Broadway production.

He concluded his stay at the studio with the completed script of "Atlantic Adventure."



## WILL MAHONEY

Birmingham, England, Evening Dispatch: "Will Mahoney is out-standing all the time. Whether to commend him for his dancing, his singing, his facial expressions, and just but by no means least his performance on a giant xylophone—dancing and playing with his feet simultaneously—it is difficult to know. He is brilliant in everything he does."

Direction WM. MORRIS AGENCY Mayfair Theatre Building New York City

## ARLISS' STORY WORRIES AT GB

London, May 21. Rufus LeMaire is having difficulty getting any acceptable stories for George Arliss' next pictures for Gaumont-British. Arliss has two to do under contract with no idea yet what they will be. LeMaire is due to sail back to America in another week or so and he is trying to get the thing straightened out before he hops off.

## Joe Sachs' H'wood Hunt

London, May 21. J. L. Sachs sails for New York tomorrow (22) and on arrival goes direct to Hollywood to look over talent.

Is looking for a film name to head his legit production of an English version of "All the King's Horses." Musical has been entirely rewritten since shown in New York two seasons ago. Has been filmed by Paramount since, also.

## FOX'S FRENCH FIND

Take Girl Baron Rothschild Discovered; \$2,000 a Week

Paris, May 21. Fox has contracted a new French femme, Simone Simon. Girl is to go to Hollywood in the fall, with salary reported at \$2,000 a week.

Miss Simon has been on the upgrade here since last season. Her film rep is 90% based on her performance in "Lac aux Dames," picture produced by Baron Phillips de Rothschild, which was one of the best French productions of 1934, from a coin standpoint.

Miss Simon has been playing all this season in the stage musical hit, "You're Me," at the Bouffes Parisiens. She hasn't much voice, but she sings plenty cute when she sings. Fox didn't want the news of her contract to get out at first. She has two French films to make before she goes over.

## Raft in One at Columbia, First Off-Lot from Par.

Hollywood, May 21. George Raft's outside picture on his Paramount contract will be "Rich Man's Daughter" at Columbia. Film starts after windup of "Every Night at Eight" for August.

## LANG ON 'HELL AFFAIR'

Hollywood, May 21. Fritz Lang directs "Hell Affair" for David Seiznick, a Metro production. Philip Barry is doing the script.

## Boylan U Story Chief

Hollywood, May 21. Malcolm Stuart Boylan succeeds Leonard Spillcock as Universal's scenario editor. He thus returns to the studio he left ten years ago as a press agent.

## I'm Telling You

By Jack Osterman

## BEERY ABROAD

Gets Europe Trip After 'O'Shaughnessy's Boy'

Hollywood, May 21. Metro agreed yesterday (Monday) to give Wallace Beery a two months' vacation on completion of "O'Shaughnessy's Boy," which he starts Friday (24) instead of May 20, as originally scheduled.

Actor will go to Europe with his family during leave. Upon his return, Beery takes up his new contract at MG. Pact provides for actor to do three pictures on that lot and permits one on the outside.

## DICK WALLACE OUT OF MACON HOSPITAL

Hollywood, May 21. Richard Wallace arrives here tomorrow (22) to continue his convalescence from injuries received in the plane crash near Atlantic, Mo. He is being accompanied by his wife and John Miller.

Henry Sharp, Paul Wing and C. G. Drew, also in the advance unit of Paramount's "Annapolis Farewell" crew which was being down east when the crash occurred, will remain in Good Samaritan hospital at Mac, Mo. Wallace has been there for several days before they are sufficiently recovered from their hurts to travel.

Kansas City, May 21. Condition of the five injured survivors of the plane crash, near Mac, Mo., who have been in the Samaritan hospital, at Mac, were reported by Dr. Gronoway, superintendent, as "steadily improving." Paul Wing, who was among the most seriously injured, and who was kept in an oxygen tent for several days, no longer needs the tent and is preparing to return by rail to Hollywood in about a week.

Paul Wing, who has been with him since the day after the accident, will accompany him home. Toby Wing, who also has been with her father, returned to Hollywood with Richard Wallace and Henry Sharp, injured cameraman, this week. C. G. Drew and Mrs. Dora Metzger, of Long Island, probably will have to remain in the hospital several weeks. Drew suffered a badly mangled leg which may yet necessitate amputation. Film group Saturday received a six-foot telegram from Hollywood, with some 600 signers.

## Howard's Home Siesta

Hollywood, May 21. Leslie Howard will not make another American picture until late fall, although the actor has a tentative deal with Warners for one in England this summer. He goes abroad for a rest on conclusion of his run in "Petit Fort." Mrs. Howard and their son, Ronald, left Saturday (18) to accompany the actor on the homeland trip.

## Burns-Allen on World

Tour After Pic Washup

Hollywood, May 21. George Burns and Gracie Allen leave here for a "round the world" tour upon completion of "The Plot Thickens" at Paramount, June 5. Fair go east to New York, thence through Europe. They'll spend a month in Russia and Japan.

## Jungle Harmony

Hollywood, May 21. Metro has engaged Louis Roth and his 18 lions for "O'Shaughnessy's Boy," circus picture. Roth also will break in an elephant and tiger to work together in the pic.

## MG DIRECTORS SWITCH

Hollywood, May 21. Switch in direction at Metro has Harry Beaumont holding reins on "Manhattan Madness," intended originally for Richard Boleslavsky. Later, it was given to "O'Shaughnessy's Boy," set for William Wellman. Wellman, instead, pilots "Joquini Murietta."

As We Were Saying Well, our record is clean—five consecutive Sunday benefits at the Ambassador... although it was a little tough getting on the stage for the last one for Jack Inglis. Received four letters requesting our presence, two from Sam Serlin, one from Edgar Allen and one from Jim Barton—so we waited four hours to go on... but that's only an hour a letter.

## No Excitement

Nothing very startling on the street today. The big picture, picked up in front of the Palace. But the cops are so you can't even lay off in peace.

## Social Event

The big social event of the week was the "Down of the Rind-to-Theatre Party" if they had Jimmie Durante he could tear it down much quicker. Speaking of Jimmie, we can't wait until the opening night of "Jumbo" to see him throw a couple of elephants in the pit.

## Broadways

Dropped into the Hollywood to see Jack Waldron. He confessed that we'd better laugh him jokes otherwise we'd just be adding to the unemployment situation... Eddie Le Ve, who is the new star of the Century Club for the summer, knows a producer who stretched a million into a shoestring... that ex-shooting act, Gen. Pissano, has a liquor store on 46th St... bet no one holds up that joint... All the unions are giving a m.p. of the Theatrical Protective Union No. 1. (Please leave this in, as we may do a summer revue, and those stagers are to you!) The sign in front of the Astor theatre has more capacity than the theatre... Cats are swarming... they want prohibition back... Violsky wires from the Coast that when he dies he'll be a star... Notated and have his ashes thrown from a plane... claims that's the only way to ever get on the air... and Bert Hamman remarks that Hollywood is the only place where you have to stay two years before you realize you're stranded.

## 42nd Street

(With apologies to Warner Bros.) A stroll down 42nd street, Had a glass of orange juice in the Gold Room of Nedicks. The way the street looks is just enough to see the cops on the beat doing a strip number. What the street really does is a burlesque house. Four in one block is just enough for competition. Walked in the theatre that our dear Dad used to manage—the Eltinges—saw a flash at the chorus they may still be using female impersonators.

## No Cinch

It's tough to write jokes every week, and if you should write a joke, why should it be a joke? Alton Berle?

## Are you reading?

## SAILINGS

May 23 (Los Angeles to Australia) Frank Neil, Forsythe, Seamon and Farrell, Left Craven and Ted Leary, Flo Mayo, Armand and Lita, Moroni and Carilli, Dave Monahan (Mariposa).

May 24 (New York to Kaimue) Dr. and Mrs. Herbert T. Kaimue (Kremer).

May 25 (New York to London), Gilbert Miller, Colette d'Arville (Rex).

May 25 (New York to Bermuda), William Blow, Helen Strauss (Queen of Bermuda).

May 24 (New York to London), Barry Bernard (Majestic).

May 25 (New York to London), Mr. and Mrs. Joe Brean (Manhattan).

May 22 (London to New York), Max Milder, David J. F. S. Ditcham, J. L. Sachs (Berengaria).

May 18 (New York to Paris) Grace Moore, Valentine Pareira, Katharine Lawrence, George Moore, Desire Delreue, Leon onidoff, Tamara, Fania Marloff, Clifford C. Fisher, Dwight Dewe Wiman, Sam Edwards, J. J. Police Berge (new York) (le de France).

May 18 (New York to London), Jack Dunfee, Paul D. Cravath (Europe).

## ARRIVALS

Hans Geiringer, Wright Marlon, Alfred Eddahle, Kenneth Duncan, Morris Goodwin.



## 2 \$20,000 AD BALLY'S FOR MOORE, 'BECKY'

The Grace Moore picture, 'Love Me Forever' (Columbia) coming into the classic film, N. Y. June 13 and 'Becky Sharp' (Pioneer-RKO) on which no date is yet set, both will receive unchanged advertising campaigns in which the producers will share cost with the Infil. Under plans, each picture will get a \$20,000 campaign.

Probability is that Columbia will bear \$10,000 of the Moore campaign, while on 'Becky,' Pioneer-RKO (Whitney) will shoulder half of the burden of the budget when this picture comes in rather than its distributor, Radio.

'Hall is spenda'—\$12,000 on 'Escape Me Never' (UA) which opens tomorrow (Thursday).

## National Adds 218 In Midwest, Making Fox Chain Buy 100%

Kansas City, May 21. Referee's sale of the 218 Fox theatres in this area to the new National theatres, which were previously owned by Judge Albert L. Reeves, who dismissed a petition for a review of the action making the sale. National, with the closing of the Kansas City purchase, now has all of the Fox chains over the country. The action here has been here for some three weeks looking after the firm's interests.

E. F. Shipman, whose firm Mudge, Stern, Williams & Tucker, of New York, represents the reorganizing interests, has been here for some three weeks looking after the firm's interests.

## Kalmuses Sailing

'Technicolor' has closed with major cartoon producers to tint up the funnies for the 1935-36 season and on top of contracts for six features—so far, is negotiating with picture companies for what may be a total of 20 or more full-lengths in hues this coming year.

Dr. and Mrs. Herbert T. Kalmus are sailing for Europe May 29 to discuss plans for laboratories in London and Paris, possibly also in Berlin, to handle foreign printing. Couple will be gone about a month.

## AIR-MINDED PREZ

an Aviator—Mrs. Cohn Finds Out

Harry Cohn arrived in New York for his home office huddle a day late and a suit case and some valuable lighter. After making one trip and three phone calls he wound up beating the rail hop from the Coast by only 21 hours, besides which he lost a handbag containing some jewelry. The loss is covered by insurance.

It was a bad first try at flying by Mrs. Harry Cohn. The various preps having suddenly gone air-minded, he was showing off its advertising only to encounter poor flying weather.

Cohn goes back to the Coast the end of this week but is due back east preparatory to his wife and two nices sailing June 22 for Europe. His present N. Y. huddle is on next year's program, etc., with his brother Jack, v.p. of Columbia.

## Dunfee Goes Home

Hollywood, May 21. Reaching the end of his trail in his talent safari for British producers, Jack Dunfee, London agent, shipped east and then his for home. Hung around three weeks.

## TRACY 'MURDER MAN'

Hollywood, May 21. Spencer Tracy will be starred by Met in 'Murder Man,' by Guy Bolton.

Harry Rapf produces and Tim Whelan directs.

Par Lending Pair

Hollywood, May 21. Fred MacMurray has been loaned by Paramount to Radio for the lead opposite Katharine Hepburn in 'Alice Adams.'

Fred Stone also spotted in picture from Par.

# NO NEED FOR THEATRES TO FRET OVER INROADS BY TELEVISION, SMPE TOLD

Hollywood, May 21.

'The theatre and the television-telephone broadcasting will each be successful fields in their own domain, and the theatre need not be unduly apprehensive for the advent of television.'

This statement was made at the annual convention of the Society of Motion Picture Engineers in a paper on 'Television and Motion Pictures,' by Alfred N. Goldsmith, consulting engineer and past president of both the SMPTE and Institute of Radio Engineers. In the absence of Dr. Goldsmith, H. G. Tassler read the paper. Goldsmith pointed out that motion pictures versus television war talk has been ridiculous and largely selfishly inspired propaganda. He added that certain technical details of the television picture production had not been standardized, as compared with sound film projection.

How Comparison Operates

Comparing the number of picture elements in each, the theatre picture has approximately 5,000,000, as against 150,000 elements in the home television picture, which provides the theatre-projected picture with more detail. The area of a theatre picture is 50 times more than that projected by television; theatre picture is brighter than the latter, which has to have completely darkened room for best projection. The theatre pictures are most conveniently viewed at from 45 to 135 feet from

the screen, while home television requires onlookers to be within four to 11 feet.

In television, in order to obtain excellent close-ups of several persons, great groups of people, and also recognizable long shots require side bands produced by the picture modulation of the ultra short-wave currents which have a depth of the order of 15 megacycles, or about 150 times the frequency band required for high-fidelity 10,000-cycle sound reproduction, declared Goldsmith.

Each Aids the Other

Taking up the subject of the contacts and cooperative possibilities between motion pictures and television, Dr. Goldsmith stated a close connection can be worked out and each made valuable in stimulating public and audience interest in the other. Production of a television-telephone broadcast program will undoubtedly closely resemble that of making a motion picture, but with a lesser degree of elaborateness of the latter, he held, but difference will crop up, however, due to inability of television to have more than one take of a scene.

Sound motion pictures may be used for broadcast purposes by some stations, just as transcriptions and records are used at present; but Goldsmith does not believe television-telephone syndication operation will be completely satisfactory unless there are interconnecting wire networks between stations, es-

pecially for public events of importance, which will be one of the outstanding capabilities of television broadcasting.

Goldsmith stated that many persons are convinced that television broadcasting will increase interest in sound motion pictures rather than diminish theatre attendance. He also warned producers and theatre operators they cannot rest on past achievements, but must continue to progress and even use whatever ideas or methods they can which might spring from television.

Heavy Attendance

The SMPTE convention, opening yesterday (20), found around 100 members in attendance from the Midwest and east, which, combined with local members present, makes this one of the largest conventions of the organization.

A special session will be held Friday (24), vinding up four days in which a total of 74 papers will have been read. Joint meeting will be held tonight (Tuesday) with the technicians' branch of the Academy of Motion Picture Arts and Sciences at the Carthay Circle theatre. Convention banquet will be held tomorrow night (Wednesday) at the Roosevelt hotel, with members visiting California Institute of Technology Thursday afternoon. Studio visits include Walt Disney plant last night, lunch at Warners today and look over of the Fox Westwood studios tomorrow (Wednesday).

## NO MORE TIES FOR ALLIED IN CODING

Atlanta, May 21.

Much of the brimstone expected Tuesday's first down-to-business session of Allied States Exhibits meeting here about 400 exhibitors failed to sell except in the address by A. E. Myers, of Washington, Chairman of the Board of Directors and general counsel.

Myers charged that the work of Allied representatives on the code committee had gone for naught and declared the outstanding representatives had played a vital part in producing the code.

'All this really teaches us a lesson,' he said. 'The lions are not coming to sell except in the address by A. E. Myers, of Washington, Chairman of the Board of Directors and general counsel.'

'The record of the code's administration he termed ghastly and ugly' and a study in misrepresentation, coercion and undue influence. Sidney Samuelson, president, paid tribute to the work of those who pioneered in building the association. Just before going into the meeting he told a VARIETY representative, 'We are going to blast hell out of 'em. He would not amplify what he meant, nor would he discuss future plans for the convention.

Eric Katz, of Atlanta, welcomed the delegates, and M. H. Waters, of Birmingham, regional v.p. of Allied, introduced Mrs. Alonzo Richardson, secretary of the Atlanta board of review. Mayor Key, Atlanta's liberal mayor, who fought for and obtained local Sunday film shows, left a sick bed to welcome the convention.

Allied will be in session through Thursday.

## Chertok Back at MG

Hollywood, May 21. Jack Chertok, former head of Metro's music department, is back on the job after having been ousted. He is now assistant to Harry Rapf in the short subject department, putting his time mostly to music.

## SEESAW 'VIRGINIAN'

Par Execs Split, Figure Reissue Poor Business

Hollywood, May 21.

Paramount executives are at odds over the reissue, tentatively set for June 16, of 'The Virginian.' Story is held too valuable a property to send out as is, with most studio heads favoring an entire remake.

If remaking 'Virginian,' 'Skipper' reissue will be substituted.

## SCHLESINGER'S BRONC SERIES FOR WB RELEASE

Hollywood, May 21.

Supplementing his cartoon releases for Warners, Leon Schlesinger is planning to produce a series of eight westerns. Two years ago he made an outdoor group with John Wayne in the saddle, which Warners distributed.

Schlesinger, while east, made several deals with novelty houses for Leon's tunes and Merric Melodine, which he produces.

## Breen Abroad, Shurlock To Wield Purity Stamp

Hollywood, May 21.

Geoffrey Shurlock will be chief of the Hays office purity squad while Joe Breen vacations in Europe. Breen left Saturday (18) to sail with Mrs. Breen May 22. He will be away until the end of July visiting Ireland, England and the continent.

## Team Gary-Marlene

Hollywood, May 21.

Paramount will co-star Gary Cooper with Marlene Dietrich in 'Pearl Necklace.'

Frank Borzage, now on Warners' 'Anchors Aweigh,' directs.

## MELFORD'S INDIE PIX

Hollywood, May 21.

Frank Melford plans east June 15 to negotiate release for a series of indie pictures with a name star.

He was former producer for Sol Lesser.

## Wising Up

Hollywood, May 21.

Lila Motylief, stage director for Luigi Prandello, landed here last week to look over Hollywood production and get new angles on American film direction.

He's sitting in on the set of Radio's 'Return of Peter Grimm.'

## ST. L. NABES, IST RUN; 2D RUNS DOWN TOWN

St. Louis, May 21.

Neighborhood theatres play first run features and downtown theatres play second run features only in St. Louis.

Town, spread over 61 miles of territory, has many neighborhood centers. Three blocks on Grand boulevard between Lindell boulevard and Lucas avenue are the sites for the Shubert-Rialto, Fox, Missouri, Grand-Central and Congress theatres. This center is the heart of the city, 15 minutes by trolley from any remote section. Thus, as a neighborhood, it is imperative that first run features be offered.

## Par's Novello Story

London, May 21.

Paramount has bought the screen rights to Ivor Novello's new musical, 'Gnomes n' Nighs.'

Play opened here a couple of weeks ago. Novello authored, staged, produced and stars in the piece.

## O'Connell and Zasu

Hollywood, May 21.

Universal is buying Hugh O'Connell and Zasu Pitts in a comedy series. First is 'Unconscious,' with Kurt Neumann directing.

O'Connell was first slated opposite O'Connell in this picture.

## LUKAS AS A 'MUSKETEER'

Hollywood, May 21.

Metro has loaned Paul Lukas to Radio to lead in 'Three Musketeers.' Rowland T. Lee directs.

## Preping '3 On Horse'

Hollywood, May 21.

Warners is getting 'Three Men on a Horse' ready with Laird Doyle to assemble the script.

Scrib Dixon goes on 'The Green Light.'

## Fox Re-Tags Johnson

Hollywood, May 21.

Fox handed Julian Johnson, story editor, a two-year contract extension.

He has held the job three years.

## READYING FOR WARNER CONV. JUNE 13-16 IN L.A.

Every branch of the Warner Bros. enterprises will be represented at this year's film convention the first time, a total of 150 preparing to go to Los Angeles, where the sales powwow will be held June 13-16. In addition to foreign distribution representatives, who will attend, all branch managers and salesmen will be present, along with theatre zone managers, music and technical executives, will also go.

Harry M. Warner heads the home office contingent leaving from New York June 5 on a convention special which is to pick up delegates on the coast from Chicago and other points. Major Albert Warner, WBE's head, accompanied by Mrs. Warner and Charlie Einfield, shows off in advance today (Wed.) to set up convention details.

Jack Warner, currently in Europe, will return for the convention.

A program of 40 pictures planned for the coming year.

## Circus Fan-Rep. Truax Urges Lifting 10% Tax

Washington, May 21.

Repeal of the 10% admissions levy is proposed in the House once again. Sponsor of the bill is Representative Truax of Ohio, outstanding circus fan who pushed similar side-tracked measure last year.

He called attention to the 57th anniversary of the founding of the greatest American institution, Ringling Bros. and Barnum & Bailey circus. Truax said Monday (20) in introducing his repealer, Circus opened here simultaneously. 'This institution paid \$500,000 last year in amusement taxes to the government. That money came from the nickels and dimes of the kids.'

Urged that levy be lifted for the sake of theatres as well as for outdoor shows.

## Brig Young Sans Wives

Hollywood, May 21.

Fox is planning to jump into the biographical field with a picture based on the life of Brigham Young, which stars a big name and concentrating on pioneering.

Writers have been asked to look over historical data on the founder of Salt Lake City.

## B.I.P.'S U.S. TITLES

'Blossom Time' Becomes 'April Blossoms' for America

British International will change the title of 'Blossom Time' to 'April Blossoms' for the American market. That's right, with the change, with the legit show, 'Blossom Time,' which Universal is about to put into production.

Shuberts tried to stop BIP from using the title 'Blossom Time' abroad but failed. Legit producers served papers against BIP in court on alleging plagiarism. BIP accepted service and filed an answer saying it was a writ of particulars.

Shubert legit show 'Blossom Time' was a British importation, having been produced by Hugh O'Connell and Zasu Pitts in a comedy series. First is 'Unconscious,' with Kurt Neumann directing. O'Connell was first slated opposite O'Connell in this picture.

## CRISP'S BROKEN HAND

Hollywood, May 21.

Donald Crisp sustained a broken right hand in a revolt scene in Metro's 'Mittiny on the Bounty.'

Actor will continue in the picture using a special glove, made up to resemble the injured hand, and worn over the bandages and splints.

## TERHUNE DIRECTING

Hollywood, May 21.

William Terhune, film editor Hal Roach, has been promoted.

He is plotting the current Thelma Todd-Patry Kelly two-reeler.

# Chi Title & Mortgage Co.'s \$1,000,000 Suit Vs. William Fox in Secret Trial

Reporters are barred now that the long standing suit by the Chicago Title & Mortgage Co. against several defendants has come to trial finally involving certain claims arising out of Fox's original purchase of the Roxy Theatre company's stock in 1937. The suit started before N. Y. Supreme Court Referee Sol Strock on Thursday (16).

The sole original purpose of the action, when the case was filed in 1932, was to try to collect \$1,000,000 from William Fox, alone, upon the alleged basis of an agreement in which Fox guaranteed this sum as the last amount of money due under a contract made for the purchase of the Roxy Theatre Co. stock. William Fox was interested in 1933 in having the court order that such parties as are named additionally in the case should be made co-defendants in the action. Fox is a counterclaim charges conspiracy among such additional defendants. Such added defendants include Chase Bank, Chase Securities Corp., Albert H. Wiggin and Fox Theatres Corp., among others. Prior to the time that the court ordered these parties joined as additional defendants, Fox was named sole defendant.

On the order to bar reporters from the trial, made by Referee Strock was upon request of counsel in the case among who are included former Justice Joseph H. Frank and Max D. Steuer. David Podell is special counsel for William Fox, whose attorney for record is Daniel L. Rosenblatt, of Hirsch Newman, Keas & Becker. Stipulation to bar reporters is ascribed to Chase Bank and Chase Securities interests.

**Details of Suit**  
In 1932, when the action was filed by Sullivan & Cromwell, for the plaintiff, three causes of action were alleged against William Fox, named then as sole defendant.

It appears that the purchase agreement for the stock of the Roxy Theatre company in 1927 was made between Fox Theatres Corp. and Herbert Lubin. Lubin more recently has been making attempts to regain control of the Roxy theatre for himself and associates. Including S. L. Rothafel. William Fox has been given a guaranty to Lubin simultaneously with the Fox Theatres' contract. It is alleged. Later, Lubin assigned his rights to his wife, Mary, Lubin and to Arthur Sawyer. These in turn assigned their interests, so acquired from Lubin, to Chicago Title & Mortgage, present plaintiff in this action.

It was alleged originally by the (Continued on page 58)

## F. D.'S BRITISH B. R.?

All in Paler Stage, Although Pathetees Reported Favoring

Any buying into First Division by a British company is strictly in the negotiation stage, although new -Pathe officials are rather widely known to favor such a move. The officials would not be averse to foreign backing for F.D., as Pathe's new regime wants to keep down its own outlay for First Division stock.

Joe Brandt, who has been acting in more or less an advisory capacity to Frank Kolbe, new president of Pathe, is obtaining a rather comprehensive picture of both the Pathe situation and future F.D. setup through Attorney Samuel Spring. Yesterday (Tuesday) afternoon, he declared no definite decision had been reached as to backing from an English company. Talk of Brandt buying into First Division is also on.

## LONG-TERMS GRAINGER

J. R. Grainger signed a long-term contract as general manager of distribution for Universal yesterday (Tuesday).

Contract was made by Carl Laemmle, U. president, in Hollywood.

## WARNER'S INTERLUDE

Only Two Before Cameras, but Trio Next Week

Hollywood, May 21. Warners hit a new low ebb this week with only two pictures in production, whereas studio generally has five in work for the period.

Three pix are set to go next week, with the start of "Doctor Scores," Paul Muni starrer, postponed due to story trouble.

# WANGER-PAR IN LOW PRICE DEAL

Hollywood, May 21.

Paramount is talking to Walter Wanger on the possibilities of the producer making several short budget pictures outside of his originally contracted six features.

Already Wanger has started preparation on "I Take This Man," which will be made in addition to his regular program. Picture will be turned out for around \$175,000. Reason of the extra deal depends on results with this picture.

Situation arises due to the lack of production at studio and scarcity of product to meet release dates. Already the studio is planning to fill in releases by re-issuing "The Virginian," a 1934 taker made with Gary Cooper and Richard Arlen. Studio is also looking around for possible indie product, but is not so hot on this angle.

# Rosy Vague on Amus. Job; Just Reiring Into Pvt. Practice

Washington, May 21.

After numerous false alarms, Division administrator Sol A. Rosenblatt put his o.k. on reports of his impending retirement from the N.R.A. Monday (20) with brief announcement that he expects definitely to quit Government service by June 16.

Return to private life is expected to coincide with Congressional action on continuation of the Recovery Act. Numerous key officials will likewise go off the Government payroll and take up former activities.

Rosy's plans were shrouded in secrecy. Film code author said nothing to coincide with Congressional action. New York to law practice, and would not discuss possibility, he will take an industry job.

Retirement was expected for months. Yarns that Rosy would step out bond, in fact, back in November, 1934, when he was under fire from indie exhibitors regarding the code and bobbed up again frequently. This is, however, the first time he has gone so far as to specify any exact date; previously he has insisted he will stick as long as there is work to be done.

## Fox Set for Chi Conv.

Fox is getting ready to trek to Chicago for the annual convention, May 30 to June 1. John D. Clark, national sales manager, returns from Hollywood this week with complete details of Fox's new program.

Details will be held back for actual opening of Chi confab.

## Franklin in N. Y.

Harold B. Franklin is in New York for about a week.

Franklin has been on the Coast and back in theatre operation with his Standard Theatres, Inc.

# PAR'S 18% QWB'S UP 13%, RANGE

Better Product and Generally Improved Conditions Account for Par, RKO, Loew and Warner Theatre's Gross Rise in Past Year

## GIVEAWAYS

Attributed by operators principally to the fact that product has been better and that there is more money to be spent now, theatre grosses over the nation will strike a general average of about 12% better than they were a year ago at this time. This is a substantial and healthy increase which lifts both the theatres and distributors back to a safer business position.

Incline at the box office, among the leading chains, ranges from 10% for Paramount to a high of 15% for Warner Bros. These are the exact increases, according to executives of these companies, with RKO and Loew claimed in between.

Par's bettered condition today at a 10% higher level of grosses than a year ago is considered remarkably good for that chain because many of its theatres are in seriously depressed territories, such as the textile states of the south and the drought country in the midwest and northwest. But for operation by Par of many theatres in these sections, notably middle west and northeast, its average would be higher. WB, Loew's and RKO are virtually free from the effects of such territories which drag down the averages of the good business in other areas.

In addition to product, which has helped all theatres, the recent decentralization policy of Warner Bros., instituted by Joseph Bernard, is said to have reacted favorably to that chain's operation. Bernard attributes the Warner position for today on theatres to inauguration of this system, plus the fact that people are spending more money, and to the general betterment of picture product.

In his opinion, and that of other operators, a year ago people were gloomier, actual picture product (Continued on page 58)

# Par Catching Up With 25 Pix in Work, June-July

Hollywood, May 21.

Paramount's shortage of product will have the studio putting 25 pictures into production during June and July in order to catch up on its 1934-35 releasing schedule. Preliminary to this boom, studio now has 40 pictures in the writing and preparation stages, an all-time record for the lot.

Picture executives are to be rushed into production to meet deliveries on the present year schedule which, due to the lapsing of past releases, will result in 24 pictures getting on the release schedule during August, September and October.

Recent the studio has been running very below normal on production, a situation ascribed to the recent changing of top exec personnel.

## ZANUCK HOMING

Hollywood, May 21. Darryl Zanuck arrives in Seattle tomorrow (Wed) from an Alaskan hunting trip, leaving the same day for Hollywood.

He has been in the north three weeks.

# Korda May Leave London Films (UA) To Align with G-B; UA Also Looks To Lose B.&D. to Woolf's New Co.

## Loe's Film Debut

Washington, May 21. Divisional Administrator Sol A. Rosenblatt and miscellaneous Blue Eagles make their film debut in forthcoming edition of March of Time.

With death of the Recovery Act threatened, cameramen wanted to be present before dying agony sets in.

# STILL GUESSIN' ON PAR'S PREZ

Harold Talbot of the Electric Blue-Eyes is the latest downtown nominee for president of Paramount. Some factors want to revise consideration for Matthew S. Sloan of the Missouri, Kansas & Texas railway (Katy). Interest for John E. Otterson, Epi chieftrain, has diminished, but he is held still by the inside track for the job depending on what attitude Adolph Zukor takes in the situation.

Support in the trade is that Otterson would first resign from Epi, before coming into Par. The fact that ardor has cooled for Otterson may be laid to the fact that considerable intimations are around that the Federal Communications Commission has become concerned about any attempt to name the Epi head as president of Paramount. This FCC angle is stated to be in line with the scope and purpose of the recently authorized Government inquiry into the affairs of the American Telephone & Telegraph Company. Epi is a subsidiary of the A. T. & T.

Ernst Lubitsch and Henry Erzbury, Par's studio mactros, are expected to make a personal appearance before the company directors at the Par board meeting June 3. Company's new name to the Paramount Pictures, Inc. There will be an Executive Committee with a minimum membership of seven. Membership of the E.C. may be increased at the discretion of the board. The board of directors will have top authority in the new company. Neither the chairman of the E.C. nor of the board has been designated as yet, although, some indications are that A. Fortington may be named chairman of the former.

Talk has it that there will be no change as executive vice president or 'general manager' in the new company. However, no limit is put on the number of ice-presidents the new company may have. One of these v.p.'s will supervise the company's financial end. There appears to be doubt about the possibility of appointing E. Richardson being named as the financial v.p. He stays on the board, how ever.

In eliminating financial committee setup, the new board practically stifles the chances of Eugene W. Leake or Charles D. Hilles to land in the new company setup. It is felt generally that Leake, particularly of the two trustees, has been anxious to stay with the new company.

## Hays' New Contract

Will Hays' new contract with the Motion Picture Producers and Distributors Association was somewhat of a secretive signing. Publicity outlet was not running for five more years from 1935, when the present deal expires, was expressly true.

Hays office (MPIDPA) and the producer signatories agreed that, for the time being, there would be no hallyhoos.

London, 21.

Secret meetings are being held here between Alexander Korda, head of London Films, and Mark Oseroff, managing director of Gaumont-British. If the chatter they're carefully guarding goes through, Korda will leave United Artists and go over to G-B. Korda's U.A. contract expires next March.

Idea that Korda is trying to set is for G-B to partially finance five Korda pictures annually with a budget of about \$500,000 each. G-B would guarantee release of the films in all 130 odd British theatres and also get American distribution rights. Also G-B would guarantee pre-release of the films in its West End theatres.

-From G-B's standpoint, it would be a highly important move from the financial standpoint, at least. Also it would definitely bolster the company's American product releasing program.

What G-B has offered is to buy into Korda's company and promise to cooperate on production every way possible but with Korda being permitted to retain his own position as at present and all actual production up to him.

United Artists now has both the Korda and the British & Dominions product for world release, but the B. & D. stuff will probably go over with G. M. Fox. Korda has also losing the Korda films. U. A. Woolf has also put in a bid for Korda's product. This would mean that U.A. would have to get started immediately on the production of quota films here. Also U.A. would feel the blow considerably in the world market where the British films have helped its distribution considerably.

John Henck, head of U.A., is expected here momentarily, which may have a bearing on the situation.

# Col. Withholds Data On Salaries, Bonuses From Fed'l Sec. Com.

Washington, May 21.

Columbia pictures followed the example of other major film producers and withheld data on salaries and bonuses in seeking permission from Federal Securities Commission to register permanently on the New York curb 177,923 shares no par common outstanding.

Application shows that the corporation wholly owns Columbia Pictures Corp. of California, William Horvath Film Sales, Inc., Columbia (British) Products, Ltd., Columbia Pictures of Louisiana, Inc., Columbia Pictures Distributing Co., wholly owned subsidiaries operate in more than dozen foreign nations, while producer has half-interest in Columbia Pictures, Inc.

Holders of more than 10% of any class of stock are Harry Cohn, Attilio F. Channal and Jack Cohn. As voting interests, Cohn has 55.45% common; Harry Cohn has 28.04% and Jack Cohn 14.76% voting trust certificates. Nathan Burkan has 25 shares common and S. J. Treiskin two voting trust certificates.

# Reissue 'Smilin' Through' As Filler for Shearer

'With Norman Shearer's next picture, 'Marie Antoinette,' not scheduled for production until August, an anticipated arrival this fall, Metro is figuring on re-releasing 'Smilin' Through' to fill the gap.

Shearer feels star screen representation before release next spring.

## 9 Amus. Stocks and 2 Bonds Hit New 1935 Peaks; Col.'s 11¼ Point Gain

Amusement stocks continued unusually active yesterday (Tuesday), as market moved slightly higher. Loew's common, at 41½; Radio Preferred B, at 51½; Radio common, at 6, and Warner Bros. preferred, at 26½, were the new 1935 highs registered in this group. Radio common came out in blocks of 1,000 shares and more. Paramount certificates also were actively higher at 3½. Warner Bros. bonds, which went to a new peak at 66½, and General Theatre Equipment liens, with a new high at 13, featured trading in amusement bonds.

Amusements held the center of the stock market stage Monday (20) with spectacular performances being turned in by Columbia Pictures issues, Fox A and Radio Preferred B. Whole Amusement Group forged ahead into new territory on largest volume since last December. And nine common and preferred stocks hung up new 1935 high marks as two bonds hit new peaks. Some of the new highs were registered at top prices for more than two years. Columbia Pictures, listed on the N. Y. Curb, soared 17 points on 250 shares of trading Monday (17) making a new top at 62½. Even at this quotation, it was behind Columbia

### Col.'s \$8.62 Per Share

Columbia Pictures Corp. reports net profits of \$1,572,720.50 or approximately \$8.62 per share on 177,933 shares of common stock outstanding for the nine months ended March 30, 1935. This is after deducting preferred dividends and provisions for Federal taxes. Comparisons with \$729,338.34 or \$4.17 per share for corresponding period last year.

Company's consolidated balance sheet as of March 30, this year, shows current assets of \$7,620,760.48, and total current liabilities of \$1,492,624.72, resulting in increase of working capital to \$6,128,135.76. Company's earned surplus is \$4,499,595.20.

Columbia Pictures yesterday (Tuesday) announced the usual quarterly dividend of 25c per share plus a stock dividend of 1¼% on basis of 100 shares for each 100 shares plus trust certificates. This maintains the usual cash payment rate of \$1 annually. It gives stockholders a 5% stock dividend for the current year. Cash dividend is payable July 2 to stockholders of record on June 12. Stock dividend is payable August 2 to stock on record June 12.

## National First Runs

### METRO

'Age of Indiscretion', Strand, Birmingham, May 21; State, Philadelphia, May 21; Cincy, May 24; State, St. 24; Strand, Niagara Falls, 25; Earle, Phila., 31.

'Public Hero No. 1', Albuquerque, June 6.

'No More Ladies', Shea's Jamestown, N. Y., June 20.

'Flame Within', College, New Haven, May 23; Century, Baito, 24; State, New Orleans, 24; Midland, K. C., 25; State, Boston, 31; Fox, Wash., 31; State, St. L., 31; Boyd, Phila., June 17.

### RADIO

'Informers', Albee, Providence, May 24; Orph, Davenport, Ia., 31; Orph, Des M., 31.

'Strangers', Albee, S. L. t. e., Schenectady, June 4; Boston, Boston, 7; Temple, Rochester, 9.

'Chasing Yesterday', Proctor's, Troy, May 28; Orph, Des M., 31.

'Age of Indiscretion', Boston, Boston, May 24; Orph, Davenport, June 3; Orph, Sioux City, 12.

'Dog of Flanders', Orph, Davenport, May 27; Orph, Des M., 28.

### UNITED ARTISTS

'Let 'Em Have It', Pal, Rochester, May 24; Byrd, Richmond, 24; Riv. N. Y., 25; Great Lakes, Buff., 25; Stanton, Phila., June 11.

'Escape Me Neven', Music Hall, N. Y., May 23; Orph, Salt Lake City, 23; Warner, Memphis, 24; Met, Houston, 24; Keith's, Washington, 24; Par, Denver, 26.

'Les Miserables', Loew, Rochester, May 24; Warner, Milwaukee, 24; Loew's, Louisville, 24; Century, Mpls., 24.

### COLUMBIA

'Unknown Woman', Bijou, New Haven, June 3; Varisty, Lawrence, Kan., 31.

'After the Dance', Loew's, Hartford, June 15; Crown, Manchester, N. H., 23.

'Men of the Hour', Rialto, Phoenix, May 30; Cap, Dallas, June 18.

### PARAMOUNT

'Secoundrel', Boyd, Phila., May 24.

'Stolen Harmony', Stanley, Pittsburgh, May 24.

'Devil is Woman', Stanley, Baltimore, May 25.

'A Circuitous Life', Pal, Youngstown, May 30; Ohio, Columbus, May 31.

'Goin' to Town', Pal, Wash., May 31.

'Men of the Hour', Rialto, Loew's, Canton, 31; Loew's, Akron, 31.

### WARNER BROS.

'In Caliente', Met, Boston, June 1.

'Oil for Lamps of China', Stanley, Pitt, June 3; Met, Boston, 21.

## Inside Stuff—Pictures

Paramount production unit lensing 'Annopols Farewell' at U. S. Naval Academy, is using midshipmen exclusively as extras; 30 or 40 are daily excused from classes and permitted to strut before the camera. Midshipmen, too, keep their eyes on the camera, too many classes, Paramount is saving money, since academy rules will not permit midshipmen to accept pay for the work. Formerly, when pix were filmed at the academy, extras were recruited from among students at St. Johns College, also located in Annapolis. Paramount legit actor from New York didn't shape up well in uniform when he arrived to play a bit, and his hair cut was adjudged of a type not worn by naval men. Commander Oscar C. Bader, who administers the allegiance oath to the students, was looking on while the actor's hair was being cut for shoring and, since he handles the role in real life, Director Al Hall prevailed on him to step in and sub.

There is not a single theatre on Broadway available for trade showing of films or any other extra time showings. This was learned by Arthur Dent, g.m. of British International, when he began looking for a house last week. All the regular cinemas are occupied at the moment, he found out. W.P.'s Hollywood and Warner's only houses on the street, not at the moment showing films, are out of the running. Former was stripped of its sound equipment when Warners installed a legit there last fall. The theatre can't be reopened for films until its rewired, according to a ruling of the fire department. There are a few available left houses on side streets, but Dent has his doubts about their sound. Walter Reade's Atrium, seriously damaged last week, is being rehabilitated by the receivers, but not yet in feasible condition for use.

When Richard Arlen p.a.'d his own pic, 'Let 'Em Have It' at the St. Paul Paramount last week, he wound up his stage chatter—which was virtually all about Hollywood—by practically apologizing for the slicker. Pic was playing opposit to 'G-Men' at the across-the-street Orpheum. Arlen vouchsafed opinion that his opus was too long and draggy and could stand considerable scissoring, adding that it would be sent back to Hollywood in case of trimming. He was officially in for a general distribution. Kinda good-naturedly laughed off pic's defects by saying pic was brought in, unready, because, after all, St. Paul wanted a world premiere. Arlen visited in St. Paul, his home town, for three weeks, spotting his sojourn to coincide with golden wedding anniversary of his parents.

A new president for New York operators, Local 306, appears further in the distance as result of the membership vote on the continuance of the union under I.A.T.S.E. jurisdiction with its control in the hands of the I.A. v.p., Harland Holmden. This IA executive stepped in to assume change when Harry Sherman resigned more than a year ago and it was his name chosen as president. He was officially installed last week. Now, Holmden's report on the local, made during the past week, stated that there is \$100,000 in the 306 treasury.

Claiming that the United Artists release, 'Let 'Em Have It' on two engagements in the midwest was being advertised so as to deceive the public and confuse the picture with 'G-Men', Warner Bros. distributors of latter, have started injunction suits against the Palace, the Strand, and Palace, Theatre, Ill. WE alleges these houses were competing with 'G-Men' unfairly through advertising 'Let 'Em Have It' as depicting 'G-Men' in action, with the 'G' and 'Men' in bold type.

First run houses in Los Angeles went on a display advertising spree Thursday (15), with most of the deluxes going on a space buying orgy that spelled plenty of dough for the dailies. State-Chinese, inaugurating a day-and-night policy program, topped with 40 inches in all papers. Paramount went for 36, and RKO Hillstreet-Warner's Hollywood, also day-and-night (solo) increased regular Thursday space to 23 inches. Other first run situations trooped in for added lineage.

Bulling of Columbia Pictures stock on the N. Y. stock exchange in recent weeks had the backing of many prominent brokers. Forward news was based on expectation that the new motion picture buying in the issue was revealed when it became known that the head of a prominent brokerage firm had become interested in Columbia and its advancing trend. Broker is known as a near infallible picker in a bull market.

McCall's magazine gets its new motion picture reviewing department off to a had start. In the June issue now on the stands, mag has a review of Paramount's 'Paris in Spain' by William Boehrer, editor of the N. Y. World-Telegram. Picture just came out of the cutting rooms last week, is now going through the dubbing process, will not be ready for previewing for at least another week.

Loew's Theatres took advantage of the chain letter fad by hitting the N. Y. dailies Friday morning with a 'chain' advertisement. The 'ad' ballyhooed the State, Met and Paradise, urging readers of the copy to take cash to the Loew theatres for happiness. Advertising copy followed chain letter idea by stating 'read this letter and recite it to five friends.' Remainder of ad was routine.

Metro faces prospect of having to remake considerable footage on 'Mala', its South Sea picture, for which director, Richard Thorpe, took a troupe to Tahiti. Batch of exposed negative is reported spoiled from tropical moisture and humidity through failure to ship the batch back of the studio in hermetically sealed cans. Understood studio intends to make the new stuff in Hollywood.

While the new duPont cellophane film stock has not been perfected for use as positive, Pathe Exchange circles regard it as in shape for recording (negative film). Pathe owns 49% of duPont Film Manufacturing Co., which will distribute the new film. Estimates of the savings average range from 50 to 70%, first figure being conservative semi-official one.

Gregory Ratoff-Monty Banks' '18 Hours', being distributed in America by Paramount, has a United Artists release in Britain. UA couldn't find spot for the film in its U. S. schedule. Ratoff made it under the Pathe-Vogue label.

Producer-actor left for a Hollywood quickie over the weekend and is due to sail back to London around June 1 for another British film.

The clip in Universal News Weekly showing the execution of a Cuban rebel has aroused plenty of comment. There is a 'warning' title: 'If you refuse to look at this murder in the face, close your eyes.' Just before actual execution scene appears.

Monogram unwittingly beat the gun in having a yarn touching on the show chain letter in its propaganda in propaganda, titled 'Send Me a Million', is based on a mag yarn written several years ago by Bob Welch, production exec.

Max Steiner did the dramatic musical score on 'The Informer', the only non-Gaelic credit among 'John Ford and Victor McLaglen concerned in the picture.

'Curley Top', new Shirley Temple, will be final present season's line-up.

### Yesterday's Prices

Stock	High	Low	Close	Net
2,500 Col. Fin., 62½	61½	61¼	61¼	+
2,500 Loew, 41½	41	40¾	40¾	+
2,500 East, 102½	102	101¾	101¾	+
2,500 Fox A, 26½	26	25¾	25¾	+
2,500 Loew, 41½	41	40¾	40¾	+
2,500 Par-Pub, 31½	31	30¾	30¾	+
2,500 Radio, 6	5	5	5	+
2,500 Radio, 51½	51	50¾	50¾	+
2,500 RKO, 31½	31	30¾	30¾	+
2,500 W. B., 66½	66	65¾	65¾	+
2,500 G. T. E.	62	61	61	+
4,800 Tech., 21	20	20	20	+
200 Trone-A, 25	24	24	24	+

\* New 1935 high.

Pix voting trust certificates, which are traded in on the big board, This issue registered a peak at 63½, sporting a gain of 11½ points at the close.

Other stocks to make new highs and the net gains for the week were Fox A at 14½, an advance of 2½ points; General Electric, at 26, up three-eighths; Loew's common, at 41½, a gain of seven-eighths; Radio Preferred B, up 4½, up 10½.

Radio-Keith-Orpheum 6½, which rose to a new peak at 41, up 8½ points net on the week, and Warner Bros. preferred, up 17.

## GTE Revamping Near, Only Common Stock Being Issued

Advance reports about reorganization plan for General Theatres Equipment company, presently in receivership, imply that the common stock of no par value will be the only class of security issued by the company. All common stock holders of GTE will have the right to participate in the issue. Plan is expected to be formally offered in the near future in Wilmington, Del., within two weeks.

Present debenture holders of GTE stock, set, for every \$100 of common plus right to purchase six additional shares of the new common at around \$10 per share. It also is indicated that holders of GTE preferred will get the right to purchase 1½% of the new common for every 10 shares of preferred held presently, at around the \$10 figure. Common shareholders, it is figured, will have the right to buy one share of new for every 20 shares of old common.

Common Bank, it is understood, shares equally with the debenture holders on the bank's cash loan claim against GTE. Chase's claim against the company is expected to be paid from \$200,000, which was loaned from \$200,000 to \$150,000. New name of the company and identity of officers are not revealed.

### N. Y. to L. A.

Edna Schley, Five Maxellies, Myron Selznick, David O. Selznick, Marguerite Daw, Jack Conway, S. N. Behrman, Mark Hanna, Gregory Ratoff, Harry d'Arrest, Fay Wray, Major Albert Warner, Olga Petrova, Elsa Laastogel, Frances Arma, Mrs. Ted Lewis, Bob Taplinger, Benny Venuta, Harry Cohn, Noah Beery, Jr.

### L. A. to N. Y.

Benny Venuta, Bob Taplinger, Lou Lusty, Sandra Braun, Olga Petrova, Frank Borzage, Robert Montgomery, Billie Burke, Edmund Gordon, Richard Rossin, Spryng Skouras, Gregory Saunders, Ralph Kohn, Delmar Davies, J. H. Seldman, Charles Koller, Jack Moss.

## Par Extends Op. Deals 3 Months; 100% New Terms to Occur After Reorg.

Paramount's trustees have approved the extension for three additional months, all existing theatre operating partnership agreements which were to expire on June 28. These operating agreements, as amended, were to expire on Sept. 28. After reorganization of Par, the company's management itself will be enabled to handle negotiations on such partnership contracts. This seems to be the purpose of the trustees in granting an extension of the deals.

Paramount's reorganization headaches for the most part are set to be cleared around June 3. Because the partnership agreements were expiring originally shortly afterwards there was the danger that considerable confusion might result with these theatre operating contracts washing up all together on June 28. It cost Paramount around \$70,000,000 to develop and build up this chain of more than 1,000 theatres in the U. S. Nevertheless when receivership struck at Paramount and when

bankruptcy occurred later, in 1933, the attitude of Par's insiders, as known at the time, was to dump Par's theatre chain completely, or, at least, to make the company uncertain about keeping its theatres.

Knowledge of this attitude around the country caused many in the trade to grab for some of Par's houses. About this time S. A. Lynch happened into the Paramount picture, but because he was a creditor of the company and other reasons.

Lynch had to figure whether decentralization was best for the Par houses or not. He figured out a new kind of decentralization. He selected the best theatre operating manager possible and permitted these to buy an operating or partnership interest in various groups of Par's theatres. A circuit like Public Enterprises, on which Par may pay \$200,000, and which the company was about ready to give for a third, relatively, shortly after receivership, under the setup arranged by Lynch has netted more than \$2,000,000 as Par's half last year, according to accounts.









Abnormally cool weather for May is holding up grosses exceptionally well, resulting in close competition for three of week's best pictures. Guy Lombardo's name on Balcony's

## England's Theatre Building Boom But at Depress Prices Says Dent

Theatres are going up throughout England and all majors are grabbing up cinema space wherever available. But, in spite of the American lesson in what a headache theatre building can be, it is a healthy move in England, says Arthur Dent, general manager of British International.

Dent is now in New York with his company's current season product looking to make some distribution deals. He expects to remain about a month or so.

"The difference in the American building rage of a few years ago and the British building rage of today," Dent explains, "is an economic one. America put up theatres by the score in boom times; we're doing it in London today on a depression basis. In other words, the Americans spent any amount of money when money was cheap. And we're buying up bargains."

"Any result, it may feel, is a bit of oversteering in London, but through the rest of England it won't hurt. What it will do, he thinks, is to push some independent smalls to the wall, but he thinks that may be for the best in the long run because the new theatres are being made according to modern principles and will simply show out of the way the old fashioned theatres of which England still has a profusion."

"And we're putting them up," he points out, "at a cost of about one-third of what we could have had to pay a few years ago."

Primarily, however, Dent is interested in distribution and not exhibition. His company's participants from both abroad and has the biggest theatre chain in Britain.

Dent on Block Booking  
Restriction against block booking, says Dent, is the answer to the rise in quality of British pictures.

"Any British exhibitor can see all of his pictures before he plays them," Dent points out, "and the smallest of the exhibitors can turn down anything he doesn't like. That is according to British law and it has done loads of good."

"As a distributor, we are one of those to squawk at bill at first, but we have found that it's a good thing. It has not only pushed up quality in films, making the British competitors in the world market for the first time, but it has even boosted rentals. Even if we do have to put an occasional picture in the shelf, or something like it, because it isn't good enough, we're better off."

"The point simply is that if exhibitors are allowed to pick and choose, they have to pay more for what they pick. It's automatic. A 40% rental arrangement, for instance, in England, is frequent, and six pictures can get even more. Whereas in the U.S., as you know, with block booking the rule, such terms are rather the exception."

### Borzone Aest Setting Stage for Middy Pic

Hollywood, May 21.  
Frank Borzone pulled out with a camera crew Saturday (18) to Minneapolis to get the stage for Warner's 'Anchors Aweigh.' Cast with Dick Powell and Ruby Keeler in top billing comes on later.

With Powell at the Naval Academy, CBS Hollywood Hotel show will emanate from there.

Borzone checks in at Paramount to direct Marlene Dietrich in 'The Pearl Necklace' after 'Anchors' is out of the way.

### Tuffer Sp. Censorship

Barcelona, May 19.  
Censorship of films for children has been established in Barcelona and in the whole of the Catalan region by a decree of the Governor General. Cinema Committee of the regional government hereafter will pass upon all films before their projection, to determine whether they are fit for children. They will then be classified as 'authorized' or 'non authorized.' Exhibitors must inform the public by both lobby notices and in their press ads what the films fall in.

### Flotsam

Hollywood, May 21.  
Though Fox's 'The Farmer Takes a Wife' washed up last week, it will take the prop department three weeks to check out the properties.

Unusual locale and period of the canal year necessitated building practically all props.

### Unions Insisting On 2 Stage Hands In Syracuse Row

Syracuse, N. Y., May 21.

Inability to agree upon the number of stage hands to be employed at the Empire and Rivoli theatres today stood as a barrier to the settlement of the labor dispute between the Piter Intesters, operating the two houses, and Local 376, Motion Picture Machine Operators Union, and Local 8, International Alliance of Theatrical Stage Employees.

Unions are holding firm for two stage hands at each house, while the Piter Intesters are willing to put on a single man. The Rivoli plays films only, but the Empire, in addition to amateur programs, periodically supplements its film programs with vaudeville. Stage shows were re-instituted this week.

Dispute, which found its way into court when the theatre corporation sought an injunction to restrain the striking employees from alleged unlawful picketing, may go to arbitration, with the name of Bishop John A. Duffy of the Syracuse Catholic Archdiocese, as mediator.

William Gaffney, first assistant motion picture code authority administrator, came here from Washington to effect a settlement.

It is understood Gaffney's recommendations, while acceptable to the unions, were turned down by the two unions.

Supreme Court Justice Frank J. Cregg named Lt. Earl Hibbee as a special referee in the union proceedings, but thus far no hearings have been held.

### SETBACK FOR ERPI IN INFRINGING SUIT

Minneapolis, May 21.

Western Electric and ERPI received a setback in their patent infringement suit against the Radio Supply, Inc., here when Judge G. H. Nordbye in federal district court, according to the plea of Benedict Deland, refused to issue a temporary injunction restraining Cinema Supplies from manufacturing amplifiers, sound heads and speakers which ERPI claims infringe on its patents.

Court, however, refused Cinema Supplies to post a \$3,000 bond as security for any damages which ERPI may sustain in case it finally is determined that infringements actually occurred.

### Hold Byrd Stuff

Paramount has not decided what to do with the film shot by its newsreel cameraman (Hermann and Peterson) on the Byrd expedition to the South Pole, but did refuse a temporary injunction restraining Cinema Supplies from manufacturing amplifiers, sound heads and speakers which ERPI claims infringe on its patents.

About 130,000 feet of film was brought back from the expedition. The cameramen who took it out it in November seven and eight miles on the Coast on the first rough cut. It will be brought to New York shortly.

### Buck Jones Feature

Hollywood, May 21.  
Buck Jones expects to start his 'Outlawed Guns' for Universal before the end of the month, his current eplifanger, 'Roaring West,' being scheduled to finish this week. 'Guns' is being scripted by Jack Neville for Ray Taylor's direction.

### Arthur Mayer May Take B'way Astor from R'c'vrs

The storm-struck Astor, N. Y., interior of which was virtually demolished prior to possession by rent receivers of the City Investment Co., may be leased to Arthur Mayer. Receivers of the Astor are planning to repair the damage and will operate it themselves if not accepted a leasing arrangement.

Seymour A. Kotler, attorneys for the receivers, have not reached an estimate of the damage nearer than the \$60,000 originally figured but that it will run high is unquestioned. The switchboard alone runs at least \$5,000, while the demolished screen and equipment will add up another \$5,000. New C. recording equipment had been put in at a cost of \$3,000 recently, and this was also wrecked, in addition to all the floor, rug, rug, drapes, etc., walls, ceilings, chandeliers, etc.

Investigation with respect to the vandalism is continuing but no action taken to date.

Receivers cannot estimate how long it will take to put the theatre back into shape for operation. Big sign over the house has been rented for the Baer-Braddock fight.

The new Rialto, which Mayer has taken on a 20-year lease, will be ready around Oct. 1. Mayer's present time being a free agent. A few months ago he was virtually closed with Walter Reed on assuming operation of the Rialto, but after killing the deal, Rialto will be razed in three more weeks and new building started. He has a 20-year lease on the new 700-seater. Old Rialto was 2,000 seats.

### Treasury Taxes Reveal March in Big B. O. Slump

Washington, May 21.

Slump in box-office business during March is revealed today (21) by Treasury tax collections during April. Admish levy yield for first six months of 1934-35 was \$2,835,956 previous month and \$2,835,956 same month last year.

### STOP OVERSEATING

Minneapolis Council Refuses New Theatre Permit

Minneapolis, May 21.

City council license committee here has gone on record to the effect that oversteering any section of the city is sufficient grounds for the denial of a permit to construct a new theatre in that district. After Theodore Hays, Public official, had argued that the neighborhood territory served by two public theatres and two independent houses already is oversteered, the committee voted to deny a permit to Joseph C. Eikes for a new theatre.

### Metro Crew Shooting Briefings in the East

Hollywood, May 21.

Metro will make a group of shorts in the east, dispatching Richard Rossen and cameramen to the locale. First briefs will be made on the grounds of Virginia Military Institute at Lexington, Va. Next long points are Lexington, Ky., and Goshen, N. Y., where the trotters and pacers will be muscled.

Third stop is Morristown, N. Y., for a short on training ponies.

### Berry, Jr., Lights, Flits

Noah Berry, Jr., arrived by boat from England yesterday (Tuesday) for a 2 o'clock departure at 4:15 p. m. he was aboard a plane for Hollywood, scheduled to arrive there this morning.

Child star is Morristown, N. Y., for a short on training ponies.

## RFC Loan to Roxy, N. Y., May Carry Strings with It on Theatre Mgmt

### Harvest Days

Hollywood, May 21.

Metro's 'Albion' On the Boardwalk (18) while Director Frank Lloyd looked over all the footage of the film made so far.

After okaying the scenes, actors were allowed to shave their beards which they have worn for six weeks.

### N. Y. Par's Summer Price Cuts in Lieu Of Stage Shows

In an effort to push through the major portion of the summer without putting in cheap stage shows, the Paramount, N. Y., has decided to shave its nut to around \$15.00 and reduce admission prices under a policy of straight film. Pitt, orchestra and Reginald Ford, organizer, are dropped today (Wednesday), when new low scale becomes effective.

Experimenting last week with a 25c morning price, a drop of 10c, house extends this low levy up to 1 p. m. to include Saturdays, Sundays and holidays. Admission scale of 40c mats and 70c evenings will prevail weekdays. Instead of 50c and 80c while instead of getting 60c and 90c Saturdays-Sundays-holidays, the new prices will be 50c matinees and 80c evenings. Former morning price was 35c weekdays, 40c on week-ends.

Nut of the Par has been averaging \$20,000, including an ad budget of \$7,000 which is being reduced to \$5,000. The new price will average of \$4,000 for new pictures and less for holdovers. Operators of the Par has it figured out that if the New West picture is forced five weeks and two weeks are gotten out of the coming Raft film, 'Glass Key' house with a couple other summer releases can give the distribution department disavowed a lost stage show for the summer, with drop also a discount on ground this would cheapen the product.

It is expected that the house will get back into the new season's stride, with old admission scale of 80c and 90c top back, with arrival of 'Glass Key' this, it is believed will be ready Aug. 1 or a little earlier.

### MAY ROBSON TOPPER IN U'S THREE KIDS'

Hollywood, May 21.

'Three Kids and a Queen' will be Ben Verschler's first production for Universal. Barry Trivers has been engaged by Verschler to write the screen play. May Robson, borrowed from Metro, will be starred.

### Must Service Bank Niter, Court Orders Exchange

Cedar Rapids, Ia., May 21.

Federal Judge C. A. Dewey has issued a temporary injunction against the grievance board of the film code, restraining them from issuing 'cease and desist' orders against the Midwest Film Distributors of K. C.

Dan Thornburg's bank note issued in Marshfield, Wis., ordered not to be serviced but to the court overruled it.

### CLINE ON 'QUEST'

Timothy's Quest is to be the first Edward Cline picture under director's new production setup with John Barrymore. 'Quest' is the Douglas Wiggin classic.

Estelle Schrott's Spot

Estelle Schrott has been appointed publicity director for Gaumont-British, under A. P. Waxman replacing Arline de Haas, resigned. Miss Schrott previously handled fan mails and edited the G-B house organ.

Washington, May 21.

In granting a loan to the bondholders' committee, as representative of the bondholders of the Roxy theatre, New York, for the reorganization of that house under Sec. 77B, of the new Corporate Bankruptcy Act, it is logical to presume that the Reconstruction Finance Commission may condition that the future management of the Roxy theatre shall have the prior approval of the RFC.

Also, another condition may be that the RFC shall have a first mortgage on the property. It is presumed that such probable conditions are known to the bondholders' committee of the Roxy theatre and are acceptable to that body. The loan which may be granted is around \$500,000 there is no definite advice on this point.

Attorney Carlos Israel, of the New York law firm of White & Case, is counsel to the bondholders' committee. Sydney S. Cohen, now associated with Fanchon & Marco, in the operation of the Roxy, is a motion picture lawyer. The current proceedings regarding an RFC loan. Whether Cohen represents others besides himself is not known.

The matter has not been recurring for a couple of weeks or more, but was hatched because the theatre is not adverse to removing its property reposes in the trustee, Howard S. Cullman, appointed by the court. Last week, Federal Judge Francis Caffery made an order in the order permitting Cullman to make application for the sought for loan.

Indications are that Cullman is not adverse to removing its property management of the theatre, in the future. However, any conclusions presently made as to the property management of the property is most premature because of conditions surrounding the Roxy theatre.

Nor is it definite whether Fanchon & Marco shall remain in control of operation following reorganization. Should the bondholders' committee receive a loan from the RFC, this body may have its own ideas about management. Presently, F. & M. not only receives compensation for producing and booking the shows at the Roxy, but additionally receives a percentage of the box office receipts.

Operating the theatre under the trustee. The F. & M.-Cohen percentage obtained for operating the house, through a subsidiary company, is placed at an estimated 3% of the gross, during profitable weeks only. Formerly this percentage was 5%.

The F. & M. income is figured at around \$35,000 annually from this spot, and a side sum probably being had by Lyndee Cohen. This over and above the \$100,000 cost of the house and above whatever fees Cullman, as trustee, may be receiving presently.

### Dubinsky Drugstore Link in K. C. Puts Gift Bug in Luxers

Kansas City, May 21.

Although many suburban picture houses have been giving away everything from crockery to coin for some time, downtown Kansas City has mailed out of the giveaway until this week.

Dubinsky Bros. which operate the Liberty theatre a couple of doors from the Newman on the main drag, and the Regent, in the neighborhood of the Tower, have set-up on a big and elaborate promotion. With a 15c ticket purchased with a nickel in trade at any of the drug stores is given, and with a 20c ticket purchased at the Liberty a ticket good for a trade dime is given.

John Dubinsky, who has been known to have started something, and indications are that some of the other downtown theatres may retaliate.

### JOHNSON BOWS OUT OF FOX

Hollywood, May 21.

Under contract to Fox for a year, Walter Johnson has decided to part with that organization on a protest that he was not being given adequate parts.

Johnson was last in 'Ginger' 'Scandal' at Fox.





KATHARINE

CHARLES

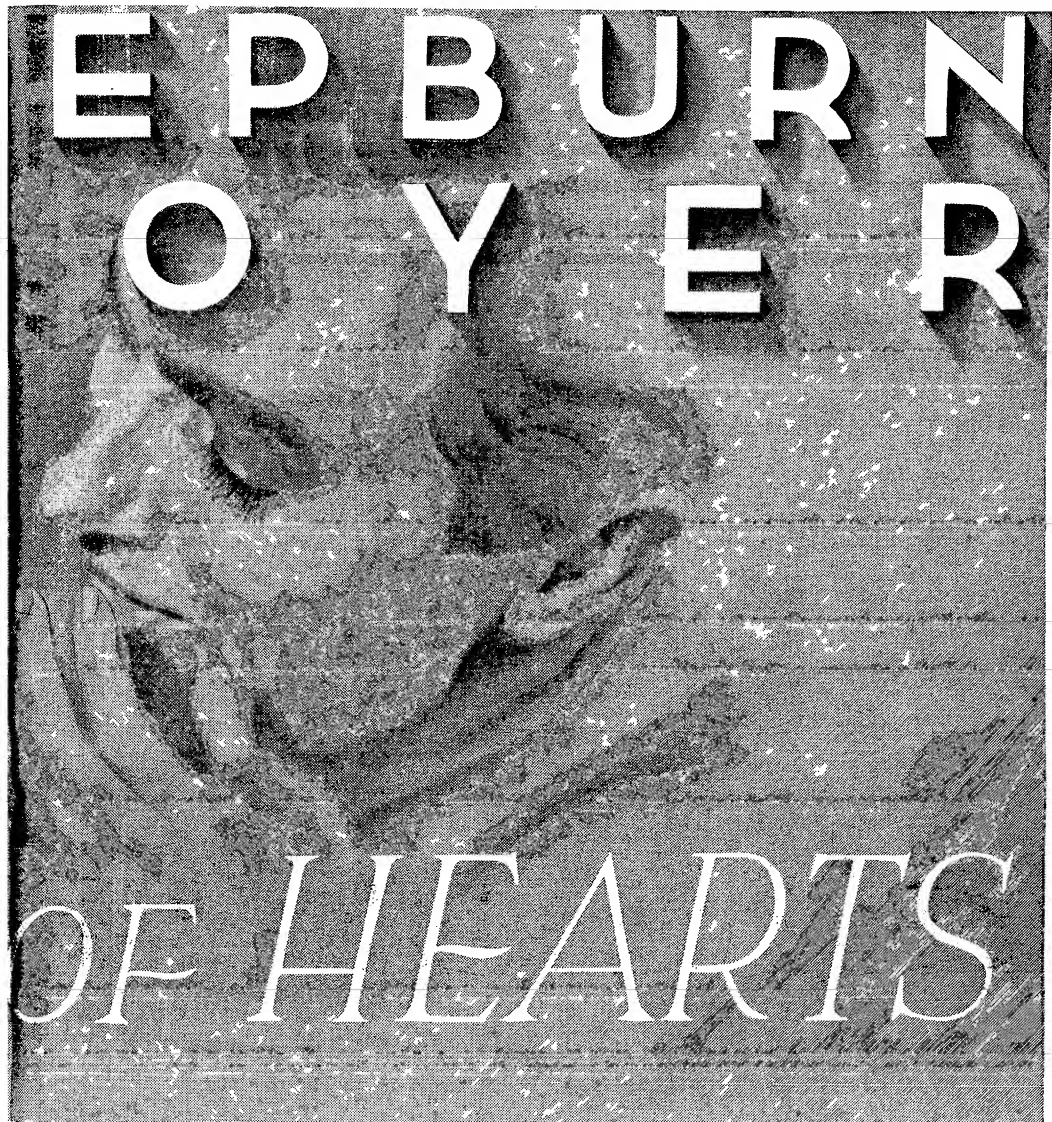
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BREAK

A LOVE STORY..TOLD

with JOHN BEAL . . . JEAN HERSHOLT

Directed by Philip Moeller . . . Jane Loring,  
Asso. Director Pandro S. Berman Production  
RKO RADIO PICTURE



## **IN BOX-OFFICE LANGUAGE!**

**HEPBURN** *aflame! . . amazing! . . glorious!*  
*..A 1935 heroine.. gorgeously gowned by the*  
*fashion wizard of "Roberta"!* **BOYER!** *..*  
*The new heart thrill for women! Masculine*  
*..magnetic..romantic dynamite!.. Together*  
*in the surging drama of a love as sweeping*  
*as the tides of human emotion!*

# POSITIV-E-L-Y COMICOLOSSAL!

*"This should wow 'em," yells Motion Picture Daily . . . as Hollywood Reporter chimes in with, "Wheeler and Woolsey have their funniest" . . . and Daily Variety adds, "It's loaded with laughs and punch!" . . . The laughing-gas-balloonatics loose in Tin Pan Alley . . . all mixed up on a merry-go-round of murder, music, mystery and madness. . . Booping the boops with nightsticks and slapsticks in a murder mystery as fast and fascinating as it is funny!*



BERT  
**WHEELER**

ROBT  
**WOOLSEY**



# The NIT WITS

with

**FRED KEATING  
BETTY GRABLE  
EVELYN BRENT  
ERIK RHODES**

**"MUSIC IN MY HEART"**

by DOROTHY FIELDS & JIMMY McHUGH

DIRECTED BY GEORGE STEVENS

**RKO RADIO PICTURE**

## FRENCH GOVT HOLDS ON TO G.F.F.A.

Paris, May 12. Now definitely decided that the government will retain its grip on the French film industry, in order to try and get back part of the \$200,000,000 or so it has sunk into the policy of film control.

General lines of the coming reorganization were announced at a meeting of the cinema subcommittee of the Finance Commission of the Chamber of Deputies. Company's liabilities will be reduced by a flat 40%, and a new corporation will be formed to take over the assets, with the government holding the majority, or at least preponderant place on the board of directors.

Who will be allowed to put his money in and sit with the government in the management of the new concern is not yet announced, but it is understood that the Charles F. Gasquet-Thompson Huston group still has a chance. Cannot, not the parliamentary committee, but the final say in this.

General reorganization of film business in France is the aim of the subcommittee's program. Deputy Maurice Petesch is drawing up a report on this subject, which will be submitted May 24. Debate on the Gaumont affair will continue at same time.

## FIRING A FRENCHMAN NO CINCH, PAR LEARNS

Paris, May 12. Paramount has a lesson on its hands as a result of the departure of S. R. Sotio, who has been managing Paris's French branch since last October.

A. J. Richard, after arriving here from N. Y., sent for Sotio to come and see him at the Ritz and told him he'd be assigned editor in New York in the future, instead of the big boss in Paris. Barring in mind the fact that Sotio left France, you get an indemnity, but if you're fired in America you're just out. Sotio said he'd sooner stay right here.

When he went back to his office at the Joinville studio he found the door locked, he says. He got a cop to officially witness that he tried to go to work, but couldn't, so as to contest any contention by Par that he quit.

Par offered Sotio three months' pay and a ticket to New York as compensation for losing his job, but Sotio is holding out for a year's salary, which he says he ought to get because he's been with the reel here since it started in 1927.

## Koenig Resigns

Paris, May 12. Resignation of Ernest Koenig, for three years Paris sales manager for Warner Bros., is being treated as a shakeup in that organization here.

Koenig is replaced by Albert Salinger, who, under Koenig's supervision, manages the agency for Paris, Algiers and Cairo offices. J. Salberg is upped to head the Lyons, Marseilles, Bordeaux and Algiers agencies as regional director.

Koenig will go to Switzerland for a rest and then sail for New York, where he expects to return to the Continent, where he has worked for 14 years.

## London O.K.'s West Pic

London, May 21. Mac West's new picture, "Going to Town" (Par), has passed the censor here with only three minor deletions.

This is the best showing a West pic has had here yet.

## Teopitz's Schumann Pic

London, May 12. Ludovico Teopitz's plans for a Beethoven picture are falling through. Company, instead, is turning to Schumann for inspiration and is getting particularly hot up about a drama, "Spring Symphony," by Italian actress, Mrs. Erika de Veraldi, who writes under the name of Nella Nagra.

Topicality angle on film is Schumann's forthcoming 125th birth anniversary.

## NEW MELNITZ PIC CO. FOR FRANCO-GERMANS

Paris, May 12. French corporation called Societe Anonyme des Films Ambassadeurs has been formed by Curtis Melnitz and some associates to produce films simultaneously in French and German for distribution by United Artists in France and Bavaria Films in Central Europe. First picture will be "White Horse Tavern."

Melnitz, an old timer with United Artists, will be president of the new firm. In the new company he is aided by Paul Schiller, who started in Paris as a writer at the Paramount-Joinville Studio, and Gerhard Strauss, who was formerly Schiller's assistant and since then has been producing on his own.

## DUCE TIGHTENS ANTI-FOREIGN LAWS

Rome, May 10. A new bill designed to spur native film producers to increased production and elevating their product to a par with importations has been passed by the Cabinet Council. New legislation, as other recent enacted laws, reacts unfavorably on foreign product.

Regulation that formerly obligated exhibitors in age and second run houses of larger municipalities to present at least one nationally produced film to every three outsiders, has been extended to cover all film houses throughout the country.

Another clause in the newly enacted law stipulates that rental conditions in contracts shall not be discriminating or unfavorable to native films. Also that theatres must contract for their Italian and foreign product under entirely separate agreements.

## BAVARIA'S ADDED COIN FOR 'VARIETY' REMAKE

Paris, May 12. Production of sound version of "Variety" in French and German by Emil Franzas here, was halted by lack of cash until Bavaria Films, which is distributing the German version, stepped in with a new bankroll.

Franzas had previously asked Pat Natana for help. The French firm, which is taking the French version, said all it could afford to contribute right now was its studio.

Production Manager Lubitz of Bavaria has come to Paris to take his film. Film has been beset by a run of hard luck, beginning with injury of Annabella, star of the French version, by bear. Has been in the studio 60 days already and isn't finished yet.

## ALL'S QUIET

No Statement From P-N on Bernard Natana's Indictment

Paris, May 12. Indictment of Bernard Natana, big chief of French cinema, on the charge of violating laws regarding management of cinemas, has been met with complete silence on the part of the Pathe-Natana firm.

Only newspaper to carry the story was Leon Bailly's *Le Jour*, which has been running a campaign against Natana for months. *Le Jour*, before starting its campaign, refused Pathe advertising, which has been heavy in other journals. Since the indictment, *Le Jour* has been clamoring for Natana's arrest, but authorities don't think it's necessary.

Indictment is the first point won by stockholder Robert Dierler in a long legal battle to oust Natana from the leadership of his company.

## FOX AUSSIE CHIEF HERE

Hollywood, May 21. S. S. Cric, managing director of Fox Film in Australia, arrived Saturday (18).

Sticking around the studio for awhile, then to New York for conference with Clayton Shelton, Fox foreign chief.

## 150 Present at Par's Convention in Paris

Paris, May 12. First international convention of Paramount salesmen since the reorganization went through has started here under the chairmanship of John W. Hicks, Jr., vice-president of Paramount International.

Some 150 film peddlers from all parts of Europe are attending. Paramount branches represented include those in Germany, Austria, Czechoslovakia, Poland, the Baltic States, Switzerland, Spain, Italy, Holland, Serbia and Great Britain.

First day's palaver was devoted to general get-together and discussion of policy, after which a dinner at Pre Catalan in the Bois de Boulogne. Today the boys are seeing copies of films they'll have to peddle and tomorrow will be devoted to the special convention of the French organization. Most of the foreign visitors will stay on a few days to see the town.

French Paramount is all pepped up over the evening when it counts to consolidate, in the public eye, its position in France. During the past year or so, Par here has been distinctly on the upgrade, and during recent months it has leaped into a top place not only among the American firms operating in France but also in the French industry as a whole.

Its French production program, consisting of eight films, rates it as the biggest producer in France today, although, as a matter of fact, Par is not making a single picture there but is farming them out to independents.

## PAR TAKES 2 SHOWCASES IN FRANCE

Paris, May 12. A step forward in direct release of Radio Vitaphone films in France has been taken by acquisition of two showcases by the firm in the south of France—the Edouard VII in Nice and the Star in Marseilles. Both houses will show original English versions, booked directly from Radio's Paris exchange.

Distribution of dubbed versions of Radio pictures by the French RCA subsidiary, Caramont, is also in getting under way. French concern has the right to pick films for dubbing and also to make second and subsequent run distribution of some English language pic, but it hasn't been in the film business before and is not yet getting organized. First dubbed releases are probably before next season, and meanwhile the French concern is confining itself to distributing "Gay Divorcee" and "Cucuracha" in English.

Radio office here, in view of the current slump in grosses, is holding big films such as "Roberta" for later release, when things pick up. "Star of the East" is expected here in a few days, and it's not decided yet whether this will be released directly or through French Radio Cinema.

## FILM OF NORMANDIE ON WAY OVER HERE

Paris, May 12. A film containing the first shots ever to be taken of the French Line's mail ship, *Normandie*, is scheduled to reach New York May 26, about a week before the ship herself will be in on her maiden voyage.

Pic is an educational made by J. C. Bernard, titled "Villes Flottantes" ("Floating Cities"). More than 5,000 feet of it have already been made on the 16-day trip, by aerial panorama of his shots of this ship from a small boat in a fog off Newfoundland.

For his Normandie pictures, which will complete the film, Bernard is to accompany the ship on her last trip, by aerial panorama of the French Line. He'll shoot her from all angles, including shots from the top of the funnel on the deck, and interiors of the public rooms.

## Much Ado at Berlin's Film Congress But Not an Awful Lot's Accomplished

### French Film Commish Headed by Huysmans

Paris, May 12. Georges Huysmans, director general of the Arts department, replaces Roger Pigiera of the Commerce Department as head of the international film commission of the French Government.

Change is not welcomed by Americans here, as taking leadership in quota and similar discussions out of the friendly Commerce Ministry into the hostile Beaux Arts group. Huysmans is known for favoring high protectionism for home films.

## MEXICO'S TAXES ON PIX WILL STAND

Mexico City, May 21. Becauseouxcution here as the government has made absolute its stand that all film producers and distributors, native or foreign, must pay their taxes pending investigation of claims that they are too stiff. Four of the most important looms were visited by government collectors who grabbed all the furniture, typewriters and other liftable property in lieu of payment. No Americans involved this time, although the Mexican government did the same thing to Rind Pictures' local office about six months ago, later changing its mind and returning everything.

Leaves being held about are from 5% to 15% of gross proceeds and have been the bone of contention for some time. Last year the American companies got a promise from the then president of Mexico for a reduction. This was promised to Joseph M. Haysman personally. But before it could go through, a new government came in. Then the American companies got a promise from the new president to get action and decided to move out of Mexico en masse. Just before actually doing so, current government's Caramont, saying the last year's taxes were paid up, government would make a complete review of the matter and take some action. This the Yanks agreed on and paid out accordingly.

But the natives have been holding out, figuring that they are exempt to the rule since the coin coming from taxes is intended for the benefit of the state. Tax collectors say nothing doing, everyone must pay and pay pronto, with the resultant hubbub accumulating.

## 1ST NEWSREEL LIBEL SUIT LOST IN FRANCE

Paris, May 12. Newsreelers outraged in France who have to keep their eyes out for libel as a result of a decision issued by the Dijon police court May 4, sentencing France Actualites to a \$15 fine and \$20 damages for taking a picture of the private hospital of Dr. Pfeiffer in Dijon in connection with the story of the murder or suicide of Judge Prince in February, 1934.

Name of Pfeiffer had been mentioned in connection with discovery of the body nearly two years ago, which was one of the most sensational developments of the Stavisky case. Newsreelers shot the clinic, and showed it.

Pfeiffer contended his professional reputation had been injured, and would a libel suit, asking \$25,000. This is the first time a reel had been sued on the basis of laws supposed to apply to the press. No titles or credits were shown, but the doctor, who the suit was based on photographs only.

Court ruled that film, for purposes of law, is strictly comparable to newspapers. Amount of award is small because of apparent good faith of the film, but legal principle remains, nevertheless.

Berlin, May 12. Move to organize an International Film Chamber of Commerce, to the together, permanently the motion picture industry of all nations, is the chief result of the International Film Congress, which was held here.

Resolution for the C. of C. was proposed by the Germans and caused commotion among the other delegations because, in its original form, it provided that the German filmers who organized the Berlin congress be authorized to name temporary officers for the Chamber and run it on a provisional basis until the next Congress.

This scared the French, and Raymond Lussiez, French chief, and delegates, said he had no authority to vote any such thing. Italians came to the rescue and prevented a squabble by proposing that the Congress adopt the theory of an International Chamber and that the work of organizing it be done, not by the Germans alone, but by the representatives of each country which has all three branches of the industry: producers, distributors, and exhibitors. This was agreed.

International tension also role in the Congress during the debate on a report about "cultural films." Italians proposed that the Congress follow the example of the International Institute at Rome and call these films "educational" instead of "cultural." This harmless change aroused the Nazi ire, and Dr. Schaeuermann, president of the Congress, said that wouldn't do at all. He urged the Rome Institute was an offshoot of the League of Nations, and since Germany had to belong to the League she wouldn't be bound by the institute's actions, even when only regarding words.

So another committee was named to consider it. Whole business didn't mean much, anyway, as most of the world's film makers bowed out before opening of the congress. Only important countries being officially present were Germany, France and Italy.

## UA'S RECORD BIZ IN LOND, PARIS

London, May 12. A record for West End pre-release has been set by the United Artists this week. Has five pictures being shown simultaneously: "The Sign of the Cross" (UA), "Wedding Night" (UA), "The Sign of the Cross" (UA), "The Sign of the Cross" (UA), "The Sign of the Cross" (UA).

Pictures are "Sanders of the River" (Korda), "Leicester Square" (Korda), "The Sign of the Cross" (UA), "The Sign of the Cross" (UA), "The Sign of the Cross" (UA).

Small advertisement for the "Wedding Night" picture, which is running an entire Wait Disney program.

Paris, May 12. United Artists, after a long lull here, is at last getting a flock of pictures to show in the West End. Opened "Clive of India" at the Petit Parisien's Champs Elysees cinema; is inaugurating the new Balzac on the period picture "The Sign of the Cross" (UA), "The Sign of the Cross" (UA), "The Sign of the Cross" (UA).

Latter film is confidently expected to hold at the showcase all summer and then probably go to the Gaumont theatres, including the Rex.

## French Show Biz

Paris, May 12. Fact that show biz is not quite as sick in Paris as it is made out is indicated by treasury report for January, February and March, 1935, which shows that taxes on theatres for the period total \$132,000. This is only \$150,000 less than had been foreseen in the budget estimates of the Government. Interacted in the show biz report for January. If taxes were cut just a little bit the increase of business would be such that the Government's tax would be larger yield.



## WOMAN IN THE DARK

## WOMAN IN THE DARK

Select production and RKO release. Features Fay Wray and Ralph Bellamy. Directed by Phil Rosen; associate producer, Phil Rosen. Based on the novel by Hammett; screen play by Sada Cowan; additional dialog by Marcy Klauber and Charles Williams; camera, Joseph Ruttenberg. Released on 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, as half double bill. Running time, 75 mins.

Louise	.....	Fay Wray
Ray	.....	Ralph Bellamy
Robert	.....	Melvin Douglas
Tommy	.....	Roscoe Ates
Conroy	.....	Red Brown, Jr.
.....	.....	Rudolph
Helen	.....	Nell O'Day
Sheriff	.....	varnville Bates

Obviously not Dashiell Hammett's best story, but well chosen cast makes the most of it. Result is a notch or two above dual-bill fare. Fact that Fay Wray and Ralph Bellamy turn in neat performances probably has much to do with its pleasing flavor.

Produced by Prof. Pavlov at the Academy of Medicine and Science in Leningrad, U.S.S.R., 'Mechanics of the Brain,' as the title implies, is a scientific film, not a screen entertainment. It's a laboratory biological subject and its experimental work on frogs, dogs, chimps, etc., with more than a visual suggestion of vivisection at the altar of science, automatically limits it for anything but the scientific labs.

'**Woman in the Dark**' (RKO). Typical Dashiell Hammett story with excellent cast headed by Fay Wray and Ralph Bellamy. Marquee weakness only thing that may keep it out of single-feature houses.

'**The Curtain Falls**' (Chesterfield). Henrietta Crossman in comedy-drama good for better duals.

'Mechanics of the Brain' (Amkino). Dull, scientific reel, not for audience interest.

'The Cyclone Ranger' (Spectrum). Horse opera for the kiddies and some dualers. Bill Cody riding.

"Ritz" gives William Gargan a chance to unlimber again his glib, gaudy characterization. Fired from his job at the Ritz-Carlton, Gargan assures Rhodes, brother, but warden, spot into engaging Eric Rhodes, his girl friend's brother, as master chef. Rhodes is cracked on the idea, but Gargan, who is a little more of a dish, but even before the latter can take charge of the hotel's cuisine, Gargan discovers that the lad is no more than a kitchen boy, a little walking disciple of acute indignation. Gargan resigns himself to calamity when he hears that the bankers' convention will see him off for good, but that Rh Rhodes takes over the kitchen, but the situation straightens itself out perfectly with the entry of Rh Rhodes. The real cooking was in the real cooking genius of the family.

Chesterfield production and release. Features Charles Starrett, Robert Warwick, Edward Van Sloan, Marion Shilling, Doris Lloyd and Helen Jerome Eddy. Directed by Charles Lamont. Producer, George Ro-  
Batcheller; story, Clifford Orr; adaptation, Charles Belden; film editor, Roland Reed; camera, M. A. Andersen. At Mayfair, N. Y., week May 20, '35. Running time, 89 mins.

Ken Harris.....	Charles Starrett
Joseph Harris.....	Robert Warwick
Professor Bowstwick.....	Edward Van Sloan

Snappy dialog helps prop up many of the situations, while the romance between Gargan and Patricia Ellis is so detoured that never gets in the way of, the comedy's action. Rhodes piles his crackpot role with plenty of laugh fodder, and Allen Jenkins, as Gargan's stooge when not piloting taxi, makes much of the hoke opportunity.

Columbia production and release. Starring Jack Holt. Features Florence Rice and Kathleen Burke. Directed by Lambert Hillyer. Story and screenplay by Matt Simmons. Photographer Benjamin Klum. At the Fox, Brooklyn, week May 17, '35. Running time, 70 mins.

Jim Burke.....	Jack Holt
Tees Hardie.....	Florence Rice
Laura.....	Kathleen Burke
Jimmie Burke.....	Jimmie Butkus
Bill Duke.....	Robert Middleman
Lem Hardie.....	Wyrley Bird
Link.....	Ralph M. Remick

Probably never intended for the big met de l'uxers, but the picture should acquit itself acceptably as a home office wherever it can be bolstered intelligently. Mike Sinigaglia was too young to produce a copy for the film companies scripted this one. He has done a good job. Against an outdoor background he builds a yarn about a construction boss who strives to make a he-man out of his sensitive and musically inclined son, born in the east. Two women mix in the proceedings campaigning for the father, with the kid as an alibi. The nice girl wins

Warner Bros. production and release	
Features William Gargan, Patricia Ellis	
Allen Jenkins. Directed by William H. Mc	
Cann. Story, adaptation and dialog, Alber	
C. Cohen, Robert F. Shannon, additional	
dialog, Manny Wolf; camera, Jack Killen	
At Mayfair, N. Y., week May 13, '33. Run	
ning time, 62 mins.	
..... William Gargan	William Gargan
..... Patricia Ellis	Patricia Ellis
..... Allen Jenkins	Allen Jenkins
..... Dorothy Tree	Dorothy Tree
..... Eric Rhoades	Eric Rhoades
..... Gordon Westcott	Gordon Westcott
..... Rodd Rolyn	Rodd Rolyn
..... Arthur Hoy	Arthur Hoy
..... Paul H. Pomeroy	Paul H. Pomeroy
..... William Davidson	William Davidson

Stemming from an intrinsically funny idea, 'A Night at the Ritz' runs to extremes in both pace and interest. For the first two or three reels it seems to be going places, but once the details of the idea are carried out the film goes feeble all around. Double-header hunters will find heaps to laugh about in the early portion of the fable, but as a singleton the picture doesn't promise

But there is a good supply of action interwoven. The father takes the kid violin away and the kid tries to get it back, starts out and tries to be a roughneck in order to win his father's okay. This is done with intelligent restraint and brings a throb or two. Also, the finish where the kid gets the fiddle back or about to get it back after pulling the strings off the back accidentally mess, sets the picture down with a sob finish. This will take plenty okay with customers.

Holt, of course, is the construction boss. Jimmie Butler, the laborer who plays the son role, holds up

Jean Coates.....	Marlon Shilling
Jean Coates.....	Doris Lloyd
Miss Casc.....	Heien Jerome Eddy

Though undistinguished in adaptation and direction, *A Shot in the Dark* proves murder mystery fare of sufficient relish to keep 'em from leaving the table. It is somewhat laborious and, on occasion, tedious in the telling, but contains plot situations of an interesting character. An audience will be kept from getting restless through the suspense. Having no cast names of importance, picture suggests mild box office potentialities.

(FRENCH MADE)

Action is laid at a New England college where three murders occur before a solution of the mystery is reached. This is finally accomplished through the efforts of the father of a student whose hobby is crime detection. His son is a roommate of the first victim of a murderer's plot and for a time it appears the old man may be concerned in the motive. Suspicion is pointed to numerous others, as well, but not very definitely.

Paris, May 10.

Jacques Deval production, presented by Romain Pinea. Scenario and direction by Deval from his own play, with collaboration of Germain Fried. At Marignan, Paris. Running time, 65 mins.

.....Alfred de Zilahy  
Mikail.....Andre Tefaur  
Gorotchenko.....Pierre Renolr  
Chaufourier-Dubief.....Georges Mauley  
Madame Arbezian.....Marguerite Deval  
Willy Carrigan.....Willy Warfield  
Hefeme.....Edige Murlik  
Georges.....Jean Forest  
L'hoteiler.....Pailau  
La Bonne.....Junie Astor  
La Cuisiniere.....sine Michel  
Arbezian.....Alerne

Story ticks doggedly to the murder mystery base, paying scant attention to the development of any character. Latter is virtually absent. Motive for the three murders committed does not become apparent until the end of the novel. The reader learned that a college professor is personally responsible for two of the murders, but not for the other. Latter, unknown to buy the other two sons, is a half-brother of the first, a victim, who is shortly to inherit a fortune. Latter is a half-brother of a half-brother just before he is killed, this in itself confusing a so-called reader. Latter is a half-brother was pulling a murder in order to swing the inheritance to his own side. When the offspring is about to be born, the mother is shot. Latter is a half-brother in hindering investigation and is about to admit his father is a murderer. Latter is a half-brother is shot down.

(In French)  
Jacques Deval, after squawking loudly about what Hollywood had done to his plays in adapting them, set out to make pictures of them himself in Paris. This is the first. It is not a motion picture, strictly

Story is partly believable and partly illogical. The dialog job is ordinary and the work of the cast is not above average. Charles Sierrett and Marion Shilling are opposite each other for what little love interest there is, while Robert Warwick plays detective and grabs most of the spotlight.

speaking. But a filmed play is a story. This is frequently done in France, and it's not entirely unsuccessful. It's pretty well, and the film is good entertainment of its type. Play good theatre, and so is the film.

There is a French play, a historical princess and her General husband, forced to hire out as domestic servants in Paris. Irene does the job of the General, and a fine job of the part which Elvire Popesco played in legit. She has a sense of humor, and a sense of humor. Up to now she has been seen here chiefly in semi-musicals of the type the Germans think the French like. *Les Femmes d'Alger*, merged by a refugee from the Reich, and hasn't shown well, but in this play she reveals her own possibilities. She should be watched by the Ameri-

Story is introduced in an unusual way: opening sequence takes place in Imperial Russia and shows the meeting of Princess Tatiana and Mikail, the general. This part is played in Russian with French dialog subtitles, and is a neat bit of atmosphere.

Picture as a whole is full of wit and real stage humor. One of those films worth transplanting; to America so that the stay-at-homes can get a glimpse of the French theatre.

Stern.





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LIPS LURED A KING  
FROM HIS THRONE AS  
SHE SHOCKED A NATION  
WITH HER DARING AND  
ROMANTIC INTRIGUE!

*The adventurous drama of a devil-may-care wench who rose from the streets to become the favorite of a monarch!*

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BIG FOX  
PRESS BOOK  
CALLED THE  
TURN!**

by  
**PUBLIC DEMAND!**

**SECOND  
WEEK!**

by  
**PUBLIC  
DEMAND**

**HELD  
OVER**

*held over* OF COURSE!

*Shirley—  
they won't  
let you go  
HELD  
OVER*

**HELD  
OVER**  
*of course!*

*Shirley*

THEY WON'T  
LET YOU GO

**HELD  
OVER**

**SECOND WEEK!**

... EXTRA DAYS  
**MORE DAYS**

**MORE  
DAYS HELD OVER!**

*held over through...*

**SHIRLEY  
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ROSEMARY AMES • JOEL MCCREA  
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Directed by John Robertson  
From the story "Heaven's Gate"  
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# MEN HID THEIR DARLINGS WHEN *this* GAUCHO GREW ROMANTIC!

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**HELD OVER** 3rd WEEK. Blue Mouse Theatre, Seattle

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**JAN KIEPURA  
MY HEART  
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"THE THIN MAN'S HARD-BOILED BROTHER!"

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By Dashiell Hammett, author of *The Thin Man*  
with Edward Arnold, Claire Dodd

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**WITH LOVE  
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**PUBLIC HERO' A CINCINNATI**

[illegible]

**(DAILY) VARIETY (DAILY)**

## Film Previews

## Public Hero No. 1

Lucien Hubbard production for Metro. Directed by J. Walter Ruben. Screen play by Wells Root. Story by J. Walter Ruben and Wells Root. Photographed by Gregg Toland. Assistant director, Hugh Boswell. Musical score by Edward Ward. Cast: Lionel Barrymore, Jean Arthur, Chester Morris, Joseph Calleia, Paul Kelly, Lewis Stone, Paul Hurst, George E. Stone, Sam Baker. Previewed at the Alexander. Glendale, May 11. Running time, 80 mins.

Another of the department of justice crook-smashing hero pictures to come off the production ways for preview, but bound to have its share of first showings, Metro's 'Public Hero No. 1' stands up sturdily as exciting b.o. entertainment. It has distinction in direction, superb performances, melodramatic sweep, and in competition with other entries in the new cycle and the inevitable comparisons audiences will make, may be depended upon to remain among the leaders.

'Public Hero' starts off with swift, sinister suspense. It picks up arresting character conflict in a penitentiary food riot and uses as its major news-inspired scenes the recent convict kidnaping of prison board members in the San Quentin break; the wipe out of the Purple Gang; the Dillinger face-lifting incident, with an accomplice surgeon devoting his genius to mending outlaw killers, and the final battle with Dillinger when he stalked out of a Chicago theatre to get his requiem of lead.

Main dramatic action shuttles amongst four characters, strikingly portrayed. Lionel Barrymore is the renegade surgeon. Chester Morris is the Department of Justice operative. Joseph Calleia plays the number one mobster, and Jean Arthur is his sis-

ing by him with fanatic loyalty when she discovers, shockingly, that he is the object of the government hunt.

These four roles are wholly distinctive, each a superb portrait in itself. Lionel Barrymore comes close to his top characterization in a tragic kind of clowning as the sodden wreck still capable of pathetic professionalism in saving the lives of the hunted.

Janet Arthur shows her capacity as a resourceful and skillful actress in the strangely frank, alternately cajoling and hard girl whose confessed love for Morris develops while he is tracking her convict brother.

Joseph Calleia creates a role which for sinister power and unrelenting ruthlessness will stand beside the classic portraits of screen outlaws. His deadly menace is built with but a few spoken lines and the most meagre gesture—a piece of consummate skill.

Chester Morris capably fulfils the requirements of the effacing, duty driven hero who helps the crook leader escape prison in order to discover the gang's cover and identity. He plays with conviction and handles the romantic requirements nicely. Paul Kelly ably represents the Department of justice chief. Lewis Stone as the prison warden, Paul Hurst and George E. Stone as gangsters are effective, and Sam Baker gives importance to a bit as the victim of Cal-leia's suspicions.

J. Walter Ruben has directed soundly and with shrewd appreciation of the entertainment values, progressing the action with drive and balance between the romantic, the comic and the plot elements, and scoring most decisively in guiding the characterizations usually sloughed in this type picture. Story, on which Ruben shares credit with Wells Root, is well contrived knits romance with melodramatic drive for both male and femme appeal. Camera job by Gregg Toland is excellent, and the production values impressive.

## CAPSULES OF CURRENT RELEASES

(Continued from page 27)

## Majestic

Office: 1776 Broadway.

**olive for Revenge.** Thrilling adventure resulting from desire to satisfy wife's craving for luxury. Donald Cook. Irene Harvey. Rel. May 21.

**utiny ahead.** Stark dramatic. Adventurous. Romance on the high seas. Neil Hamilton and Kathleen Bruce. Dir. Tommy Atkins. Rel. May 1.

**Partie de Clue.** The Dan Danners. Skeets Gallagher, Dorothy Lathair. Rel. May 1.

**Robt. Virginia.** 64 mins. Dynamic detective mystery. Thriller. Rel. May 10.

**March 10.** Rev. March 20.

## Mascot

Office: 1776 Broadway.

**urn 'Em Up Barnes.** 12 chapter auto racing serial released also as a feature. Rel. May 14 mins. Frankie Darro, Jack Mulhall. Dir. Colbert Clark. Rel. May 14.

**Behind the Green Lights.** Factual story from the book of the same name, by former Police Captain William, Norton Foster. Judith Allen, Sidney Blackmer. 68 mins. Rel. Feb. 22. Rev. April 24.

**Headline Woman.** Strange romance develops when a beautiful society girl is forced to live in a flophouse. She reports to save her reputation. Heather Angel, Roger Pryor. Dir. William Nigh. 75 mins. Rel. May 15.

**In Old Santa Fe.** Story of a dude ranch knock-kick catman who falls in love with the ranch owner's daughter. He is accused of murder. Paula Goddard, George E. Stone. 64 mins. Rel. Dec. 4. Rev. March 20.

**Marie Are Coming.** Jean Ascut. "Wild Bill" Taylor, U.S.M.C., and his irresistible band of cowboys find himself torn between love for two women until, facing disgrace, he plunges into a war somewhere south of Mexico and from the rubble of hell toward a gigantic climax. William Haines, Esther Ralston, Conrad Nagel, Armlida. Dir. David Howard. 79 mins. Rel. Feb. 27.

**Little Men.** Jo of Little Women as a school mistress from Louisa May Alcott's story. Ralph Morgan, Erin O'Brien-More, Trent Durkin. Dir. Phil Rosen. 74 mins. Rel. May 1.

**One Frightened Night.** Thirty millionaires who distribute his fortune on a ship, stormy night. Charles Graebner, Mary Carlisle, Regis Toomey. Dir. Hilly Chabon. 64 mins. Rel. May 1.

## Metro

Office: 1540 Broadway.

**After Office Hours.** Newspaper story. Constance Bennett, Clark Gable, Stuart Erwin. Dir. Rolt. 2. Leonard. 64 mins. Rel. Feb. 27.

**Band Plays On.** The football story. Robt. Young, Betty Furness. Dir. Russell Mack. 64 mins. Rel. Dec. 25.

**Biography of a Bachelor Girl.** Out of a Bachelor's successful play. Biography. Ann Harding, Robert Montgomery. Dir. E. H. Griffith. 84 mins. Rel. May 1.

**Casino Murder Case.** Philo Vance story. Paul Lukas, Allison Skipwith. Dir. Healey. Dir. Ed. Mar. 22. Rel. March 15.

**David Copperfield.** Famous Dickens novel perfectly adapted. Paula Goddard, Elna May Oliver, Herbert Mundin. Dir. Geo. Cukor. 84 mins. Rel. Nov. 1.

**Devil on the Cross.** A story of a girl wrongly accused of her own crime. Wm. Powell, Myrna Loy. Dir. Wm. K. Howard. 78 mins. Rel. Nov. 1.

**Forgetting All Others.** From the stage play. John Crawford, Clark Gable. Milt. Montgomery. Dir. W. S. Van Dyke. 82 mins. Rel. Dec. 28.

**Gay Bride.** The From Francis Coux's "Reckless." Colma Lombard, Chester Morris. Dir. W. S. Van Dyke. 84 mins. Rel. March 25.

**Mark of the Vampire.** Mystery with vampire angle. Lionel Barrymore, Elizabeth Allan, Bela Lugosi. Dir. Tod Browning. 60 mins. Rel. April 20.

**Naughty Marietta.** Victor Herbert's operetta. Jeanette MacDonald, Nelson Eddy. Dir. W. S. Van Dyke. 84 mins. Rel. March 25.

**Night Is Young.** The Royal love for a commoner theme. Ramon Novarro, Evelyn Laye. Dir. Dudley Murphy. 80 mins. Rel. Jan. 11. Rev. Jan. 15.

**One Night in Paris.** Comedy. Patricia Tilton, George Forman. Dir. Conrad Nagel. 64 mins. Rel. April 6.

**Reckless.** Drama from the lobby Holman-Smith Reynolds marriage. Jeanette MacDonald, Nelson Eddy. Dir. W. S. Van Dyke. 84 mins. Rel. April 6.

**Sequel.** Friendship story. Jean Harlow, John Barrymore. Dir. Victor Fleming. 95 mins. Rel. April 15.

**Shadows of Doubt.** Mystery. Ricardo Cortez, Virginia Bruce, Constance Collier. Dir. Geo. B. Seitz. 74 mins. Rel. Feb. 15. Rev. Feb. 27.

**Society Doctor.** Hospital story. Chester Morris, Virginia Bruce. Robt. Taylor. 84 mins. Rel. April 20.

**Times Square Lady.** Girl from Iowa beats a crook gang. Robert Taylor, Virginia Bruce. Dir. Geo. B. Seitz. 69 mins. Rel. March 8.

**Vanessa.** Her Love Story. Hugh Walpole's novel. Helen Hayes. Robt. Montgomery. 84 mins. Rel. April 6.

**West Point of the Air.** Training story made at the U. S. A. School for Airmen. Wallace Beery. Robt. Young, Maureen O'Sullivan. Dir. Rich. Rosson. 90 mins. Rel. April 15.

**Wicked Woman.** A story of a faithful mother. Mary Christians, Jean Parker. 84 mins. Rel. April 20.

**Winning Ticket.** The Story of a sweepstake ticket that was lost and found. Leo Carrillo, Louie Fantauzzi. Dir. Hilly Chabon. 64 mins. Rel. Feb. 8. Rev. Feb. 12.

## Monogram

Office: R. C. O. Building.

**515 W. Washington Blvd.** 12 chapter auto racing serial released also as a feature. Rel. Feb. 8. Rev. Feb. 12.

**Dawn Rider.** The John Wayne, Marion Barne. Dir. R. N. Bradbury. Office of My Dreams. College romance with track team events. Mary Carlisle, Creighton Chandler, Sterling Holloway, Eddie Nugent, GIGI Parrish. 68 mins. Rel. May 1.

**Fighting with Danger.** Three buddies play with dynamite and love. Robert Montgomery, William Cagney, Edgar Kennedy, Ralph Burns, Maria Alba. Dir. Phil Rosen. 84 mins. Rel. May 1.

**Heat.** Geo. Sidney Rockwood, Martha Sleeper, Gloria Shea, Regis Toomey. John. 64 mins. Rel. May 1.

**Healer.** The From novel by Robert Herrick. Dir. Reginald Barker. Ralph Skelton, Karen Morley, Mickey Rooney, Judith Allen, Robt. McWade, Carroll MacDonagh. 84 mins. Rel. May 1.

**Hoosier Schoolmaster.** The Norman Foster, Claudette Henry, Otis Harlan, Louis V. Mong. Dir. Lew L. Collins. Famous classic by Edward Elmore. 84 mins. Rel. May 1.

**Keeper of the Bees.** The Famous story by Gene Stratton Porter. Neil Hamilton, Betty Hutton, Guy Robertson, Emma Dunn, Edith Fellows. 84 mins. Rel. May 1.

**King Kelly of U. S. A.** Guy Robertson, Irene Varna. 65 mins. Rel. Sept. 15.

**Lawless Frontier (Lone Star).** John Wayne, Sheila Terry. Dir. R. N. Bradbury. 64 mins. Rel. Nov. 22.

**Million Dollar Baby.** The story of a little boy who grows up as another girl movie find to win fame and riches. Arline Judge, Ray Walker, Jimmy Ray, George E. Stone. Dir. Joe Santley. 67 mins. Rel. Dec. 22.

**Monte Carlo Nights.** Innocent suspect traps his man at famous casino and wins the girl. Mary Carlisle. 64 mins. Rel. May 1.

**Mysterious Mr. Wong.** Story of the twelve omens of Confucius. Arline Judge, Boia Lugosi, Wallace Ford. 68 mins. Rel. Dec. 22. Rev. March 13.

**Myate.** Men. The Chicago gangster film on Ed. Lonnie, who goes good. Robt. Armstrong, Maxine Doyle. 61 mins. Rel. April 20.

**Ninth Arizona Skies (Lone Star).** John Wayne, Sheila Terry. 62 mins. Rel. Dec. 22.

**Paradise Canyon.** John Wayne, Marion Burns. Movie-struck family takes housewife the girl. Mary Carlisle. 64 mins. Rel. Dec. 22.

**Rebels in the Valley (Lone Star).** John Wayne, Lucille Brown. 64 mins. Rel. Dec. 22.

**Reckless Romance.** Comedy adventure of two hard-boiled, egg who are afraid of nothing but each other. Robert Armstrong, William Cagney. 64 mins. Rel. Dec. 22.

**Sing-Sing Nights.** Three men accused of murdering the same man find circumstances which are checked by its detector, proving they are innocent. Hardie Albright, Boots Mallory, Jameson Thomas, Conway Tearle, Ferdinand Gotthelsh. (Note: Tearle stars). 60 mins. Rel. Jan. 25.

**Texas Terror.** John Wayne, A Lone Star Western. Dir. R. N. Bradbury. 48 mins. Rel. Feb. 1. Rev. April 3.

**Trail Beyond.** In the John Wayne, Verna Hillie. 66 mins. Rel. Oct. 22.

**Women Must Dress.** Intricate ways of fashion salon people almost causing the young romance of daughter. Doreen Delaney, John Gorman, Susan Gorman, Robert Light and Monogram contest winners. 74 mins. Rel. Feb. 2. Rev. April 7.

**Study: 5851 Marathon St., Hollywood, Calif.**

**Paramount**

**Office: 1501 Broadway, New York, N. Y.**

**All the King's Horses.** Zenda type picture with a picture star replacing a king of a mythical kingdom. Carl Brisson, Mary Ellis. Dir. Frank Tuttle. 68 mins. Rel. Feb. 15.

**Behold My Wife.** Sylvia Sidney as an Indian girl. Sylvia Sidney, Gene Raymond. Dir. David Leland. 79 mins. Rel. Dec. 7. Rev. Feb. 20.

**Car 39.** Based on the exploits of the Michigan state road police. Fred MacMurray, Sir Guy S. Sheridan. Dir. Chas. Barton. 60 mins. Rel. Mar. 1. Rev. Feb. 27.

**Devil Is a Woman.** The Life and loves of a Spanish dancer. Mariene Dietrich, Sir Guy S. Sheridan. Dir. Guy S. Sheridan. 68 mins. Rel. Mar. 3. Rev. May 8.

**Enter Madame.** From the stage play of a temperamental star. Blissa Landi, Guy Grant. Dir. Elliott Nugent. 81 mins. Rel. Jan. 4. Rev. Jan. 15.

**Father Brown, Detective.** New type of mystery story. Paul Lukas, Gertrude Michael. Dir. Edw. Sedgwick. Rel. Dec. 22.

**Four Hours to Live.** What happens in a theatre lobby while detectives taking a murderer to the death house have to wait for a train. Richard Barthelmex, Joe Morris, Jeanne Marchand, Gertrude Michael. Dir. Mitchell Leisen. 71 mins. Rel. April 22. Rev. April 17.

**Gilded Lily.** The Modest business girl is catapulted to fame through a misadventure. Fredric March, Gertrude Michael. Collect. 68 mins. Rel. Feb. 12.

**Glass Key.** The Politely-mystery story by the author of "The Thin Man." Edward G. Robinson, Robert Montgomery. Dir. George Cukor. 84 mins. Rel. Feb. 12.

**Go in to Town.** Max West, as a blues singer, crashes society. Max West, Alice West. 74 mins. Rel. May 17. Rev. May 15.

**Hold My Heart.** Musical. Blue Crosby, Kitty Carlisle. Dir. Frank Tuttle. 68 mins. Rel. Feb. 12.

**Home 'Em Vale.** From a Damon Runyon story of a girl who loved innocents. Hildy Chabon, Cesar Romero. Dir. Sidney Lanfield. 61 mins. Rel. April 12. Rev. May 1.

**Home on the Range.** Western. Randolph Scott, Jackie Coogan. Evelyn Brent. 64 mins. Rel. March 15.

**It's a Gift.** Fields buys an orange grove. W. C. Fields, Ray Lefroy, Jean Roosevelt. 64 mins. Rel. Nov. 20.

**Lives of a Bengal Lancer.** Adventure of an Indian fighting. Gary Cooper, Cavanagh, Henrietta Crossman. Dir. Ralph Murphy. 65 mins. Rel. March 13.

**Love in Bloom.** Country boy and city girl finally make a match. Carnival melodrama. Joe Morrison. Dixie Lee, Burns and Allen. Dir. Elliott Clawson. 78 mins. Rel. March 13.

**Mcadden's Flats.** From the Gus Hille farce. Walter C. Kelly, Andy Clyde. 64 mins. Rel. March 13.

**Mississippi.** Showboat play by Booth Tarkington. Bing Crosby, W. C. Fields. 64 mins. Rel. March 13.

**One Hour Late.** Joe Morrison. Helen Twelvetrees, Conrad Nagel. Dir. Ralph Murphy. 64 mins. Rel. March 13.

**People Will Talk.** Combination of original stories by Sophie Kerr and Hugh Bennett. Mary Boland, Lella Hyland, Dean Jagger. Dir. Al Santel. Rel. March 13.

**Part in Spring.** Two Partisan would-be suicides who don't jump off the Eiffel Tower. Julio Carmichael, Mary Ellis, Ida Lupino. Dir. Lewis Allen. 64 mins. Rel. March 13.

**President Vanishes.** The From current sensational novel of same title. Arthur Byron, Janet Beecher, Paul Kelly. Dir. Wm. A. Wellman. 80 mins. Rel. March 13.

**Private Worlds.** Romance against the background of a sanatorium. Claudette Colbert, Charles McCrea. Dir. Gregory La Cava. 70 mins. Rel. April 13.

**Rocky Mountain Mystery.** Western mystery story by Zane Grey. Randolph Scott, Chas. Barton. 64 mins. Rel. Feb. 1.

**Ruger of Red Gulch.** Harry Leon Wilson's story of a butler won in a bridge game. Chas. Laughton, Mary Boland, Chas. Ruggles. Dir. Leo M. Karmel. 90 mins. Rel. Feb. 22. Rev. March 13.

**Rumba.** Rhythm story. New York. Gena. Geo. Raft, Colma Lombard, Margo. Dir. Marion Gering. 71 mins. Rel. Feb. 8. Rev. Feb. 12.

**Sounder.** The (Hecht MacArthur). Publisher comes back to life to retrieve regrets. Noel Coward, Judy Holiday. Dir. Hecht-MacArthur. 75 mins. Rel. April 20.

**Stolen Harmony.** Adventures with Ben Bernie's band. Geo. Raft, Ben Bernie. Colma Bradley. Dir. Alfred Werker. 79 mins. Rel. March 29.

**Wings in the Dark.** Air thriller with a rescue by a blinded aviator. Myrna Loy, Gary Grant. Dir. Roy Rowland. 64 mins. Rel. Feb. 5.

**Study: Hollywood, Calif.**

**R.K.O. Radio**

**Office: R.K.O. Bldg., R.K.O. City, N.Y.C.**

**Arizona.** The A vivid chapter in American Cavalry. The bringing of the young romance of a girl and a boy. John Wayne, John Gorman, Graham, Louis Calahan, Francis Ford, Preston Foster. Dir. Charles Vidor. 84 mins. Rel. April 20.

**Becky Sharp.** The story of a woman who wrecked the lives of all the men who loved her. Miriam Hopkins, Alan Mowbray, Frances Doo, Sir Cedric Hardwicke, Nigel Bruce, Allison Skipwith. Dir. Rouben Mamoulian. Rel. May 17.

**Break of Heart.** Two temperamental musicians discover, after almost wrecking their lives, that love is most important thing. Katharine Hepburn, Charles Boyer, John Dea, Jean Harlow. Dir. Philip Moeller. Rel. May 21.

**Captain Hurricane.** A story of Cape Cod and its people. James Barton, Helen Westley, Helen Mack. Dir. John Robertson. Rel. Mar. 1.

**Chances of a Girl.** A story of a girl who, orphan and then, finds happiness which he had been searching for all his life. Anne Arliss, E. J. Peggie, Helen Westley, Elizabeth Patterson, John Quinlan. 84 mins. Rel. April 12. 774 mins.

**Dog in the Manger.** A story of a dog who becomes a famous actor. Frankie Moran, George Raft. 64 mins. Rel. March 22.

**Enchanted April.** Under the enchantment of Italian sunshine, and a romantic love story. Katharine Alexander, Reginald Owen, Jean Baxter. Dir. Harry Beaumont. 68 mins. Rel. Jan. 25. Rev. March 13.

**Gigolo.** A story of a girl who becomes a famous actress. Katharine Alexander, Katharine Alexander, Ralph Bellamy, Donald Cook, Robert Montgomery. 84 mins. Rel. March 22.

**Grand Old Girl.** Glorifying the American school teacher. Mary Robson, Mary Carlisle. Fred MacMurray, Alan Hale. Dir. by John Robertson. Rel. May 21.

**Hoary for Love.** A young college graduate invests his small fortune in a musical show, falls in love with the leading lady, goes to jail because he won't let her go. The show is a flop. He is rescued by a young man. Arlene Johnson, George Raymond, Phil Robinson, Maria Gambardella, Thure Raud. 64 mins. Rel. April 20.

**Informer.** The A story of the Irish revolution. Victor McLaglen, Preston Foster, Heather Angel, Wallace Ford, A. O'Connor, Margot Graham. 84 mins. Rel. April 20.

**Laddie.** The younger sister in the Stanton family helps her brother, Laddie, win the Victoria Cross. Laddie, a dog. 64 mins. Rel. April 20.

**Lightning Strikes Twice.** A fast-moving family which concerns itself with a fan dancer home by mistake. Ben Lyon, Thelma Todd, Fred Kellon, Louise L. Brown. 64 mins. Rel. April 20.

**Little Minister.** The romance of a young Scotch minister and a gypsy girl. Katharine Alexander, Alan Hale. Dir. Richard Wallace. Rel. Dec. 23.

**Murder on a Honeymoon.** The further adventures of the old maid, amateur detective, school teacher, the Hildgarth Withers, and Inspector of Police who are checked by its detector, proving they are innocent. Edna May Oliver, James Gleason, Lola Lane, Dorothy Lathair. Dir. Richard Rosson. 64 mins. Rel. April 20.

**Nitwits.** The Woodley is an inventor and wishes a woe writer. Unwittingly

(Continued on page 34)

## Studio Placements

(Continued from page 27)

Carter; Lew Collier directing. 64 mins. Rel. May 1.

Louis Calahan, Eddie Hart, Tyler Brooks, Charles Lane, Manhattan Madness. Metro.

Alma Duff, Miller, screen play, "Americans Can Sing, Too." Metro.

Hardie Albright, Ralph Morgan, Charles Gillingham, Shirley Ross, "The Last Days of Pompeii." Metro.

Raymond Hatton, "Calm Yourself." Metro.

Paul Perez adapting "Island." U.

Huntley Gordon, "Page Glory." U.

Henry Johnson, "Last Days of Pompeii." Metro.

Spencer Tracy; Richard Boleslawski; James Gorman, Howard Emmett Rogers, adaptation, "Whisper." Metro.

Paul Perez adapting "Island." U.

Brandon Hurst, Claude King, Boile Dand, Elizabeth Wilbur, "The Last Days of Pompeii." Metro.

Boyd Irvin, Bob Murphy, Gene Whitman, "Manhattan Madness." Metro.

Hale Hamilton, Shirley Chabers, "John Yourself." Metro.

George Sinton, Robert Piroese, adapting, "The Last Days of Pompeii." Metro.

Eddie Gribbon, Paul Ellis, "Rip Roaring Riley." Burr.

Franklin J. Rowell, Jeff Moffett, writing comedy short, Roach.

Kathleen Burke, Colin Tapley, "The Last Days of Pompeii." Metro.

Mildred Harris, Mary Alvin Carver, "The Last Days of Pompeii." Metro.

Philip Wylie, adaptation; George Fitzmaurice directing, "Susie." Metro.

Francis Lester, David Tormance, "The Last Days of Pompeii." Metro.

Monte Blue, Tom McGuire, David Child, "Honnie Scotland." Roach.

Franklin J. Rowell, Jean Perry, "Sings a Love Song." U.

Antia Louisa, Genevieve Tobin, "Melody of Love." Fox.

John H. Johnson, "The Girl in the Red Dress." U.

Samuel Hinds, "So Red the Rose." Fox.

John H. Johnson, "The Girl in the Red Dress." U.

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John H. Johnson, "The Girl in the Red Dress." U.

# Critics Rave!

## NEVER SUCH NOTICES!

### Unanimously Acclaimed by the NEW YORK REVIEWERS

#### NEW YORK SUN

*Richard Lockridge*

"Extraordinarily Funny"

#### DAILY NEWS

*Burns Mantle*

"Jimmie Savo Chief of the present day pantomimists . . . hilarious . . ."

#### DAILY MIRROR

*Bernard Sobel*

"Mr. Savo is exactly as he always is: droll."

#### NEW YORK TIMES—*Brooks Atkinson*

#### "JIMMIE SAVO AND 'PARADE' INTRODUCE THE THEATRE GUILD TO REVELRY

Jimmie Savo, a prince of mountebanks . . . this column is grateful to the Guild for promoting the cause of Jimmie Savo, who deserves to be as popular as Charlie Chaplin. He is a pantomimic comedian with an innocent, cheerful style of fooling and an eloquence that savors of genius . . . the sheer good humor and gleam of Jimmie's comic dance will shatter your risibilities and open your heart at the same time . . . The Guild has done us all a good turn by giving him a conspicuous opportunity."

#### NEW YORK AMERICAN

*Gilbert W. Gabriel*

"You may now see that celebrated clown, Jimmie Savo . . . Mr. Savo has a couple of pantomimes which are exquisitely funny and—thanks to his unique sort of funniness—at the same time exquisitely pathetic—a simply beautiful piece of nonsense."

#### NEW YORK EVENING JOURNAL

*John Anderson*

#### "SAVO'S BRILLIANT COMEDY

—the peerless Jimmie Savo . . . is a brilliant comic . . . giving . . . the warming touch of his inspired clowning."

#### NEW YORK WORLD-TELEGRAM

*Robert Garland*

"Mr. Savo . . . an appealing mixture of frustration and fun. Since Charlie Chaplin gave up the stage for motion pictures no one can project this sort of flesh-and-blood pantomime more cannily than he."

Many Thanks

# JIMMY SAVO

Featured in the Theatre Guild's "Parade"

GUILD THEATRE, NEW YORK



Management A. and S. LYONS

# Ready Chi Giveaway Death-Knell As 193 of Needed 223 Votes Roll In

Chicago, May 21. Increasing volume of votes is piling up against the giveaway fund here and it's likely that premiums will be declared out long before the time limit of 60 days. Up to last week the anti-giveaway ballot has secured some 193 votes while only 223 are necessary to do away with the crockery gifts in Cook county theatres.

Reason for the apparent click of this anti-gift campaign following the failure of a previous attempt to kill off premiums is the recent drive box-office potency on the part of the kitchenware. Six and seven months ago the free gifts were soke and commission. But now the housewives are up to their gills in chinaware and couldn't use another plate. Though the give-away vote is only three weeks old, the anti-gift slate has garnered a huge majority of the needed votes already.

**Try Your Luck**  
Replacing the giveaways at the box-office at present is bank note and sereno, with the latter particularly mammoth at the register. Balaban & Katz has swung over to the fight throughout its neighborhood, despite early statements against the bio. stunt. Right at present the sereno-loto game is at its zenith with many indie and B. & C. theatres using the sereno-keno game as many as three times weekly and without hold-outs a sure thing on these occasions.  
Possibility now looms that sereno may break into the loop situation, that is up to now the clear winner of all giveaways and non-amusement tickets. Some—houses are having \$250 gift sereno, which evidences how much the theatre can get in return on the one-time stunt.

## New United Union's Picketing in N.Y. Annoying Theatres

Picketing by men said to represent the so-called United Union, a N.Y. state organization, is annoying N.Y. theatre operators because they believe charging various houses "any of them burley theatres, with employing "Monopolistic" Union "Hands".  
Theatre managers are fighting this form of picketing by displaying cards and banners proclaiming that all of their employees are members of the American Federation of Labor or affiliates with it.

## J. L. & S. Plans for Chi McVickers Take-Over

Chicago, May 21. Aaron Jones is readying to take back the McVickers for Jones, Linck & Schaefer on August 1 when the eleventh lease expires for Paramount pictures. House has been dark since January when Paramount took the house.  
Jones was waiting for a year before deciding what steps to take with the house. If deciding to open will head for New York to see about getting picture.  
Jones started to put up a fight for his share of pictures for the theatres last year but stopped proceeding when Paramount assumed the lease. Possibility also that Jones will let the theatre go to the school board which owns the ground rather than pay the \$35,000 annual ground rental.

## McLeod's Coast Checkup

Hollywood, May 21. Making his first inspection tour of the coast in eight years, J. S. McLeod, head of Metro exchanges, has gone north before returning to New York.  
He may also give the midwest a check-over-lightly.

## INDIES FAVOR BONUS

Hollywood, May 21. Independent Theatre Owners of S. C. wired Sen. Hiram Johnson at Washington, Friday (17) urging him to pass the Patman bonus bill over President Roosevelt's veto.  
ITO directors went on record as stating passage alone could not depressed conditions.

## Penny Looks Liberal

Easton, Pa., May 21. If Pennsylvania's liberals succeed in passing through the legislature some of the bills now pending, the Keystone state, long the haven of reformers and known for the severity of its blue laws, may soon rival some of the most open states in the Union. There is every prospect that the Sunday film bill, which again came up before the House last week, will be passed and communities will be given the right to vote whether they want theatres open or closed on Sundays.

Two years, when a similar law pertaining to sports was passed, not a city in the State voted against Sunday sports. The reformers are opposing Sunday films, but will probably lose out as they did against Sunday baseball.

The horseracing bill, which would legalize pari-mutuel betting, has been approved by the senate and means committee and will be reported for action on Thursday (23). A State lottery bill has been introduced and proposes to raise \$100,000,000 for pensions for aged and blind through sale of 10c tickets by a committee to be appointed by Governor. Prizes would range from \$25 to \$500; 20% of receipts to go to the State and 75% for prizes.

## L. A. Price Cutting War Impends, Par Would Keep Up Scale

Los Angeles, May 21. Price cutting war downtown impends, unless Farman & Marco, operating the Paramount, get redress from the zoning and clearance board against the reduced summer tariffs at RKO's Hollywood, RKO Midstreet and Loew's. The latter scale. Warner's slash to 40c is compelling other delayers to swing in line.  
Paramount is not cutting if given additional clearance over first run nabs and subsequent runs.  
Picture shortage for summer has house angling for radio names for stage shows with deals on for Eddie Cantor, Frank Parker, Jack Benny and others.

## Goring's Brit. Pix

John P. Goring, manager of the Criterion, on Broadway has bought the rights to distribute the rights of "The Wanderer", "The Triumph of Sherlock Holmes" and "The Phantom Film", all Twickenham (British) productions.  
Goring leaves next week for the Coast to establish offices and exchanges to handle the pictures. All three of them are based in the U. S. by Olympic and have already shown at the Criterion. Arthur Mauger, operating the Rialto, N. Y., is silently interested.

## State-Lake Goes Screeno

Chicago, May 21. State-Lake, indie vaude spot, tonight (Tuesday) goes into Sereno, keno game which has run over this town like wildfire since the first time that this sort of gifting has hit the loop.  
D. E. K. has been playing the Screeno game at its ace nabe spots such as the Marboro, Harding, Paradise, Century and others.

# Damage Suit Holds Up 10c Pix For Chi Astor in 42nd Release Wk.

Chicago, May 21. Film run execs aren't sure whether they've settled the Astor theatre case. Astor seems to think that an agreement has been reached, giving the theatre the right to exhibit major films at 10c admission. However, when contacting the exchanges the Astor was told that product was not available for the house at the dime price since the exchange managers had received no okay from home offices. Astor and exchange attorneys have been in a

# Mpls. Asks Vaudfilmmers Go to 55c Top or Drop Shows Entirely at 40c

## TIE CAN ON PUPS

Portland Theatres Hopeful as Pooches Exit  
Portland, Ore., May 21. Curse of the summer pic business in these parts is dog racing at Vancouver, Wash., but this week a Washington county court ruled the rabbit chasing pooches were too close to a lottery.

Rather than fight the legal decision, the dog owners packed up their doll dogs and stampered for California. That may be a great break for all summer pic biz around here.

## 65 Exploiters In Field on UA Pix Is Record

Putting additional men on its payroll, United Artists now has 65 exploiters in the field on UA engagements, the largest number any distributor is known to have ever had. Average for the big companies, where men have been either kept in the field or sent out to work for short amounts of dates, has been around 10.

Al Nathan, lately with Universal; Fred Marshall, just out of Columbia; and Don Day, lately with Century with Majestic, were added to the UA field staff during the past week to work on "Let 'Em Have It," "Eternity Never" and other pictures currently on release.

## Legislation

Lincoln. Public officials declare that they gladly will toss out the vaudeville at their State theatre here and Paramount. St. Paul, if RKO and the Singer have their way, do likewise or tilt their scales to 55c at the two Orpheums. They assert they were forced in self-defense to adopt their present policy and also charge "bad faith" on the opposition's part, declaring that an agreement not to show vaudeville pictures less than 55c was broken. Both of the big Public houses are said to be losing plenty of dough with the 55c policy.

As far as the local Singer house, the Orpheum, is concerned, those behind it deny any connection with RKO and its reasons for the present whatever with Public. They, too, however, charge that RKO broke an agreement by putting in stage shows along with the pictures at 40c top at the St. Paul Orpheum and that this forced them to do likewise at the Orpheum here. The State here followed the Minneapolis Orpheum in installing the vaude policy. Of all the six Twin Cities previous houses, only the Orpheum and first-run pictures, the Minneapolis Orpheum is understood to be the only one on the winning lot.

President Clinton of Northwest Allied States says that he will "ap" personally to Ned Depinet of RKO to listen to reasons. Those connected with the Singer Orpheum here see the "Public hand" in the move. They charge that the circuit wants to grab off all the choice picture product and choke off stage shows so that opposition will be completely routed.

## 10% Tax Falls in Ala.

Birmingham. The 10% amusement tax bill proposed by the legislature was knocked out, as far as theatres are concerned. Exhibitors from nearly every section of the state went to Monticello to file protest. The ways and means committee promised to eliminate the tax on the theatres.

S. B. Wilby of the Wilby chain acted as the principal spokesman. He told the legislators theatres were unable to pay their share of the taxes but asked the legislature not to single out one industry and murder it.

Minneapolis, May 21. Called together by J. B. Clinton, president of Northwest Allied States, Twin City and suburban exhibitors are meeting here this week to devise steps to correct what is described by Clinton as a "gravely critical situation" which finds most of the theatre men heretobut "losing their alights" or "heading toward bankruptcy".

Situation is said to have developed because large loop circuit houses and other downtown theatres present elaborate stage shows with first-run pictures at 40c or less top, raising havoc with independent situations, and because double features have been allowed to invade the St. Paul loop at the Garrick, large independent grind house, and a number of suburban theatres.

Meeting is expected to result in a request to the RKO and Singer circuits to raise their scales to 55c or to the St. Paul and Minneapolis Orpheums to demand stage shows and a demand upon the exchanges that they cease serving theatres employing double features. Two of the four Minneapolis houses using stage shows, the Alvin and Palace, along with first-run RKO and the Singer, will try to cry quits on stage shows. The Alvin (formerly Shubert), offering musical comedy acts along with pictures at 40c top, is expected to close for the summer shortly. It's owned and operated by W. A. Steffen.

Indie 55c. The Palace, 1,300-seat independent theatre, would cut its policy of five vaudeville acts and first-run pictures to three vaudeville acts and changes would permit to return to its former dime straight fourth and fifth-run straight film policy by providing for a 55c top at the Alvin and Palace are reported as being consistently in the red under present policies. The Alvin, reopened with straight vaudeville and pictures, had ditched the vaudeville for the musical stock after three weeks.

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## CAPITOL SWITCHES

WB 'Girl of Tenth Avenue' Replacing 'Caliente'

Capitol, N. Y., has switched pictures with Warner Bros., taking "Girl of Tenth Avenue" for opening Friday (24) in place of "Caliente," previous house. The switch may also play the latter. This will depend on Warner's own demands for its Strand, where "Ten Men" is currently showing. It is believed that the studio is putting five LeGallienne on its cap with "Girl of Tenth Avenue" this Friday (24).



**Over the border!-**

**On with the hit**

**"G-Men" by 25%**

**at world premiere of**

**new**

**Tropical Heat Wave, seething**

**rhythm, ablaze**

**with stars - -**

**Leo**

**Carrillo, Edw.**

**Everett**





As the 'Frisco Warfield tops

Warner Bros.!

**"In CALIENTE"**

with

senoritas, rampant with

Pat O'Brien

Dolores Del Rio

Horton, the De Marcos, others\*

The poster features several black and white photographs of performers in various poses, including dancers and actors, arranged around the central title and promotional text. A large, stylized oval frame encircles the title "In CALIENTE".

\*Including Glenda Farrell, Winifred Shaw, Phil Regan. Directed by Lloyd Bacon. Dances created by Busby Berkeley... A First National Picture.

## CALENDAR OF CURRENT RELEASES

(Continued from page 29)

they became entangled in a murder. They discover the murderer through the truth-telling machine in which Woolsey has invented. Her Wheeler, Robert Woolsey, Fred Keating, Betty Grable, Evelyn Brent, Eric Rhodes.

**People's Enemy.** The 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. 65 mins. Rel. March 15. Rev. May 1.

**Red Morning.** Adventure in a primitive setting of Papua, New Guinea. Stefania Duna, Regis Toomey, Raymond Hatton, Dir. Wallace Fox. 66 mins. Rel. Dec. 14.

**Roberta.** Adaptation of the stage musical. Irene Dunne, Fred Astaire, Ginger Rogers. Dir. Wm. A. Seiter. 105 mins. Rel. March 8. Rev. March 12.

**Romance in Manhattan.** A young Czech-Slovakian enters the United States (this 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. Rev. Jan. 22.

**She.** Tiller Haggard's novel. Helen, Gailagan, Randolph Scott, Helen Mack, Bruce, Dir. Irving Pichel and Lanning C. Holden. Rel. June 28.

**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 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. 90 mins. Rel. April 19. Rev. April 19.

**Strangers Ah.** May Robson, the champion of her own brood of four children, saves them from her indifference, from themselves and from the fury of the law. May Robson, Fred Foster, Florence McElhenny, William Backwell. Rel. May 10. 59 1/2 mins.

**Ulage 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 24. 59 mins.

**West of the Pecos.** The tale is the Pecos county in New Mexico. A young girl, disguised as a boy, regenerates an outlaw and wins happiness. Richard Dix, Maxine Soper, Steven Samuel, Fred Kohler. Dir. Paul Rosen. 66 mins. Rel. Jan. 4. Rev. Jan. 1.

## UNITED STATES OFFICES: 729 Seventh Ave., New York, N. Y.

**Brewster's Millions.** Story by Winchell Smith and Byron Orgy, Dir. John Chaney, Lili Damita. Dir. Thornton Freeland. 78 mins. Rel. May 20.

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

**Cardinal Richelieu.** George Arliss, Maureen O'Sullivan, Edward Arnold, Francis Lister, Dir. Rowland V. Lee. 82 mins. Rel. April 28. Rev. April 24.

**Live of India.** The story of Clive, who founded a new British dominion—India. Ronald Colman, Lorelei Young, Francis Lister, Dir. Richard Boleslawski. 92 mins. Rel. Jan. 26. Rev. Jan. 20.

**Escape Me Never.** Story by Margaret Kennedy. Elizabeth Bergner, Hugh Sinclair, Griffith Jones, Leon Quartermaine, Lili Harding. Dir. Paul Cline. Rel. June 21.

**Foies Bergere.** From the stage farce, "The Red Cat." Maurice Chevalier, Ann Sothern, Marie Oberon. Dir. Roy Del Ruth. 82 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.

**The Miserables.** An adaptation from the famous Victor Hugo classic. Frederic March, Charles Laughton, Sir Cedric Hardwicke, Dir. Richard Boleslawski. 109 mins. Rel. April 21. Rev. April 24.

**Let 'Em Have It.** Story by Joseph Connelly, March and Elmer Harris. Richard Arlon, Allen Brady, Harvey Stephens, Eric Linden, Joyce Compton. Dir. Sam Wood. 55 mins. Rel. May 17.

**Mighty Barnum.** The fictional story of P. T. Barnum. Wallace Berry, Adolphe Menjou, Virginia Bruce. Dir. Walter Lang. 87 mins. Rel. Dec. 25. Rev. Dec. 25.

**Neil Gwynn.** Allen Nease, Sir Cedric Hardwicke, Dir. Herbert Wilcox. Rel. June 14.

**Runaway Queen.** A merry maelstrom of revolution and romance. Anne Nease and Leonard Graybi. Dir. Herbert Wilcox. Rel. Dec. 28. Rev. Nov. 13.

**Scarlet Pimpernel.** From the novel by the Baroness Orczy. Romantic drama, but with handling. Leslie Howard, Merle Oberon. Dir. Alex. Korda. 85 mins. Rel. Feb. 15. Rev. Feb. 12.

**Thunder in the East.** Story by Claude Farrere. Charles Boyer, Merle Oberon, John Loder. Dir. Nicholas Farkas. 75 mins. Rel. May 15.

**Wedding Night.** The. Gary Cooper as the romantic lover and Anna Sten as a modern American girl in a romantic drama. Gary Cooper, Anna Sten, Helen Vinson, Ralph Bellamy and Siegfried Rumann. 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, Frederic March, Jane Baxter, Aubrey Smith, Dir. Ruben Mamoulian. 88 mins. Rel. Nov. 16. Rev. Nov. 16.

Studio: Universal City, Calif. Universal Office: 30 Rockefeller Center, New York, N. Y.

**Alice Mary Dow.** Drama. Sally Eilers, Ruth Millard. Rel. May 27.

**Border Brigade.** Buck Jones western. Dir. Nick Grinde. Rel. May 27.

**Brise of Frankenstein.** Drama. Karlöff, Valerie Hudson. Dir. James Whale. 75 mins. Rel. April 22. Rev. May 15.

**Crimson Trail.** Buck Jones western. Dir. Al Robach. 68 mins. Rel. Feb. 11. Rev. March 20.

**Chinatown Squad.** Comedy-drama. Lily Talbot, Valerie Hobson. Dir. Muriel Nazzari. 68 mins. Rel. Feb. 15. Rev. Feb. 15.

**Good Fairy.** From Ferenc Molnar's stage play. Margaret Sullivan, Herbert Marshall, Frank Morgan. Dir. Wm. Wyler. 58 mins. Rel. Feb. 15. Rev. Feb. 15.

**It Happened in N. Y.** Comedy-drama. Lily Talbot, Gertrude Michael, Honther Angel. Dir. Frank Croiland. 68 mins. Rel. March 13. Rev. April 10.

**I've Been Around.** Comedy drama. Chester Morris, Rochelle Hudson, Isabelle Jewell. Dir. Phil Cahn. 63 mins. Rel. Dec. 31. Rev. April 17.

**Man Who Knew His Mind.** From Jean Bart's stage play of French life. Claude Rains, Joan Bennett, Lionel Atton. Dir. Edw. Ludwig. 82 mins. Rel. Dec. 24. Rev. Dec. 24.

**My Darling Clementine.** Edmund Lowe, Jean Dixon. Dir. Alan Crosland. Rel. April 22.

**Mystery of Edwin Drood.** The. From the Dickens story. Claude Rains, Douglas Montgomery, Heather Angel. Dir. Stuart Walker. 86 mins. Rel. Feb. 4. Rev. March 27.

**Night of the Living Dead.** From Thorne Smith's fantastic tale. Alan Mowbray, Florine McKinney. Dir. Lowell Sherman. 74 mins. Rel. Mar. 4. Rev. Feb. 27.

**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. John H. Wood, Jean Parker. Dir. Clarence Brown. 79 mins. Rel. April 1. Rev. April 17.

**The Raven.** From Edgar Allan Poe's story. Karlöff, Bela Lugosi. l. Louis Lester Matthews. Dir. Stuart Walker. 75 mins. Rel. May 15.

**Rendezvous at Midnight.** Murder-mystery. Ralph Bellamy, Valerie Hobson. Dir. Christy Cabanne. 60 mins. Rel. Feb. 11. Rev. April 24.

**Werewolf of London.** Chiller. Henry Hull, Warner Allen, Valerie Hobson. Dir. Stuart Walker. Rel. May 15. Rev. May 15.

**White Rhodes.** Western. Buck Jones. Dir. Al Robach. 60 mins. Rel. Sept. 14. Rev. Jan. 22.

**Secret of the Chateau.** Mystery story. Claire Dodd, Clark Williams. Dir. Rich. Thorpe. 68 mins. Rel. Dec. 3. Rev. Feb. 8.

**Sing Me a Love Song.** Drama with music. Dir. Stuart Walker, Ricardo Cortez. 68 mins. Rel. Dec. 3. Rev. Feb. 8.

**Stone of Love Creek.** Buck Jones western. Dir. Nick Grinde. 60 mins. Rel. April 24. Rev. Jan. 22.

**Strange Wives.** Comedy drama. Roger Pryor, Jane Clayworth. Dir. Rich. Thorpe. 75 mins. Rel. Dec. 18. Rev. Feb. 6.

**Strait Jacket.** The. Politics and magic. From the play by Jane Mavor, Roger Pryor. Dir. Kurt Neumann. 70 mins. Rel. Jan. 14. Rev. March 27.

**Transient Lady.** Politics, romance and mystery. Henry Hull, Gene Raymond, Francis Ford. Dir. Ed Buzzell. 75 mins. Rel. April 24.

**Were-Wolf of London.** Drama. Henry Hull, Warner Allen, Valerie Hobson. Dir. Stuart Walker. Rel. May 15. Rev. May 15.

**White Man's Grave.** Buck Jones. Dir. Alan Jones. 60 mins. Rel. Nov. 12. Rev. Jan. 22.

Studio: Burbank, Calif. Warner Brothers Office: 321 W. 44th St., New York, N. Y.

**Ailbi like.** Famous baseball comedy by Ring Lardner. Joe E. Brown, Olivia de Havilland. Dir. Ray Enright. Rel. June 16.

**Bordertown.** A musical and magic. From the play by John G. Brown, Joe E. Brown, Olivia de Havilland. Dir. Ray Enright. Rel. June 16.

**Case of the Curious Bride.** Warren William, Phillip Reed, Margaret Lindsay. Dir. Michael Curtiz. Rel. Mar. 30.

**Devil Dogs of the Air.** Buck Jones, Jane Grayney, Pat O'Brien. Dir. Lloyd Bacon. 65 mins. Rel. Feb. 9. Rev. Feb. 9.

**Dinky.** Starring the four children of Everybody. Jackie Cooper, Mary Astor, Roger Pryor. Dir. D. Ross Lederman and Howard Bretherton. 65 mins. Rel. May 17.

**Florentine Danger.** The. Murder of a theatrical producer with both his daughter, who is the star of a play in his theatre, and the playwright as the victims. From the play by John G. Brown, Joe E. Brown, Olivia de Havilland. Dir. Michael Curtiz. Rel. Mar. 30.

**I Am That.** Mystery and murder. From the London play by J. M. Barrie. Dir. Robert Florey. Rel. Nov. 24. Rev. Jan. 22.

**Night at the Ritz.** Story about a high-powered publicity man, his love and his efforts to outwit a chief who can't cook. Wm. Cagney, Patricia Ellis. Dir. Wm. H. McCann. 62 mins. Rel. March 23.

**Right to Live.** The. Romance in which two boys, who have the same woman and one ends his life so that his wife can find happiness with the other. Josephine Hutchinson, George Brent, Colin Clive. 68 mins. Dir. Wm. L. Kricheldorf. Rel. Jan. 28. Rev. Jan. 28.

**Secret Bride.** The. Thrilling drama of political intrigue which results in two budding murders and a suicide. Wm. Cagney, Patricia Ellis, Warren William. Dir. Michael Curtiz. Rel. Dec. 22. Rev. Feb. 6.

**Stranded.** Kay Francis, George Brent. Dir. Frank Borzage. Rel. June 22.

**Sweet Adeline.** From the stage opera. Irene Dunne, Dir. Mervyn LeRoy. 75 mins. Rel. Dec. 28. Rev. Jan. 8.

**Sweet Music.** Back-stage story. Rudy Vallee, Ann Dvorak. Dir. Alfred E. Green. 60 mins. Rel. Feb. 25. Rev. Feb. 25.

**White Cockatoo.** The. Detective yarn. Jean Mull, Ricardo Cortez. Dir. Alan Crosland. 72 mins. Rel. Jan. 19. Rev. Jan. 15.

**While the Patient Sleeps.** Alina MacMahon, Guy Kibbee. Dir. Ray Enright. Rel. Mar. 9.

## Miscellaneous Releases

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

**Frontier Days.** (Spectrum). Bill Cody western. Dir. Bob Hill. 61 mins. Rev. May 1.

**Hel Tiki (Mystery).** Samoan nature story. 73 mins. Rel. Feb. 6.

**High School Girl (Fox).** Sex instruction propaganda. Helen McKellar, Mahlon Hamilton. Dir. Crane Wilbur. Rel. March 27.

**Hollywood Mystery (Regal).** Story of a temperamental director and a racketeer. June Clyde, Frank Albertson. Dir. Breezy Eason. 63 mins. Rev. Jan. 22.

**Northern Frontier (Ambassador).** New angle of an old Curwood story. Kermit Maynard, Eleanor Hunt. Dir. Sam Newfield. 64 mins. Rev. Feb. 16.

**One in a Million (Invisible).** Shop girl gets in and out of a jam. Dorothy Wilson, Chas. Starrett. Dir. Frank Strayer. 70 mins. Rev. March 27.

## Contracts

Hollywood, May 21.  
Jean Rogers, Massachusetts beauty contest winner, handed U. contract and part in "Sing Me a Love Song" by William Lambert, stylist, sealed for another year at Fox.  
Writer contract for year set Frederick Stephani at Paramount.  
Fox picked up James Dunn's option for a year and tilted his weekly salary to \$1,500.  
Cecilia Parker set at Metro for another six months and goes into "Ah Wilderness."  
Warners signed Eddie Acuff, stage comic, to a contract and railroaded him to Ann Arbor for "Anchor Aweigh!" He later goes to the coast.  
Roger Pryor set for one picture deal by Columbia and he has the juve lead in "The Girl Friend."

## STORY BUYS

Hollywood, May 21.  
Film rights to "Bulldog Drummond Trapped" bought by Universal. Deal closed by cable with authors, Gerard Fairlie and H. C. MacKellie.  
Murray Sanger's "Surgical Call," running serial in the Delinquent, will be filmed by Columbia.  
"Spinner Dinner, Cosmo mag. serial by Faith Baldwin, bought by Universal.

## U GRABBING SPEED

Hollywood, May 21.  
Camera and technical crew will be sent by Universal to Indianapolis to make atmospheric footage of the annual Deception Day auto races for "Fast and Furious."  
Picture is based on the grind and was produced by Edmund Grainger.

## Stitch in Time License Ban on Mpls. Theatres

Minneapolis, May 21.  
The city building department has issued notice on local theatres that recommendations for renewal of licenses will be withheld from all showhouses which are not living up to the letter of its regulations.  
It is announced that a number of showhouses have been found to be defective in that booth seats are not properly fireproofed, that exits are barred and exit doors stick and are hard to open and that foyers are not being kept clear.

## SKOURAS EAST AFTER FOX-WC FILM BUY

Los Angeles, May 21.  
Spyros Skouras planned out for New York Thursday (16) after spending five days here in conferences on film product for Fox West Coast houses. Fox buy was practically set before Skouras headed east. Other buys will be negotiated and closed in New York.  
E. L. Alpersen, Ed Penkay and John Davidson, who have been working with Skouras, remained over for further confabs on product.

## Re-elect John H. Harris Head Nat'l Variety Clubs

Pittsburgh, May 21.  
John H. Harris was reelected chief barker of National Variety Clubs here at national organization's annual convention over the week-end. Columbus, O., was picked as the city for the next convocation in April, 1936, and charters were granted to two new tents in Omaha and Des Moines.  
James G. Balmer, also of Pittsburgh, was named treasurer, with Duke Clark, Columbus, and John Maloney, Pittsburgh, picked as Harris' first and second aides. Frank Drew Cleveland, is new national property man. Canvassers to serve during coming year are Allan Moritz, Cincinnati; Eddie Rubin, Minneapolis; Louis Rome, Washington; J. E. Kirschner, Detroit; Marc Wolf, Indianapolis, and East Swelger, Philadelphia.  
Convention, attended by delegates from 14 states, wound up with banquet Sunday night at William Penn hotel. Organization voted as well to continue its local and national charities on a larger scale in the future.  
Variety Clubs of America are not strictly for social activities; primary reason of existence is charitable and fraternal. There are now 14 reorganized chapters of the Variety Clubs in existence. Each chapter has definitely committed itself to a policy of contributing to the welfare of its community.



Now I say me down to sleep.

**WOULD YOU SLEEP ON A BED WITHOUT SPRINGS?**

Theatre goes are comfort lovers. Take no chance on losing business—RESEAT with comfortable chairs.

**Ask Us, "How can I reseat and pay for new chairs conveniently?"**

**AMERICAN SEATING COMPANY**  
Makers of Dependable Seating for Theatres and Auditoriums  
General Offices: Grand Rapids, Michigan  
BRANCHES IN ALL PRINCIPAL CITIES  
COMFORT—The Greatest Star Of Them All!

## 100-Watters Start Organization

Lynchburg, Va., May 21. "Local Broadcasters" is the name finally decided upon for the cooperative association of small radio stations which is being organized by Edward A. Allen, president of WLVA here.

Group was formerly to be known as "United Watters, Inc.," but new name was chosen as being more representative. Allen met with seven other station operators in Washington last week, elected a steering committee, and made plans to have the small stations represented, en bloc, at the N.A.B. convention at Colorado Springs, July 10.

With Allen as chairman, the organization committee is as follows: Lefroy Mark, WOL, Washington; William S. Pate, WMEX, Boston; Charles A. Hill, WJBM, Jackson, Mich.; Edward E. Bishop, WGH, Newport News; John Elmer, WCBM, Baltimore; C. W. Hayes, WPHB, Canton; Steve A. Claser, WTLT, Atlanta; W. W. Gages, WMBE, Detroit; Herbert Hollister, WLB, Kansas City; Ben S. McGlashan, KGFJ, Los Angeles; Earl J. Smith, WNBZ, Saranac Lake; H. M. Loeb, WFDF, Flint; Winston L. Clark, WLAF, Lexington; Clair R. McCollough, WGAL, Lancaster; L. A. Benson, WLS, St. Louis; Ormond S. Black, WGSN, Birmingham.

Purpose of the group is to sell "coverage" nationally and by sections to the big advertising agencies who wouldn't, otherwise, be inclined to place to the plea of individual stations. Allen says. Figure the cooperative can get a lot of spot national business now going only to the chains or the big-watt indies.

Headquarters of the group will be maintained at 1111 H street, N. W., in Washington, but all communications are to pass through Allen's hands at his office in Lynchburg.

## Educators Urge All-Pedagog Network with Uncle Sam to B.R.

Washington, May 21.

"Creation of government-owned broadcasting system supplementing private facilities was recommended to Federal Communications Commission by National Committee on Education by Radio at conferences regarding more effective co-operation between commercial operators and various religious, educational, and cultural bodies."

Proposal was submitted by Dr. Arthur G. Crane, president of University of Wyoming on behalf of National Association of State Universities, National Association of Educational Broadcasters, National Association of State Universities, National University Extension Association, National Education Association, Jesuit Educational Association, National Council of State Superintendents, Association of Land-Grant Colleges, and American Council on Education.

With primary objective to make programs free from advertising, network would be managed through series of national, regional, and state boards empowered to determine program policies. Representing agriculture, music, schools, drama, science, religion, and religion, and civic groups, the boards would be named by the President and by governors from lists submitted by Supreme courts of the states.

System would be available for public business, public forums, adult education, broadcasts to schools, public service by non-profit welfare agencies, and other, several "radio broadcasts." Dr. Crane explained, with nonprofit stations assured of the right to join the Federal web.

General government would foot the bill and set aside suitable channels for the various stations. Plan contemplates steady research work in public domain, preparation of programs, technical of broadcasting, and allied matters.

## Engels Opens Office

Hollywood, May 21.

Hollywood branch of NBC artists' bureau has been opened here by George Engels.

Engels is lining up a local staff of writers to remain here about three weeks.

## HOLT QUITS COAST

Hollywood, May 24.

Stan Holt, J. Walter Thompson man, who handles the General Clark account left for the east Friday (17).

Holt has been supervising the production of the Burns and Allen broadcast.

## WOOD DUERS' PET--REPERT. STORES

Organized Campaign to Get Big Merchants on Air Sure to Inflamm Newspaper Publishers

### MODEL PROGRAMS

Pow-wow on retail broadcast advertising which the commercial section of the National Association of Broadcasters is staging in Chicago June 10 represents the first concerted effort made by radio to crash the daily newspaper's main source of income, local department store advertising.

Heartened by the victory it has scored in the battle over newscast, radio feels that the time is now ripe to beard the lion in his business den and to that end experts from the department store field have been invited to tell broadcast how it can effectively cut in on their advertising budgets.

It is expected that out of the NAB's Chicago meet, which will be part of the Advertising Federation of America's annual convention at the Palmer House, there will develop a proposal that the NAB's commercial committee devise a set of programs which could be placed daily devoted to the needs of the department store. These program outlines would be distributed among the member stations of the NAB, with the same outlets invited to submit suggestions for improvement along with reports on how specialized programs of this order have worked out for them locally.

Among the experts that have been asked to appear at the Monday morning (June 10) session on retail broadcast advertising are Mrs. Preen Fitzgerald, advertising mgr., James McCreery & Co., New York; Marvin Oreck, v.p. of Oreck's, Inc., Duluth; Kenneth Taylor, of Taylor & Merchandise, mgr. John Taylor Dry Goods Co., Kansas City, Mo.; Frank W. Spaeth, mgr. of the sales promotion division of the National Problem of the Buyer; Dade Epstein, Chicago advertising agency execs, and John Shepard, 3rd, who heads the Shepard Stores in Boston, as well as the Yankee Network. H. K. Carpenter, mgr. of WHK, St. Louis, will preside as chairman of the day.

Following day broadcasters, advertisers and agency men will exchange thoughts on the "Mutual Problem of the Buyer and Seller of Radio Advertising." Among those invited to attend this gathering are J. Edgar Hoover, director of the Federal Bureau of Investigation; Borden Co. and chairman of the National Association of Advertisers; Frederick Seaman, ad mgr. of the Continental Baking Co.; Elmer H. Pumphall of the Henri Hunt & McDonald agency; Hugh C. Bolos of CBS; Edgar Wallace, NBC; John F. Fatt, WGAR, Cleveland; and Lloyd Thomas, WROK, Rockford, Ill., with Arthur B. Church, WMBE, Kansas City, presiding.

Hartford, May 21.

For the first time in the history of Connecticut's largest department store, G. Fox and Company, newscasts were aired on the subject of the store's anniversary (88th) sale. In previous years this store splashed forth news of the event with 15-page sections in newspapers, but this year ran one and two three pages instead, going to radio as a grave throwaway as an alternative.

Event which usually brings the department store a gross of about \$500,000 during the one-week sale, is being blazoned on radio almost every 15 minutes, the store having taken almost every available opening.

Macy's budgets approximately \$75,000 yearly for broadcasting two

## Aylesworth Wins Over WEEL, Boston, and WRVA, Richmond; WSM, Nashville, Won't Give In

### Jolson Draws Line

J. Walter Thompson had Milton Berle picked for a spot on this Saturday night's (20) Shell hour over NBC, and everything connected with the booking was okay until the agency relayed to Al Jolson the suggestion made by Berle that Jolson do straight for him. Jolson burned at the proposal. He declared that he would do as he has done with other comedians on this stanza, introduce them, and at the end of their routine exchange a few words with them. But as for serving as a straight, throughout Berle's act, that was out.

P.S.—Berle will not appear on the Shell show this Saturday night.

## MARSHALK & PRATT GETS STANDARD OIL

Marshalk & Pratt, Inc., has relieved the McCann-Erickson agency of the radio end of the Standard Oil of New Jersey account. As its initial move in behalf of the petrol refiner, M&P has taken over the direction of Guy Lombardo's half-hour program for SONJ, which makes its debut on CBS, July 8. It's the 8 to 8:30 p.m. spot Monday nights. Billings on this show is figured to go over \$500,000.

McCann-Erickson's connection with the oil account dates back many years with that agency having handled to date every SONJ effort in radio. Biggest air campaign that the refiner has bankrolled is the Five Star theater double-network series of two years ago in which over \$600,000 was spent for time alone. This season Standard Oil of N. J. supported "The O'Flynn" operetta, on CBS for 13 weeks.

## MAD OVER, WISN-CBS RESUME RELATIONS

Milwaukee, May 21.

After operating as a purely local station for a while, WISN programs for the past three months, WISN has returned to the Columbia chain, resuming its affiliation Sunday (19).

Problem of the Buyer and Seller of Radio Advertising. Among those invited to attend this gathering are J. Edgar Hoover, director of the Federal Bureau of Investigation; Borden Co. and chairman of the National Association of Advertisers; Frederick Seaman, ad mgr. of the Continental Baking Co.; Elmer H. Pumphall of the Henri Hunt & McDonald agency; Hugh C. Bolos of CBS; Edgar Wallace, NBC; John F. Fatt, WGAR, Cleveland; and Lloyd Thomas, WROK, Rockford, Ill., with Arthur B. Church, WMBE, Kansas City, presiding.

regular programs over WOR, New York, which the store owns. This amount covers talent, time and sundry costs. Store has been etherizing its new program since 1931. It is sold on the medium more than ever now.

Martha Manning of the advertising department said daily excepting Saturday and Sundays at 8:30 a. m. E.D.S.T. Specialties, sales, etc., are created in a co-ordinated manner to stimulate buyer's interest. Other program known as Macy-Bamberger Boys' Club is co-operative with the New York establishment, being aimed for juvenile masses and good-will builder.

Radio outlay has been a regular part of the store's advertising budget since 1931.

Syracuse, May 21.

WEFL is taking a bow locally because of the big business currently enjoyed by the Lincoln department store, which has been sponsoring a 10-minute "Stories Behind the News" program hit to the end of the station's regular five-minute news broadcasts.

Contract is only a mo

M. H. Aylesworth last week landed the signatures of two of the stations that have taken a recalcitrant attitude toward NBC's new station contract. In accepting the agreement one of the pair, WEEL, Boston, stepped out of a pact it had made with WTIC, Hartford, by which they had committed themselves to act only as one, so that one couldn't sign without the consent of the other. Other station which Aylesworth has brought into the fold is WRVA, Richmond. Circumstances at this point of WTIC moving over to the CBS list within the next three months.

Realignment of WEEL with NBC leaves CBS with no choice but either to accept the terms of John Shepard, 3rd, when their contract for the Yankee network expires within the next year, or to go through with its plan to help maneuver WHDH, Boston, into a water-gate deal with NBC that will let full time. While Aylesworth was parlaying with his friend, Julius Gross, head of the Edison Electric Illuminating Co. of Boston, which owns WEEL, it is reported that Shepard made a call on the NBC radio and television executives. He (Shepard) was prepared to talk business if WEEL stood pat and added that Aylesworth was free to use this offer, if necessary, as a lever in the negotiations.

### WSM Adament

No headway has been made by NBC in solving the position taken by WSM, Nashville. Latter station still refuses to guarantee the network the time as stipulated in the new contract, holding that such schedule clearance would force the station to eliminate some of its most popular live programs, particularly the Saturday Night Barn Dance. Columbia has approached WSM on the proposition of the Nashville 50,000-watt station, which would be a new station, if necessary, as a lever in the negotiations.

Opinion in the trade is that NBC will be compelled to solve its De-fec-tuation by working out deals which will find a station willing to share the programs released over the blue (WJZ) link, G. A. Richards, head of WJZ, which becomes associated with CBS in September, has let it be known that he will not under any circumstances agree to the moving of another station into Detroit. NBC at one time had under consideration a plan to switch WMAQ from Chicago to Detroit and affect a time-buying arrangement with WCFB, Chicago labor's mouthpiece, for the release of the blue link's programs.

## Cantor on Coast

Hollywood, May 21.

Eddie Cantor arrived in town Friday via boat accompanied by Harry Rapp, his radio writer, and Parykakan (Harry Einstein).

Cantor immediately started planning a Hollywood version for his radio consultant service.

Cantor undergoes an operation at the Good Samaritan hospital tomorrow (Wednesday). He has been under observation for several days.

## Visiting New York

Lee Rogers, Southwest Network. E. S. Rogers, CFRB, Toronto. Harry Sedgwick, CFRB, Toronto. S. Gordon Parsons, WSPA, Montgomery.

C. Ward, WLAC, Nashville. F. W. Horton, WQAM, Miami. Clarence Cooby, WKWK, St. Louis.

Joseph WHO, Des Moines. Arthur Church, KMBC, Kansas City.

# Concerted Action to End Cafe Plug Excesses Expected Soon in East

Acting in advance of recommendations that James H. Baldwin, executive secretary, is expected to make to the broadcasting code authority, NBC and Columbia have undertaken to curb the increasing band pickups of overdoes of commercial palaver. Webs admit that they've decided to shut down on delinquent hotels and cafes before the situation now prevailing makes them subject to citation before the Washington authorities.

Baldwin, passing through New York on his way to Washington last week, let it be known that during his recent stay in Chicago he made a study of the band pickup situation and collected evidence showing that practically every one of the major local stations was allowing the hotel and cafe sources to get away with practices which were in sharp violation of the unfair trade provisions of the code. Chiefly responsible for this condition, he found, was the intense competition engaged in by the local outlets for the right to pick up the dance combos, with NBC and Columbia becoming involved through their plucky clearing of the same combos over extensive hookups in Chicago as a base for late evening pickups has been aggravated by the broadcast of the same combos by the New York musicians union.

Chi the Windy Town Chicago nities have taken advantage of the lax attitude of the station by loading up the programs with sales palaver, with some of it going into lengthy details about the room's superlative cuisine and service. Baldwin holds that most of these pickups now constitute commercial propaganda, and that they should be billed as such by the webs and the local stations.

Efforts on the part of NBC which in recent weeks has set CBS to cooperate on the Chicago situation resulted in an explanation that the authority held by CBS's western manager, Leslie L. Glass, who has his offices in Chicago, prevented the network from interfering locally. Also that, whatever attempts the CBS New York office has made to control band pickups emanating from that area have been countered by Atlanta, which has taken the attitude the needs of hfk key station, WBFB, came first.

## Indianapolis Only City Of Size with No Purely Local Station—Hill

Washington, May 21. Construction of two new transmitters in Indiana and California was recommended by Federal Communications Commission examiners last week.

Finding that need exists for added facilities in Indianapolis, Examiner George H. Hill asked proposal of L. M. Kennett, owner of WBHU, Anderson, Ind., to build a kw. station to operate under the 660 kc. while Examiner Ralph L. Walker gave the nod to Riverside Broadcasting Co. plans for building a daytime kw station at Riverside, Calif., using the 830 kc. channel.

Neither station would cause observable interference with existing transmitters and both would render service for which there is a public need, examiners reported.

Indianapolis, with its population of 100,000, has only two stations and no purely local station, is entitled to a transmitter using local talent and carrying local civic and religious programs, Examiner Hill said.

California station would be owned by present operators of KFXM, San Bernardino, and would be hooked up with Southern California network.

Terrell on the Road St. Paul, May 21. W. D. Terrell, FCC field section chief, here to check the work of the regional inspection office of the commiss. Accompanied on his looksee by John M. Sherman, northwest regional inspector.

From here Terrell goes to Grand Island, Neb., to inspect the central monitoring station, where frequent calls on all radio stations and actual part of the country are checked.

## BALTO'S MYSTERY STATION Town Doesn't Know Who's Behind Enterprise

Baltimore, May 21. Erection of a station which was recently licensed by the FCC to be located 40 miles northwest of Balto, just outside town of Frederick, Md., must according to the permit granted, begin operation before Nov. 26. Nothing has been done yet, and improbable that ground will be broken before mid-summer. Identity of persons connected with station still source of mystery to radio men in Balto, and has trade here very curious. Persons who secured license and who will operate the broadcaster continue to shield identities behind moniker-form, Monocacy Broadcasting Co. About all could be learned last week was that station's call letters will be WFMD. Will operate daytime only at 500 watts.

Believed reason for late start in erecting station is that work will be supervised by R. C. Powell, who is currently engaged in smoothing out engineering for another newly created station that will be established in Staunton, Va., WWSA. Lawrence Leonard of Frederick, Md., is only name on record in Washington in connection with Baltimore's new station.

## L. A. IGNORES PLANTER TAX

Los Angeles, May 21. Although radio stations using records were ordered by the American Society of Recording Artists to pay a tax on every disc played beginning May 1, none of the local stations has as yet contributed a cent.

During the past two weeks agents of the organization, claiming to represent all the top recording artists, have made personal appeals to station for royalties, but locals have ignored the requests.

Broadcasters from smaller stations, using records generally, and their attorneys met to agree on a procedure with an agreement re- fusing to stand pat and await developments.

In the meantime, attorneys for each of the stations wrote to the society asking to be informed on state of national laws upon which the organization bases its claims for fees.

## Television Document Challenged by FCC

Washington, May 21. Public hearing on registration request of American Radio and Television Corp., New York, was ordered for Friday (24) by Federal Securities and Exchange Commission.

Government group told applicant to show cause why effectiveness of statement should not be suspended, charging numerous instances of untrue statements and omission of required material facts.

## Big CBS Delegation to N.A.B.

Sam Pickard and Other Execs Will Be at Colorado Springs Convention July 10

Columbia will concentrate at the National Association of Broadcasters' convention in Colorado Springs July 7 the largest number of home office executives the network has available at one of these events. Primarily actuating this move is the receptive mood that CBS anticipates it will find in NBC affiliated broadcasters who have refused to sign the new NBC station contract. CBS figures that with enough ambassadors and actual deal closers on the ground it should

Columbia's gross from time sales tops that of NBC's red (WEAF) link by \$41,000 for the first four months of 1935. The January-April stretch brought CBS \$8,550,246; the red chain, \$6,899,138, and NBC's blue (WJZ) network, \$775,978. As compared to the same period for 1934, the CBS tally represents a boost of 20.4%, while the red and blue networks increase, respectively, amount to 28.5% and 11.8%.

Breakdown of CBS April '35 figures gives CBS \$1,579,283, the red network \$1,556,283 and the blue, \$957,970.

## BASEBALLS IN THE GIGGLE THIS YR. IN ST. LOUIS

St. Louis, May 21. In contrast with last year, when the baseball magnates shut down the broadcasting booths at the Cardinals and Browns fields, St. Louis radio has gone almost unanimous in maintaining a play by report of the local games. Only WFLA, the Browns' station, is missing in KIDS, which is owned and operated by the St. Louis Post-Dispatch, an evening rag.

## BOY SCOUT MULLOY Makes Emergency Announcements And Gives Two Pints of Blood

Baltimore, May 21.

Aldine Byrd, reporter on Hearst's News-Post, phoned Frank Mulloy, publisher of the News-Post, and asked if he would have a couple of spot announcements read out over other stations for volunteers to donate blood for transfusion for slater-in-law who was badly ill in hosp. Mulloy consented and had prepared within few minutes. First batch of donor applicants contributed samples of blood and none met requirements of medical. Then Byrd phoned back to Mulloy and asked if another spot might be procured. Mulloy said he had no immediate time open but would have a try himself while next announcement was being primed. Mulloy's own was found in the bill.

Gave two pints yesterday (Monday) and after getting acquainted with the Byrd family discovered he had known the lady to whom he gave blood. They were neighbors years ago when both lived in Pittsburgh.

## 4 ETHER TRIOS IN FILM

Hollywood, May 21. Paramount is using four radio stars in the new movie, "Double Trouble," in "Big Broadcast."

Backer-uppers are Rhythmettes, Three Shades of Blue, Three Tones and Ingenues.

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# Women's Radio Committee Clarifies

Following letter has been received by VARIETY from the Women's National Radio Committee and is printed below verbatim:

Gentlemen: We read with considerable interest your editorial in last week's VARIETY entitled, "Radio Should Fight Back" and would appreciate your publishing this letter in order that the attitude of the Women's National Radio Committee may be clearly defined.

We do not want government control of radio, nor do we believe that the industry is either the cause or the solution of the problem. We are convinced that the standard of radio programs should be raised, but we maintain that such reforms must come from within the industry. For many years the motion picture industry ignored the criticisms hurled in its direction, continuing to offer productions supposed to represent popular entertainment for the masses. When the disapproval could no longer be disregarded, since the box offices began to tell the story of the public's reaction, and finer pictures were offered, to their astonishment the producers learned that we are not a nation of morons and can appreciate artistic presentations.

Until the Women's National Radio Committee was organized, there was no coordinated body of women to register the opinions of the buyers of the nation with regard to radio. When you consider the fact that radio—a man-made, man-regulated industry—wants very much to intrigue the interest of women, it does not seem so remarkable that we should want to voice our opinions of broadcasting. Furthermore, as ultimate consumers we pay for the cost of radio entertainment.

We are sincere when we say we want to be helpful. As we view the situation, millions of dollars are spent to present entertainment for our enjoyment. We assume that the sponsors want to please the listening audience, for by so doing they cultivate good will. We therefore transmit the likes and dislikes of women to those most concerned in an effort to be useful.

We have criticized distasteful, lengthy and exaggerated radio advertising, and pointed out the fact that a great deal of money and effort is being wasted, since this type of advertising is not effective. Evidently the industry has found that we are correct in our statements, as Columbia Broadcasting System has just put into effect a new policy which will ultimately result in the elimination of such advertising.

At the radio conference held on March 25 in Stelway Hall, we suggested that one way of improving children's programs would be to organize a consulting board which would represent many viewpoints, and which would include a child psychologist. This, too, Columbia is going to do.

We hope the other companies will follow Columbia's wise move. The next step will be an improvement in the character of the programs. We feel that the industry will be as astonished as the motion picture producers were to find that the public will soon voice its appreciation when this is done.

We have constantly pointed out the fact that poor taste and poor judgment are responsible for present objections to radio broadcasting; but we agree that it is doing too far to lay the blame for sex delinquency and moral perversion at the feet of the industry.

Sincerely Mrs. Harold Vincent Milligan, (Chairman.)

# Talent Scout System Sought by Chi NBC as Available Acts Fade

## Iowa Organizing

Marshalltown, Ia., May 21. Iowa radio station owners are meeting here today (21) for the purpose of forming an association of station owners in Iowa. Earl Peck, owner of the Iowa City station, is expected to invite all station owners here at Hotel Tallcorn for the purpose of forming the Iowa Association of Broadcasters.

According to dope, the organization will be for the purpose of banding the Iowa independents into a unit to secure more advantageous legislation and to promote coverage in Iowa from a national standpoint.

## Transradio at WTIC; Previously Fed WDRC Through Yankee Web

Hartford, May 21. Station WTIC, local 50,000-watter, is being signed by a Republican to furnish it with news and background giving that organization's dispatches on Wednesday (15). Up to then WTIC has been taking the Press-Radio bulletins from NBC with WDRC, another local, getting the jump by giving the more detailed Yankee Network news. WTIC has previously been tied up with 'Transradio.

Broadcaster has three Transradio periods listed daily, 8 a.m. to 4:30 p.m. and 11 p.m. Move by WTIC came as surprise to Connecticut radio men.

Also last week, WIXBS, Waterbury 1,000-watter, began giving AP news dispatches. Station is owned by W. J. R. R. Republican. American morning and evening sheets which have an AP wire, WIXBS still takes Press-Radio news, via WBHU, New York, and uses its Associated Press dispatches after three-daily local news flashes. Tie-up with WTIC is set to discontinue on June 1.

## Leo Kennett Gets Pat

Indianapolis, May 21. Recommendation has been made to the Federal Communications Commission to grant the license to Leo Kennett to operate a 1,000 watt daytime power, 60 kc. station here in Indianapolis. It is the last local talent and disk programs.

Kennett is now owner of WBHU, Anderson, and was formerly associated with WBST, South Bend.



# CBS' CLEAR AND SIMPLE POLICIES

## NBC Slant on CBS Policy

NBC followed up on the publicity obtained by Columbia's clean-up rules by pointing out that in January, 1934, NBC promulgated similar if not quite so drastic policies with reference to laxatives which thereafter were solicited. NBC has turned down Ex-Lax, Feen-a-mint and Castoria among other accounts and has flatly rejected all deodorants.

NBC did not publicize the January, 1934, rules outside the trade. It has maintained Control of the Acceptance Department for the past nine months which functions entirely divorced from the Sales and Program departments.

## Ex-Lax Eases Off CBS; Helps Solve Problem

"Uninstructing situation which Columbia created for itself by offering Lux Soap the 8 to 9 stretch Monday night after it had sold the 8:30 to 9 period to U. S. Tobacco (Dill's Best) was relieved Monday (20) when EX Lax decided to withdraw from the network June 17. What prompted the laxative to call it quits was the pressure the network was bringing on EX Lax to make its ad copy conform to CBS new commercial policies and to shift its half hour program to some other night but Monday. Retirement of Ex Lax from the 8:30 to 10 period will make it possible for Lux to take over the 9 to 10 period on CBS starting July 2.

In offering the 8 to 9 Monday evening spot to Lux for the dramatic show that it's currently broadcasting on NBC Sunday matinees CBS had expected that U. S. Tobacco would be agreeable to taking some spot other than the one it had contracted for. The tobacco account assumed the position that it was the 8:30 to 9 Monday evening spot that it had been sold and it would be the 8:30 to 9 Monday evening spot that its "One Night Stand" program would fill, starting June 3, or else. Dill show now, clears over NBC Friday nights and the tobacco company, decided to make a change of network where it found that Columbia could give it the 8:30 stations it required. With NBC it has to supplement with transcriptions.

### Convenient

When the situation over the 8:30 to 9 spot assumed the form of an impasse, the CBS sales department took another squirt at the Monday night schedule and decided that the next resort would be to let Ex Lax account. Together with urging the laxative to move over to a Tuesday or Wednesday night niche, the network undertook to express upon the account the necessity for avoiding its ad copy anything that might impinge upon the restrictions contained in Columbia's new rules for advertisers. After talking it over with its agency, Joseph Katz Advertising Co., Ex Lax decided that rather than be subject to discomforting situations and serve as an example in the current campaign it would get out of network broadcasting altogether with the expiration of its present time obligations. Ex Lax has not a 52-week contract, could have stayed on to February. Laxative has been a consistent customer of the web for over three years.

Lux turned to CHS for a spot as NBC was able to offer it a satisfactory evening hour.

### Too Good for Radio

Paul Kennedy, radio editor of the News-Rec, made a big hit with his plying of the leading "Vigil in Exalted Order" and "Vigil in Exalted Order" here by the Newspaper Guild recently, and his sheet is apparently trying to ensnare him on his rise to popularity.

He was given new assignment as feature story writer. Ben Mendoza has taken Kennedy's place as radio critic.

## MORE STATIONS ON SPOT

WWAE, WBSB, KWKC, WOS Hailed Before Commish

Washington, May 21. Quarter of broadcasters were added to list of licensees on the spot last week in the government radio policy movement.

Federal Communications Commission ordered WWAE, Hammond, Ind.; WBSB, Chicago; KWKC, Kansas City, Mo., and WOS, Jefferson City, Mo., to make account of conduct and justify continued existence of their stations. Stationed station is police transmitter of Missouri State Highway patrol.

Hearing on six other renewal applications were set for June 27. Concerns are WWL, New Orleans; WFAA, Dallas; WBAP, Fort Worth; WCCO, Minneapolis; WOV, New York City, and WPG, Atlantic City.

## LADY ESTHER UNDER GOVT. SCRUTINY

Washington, May 21. Government started to crack down last week on Lady Esther and programs and then changed its mind.

Acting at request of the National Recovery Administration, the Federal Trade Commission ordered cold cream maker to quit exaggerating the qualities of the product in its air matter, but subsequently withdrew the complaint. An adjustment by which Lady Esther will stop making objectionable representations over the air is sought.

## Show Cause Order on WPG Returnable June 27

Atlantic City, May 21. City officials were notified today (17) to appear before the Federal Radio Commission in Washington June 27 to show cause why WPG should not be licensed for a renewal of license of WPG, municipal radio station, will serve the public interest, convenience and necessity.

City was also notified that Station WWLW, of the Paulist Fathers, which has been operating since 1926 with WPG, has petitioned the commission for a new wave length assignment.

Twice in the past three years WWLW has appealed for full time on its present wave length, an application which it stated it would have taken WPG off the air unless it was assigned the wave length of another station. On both occasions the city, with the aid of the Columbia Broadcasting Co., which leased WPG, successfully fought WWLW. This time, however, WWLW will have to contend with WWL, Lovola University, WOV, New York, and such stations at WCCO, Minneapolis; WNYC, New York; and WPA, WBAP, Dallas and Fort Worth, may become involved, too.

In view of the pending legal battle, Mayor Harry Hinchey said that the city will operate WPG should it receive full time on the city's really worthwhile lens presents itself.

## DOORS MAKE HIGH WEBS COMMITTED

Believe Laxatives Doomed on Networks—Also See Chain-Worked Stations Unable to Accept Taboo Sponsors on Spot Basis

### MUST MAKE GOOD

NBC and Columbia will be forced in due time, it is predicted by the advertising trade, to extend all their "anti" policies to the stations they own and operate. To the fare of publicity in the newspapers and over the air, CBS particularly, point out the agency men, has put itself unmistakably on record. Radio's laymen critics and media opposition will insist upon a literal application of CBS's announced list of taboos and would decry the existence of one set of policies for the network and another for the stations the network owns and operates.

Most of the products kicked off by the network advertising men and tiepate, will go back where they came, spot broadcasting. It is also expected that the higher-powered and more conservatively operated stations throughout the country will, with an eye to the sapolo campaign

### Dailies' Reaction

Daily newspapers around the U. S. A. seemed disposed to say "Amen" to the CBS proclamation on program censorship. Editorial comment made by the South Bend (Ind.) Tribune is fairly characteristic:

Radio listeners who believe that all that goes on the radio should be only that which can be unblushingly received by a social group of high-minded persons will give cordial endorsement to the policy of the Columbia Broadcasting system. Under this policy radio listeners are not to be embarrassed by certain advertising which, if properly when printed, is not in keeping with good taste when put on the air.

News advertisement may use descriptions which do not violate good taste. The same advertisement on the radio would be a distinct offense. The difference is that the newspaper advertisement is not read to a family or social gathering while the radio advertisement is not announced to a group, often of young persons, and creates a sense of embarrassment.

That the Federal Communications Commission has undertaken, he is inclined to exercise marked circumspection over the advertising copy cleared through their transmitters. Indecent outlets will be free to accept the business of the plug player, but outside promotion will leave no such alternative to the networks, particularly Columbia, which has placed itself against medicals, laxatives and other products for intimate use.

### Embarrassed

Columbia's list of commercial causes and its assertion that after Feb. 18, 1935, there won't be permitted a single laxative or medicinal account on the network, has created a difficult situation for NBC. Latter network started to eliminate from its books the less desirable class of accounts over a year ago. It's been going about this task without really committing itself. What has largely stayed NBC from shutting down completely its laxative and declaring against the renewal of this class

## Columbia Makes a Hit

Washington, May 21.

Widespread satisfaction was reflected in government circles last week following announcement of drastic new policies governing commercial broadcasting by Columbia.

Indications that the voluntary housecleaning move may end or put a gag on demands for stringent Federal control were seen in reaction Congressional quarters, while communications Commission stand likewise gave reassurance to industry groups.

Restrictions were termed "very gratifying" by Chairman Wheeler of Senate Interstate Commerce Committee, one of the most vocal critics of commercial operators as well as of the commission. Chairman Anning S. Prill of the regulatory body, commended CBS in a public statement.

This new pronouncement of policy by the Columbia Broadcasting System is gratifying not merely because it is one of the most forward-looking steps ever undertaken in the great American radio industry but also because it is the considered understanding of a network serving more than 100 stations from coast to coast," Prill said.

Such an example of wise leadership can hardly fail to exert a profound influence on American broadcasting generally. The net effect of such a marked raising of broadcasting standards can only be to enhance further radio's unique influence on our modern ways of living and thinking, and to increase the time the time the interest of the listener and the value of the broadcast service to him."

## 'Thou Shalt Not Ad Lib' Now NBC Comedian Commandment As Cracks Bring Lotsa Squawks

### BALTIMORE GETS TOUGH

Laxatives Censored or Eliminated by Stations

Baltimore, May 21. WPBR, local NBC-red link, has erased all program and spot announcement commercials for laxative accounts of evening hours from 6 p. m. on. Laxative accounts still running on the National crimson network will be carried by WPBR till runs expire. Meanwhile all local accounts have either been shifted to morning or afternoon periods, or dropped.

Further, all commercial copy on purgative advertised during daylight hours is receiving sharp scrutiny, and in many instances censoring. Deletions in copy, for that matter, on such accounts are not occurring at WPBR, but at other stations here, too. Looks like the local stations have suddenly wised up to the offensiveness they permitted the public to be plagued with.

### Nag Outpoints Godfrey

Washington, May 21. Arthur Godfrey, news commentator, received several cracked ribs and a busted clavicle in a tumble from a nag here Sunday. Godfrey was trying out a strange stallion. He is expected to return to work after a few days rest in the hospital. Godfrey nearly lost his life in an auto smash-up in 1932. He still limps from a hip injury received then.

of account is the effect that the policy would have on not only one of radio's ace shows, the Rudy Vallee-Fleischmann Varieties, but the city's highest rated show, Stuart Hagen's. Staked tight by Columbia, as the advertising trade now sees it, has made NBC's dilemma infinitely worse. If it is to remain a bellwether and more conservative of the two major webs, it has no choice but to swing the axe right away and make a complete job of it.

In the with the attitude it took some months ago against deodorants NBC recently turned down the Life Buoy account. Business was delayed until when the soap brand finally agreed to keep the body odor angle out of its sales copy.

Federal Communications Commission is seeking the aid of various state pure food and drug units for cooperation in helping the commission to bring its anti-medicine campaign to a head. The commission has written to the various state pure food departments asking that it be informed of any questionable radio advertising within the state so it can investigate.

NBC program department is taking drastic steps to curb the flood of squawks it has been receiving lately from listeners about offensive material. Stirred up by the policy fairly by the food for propaganda which recent slips over the network have provided organizations calling themselves radio decency or purity leagues, NBC has barred all ad libbing by comics and notified ad agencies that the appearance of all guest artists at dress rehearsals is mandatory.

Web's program department has found that, with rare exceptions, the source of the complaints has been material adlibbed or broadcast by guests who were not asked to give an NBC production man preview of their act at rehearsal. Recalling the kickbacks alleging asseelge that the Miriam Hopkins bit on the Shell Oil broadcast provoked several weeks ago, the NBC program department refused to approve the show. The account's program of a week ago Saturday (11) unless Sheila Barrett, one of the guest artists, was included in the dress rehearsal. J. Walter Thompson, agency on the show, had consented to her request that she be spared from going over her routine before an audienceless mike.

Under the rule that the NBC has put into effect, any material adlibbed or included in the routine heard at the dress rehearsal may be inserted in the program that goes over the air. Any of the material not submitted for inclusion will be followed by a demand of the network that the client either replace the offending comic or else.

One bit of adlibbing that drew a hefty backlash from listeners occurred during the Wednesday before last (18) when comedian Stuart Hagen-Sal Hagen-Hagen, of the Ipana-Sal Hagen-Hagen. To the reply of one of the entrants that her name was Lee, Fred Allen cracked in: "You don't happen to be any relation to the Lee of 'I Surrender, Dear' fame?" Southern comedians complained that the remark drew a grave offense, the name of a great Southern general, statesman, scholar and gentleman, and that if radio comics had to do any insulting they could pick up folks from up north.

### Bernie's Name Stars

Hollywood, May 21. A different film name each week will be suggested on the Ben Bernie radio program, during its continuation for Catalina Island. For cash.

Allie Page was on today (12) with Irvin Berlin and a score of guests on the broadcast next week.





by transcription, three a week, 6:45 p.m., for eight weeks. Place by Radio Advertising Agency, C.

ments by transcription, two a week  
evenings for 15 weeks. Blood

52 weeks. Placed through Friend Advertising Agency. WINS.  
*Katrolak Laboratories*, Sundays presenting musicals, 10:30-11:30 p.m., 52 weeks. Placed through Chambers and Wiselwyl, Inc. WINS.  
*Music and Lyrics*, 10:30-11:30 p.m., for an indefinite period. Placed through Northwest Radio Advertising Agency, Seattle. WINS.  
*Music and Lyrics*, 10:30-11:30 p.m., weekly, for 13 weeks, presenting music and talks on the care of the hair. Placed through Waldron Agency. WMCA.  
*Barney Clothes*, six days weekly, for 13 weeks, presenting musical programs, 10:30-11:30 p.m. Placed through Waldron Agency. WINS.  
 In addition to the above, the following programs are broadcast daily: WMCA.  
*German American Employment Agency*, series of 15-minute spots for six months. WBXN.  
*Munz Products*, one-half hour musicals, 10:30-11:30 p.m., Saturdays, for 52 weeks. WBXN.

## ST. LOUIS

**ST. LOUIS**

**Faucett Publications**, disks, for an indefinite period. Placed through Critchfield-Graves Agency, Minneapolis. KWVK.

**W. J. Brothers Clothing Company**, 15-minute programs weekly. Placed through Westheimer & Co., Kansas City. KWVK.

**Florists' Association**, series of spots for an indefinite period. Placed through Elmer Swenson Company. KWVK.

**Maverick Candy Company**, series of 15-minute spots. Placed through Elmer Swenson Company. KWVK.

**W. J. Brothers Clothing Company**, local branch, series of daily spots for four weeks. Placed through Elmer Swenson Company. KWVK.

**Lene Bryant, Inc.**, 300 announcements, 15-minute spots, placed through National Radio Advertising Agency. KWVK.

**W. J. Brothers Clothing Company**, 15-minute Sunday series for 13 weeks. Placed through Helwig Advertising Agency. KWVK.

**W. J. Brothers Clothing Company**, 15-minute series for an indefinite period. Placed through Helwig Advertising Agency. KWVK.

**Colgate-Palmolive-Peet Company**, 26 15-minute disks, ending July 25. Placed through Benton & Bowles, St. Louis. KWVK.

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**Booth Fisheries, announcement**

**CEDAR RAPIDS, IOWA**  
**Armstrong Clothing Company**, five minute style talks, three per week for 52 weeks. **WMT.**  
**Big Store**, three ten minute, 10-minute musical programs, one lift of the Week, musical programs, week for 52 weeks. **WMT.**  
**Central Oil and Gas Company**, one 10-minute musical program a week for 52 weeks. **WMT.**  
**Kilian Department Store**, six 15-minute news periods a week for 52 weeks. **WMT.**  
**Neuman's Department Store**, six 15-minute programs a week for 52 weeks. **WMT.**  
**Scotty's** (Mrs. D. J. Fisher), 15-minute news program, one lecture and world travel gives experiences. **WMT.**  
**Cedar Rapids Gas Company**, 15 minute Sunday afternoon programs of familiar songs by girls' turn with violin and piano, 62 times. **WMT.**  
**Embersy Loan Office**, three 16-minute news programs, one program; two are amateur talent direct from dance shop, the other a Sunday matinee of transcribed semi-classical music. **WMT.**

## TRENTON, N. J.

**Orange Creek Company, amateur** presents a prize drawing of a new car. Street Theatre, Saturday afternoon 4:30-5; for 13 weeks. Booked locally. WTNJ.

**Seaside Play Company, sponsored** by the Seaside Chamber of Commerce. Graham Melale, local news commentator, Monday to Friday evenings, 6:30-6:45 for indefinite period. Booked 13 weeks. WTNJ.

**Seaside Vocal-Guitar Club, Company** presents three programs a week of music transcriptions for 15-minute period 11:30-12:30. Booked by Campbell and Swaney, and World Broadcasting.

**Huntley-Tobin Furniture Company** presents amateur programs every Monday evening, 7-7:30. Capitol Theatre for 13 weeks, half-hour programs. Booked locally.

## YORK C

**NEW YORK CITY**  
**Canadian Fur Trappers**, renewal on Wednesdays, 11:30-12:30 P. M., morning series, for an indefinite period, presenting Alan Courtney, trapper, and his animal friends. **WJZ**. **Roads to Fame** hour on Sundays, for 13 weeks. **WQV**.  
**Marathon**, 15-minute, three five-minute periods, daily excepting Sundays and an additional 50 minutes daily excepting Wednesdays, placed through **Bess & Schillin, Inc.**  
**Marathon Dance Derby, Inc.**, three 15-minute periods daily, for an indefinite period, placed through **Bess & Schillin, Inc.** **WNEW**.  
**Marathon Musical Races, Inc.**, five minute spots daily for an indefinite period, placed through **Bess & Schillin, Inc.** **WNEW**.  
**A. N. Smallwood**, three 15-minute periods daily, for an indefinite period, presenting talks. **WNEW**.  
**Ginibel Brothers**, six spots daily, for an indefinite period, placed through **Bess & Schillin, Inc.** **WNEW**.  
**New York Herald Tribune**, one spot daily, for an indefinite period, placed through **Bess & Schillin, Inc.** **WNEW**.  
**United Fish Dealers Association**, weekly Wednesday programs, for four weeks, presenting Jewish Trout and Salmon. **WABC**.  
**Broadcasting Company. WABC**.  
**Budd Lake Company**, series of 15-minute spots, for an indefinite period, presenting Real Life Problems. Placed through **W. I. Tracy, Inc.** **WABC**.  
**You Pray for Me Church** additional time starting May 16, for 13 weeks. **WABC**.  
**Garcia Grande Claps, Inc.**, twice weekly, for an indefinite period, presenting "The Garcia Grande Claps of the World". Placed through **Lavender & Co.** **WABC**.  
**Andrew Bergens**, renewal on its series starting June 2 for an indefinite period, presenting **Andrew Bergens** and **Ter Thompson Agency. WJZ** and **network**.  
**Union Central Radiator**, renewal on **Flieside Recitals**, starting June 16, for an indefinite period. Placed through **W. I. Tracy, Inc.** **WABC**.  
**Princess Pat Ltd.**, renewal starting June 16, for an indefinite period, definitely as yet. Placed through **W. I. Tracy, Inc.** **WABC** and **network**.  
**Union Central Life Insurance Company**, renewal on **Flieside Recitals** and **Flies and Drums**, for an indefinite period. Placed through **W. I. Tracy, Inc.** **WABC** and **network**.  
**Jefferson Personal Finance Corporation**, renewal on **Flieside Recitals** and **Clock series** at 8:35 p. m., and **Sun-**

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# Radio Chatter

## New York

Hollywood Restaurant's Monday night amateur hour, which is broadcast over WNBC, has been clipped to a 30-minute run instead of the original 45-hour's presentation. Gertrude Nielsen succeeds Original Tucker as one of the judges.

A. McHugh, WGY singer, and himself a radio singer, and a quartet which have broadcast over local stations, is marrying Mildred Stoddard of Schenectady.

WFAS, White Plains, issued a special booklet for the Westchester Home exhibit.

Joey Nash back to WEAF, starting May 25.

John Schramm new announcer at WOV, New York.

Mrs. Lawrence H. Pike has succeeded Patricia Sheldon on the 'Betty Lennox' household-chats program over WGY.

Stanley L. Spencer, whose first radio connection was with KDKA and whose service for the past three years has been with WBEA and WGB, is now a time salesman for WGY, Schenectady.

Visitors to WJW, New York, going by a chirping, peddling, issuing from six canaries in the main hall, waiting in line for a ticket to the ballyhoo. Siegfried-Stern bird seed, and is on for a 13-week run, as sponsor of the 'Warblers' right in the studio.

'Wayide Inn,' serial sketch of the WGY players, is now air-announced and authored by the WGY players.

Tommy Stowell, son of Thomas C. Stowell, who directs, acts in, and announces weekday programs on 'Hunters,' over WGY, playing kid roles in serial.

Shelley Barnacle Bill on WJW, New York, can't use the same song, 'Barnacle Bill,' as the theme any more, so he has shifted to 'Sailing, Sailing.'

Charles Lilly's 'Goody Goody' hour shifts from WBNX, Bronx to WLWL.

John Rinaldi singing over WJW.

Greenfield, managing director of WEVD, freed by staff on completion of his first year at the helm.

Marty McDonagh, former sports editor of the 'Troy Record' and Albany 'Times Union' is doing a new nightly 'Sports Brief,' over WGY, for their company.

Ben T. Weaver, WHAM commercial manager, has turned himself to handle Bill Trent's Crazy Water unit. Trent has gone to Chicago.

Paul Smith, formerly of the Olsen and Whitman, has returned from Buffalo to Rochester Mondays over WHAM on the Socony Pleasure cruise.

Springer-Cocchi circuit of neighborhood picture houses, going throughout New York City, Brooklyn and Jersey, have a deal with the Bronx, a series of air-announced tour hour broadcasts on Saturday nights. Fredrickson, who has been conducted in the various theatres, with finalists winning a spot on the program.

Also goes along with the best ones.

William McGrath, announcer, who left to join the staff of WJW, has married. He is now on the air this week-end to Mary Chase. Ed Jacobs of WJW will be his best man. Upon his return from his honeymoon McGrath will shift to KYW, Philadelphia, as announcer.

WBNX, Bronx, is installing fidelity equipment before the month is out.

## Ohio

Julian Petrucci leaving WKH, Cleveland, script department for Cleveland. Petrucci is a punch-hitting for him on 'Footlights' program.

'Smiling' Ed McConnell now rocking an eight-pound baby boy, his second one, born May 12.

Gene LaValle newest commercial announcer for WKH.

Arthur Hantley and Alvarez returning to launch S. S. Goodtime's radio career.

Some 300 wired radio sets put into operation in suburban Lakewood by Muskrat. Report to continue tests until June 15.

Carl George, WJW production manager, who is starting a new show with his first court case dealing with a woman.

Ethel Haves and Ben Levin of WJW given 'Doctors of Diction' degree by Cleveland speech school.

John F. Patt, WJW manager, elected chairman of Ohio State radio education group.

WHK trying to stop pirating of baseball broadcasts by getting Cleveland Indians' owner to sponsor complete play-by-play airings of Cleveland games. Report to come through Western Reserve with Jack Graney doing the play.

Willie Vanderpool, a special police motorcycle escort every time he goes to the Cleveland park to WJW for daily times.

Leroy Thompson, youthful baritone, is warbling for the K.M.M.

Appliance Shops on weekday morning programs by WFBE, Cincinnati.

Elmer H. Dressman, director of publicity for WJW, Cincinnati, has been enlarged of his offices last week by tossing a press party. He is now in the new offices at WFBE, Cincinnati, after a two-week absence hitting the air evenings with information for motorists.

William and Hollywood, Cline naves, and the Strand, Newport, Ky, nearby, hooked up with WFBE for Sunday afternoon broadcasts. Theatres owned by same company.

## Connecticut

John Burke, native son, has joined the technical staff of WATB, Waterbury, as assistant operator.

Sam Elman, commercial manager at WATB, Waterbury, is back on the job after a honeymoon trip. Kneal was tied in Providence, R. I.

WATB, Waterbury, has opened studio in nearby town of Naugatuck, Conn. Studio located in Gem theatre, film house.

David Hale Halpern, studio manager at WJWB, Waterbury, will vacation several weeks in Canada. Halpern is now in the office at WJWB, Bridgeport, and WJWB and WATB, Waterbury, is now handling dance and variety at Massachusetts stations.

Playing at Hamilton Park pavilion, Waterbury, last night, the Dorsey Brothers' orchestra went on for 30 minutes via WJWB.

Harvey Olsen of New Bedford, formerly with WNAC and WATB, and Robert Connors, connected with Pratt and Whitney Aircraft Corp., have joined WATB, Hartford, to spend.

Arthur Petersen, WDRB, Hartford, is now in the office at WJWB, Bridgeport, recovering from an injured knee.

Bill Malo, commercial manager, is now in the office at WJWB, Bridgeport, recovering from an injured knee.

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## California

Ronald Graham, KFRC baritone, is to take a picture contract with Radio stations and goes into 'Old Man Hottel.'

Cliff Haase, studio director, is now in the office at KFRC, San Francisco, to do three sustainers for CBS while he is in the Casino, California, for a week.

Constance Vance, new p. a. for KFRC, San Francisco, is now in the office at KFRC, San Francisco, to do three sustainers for CBS while he is in the Casino, California, for a week.

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## Triple Entendre

New York Advertising Club luncheon Thursday (16) was in an uproar as Captain Bob Bartlett, plain-speaking Arctic explorer, was guest of honor, along with Russell Owen of the New York Times. Program was in honor of the state Times.

When he used one choice expression which was sent out over WMCA, WOR and NBC, somebody whispered to Bartlett, 'You're on the air.' Whereupon the navigator let out a salty expelative expressive of surprise. Mikes picked that up, also.

## 1st Television Test In France; Sets Ready For Market at \$800

Paris, May 12.

First official television broadcast in France took place when Beatrice Brett of the Comedie Francaise broadcast Sunday. The program, a couple of minutes, of the Comedie Francaise from the P.T.T. station. Wavelength of 175 meters was used, with 28 inches, a 60 line scan, horizontally. Only five or six private receiving sets are said to have picked up the broadcast, but guests of the Communications Ministry, which staged the show, picked up Mlle. Brett's picture on a set in another part of the P.T.T. building. They liked it.

Sets are supposed to be ready for the market in France for about \$800 each, and radio dealers are already putting 'television' on their trucks and in their advertising. French claim to be ready to compete with other countries and to be making daily improvement. Do not yet claim to be able to broadcast complete shows, however.

Jack Gross, KTBS Shreveport, commercial manager, had the tonils nipped and B. G. Robertson filed in an interuption of the Dixieland Minstrels last week.

## Inside Stuff—Radio

Although its new \$500,000 studio building is not to be completed before September, WGN, Chicago, has already found that it will be cramped for space in the six-story building. And is therefore building additional space in the Tribune tower. Carving out three additional rooms on the 11th floor of the Tribune building where the WGN business offices are housed.

WGN will possibly leave its present studio location in the Drake hotel building, which is ready for occupancy. The announcement of 'This is WGN, the Chicago Tribune station on the Drake Hotel' will probably be changed to 'the Chicago Tribune station on Tribune Square.' Newspaper has been trying in vain for years to identify its Michigan Bridges corner as Tribune Square.

Some eyebrow-raising around the trade at a letter sent out under the name of the National Association of Broadcasters. The letter, an advertising agency. Letter enclosed publicity material concerning the 'Bob Rogers' radio program for Cocomat (R. B. Davis Co.), but was not addressed to radio editors. Went instead to the advertising managers of publications.

Paragraph that was particularly noted read: 'We shall appreciate receiving tear-sheets containing this news story so that we may pass evidence of your co-operation along to our client.'

Al Jolson was to have shifted his Shell Chateau broadcasts to Hollywood next week, per his agreement with the J. Walter Thompson agency, which is one of the reasons for Jolson's \$1,000 out, to \$4,000 per broadcast, favoring the west coast for a permanent residence. Now, with Mrs. Jolson (Ruby Keeler) switching to the Annapolis Naval academy as location for her next Warner Bros. 'Annapolis Farewell' film, Jolson will continue several more broadcasts out of New York before he goes back to the coast.

A. L. Ashby, vice-president and general attorney of the National Broadcasting Co., has been elected to the board of the New York County Lawyers' association. Ashby also is chairman of the body's committee on communications. Before coming to NBC, Ashby was assistant attorney for the Washington, D. C., office of the War Department in the School of Business Administration at the University of Pittsburgh.

Crosley Radio Corporation's favorable earnings statement reported marked pick-up in assets and earned surplus. Company's assets on March 31 totaled \$7,078,429 against \$5,659,853 for previous year. The earned surplus rose to \$2,269,631 for the year ending last March, as compared with \$1,409,858 for the preceding 12 months.

Ohio Broadcasters' association has 17 of 21 state transmitters en route to Columbus. WJWB, Cincinnati, manager away on trip. WJWB, Akron, head man in Washington. WOSTU, Columbus, is non-commercial. Other three stations expected to join later.

Engineers of the Federal Communications Commission recently made an official reading of the power output of some of the Los Angeles stations. Report was that the technicians found one of the majors running 40% in excess of its authorized power.

Amos 'n' Andy have a third character in their nightly gabfests for Peppermint after seven years without supporting cast. Julia Portfield, of the LeGrange, who has done Negro dialect readings over WJAC, Chicago, is the added member.

## Gen'l B'casting Co. in Involuntary Bktpky as Soak Asks His Discharge

### Makes Book on Spielers

Buffalo, May 21.

Roger Baker of the Buffalo Broadcasting Corp. picked up best announcer hereabouts by the judges in a contest sponsored by the New York Times. Program, Barker, who got 451 points out of a possible 600 for police, direction, personality, etc., was presented with a cup. Second was Edward Cullen of WBBN, then Clinton Bushman, WOR-WKWB. D.enton Butt, WBBN, and Stuart Metz, WOR-WKWB. WEBB did not enter contest.

Addison Busch, press agent for WOR-WKWB, cleared up \$4.65 by making book on the outcome of the contest. Baker was quoted at 2 to 1, and his price was \$4.65. McLean, new announcer in his outfit, was a general, 1,000 to 1. Busch knew McLean wasn't on judges' list.

### Scribes Separated to Give Both KSO, KRNT Own Continuity Dept.

Des Moines, May 12.

Setup of the Iowa Broadcasting Corp., which started as a radio department, originally independent and serving both KSO and KRNT, local stations, having been split, is now being allocated to one station or another.

G. McHenry, Ray Backman and Ed Linde, under the wing of KSO chief, Reginald Martin; Floyd Umland and Frank Nicholson joining up with station KRNT. Complaints still continue on the part to serve both stations under Craig Lawrence, who is also assistant general manager of the Iowa Broadcasting Co.

G. McHenry, Ray Backman and Ed Linde, under the wing of KSO chief, Reginald Martin; Floyd Umland and Frank Nicholson joining up with station KRNT. Complaints still continue on the part to serve both stations under Craig Lawrence, who is also assistant general manager of the Iowa Broadcasting Co.

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General Broadcasting Co. was named in an involuntary petition in bankruptcy filed this week in the U. S. district court, Southern New York district. Cyril O. Langlois of Langlois & Wentworth, 745 Fifth avenue; Decca Records, Inc., of 739 Broadway; and the Chicago Broadcasting director of L. & W., were the three petitioners who asked a total of \$116,510 of General Broadcasting Co.

Ramond Stott, who was chief executive of General Broadcasting Co., which had offices at 801 Madison avenue, N. Y., filed his own petition in involuntary bankruptcy several weeks ago. And today (22) he is scheduled to ask the court to discharge these personal bankruptcy proceedings.

Lawyers for the petitioners have indicated they will oppose such discharge. They will be represented by Attorney Michael P. Pinto and Attorney Elizabeth M. Langlois is asking \$7,824 of General Broadcasting Co. for work, which was done for the company in the last six months. Decca Records seeks \$18,000 for goods sold and delivered at the instance of General Broadcasting Co. Clark wants \$292,500 for his services.

General Broadcasting is listed as a Michigan corporation, never having been incorporated in New York state though operating in New York. It was previously organized as Sotone Co. and later was prey of National Radio Advertising Company.

## DOG AS A SPEAKING CHARACTER ON WINS

A new children's program, Dog and His Boy, succeeds Orgels in the children's slot on WINS, New York, starting next week. Pierre Colman has scripted the new tale, in which he also portrays the voice of a pet hound. Edwin Eaton is the other member of the two-character cast.

Orgels, presented by Junior League of New York, has moved over to NBC for broadcasting. In the new show, the dog does most of the speaking.

## Sponsors—Agencies

Texas has booked Oscar Shaw for its Tuesday night stanza. Shaw joins Eddie Duchin's on the program after Ed Wynn quits June 1.

Life Savers has had shows auditioned for it by Lord & Thomas and CBS. The new frame around Benny Goodman's combo, while the Columbia idea included Eddie Paaboy.

Goodrich Tire through Ruthrauff & Ryan has given B. A. Rolfe a contract for nine additional weeks. Rest of the show's cast is working on agreements which include a four weeks cancellation clause.

Schultz Beer will likely stay off the net work this summer and go opt. R.B.D. & Co. is the agency.

Herbert Tareyton cigarets had a 'Victrola' campaign. The record orchestra auditioned for it by NBC last week.

Outdoor Girl goes twice weekly on new contract starting May 20 for an indefinite period, presenting 'The Girl in the Country.' Placed through Blackman-Hummert, Inc. WABC, New York, and nine stations.

Dill's Best and Model Smoking Tobacco, starting June 3, presenting One Night Stand with Piek and Tait. Placed through McCann-Erickson, Inc. WABC and network.

J. Walter Thompson loses the Langendorf Bakery account on the coast, with 23 agencies bidding for the business. Company which has used coast for years and now has Langendorf's, news commentators over NBC, will place placements over several companies.

Howard Williams has left the M. E. LeGrange Agency in San Francisco and started on his own.







## New Business

(Continued from page 40)

for 13 weeks starting April 10 through Hughes, Wolff & Co. WBZ. United Drug Company, new, the Magic Hour recorded program, 15 minutes five times a week for one week starting May 14. Through Strick & Kinney. WBZ.

Harmony Garments, Inc., renewal, 10-minute talk three times a week for one week starting April 29. Through Broadcast Advertising. WBZ.

Wickey & Company, Inc., renewal of Thornton V. Burgess. Nature Talks, 15 minutes twice a week for 13 weeks starting April 10. Through DeVore Merchandising Bureau. WBZ.

Eastern Soda Water Bottlers Association, 15-minute talk once a week for one week starting May 6. Through client. WBZ.

Boston American, 15-minute talk once a week for one week starting May 9. Direct. WBZ.

Big Bear Markets (continuation), 45 announcements on Executive Theater, between 6 and 6:15 p.m., Mondays through Fridays, starting June 1. Through Greenleaf Company. WBZ.

Mercury's (specialty shop), 16 25-word cut-ins, Tuesday, May 7, on staggered schedule. Through Radio Broadcasting Company. WBZ.

Raymond's (Department Store), 15 announcements, 15-word cut-ins on After Dinner Revue and Evening Tattler, Friday (3); four cut-ins on Saturday (4). Through Joe Saxe. WEEI.

Little Tree Farms, 4 announcements on May 3, 7, 8 and 10; also:

## COLUMBIA ARTISTS BUREAU PRESENTS

## LITTLE JACK LITTLE

And His Original  
Columbia Broadcasting Orchestra

ON TOUR  
And Broadcasting Daily for

Niagara Hudson Electric  
Light and Power Co.

ALSO ON COLUMBIA RECORDS—

CBS Presents

## BOB BEYER

WABC and  
Entire Columbia Network

Management CBS Artists Bureau  
Personal Managers

Julia Alberti, John Kimberly,  
New York City

GUY

## ROBERTSON

"THE GREAT WALTZ"  
Centre Theatre, New York

and

## BISODOL

WABC, Coast-to-Coast  
Wednesdays, 8:30 P.M., DST  
Radio Dir.—LESTER LEE

EMERSON GILL  
AND ORCHESTRA  
"THE NORMANDE"  
BOSTON  
MCA DIRECTION106 CONSECUTIVE  
WEEKS  
Writing the "Norman"  
for the Boston Herald  
KEN ENGLAND  
Park Central Hotel, New York

announcements at about 7:30 p.m. preceding After Dinner Revue, starting April 13. Figures in Harmony days and Fridays. Through Harry M. Frost. WBZ.

Unbroken Lines, new, five minute recordings, "Highways to Happiness," once a week for eight weeks starting May 9. Through Schenker and Hohmann. WBZ.

Harmony Garments, Inc., renewal, 10 minute talk, figures in Harmony three times a week for one week starting May 13. Through Broadcast Advertising. WBZ.

E. R. Wagner Manufacturing Co., one minute announcements, Cram-c-Knisset. WBZ.

Clark Brother Cheeseing Gum, one minute announcements daily except Sunday. Through Edward M. Power Co. WBZ.

Thomas W. Emerson Co., renewal, one minute announcements, Old Farmer's Almanac. Through Mitchell Co. WBZ.

Reynolds & Co., renewal, one minute announcements, weather report, daily for 26 weeks starting Sunday. Through Broadcast Advertising. WBZ.

Wendover Sales Co., one 15-minute program, Sunday, May 12. Through Harry M. Frost. Boston. WNAC.

Lowell Order of Moose, 15-minute program, Sundays, May 12. Direct. WNAC.

Good Shirt Co., 56 100-word announcements, one daily including Sunday, began May 13. Through Lanpher & Schenker, Providence. WNAC.

Washington Jewelry Co., 12 15-minute programs, Tuesdays and Fridays, began May 14. Through Harry M. Frost. Boston. WNAC.

Cobb Hates & Yards (grocers), 13 15-minute programs, Tuesdays, began May 14. Direct. WAAB.

Universal Chemists, 20 15-minute programs, May 18 and May 19. Through Stone Advertising, Boston. WAAB.

Gloria Chain Stores, Inc., two 30-minute programs, May 19 and May 20. Through Aaron Stone, Boston. WAAB.

The Crusader, 13 15-minute programs, Thursdays, began May 16. Through Marchand-Fratt, New York. WAAB.

General Laboratories, Inc., 45 15-minute programs, Sundays, began May 15. Through WABC.

Wendover Sales Co., 15 15-minute programs, WMAZ, WICC, WDRC, Tremont Theatre, 28 15-word announcements, four including Sunday. Through David Malkiel, Boston. WAAB.

Big Ben Market, 364 15-word announcements, daily except Sundays, beginning June 3. Through Greenleaf Advertising, Boston. WBZ.

Thco. J. Craig, 18 temperature reports, daily except Sunday. Direct. WAAB.

Petroleum Service Co., 31 100-word announcements, daily including Sunday, began May 13. Direct. WEAN.

McCann, McAnis & Troup Co., 28 30-word announcements, daily including Sunday, began May 6. Direct. WBZ.

Outlet Clothing Co., 13 five-minute talks, Wednesdays, began May 8. Direct. WICC.

Ford Motor Co., 111 100-word announcements, daily including Sunday, began May 15. Through WABC.

Wendover Sales Co., 15 15-minute programs, WMAZ, WICC, WDRC, Tremont Theatre, 28 15-word announcements, four including Sunday, began May 13. Direct. WICC.

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Wendover Sales Co., 15 15-minute programs, WMAZ, WICC, WDRC, Tremont Theatre, 28 15-word announcements, four including Sunday, began May 13. Direct. WICC.

General Laboratories, Inc., 45 15-minute programs, Sundays, began May 15. Through WABC.

Plan, dramatic sketch, May 12. Through Harry M. Frost. WEEI.

Hudson Motor Car Company, 17 10-minute announcements, starting May 13 on staggered schedule. Through Brooks, Smith & French. WEEI.

McAfee Manufacturing Company, 40 one-minute announcements, on Thursday, May 13, 10:45 a.m., Mondays to Fridays, 7:45 p.m., 13. Through Maxine. WEEI.

Dodge Brothers Corporation, 20 one-minute announcements, two a night, on Evening Tattler and at approximately 7:14 p.m., Mondays to Fridays, electrical transcription. Through Ruthrauff & Ryan, Inc. WEEI.

C. Gilbert Company, four 15-minute programs, Tuesdays 10:30 to 10:45 a.m., starting May 11. Program will originate at WTIC. Hartford. Through Charles W. Hoyt. WEEI.

Little Tree Farms, 21 announcements, Monday, Wednesday and Friday, at approximately 7:30 p.m., starting May 13. Through Harry M. Frost. Boston. WNAC.

Harvard Peerless Cigar, will continue with an announcement after dinner. Revue, May 14. Through Wood, Putnam & Wood. WEEI.

Ray State, Waverley (continuation), three 15-word announcements, at 6:29 p.m., Mondays, Wednesday and Friday, starting May 13. Through Broderick Advertising, Inc.

Scars-Rochester, 20 one-minute announcements for an indefinite period. WGL.

Curral Company, series of spots for an indefinite period. WGL.

Hydro-Talc, spots three times weekly for an indefinite period. WWO.

Pen-Jel Corp., daily spots for an indefinite period. WWO.

Kleinor, spots twice daily for an indefinite period. WGL.

Chenier, spots three times weekly for an indefinite period. WWO.

General Medicine Company, renewal on spots for an indefinite period. WWO.

Greyhound Lines, series of five-minute spots. WWO.

Elie Sheele Cigar, local branch, series of daily spots. WGL.

Scars Refrigerator, local branch, one 15-minute spot, daily, for an indefinite period. WGL.

Concours Cigar, spot flashes. Placed through Gotham Advertising Agency. WWO.

Reynold's, three daily spots for an indefinite period. WGL.

Concours Cigar, spot flashes. Placed through Northwest Agency. WWO.

OMAHA, NEB.

Coffee, Milwaukee, St. Paul & Pacific Ry., five 15-minute spots, June 9. Talks by Mr. Boek. WWO.

Colgate-Palmolive-Peet Co. Crystal White Soap, 26 15-minute transcriptions, April 30 to July 2. Benton & Bowles, Inc., New York. WWO.

Congress Cigar Co., 15 five-minute transcriptions, three times weekly, starting May 13. Through Adm. Co. New York. WWO.

Dr. Miles Laboratories, Alka Seltzer, 15-minute transcriptions, starting May 13. Through Adm. Co. New York. WWO.

General Baking Co., 100 announcements three times daily except Saturday and Sunday, April 22 till May 27. Through Maxon, Inc., Detroit. WWO.

Palace Auto Painting Co., announcements on the Salt Lake City. WWO.

Ocell Smith Beauty Shoppe, announcements on the Salt Lake City. WWO.

Wendover Sales Co., 15 15-minute programs, WMAZ, WICC, WDRC, Tremont Theatre, 28 15-word announcements, four including Sunday, began May 13. Direct. WICC.

General Laboratories, Inc., 45 15-minute programs, Sundays, began May 15. Through WABC.

Wendover Sales Co., 15 15-minute programs, WMAZ, WICC, WDRC, Tremont Theatre, 28 15-word announcements, four including Sunday, began May 13. Direct. WICC.

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May 1. Reincke, Eliu, Youngman & Finn. KOIL.

Stor Brewing Co., 100 announcements, starting through Buchanan Thomas Agency, Omaha. KOIL.

United Sons and Daughters of America, 100 announcements, starting daily announcements for one year. KOIL.

Rock Oil Corp., five-minute news periods for 13 weeks. KFAB.

Major league baseball by telegraphic report with Harry Johnson the announcer. KFAB.

Wilford Manufacturing Co., one unit on Adam Reinhardt period, one month from April 25. WAAW.

Stor Brewing Co., ten minutes daily, starting on baseball scores and sports review, six days per week, for 13 weeks. KFAB.

Quaker Baking Co., Honeyland, announcement daily till 10:30. WAAW.

Hurlock Holman, Hamburgers, four ten-minute programs, male quartet talent. WAAW.

Master Drug, Inc., Commanders' health pills, 15 minutes with Jim and Joan. WAAW.

W. M. Dutton & Sons, announcement daily. WAAW.

LINCOLN

Nut Shop, One month of announcements, starting May 13. KFAB.

Grinsold Seed Co., Three months of announcements, starting May 13. KFAB.

Lincoln Capital Pharmacy, announcements daily for a year. KFAB.

John & John House, Daily 15-minute programs, for two months. KFAB.

Grand Silver, Announcements five times weekly for three months. KFAB.

Gilmore - Danielson, Announcements daily for a year. KFAB.

Wills Baking Company, Four months of three weekly announcements, starting May 13. KFAB.

Chevrolet, Thirty-nine daily programs. KFAB.

Announcements daily for a year. KFAB.

United Drug, Five weekly programs. KFAB.

Sliding Casualty Co., Weekly programs for one year. KFAB.

Sliding Casualty Co., One 15-minute program. KFAB.

Diele Distributors, 15-minute programs 13 times. KFAB.

DES MOINES

Yellow Coat Co., 100 announcements 52 weeks. Colinde Advertising Co. KSO.

Wendover Sales Co., one-half hour per week, 52 weeks. Wessel Co. KSO.

Wendover Sales Co., 13 one-minute spots per week. KSO.

Wendover Sales Co., 13 one-minute spots per week. KSO.

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11 one-minute electrical transcriptions, St.irling Gatchell, Inc. WFAA.

General Motors, spring showing, Dallas; 13 100-word announcements, Campbell-Ewald, agency, Detroit. WFAA.

Chrysler Mfg. Co. (Colombian) Baltimore, 15-minute electrical transcriptions, Direct. WFAA.

Reo Motor Car Co., Lansing, Michigan, 10 100-word announcements, Maxon Inc., agency, Detroit. WFAA.

General Electric Co. (refrigerators), Schenker, N. Y.; 26 one-minute announcements, Maxon, Inc., agency, Detroit. WFAA.

Dallas Brewery, Inc. (White Rose beer), Dallas; 26 50-word announcements, Direct. WFAA.

Magnolia Seed (Chigger Chaser), Dallas; 20 50-word announcements, Dickwad Advertising, Dallas. WFAA.

Better Monkey Grip Co., Arlington, Tex.; 100 50-word announcements, Dickwad Advertising, Dallas. WFAA.

UNCLE EZRA

(Pat Barrett)

STATION E.Z.R.

NBC—Coast-to-Coast

NATIONAL BARN DANCE

NBC Blue Coast-to-Coast

Sat., 8:30 P.M., WDSB

RAY SELTZER

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

5:30-6 P.M., WOR, N. Y.

FOR SALLY'S STUDIO

Agency's Leading Theatrical

7 West 44th St., New York City

B. A. COLE

and His

Silvertown Orchestra

Every Friday 10:30-11 p.m. WFAA N.B.C.

Address STEINWAY HALL

Representative

ROCKWELL

# RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

## Outstanding Stunts

**SALES-CONTINUITY**  
**TEAMWORK**  
WMFJ, DAYTONA BEACH, FLA.

## Sales-Continuity Put-Over

Daytona Beach, Fla.  
Station WMFJ is employing some artful showmanship in canvassing local merchants for business. First of all the sales coast gets acquainted with local working conditions and personnel of the various prospects. Fortified with this information salesmen then make their rounds to have appropriate copy written into a specific spot in the early morning breakfast club session. It is the custom of most merchants hereabouts to keep the radio turned on, especially in the slack 8-9 a. m. period and practically no store in town lacks a loudspeaker. That makes the stunt feasible.  
What happens is something like this: By prearrangement WMFJ salesman is talking to a local bakery here, at 8:45 and presently some remarks are made about bread over the air. No sponsor is mentioned, but the copy is worded so that

the baker could imagine his own product's name inserted.

Then the salesman subtly insinuates: "Wouldn't it be nice if your bread was mentioned by name that way thousands are listening just as you are at this moment."

All-Night Hymn Sing  
Cleveland.

WGAR sprang a fresh idea by staging an all-night broadcast made up entirely of gospel songs and hymns. Stunt attracted avalanche of requests ranging from St. Petersburg in Florida to Mexico City. Longest telephone calls for special hymns came from Mexico and Los Angeles. Homer Toddever, the trombone-toting evangelist, held top spot on broadcast. Worth Cramer, local church choir and Dr. Wm. H. Hall of Cleveland federation of church also included.

Another WGAR novelty getting a play in educational circles is its "Scholastic Recognition" programs, in which 24 of the high schools participate. Station picks leading scholastic student as well as either an athlete or a student from each school for a headlined spot in series. For benefit of students, grades through high school are given. Programs are aired each Tuesday, Wednesday and Thursday early nights.

## Cold Feet on Hot Stuff?

Station WHEC has had a news program called Rochester Merry-go-round built along the line of the Buffalo Courier.

Ballyhoo by hot and intimate items as anonymous speller, but so far has been anything but sensational. Sponsored three evenings a week by the New York Draft Cigar Co.

## Radio Sex Go Out Tonight

Cedar Rapids, Ia.  
A new Sunday afternoon program over WMT is called Rainbow over the air. Show features 11-12 o'clock girls' trio, and Ward Miller, young lyric tenor. In tie-in with the circus, film theatre campaign called Believers in Iowa.

Champion, conceived by member of A. H. Blank theatre staff is designed to point out to Iowans that state is in favorable economic situation, unless spirit of optimism and good will, and industry. The circus strings, especially for amusements.

Slogans like "Go out tonight" and "Let's be happy" are tied up with statistics showing improvement in Iowa business and agricultural conditions. Radio program built around the fact that station is located in Cedar Rapids' studios to KSO Des Moines, over network of Iowa Broadcasting System.

## Risks All for Her Art

New York City.  
Benny Venuta flies to the Coast each week Thursday night, leaving Monday on a CBS exploitation stunt of singing Saturday night from the Los Angeles, and the California Melodias show, and at the Hollywood restaurant, N. Y. Monday with a Kansas City broadcast stop-off in between. It's an American Airlines tie-in from Hollywood to the Hollywood, N. Y.

Bob Taplinger went out ahead to see the publicity.

## Politics and Simon Pures

Miami, Fla.  
WQAM introduced a new twist to the election returns idea by staging its amateur night program in Bayfront park and interlarding the entertainment with figures and speeches by winning candidates. Event was attended by over 7,000 persons.

During a previous primary election, WQAM overcame the obstacle created when WIOD installed a mike in the city clerk's office to pick official returns by running a line into the upper floor of the courthouse where the clerk was counted. WQAM at the same time used a traveling mike to pick up the opinions of politicians who had been watching similar elections for years and the reactions of passersby on a down town corner.

## Reality Vs. Romance

Worcester, Mass.  
WTAG listener-ingers who caught this station's broadcast of a play night from the city room of the Telegram and Evening Gazette are wondering whether the flickers, novels and legit get their color for newspaper stories.  
With a roving mike the announcer visited all departments and there had been no reluctance to smother out "excited" reporters or "annoyed" editors. Piece of copy was followed soon by interview through various channels to composing room, after which night editor, city editor and news and women's departments, and reporters described exactly what they are doing when mike reached them.

Program was one of weekly series under title of "The Telegram-Gazette's." Different phases of newspaper work are described.  
Telegram recently started printed series of yarns called "Morkel Goes

## Station Portrait

WPBO, PROVIDENCE

Although heretofore rated as the third air outlet in Rhode Island, WPBO has put life in the radio wave around these parts. It was one of the stations on ABC while that enterprise lasted. WPBO, faced with tough opposition from the start, has resorted to showmanship.

Through a series of carefully planned broadcasts WPBO has worked up nearly a score of swell accounts in the last few months which is something for a station situated in the hinterlands where prejudice is rampant, and merchandising angles are tough to sell.

WPBO has been creative. Paved the way locally by staging amateur broadcasts with commercial sponsors. "Buddie and his Gang," as the show was dubbed, still going strong. Sponsored by Kew England Bakery Company program used. Theatre with 3,200 capacity was hired for one Saturday night. In addition station has gone outside its territory and sold advertising on a commercial basis in Worcester and other outlying territories.

WPBO has several Italian and French programs aired during the week, which are popular. Possibly the outstanding non-commercial program is the Buffalo Courier weekly and conducted by Joe Fay, who also handles sports commentaries for the station.

William Cherry, owner of WPBO, was elected as board member more active in radio lately.

Station has constructed two giant transmitting towers on neighboring town to place broadcasting facilities on more clement basis. Paul Oury is the managing director. He has been with WPBO since it entered local broadcasting field, and much of the credit for the station's successful campaign belongs to him.

Adventuring. Stories elicited immediately and will be dramatized for air, starting June 1.

## Schoolboy Splatters on Safety

Washington.  
Both WRNC and WTSV gave 30 minutes to description of schoolboy safety parade on Saturday, and both used schoolboy announcers. The parade was staged and carried out by a little fellow and put its youngest mickmen, Alan Wannamaker and Bill Burt, 21 and 20 respectively, in complete charge of job.

## F. D. R.'s Bonus Message

Washington.  
Both WRNC and WTSV, capital outlets for NBC and CBS respectively, planned to have recordings made of the President's bonus message broadcast today for a re-broadcast tonight (22) at a time when more interested listeners could hear it.

WTSV worked idea very effectively with broadcast of Roosevelt's message to Congress at opening of session.

## Lynchburg College of Air

Lynchburg, Va.  
"Lynchburg College of Air" is the name of the newest WJVA program. The station's principal co-ed school has made its mark on the air.

College has sold college on the idea of providing regular programs in which its professors will discuss national and local problems. Even has a college by an announcer.

## In 10 Easy Lessons

New York City.  
WMCA, New York City, is showing out free piano lessons to listeners on Saturday afternoons at 3:30 p. m. EDT for a quarter hour. It's aimed for those though who have a fair tinkling of the ivories. All taught in the modern method with a leaning toward rock piano thumping.

Adam Carroll and David Berend conduct the air school. If you miss a lesson, station sends out musical charts to catch up.

## Id-Time Player Piano Clinks

Des Moines.  
Probably one of the newest and sweetest of stunts has just been inaugurated by WOI and has fans averted. At the same time it has provided real musical entertainment for many of the old-timers. The station recently has installed an old player piano in the studio. The idea of the roll has been picked up and air fans have asked to bring in old rolls and request to have them played. The station had no idea of the tremendous appeal until the

## Joe Hiller's Program

Pittsburgh, May 21.  
Joe Hiller, former song publisher and veteran night club operator here, has gone radio, with a sponsored program at the start. Hiller's following on the amateur night craze with a weekly half-hour session over WTSV and show's already eliciting after only a fortnight.  
Miller's running it on lines similar to Major Howell's stunt, picking winners each week, via telephone vote concurrent with program, with prize a spot on the follow-in program at salary.

## FCC CITES 21 FOR MARMOLA HEARING

Federal Communications Commission on Tuesday (22) was reported as citing 21 stations to appear Oct. 3 for a hearing in Washington in connection with stations' use of wax programs sponsored by Marmola, reducing talents.

Among stations cited to have been notified in this connection are: WFAA, Dallas; WTMJ, Milwaukee; WOL, St. Louis; WOV, Omaha; WJAS, Pittsburgh; KMBX, Kansas City; KFRC, San Francisco; WGAR, Cleveland; WIOD, Chicago; WNDZ, New York; WJLB, Los Angeles; WJR, Detroit; WJJD, Chicago; WIND, Gary; WKBF, Indianapolis; and WBAL, Baltimore.

## COCKTAIL HOUR CIG IS NETWORK-MINDED

Chicago, May 21.  
Kastor Agency, through Ed Alshire, has taken over Cocktail Hour Cigarette, which has been running a weekly campaign to replace spot which has been yanked off WGN.

## Stoopnagle-Budd Set

Stoopnagle and Budd started yesterday (Tuesday) on a 26-station hook-up over CBS for DeVoe & Reynolds point. Assignment gives them 10 minutes Tuesday and Thursday each with the spot preceding the Press-Reader bulletins, which go on at 6:55 p. m. EDT.  
Same account has renewed for the Smilin' Ed McConnell Sunday period on CBS, effective June 3. Renewal involves 17 weeks.

## Explains NBC's 100%

E. P. H. James, NBC sales promotion manager, points out that in a recent story reporting the A. N. A. account of D. E. Smiler, the basis of NBC's so-called aerie map was confused. NBC takes the half-million zone as 100% and does not make the county in which the transmitter is located as 100%.

Stunt was tried for several times weekly.

Then requests began rolling in. There was a flare from music dealers who noticed an uptrend in demand for the material. Due to the program, and enabled them to unload quite a number from the store to the place in summer homes, or other recreation spots for the novelty alone.

## Educational Stuff

Dallas.  
Profs treat many angles of applied science non-scientifically in new "University of Texas Science" series' being piped from physics hall at Austin over NBS net thrice weekly over KNOV, Austin, at 7 p. m.  
Programs will continue into early summer, officials said after success in first week. Anthropology and geology to be soon treated in profs' talk.

## Loving Cups Are Cheap

Birmingham.  
A nifty way to build good-will and at the same time get a certain amount of publicity is used occasionally by WRBC. It consists of awarding a trophy. For example, during the Southeastern Conference football season, WRBC has awarded a silver trophy to the college winning the sport. A silver award was made to the winner of the state high school track conference.  
Since WRBC broadcasts most of the sports events of any importance it has a large following of sport fans and the result is help in building a good feeling among its listeners. Loving cups are cheap.

# CONTESTS BIG AS GROUCH BREWERS

John J. Karol, market research director for CBS, and E. P. H. James, NBC sales promotion manager, agreed at a meeting of the Market Research Council held at the Advertising Club last week that if there's one thing that a contest over the air guarantees it's lost will, James in his talk held that a contest with prizes invariably defeats its own purpose, because of the antagonism toward the product which is aroused among the losers. NBC, said James, doesn't fancy the idea of resorting to contests to find out whether they're listening and it tries to discourage their use as much as possible.

Karol averred that it was his opinion that the disappointment developed among the unlucky participants leaves an after-effect that frequently outweighs the increase in sales that the commercial derives from the contest. He cited as illustrations several recent contests. Dant by their requirements provided a room for squawks from contestants who lost out. Contests, said Karol, should only be used for a specific purpose, such as introducing or sampling a new product.

## WNEW Drops Musicians

WNEW, New York, has let out its entire studio orchestra for the summer.  
Station figures that its "listeners" will be amply supplied with jazz through its nightly "Jazz Parade," which runs from 10 p. m. to four in the morning.

# CARLETON FOX

AND HIS  
**BAND**  
**ON TOUR**  
**B.B.C. NETWORK**

# CARLETON FOX

HOHNER HARMONICA  
AND HIS  
MUTUAL BROADCASTING SYSTEM  
Largest Night Club in New York City  
1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-22





## With Hot Stuff on Upbeat, Regional Bands Force Hot Stock Arrangements

Amateur and semi-professional dance combinations in the sticks have shifted their concert affiliations from bands of the type Lombardo type to units of the Casa Loma and Hal Kemp stripe, and the music publishers have taken account of this change by offering three additions to their stock arrangements. To accommodate the boys who their synecdochic at church societies, school dances and the like, the printed orchestration now include notes for a second trumpet, a third trumpet and a fourth sax.

Until recently the amateur and semi-pro bandmen insisted that the stock arrangements made available to them over the local music counter adhere to the soft and sweet school of danapation. They now want the parts to be arranged so they can dish it out brassy and hot.

Exponents of stridency and subdued music also now find it expedient when playing one-nighters to add some brass to their units. Reason for this is twofold. The small-town toasty trippers are demanding that some zip and brassy substance be put into the music, while the string combos themselves have found that their style of music doesn't produce enough volume to fill the ex-harmon and ex-garages that they have to contend with in many spots.

Some publishers aver that the switch in idols among the tyro bandmen in the stick areas is a sharp reaction in public taste from the sweet and low school and a reaction in favor of the mixers of hot and blintzy rhythm.

### Seattle Repeals Rule

Seattle, May 21. Union has rescinded order of \$3 a man per half hour broadcast, which kept Seattle dance bands of the air the past two months. Seattle Club Victor, which had children band went back onto the air. Bob Larson losing no time to add this stimulant to night club air. Olympic bowl and Wooden shoe clubs also returned to air.

Union has also repealed \$2-22k rule on visiting bands, which has resulted unfavorably to local musicians, there now being three outside bands in town playing long engagements. Freedom on their terms is now permitted, but the 30 per cent over local scale continues effective.

### Music Notes

any Harmon and Jimmy Grier combos spotted in Metro's 'Broadway Melody of 1936'.

George and Jalna, ballroomists. In the floor show at the Waldorf-Astoria, New York.

Will Hollander takes up at the Shelburne, Atlantic City, June 28, for the (snocks).

Leon (Snooks) Friedman replacing Archie Bleyer at the Hollywood restaurant, New York.

Smith Ballou went Thursday (16) at the Hollywood, Tennessee, N. Y.

Arthur Morton and Barry Trivers have added 'First Kiss' to Univair for 'Sing Me a Love Song'.

Abu Meyer assigned by Trem Carr to supervise tunes for 'Make a Million'.

Lucille Ballantine and Pierce, ballroom dance team, up at the Stevens hotel, Chicago, next week.

Frankie Masters orchestra starts at the College Inn, Hotel Sherman, Chicago, June 1, replacing the current Art Jarrett band. With the entry of Masters, the Inn will play a floor show on ice.

Leon Belasco unit goes to the Normandie ballroom, Boston, for week of May 25, resuming Leov tour on return.

Eyer Davis has booked Bernie Dolan Supersophisticates into St. Moritz, N. Y.; Jacques Laide orchestra, Chelsea hotel, Atlantic City,

### On the List

Lancaster, Pa., May 21. Maple Grove Park is ready to open summer dance season under Johnnie Peter's direction after Park was blacklisted for playing patching up union difficulties, non-unions.

## Mills Won't Let MPPA Serve as N. A. Collector

Efforts of the Music Publishers Protective Association to help the North American Co. simplify license matters for its wired radio project were stymied last week when E. C. Mills, gen. mgr. of the American Society of Composers, Authors & Publishers, declined to let the MPPA act as a subagent in collecting the performance fee. Proposition was made to Mills after North American had expressed preference for dealing with a single source when it came to paying mechanical and performing rights fees.

It was North American's idea to continue licensing musical rights for its recordings through the MPPA and also make that organization the receiver of performance rights money after a scale had been worked out for the acts that the utilities combine proposes to install in households. Under the proposed unified mode of collection the MPPA would deduct a small percentage of the performance money for its services.

North American's wired radio enterprise is still in the experimental stage. Receiving sets have been installed in the homes of NA employees in the Cleveland area, and as soon as the idea of pouring recorded music and live newcasting into the home gets working smoothly the utilities company will then undertake to license the equipment on a rental service basis. The company proposes to ask \$2 a month as the rental fee and 50c more for the program service, which will consist of four different types of music made simultaneously available to the set lessee, plus news items and local department store advertisements.

Under the revised copyright law now in the hands of the U. S. Senate Patent Committee, the act of some gets working smoothly the utilities company will then undertake to license the equipment on a rental service basis. The company proposes to ask \$2 a month as the rental fee and 50c more for the program service, which will consist of four different types of music made simultaneously available to the set lessee, plus news items and local department store advertisements.

July 1: Al Davies orchestra, Rita Carlton, Philadelphia, and units into New Ocean House, Swampscott, Mass.; Skytop Club, Skytop, Pa.; Braxfield Lodge, Braxfield Manor, N. Y.

Jimmy Frankl, former cork leader, now managing Hollywood Music Publishers.

Bert Kaimar and Harry Ruby christened their new ditty, 'Puppchen', with a cocktail party.

Vincent Lopez into Hotel Baker, Dallas, for six weeks.

Henry King plays a two weeks' engagement at William Penn hotel, Philly, starting May 29, before heading westward to the Mark Hopkins, Fresno.

Johnny Johnson opens at Normandie hotel, Spring Lake, N. J., June 1.

Paul into Colony Surf Club, N. J.

Horacio Zito's cork opens at the Hotel Stevens, Chicago, May 24, replacing Nick Beecher's band.

Place Pi, uale, N. Y., plans to keep open all summer for the first time in its history. Joseph Zattor continues as the hotel orchestra, and also at the Sherry-Nerland.

### 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 records most played on the cross-country network's last week, in relative standing, according to the approximate number of combined plug-ins on WEA, WJZ and WABC.

Life Is a Song  
What's the Reason  
Lullaby of Broadway  
Tell Me You Love Me  
You're a Heavenly Thing  
I Won't Dance  
In the Middle of a Kiss  
Little Gypsy Tea Room  
Way Back Home  
Quarter to Nine  
Latin from Manhattan  
I Was Lucky  
Would There Be Love?  
Easy to Remember  
Lady in Red  
Soon  
I Don't Like to Dream  
Old Southern Custom  
To Call You My Own  
Lovely to Look At

## ELI OBERSTEIN B. M. OF HARMS

Eli Oberstein is leaving his present assignment as manager of RCA Victor's artist and repertoire department to become business manager of Harms, Inc. His entry into the music publishing firm takes place Monday (27).

Rated as one of the keenest estimates of music values in the recording business, Oberstein will function directly under Edwin H. Morris, who, with the departure of Henry M. Spital last Friday (17), assumed the general management of Harms. In addition to the latter publishing house, Morris will direct the operations of T. B. Harms Co., Remick Music Corp., and M. Witmark & Sons. Oberstein has been with Victor over three years. Prior to that he was with the Olick Phonograph Co. and the Gennett Record Co.

Spital, who resigned from Harms to head and develop the Chappell Co. of America, catalog along popular lines has taken temporary offices and is arranging for a permanent location and working staff for Chappell so that he will be in a position to get going with his plans when the latter's catalog leaves the Warner Bros. fold June 30. With Chappell in the hands of himself, Warner Bros. ceases to be the selling agency for this outfit, which is controlled by Chappell's of London.

## Paine Attacks New Copyright Bill in Brief to Senate; Will Throttle Biz

In a brief which he filed Monday (26) with the U. S. Senate Committee on Patents, John G. Paine, chairman of the Music Publishers' Protective Association, attacked the new copyright bill pending before Congress on economic grounds. Paine declared that unless something more was done to protect the rights of the writer than provided for in this measure there would be a decided decrease in the number of persons who regularly devote themselves to the creation of popular music.

Paine opened his paper with comment on an assertion made by Senator Duffy, sponsor of the bill, who declared that the publishing industry had better accept the new measure as it was or it would find itself up against a more drastic measure. Paine termed this attitude as highly disturbing to the music industry, but declared he didn't think Congress wanted to take away the industry's opportunities to earn a livelihood. He asserted that he was in full accord with Congress' desire to protect the user against possible abusive practices by copyright holders, but that also could not be accomplished by curbing the rights of the copyright owner.

Quoting the important part which he explained popular music

## Erpi Enters Phonograph Field w. Hill n' Dale Discs and Limited Sales

### Grayson to Hawaii

Seattle, May 21. Hal Grayson band, and Martha Tilton, soloist, sail today (Tuesday) for Honolulu to open for the summer at Alexander Young hotel, just finished here at Club Victor and Olympi Bowl.

## WB Meeting With Radio Again on License Deal

Warner Bros. publishing group is slated to hold its second meeting with the broadcasting interests this week to talk over the proposition of entering into a separate performing license agreement. Despite assurances given radio by the American Society of Composers, Authors and Publishers that any deal signed under ASCAP would include the use of the WB catalogs, Warner Bros. is not only proceeding with the establishment of its own performance rights bureau, but has advised the broadcasters if radio wants to use its catalogs after Dec. 31, 1935, business must be done together.

During its last get-together with broadcasting's delegation on the matter of working out a new license agreement, ASCAP's radio committee openly declared that, regardless of whether Warner Bros. signed an extension of membership, the WB catalogs would make available the WB catalogs to its licensees from Jan. 1 on. ASCAP's delegation admitted that the Society's rights to the WB works involved a question of law, and added that the Society was prepared to take this issue to the U. S. Supreme Court.

In signing up with the Society, ASCAP's reps pointed out, the author who has his common-law rights and invests in the Society all rights to his work upon creation, and it would be up to the courts to decide wherein a waiver conflict with the rights held by the publisher of the work, who is the copyright owner. Stand taken by the Society's negotiators was that Warner Bros., though the owner of record, could not prevent the use of a performing right to a work which has been licensed by the writer through ASCAP.

New twist to the merchandising of talking machines and phonograph records will mark the entry of Electrical Research Products, Inc., into these two fields. E. R. Zimmerman, former prez of the Victor Co., has been named head of the phonograph division which ERPI has set up in operation, with the sales plan of the enterprise calling for the servicing of ERPI machine owners with records at a monthly fee. The machines will sell for several hundred dollars each and restrict playing to records cut under the bill and date method.

Because of the system under which they are cut these ERPI records will be made available to owners of other phonograph machines on the market. Latter equipment has been contributed to the new discs out under the lateral method. Due to the prices that will be asked for this wide range phonograph, ERPI anticipates limited consumer possibilities. It estimates that the market will absorb about 20,000 of these machines.

License agreements which ERPI has submitted to music publishers to cover the use of their works for recording, also include the owners of these licenses under the compulsory provisions of the law and allow for a quarterly report to copyright owners. Contract also includes the payment of royalty does not free the manufacturer from further payment of royalties. The new record is used for public performance for a profit.

## Pittsburgh Shuffles Bands with Summer Just Around Corner

Pittsburgh, May 21. Flock of band changes due here within the next week, most of local bands moving to other spots while traveling crews are pulled in for warm months. First of outdoor places to get under way is Hill Country, where the Hill Country Club, where Izobey Meeker's outfit is in for an indefinite stay, while Willows opens Saturday (25) with Emerson City. William Fickel's summer spot, Urban Room, pulls down the shutters Decoration Day eve with the Hill Country Club. Joe Schmitt, by Joe Reichmann and Sky Club is scheduled to open at same time, with Vincent Lopez's band now mentioned.

Meanwhile, Pittsburgh organizations are preparing to pull out. Etal Co. and the members of the Plaza, has an offer to remain here at Towne Club, on the outskirts, but is expected to return to an Atlantic City spot where Joe Schmitt's crew, at the Nixon cake since last September, will move to Connecticut Lake, Pa.

Eddie Peyton is back at his own spot after wintering in Florida, but announces a policy of name bands for one-nighters throughout the summer.

### Whoopee

Niteries are looking for some added revenue from the melting of the Empire State Fair. The Middle Shrine, which this year will be held in Washington June 11-13. Not only will the New England temples have a booth in New York and from the capital, but many of the mid-western units are routing their returns to New York. The orchestra led by Polles Bergers, New York, has landed the Moslem Temple crowd into Detroit for June 14 and is circulating other temples.

### WORCESTER'S 35TH

Worcester, May 21. Three hundred members of the Worcester Musicians' Association celebrated the organization's 35th anniversary Sunday (19).

Guests included Fredrick W. Clement, William A. Harbous and Richard Troy, were present.

### Zita Collects

Albany, May 21. R. Anthony Zita, orchestra leader, was awarded \$3,000 in a suit against a local bus company. Zita alleged he was injured when a bus hit him. Zita said as a result he was hampered in his work.

### DEALERS CONVENE

Annual convention of the National Association of Sheet Music Dealers will be held at the Hotel Stevens, Chicago, from July 22 to 23, inclusive.

Directors of the association met June 3 at the Roosevelt, New York, to discuss the details of the gathering.

*the melodies  
created by  
these fingers  
will never die!*

...the entire world is swayed by the haunting harmonies and the pulsing rhythms of Solitude, Sophisticated Lady, Mood Indigo, Black and Tan Fantasy and scores of other unique compositions, while the original interpretation of music created by Duke Ellington with his orchestra also will live forever!



# Duke ELLINGTON

AND HIS *Famous* ORCHESTRA

Dance lovers of two continents prefer Ellington music to all other rhythms... and music lovers everywhere are thrilled by the uncannily twisted beauty of the Duke's rhapsodic compositions! Ellington truly deserves the title of creator of a new vogue in American dance music.

...after this week at Eastwood Park, Detroit, a general tour of ballrooms in the East and the Middle West, beginning May 24th!

**SHEA'S THEATRE**  
TORONTO, CANADA

**Week starting June 7th**





## NEW ACTS

**MARCO'S REVELS (18)**  
Music, Songs, Dances  
20 Mins.; Full (Special)  
Academy, N. Y.

Technically this Latia flash is bad, but there's enough color and dash in the mass presentation to make it interesting. According to U. S. standards the dancing lacks finish, voices are wobbly, and the music is harsh. However, the current vogue for anything smacking of rumba rhythm permits it to go places.

Act is embellished with a large cast. Orchestra numbers 12. There are three female soloists and two male hoofers, and there is a leader himself. All are decked out in bright Spanish costumes, set against a riotous back-drop of brilliant hues. Most of the traditional Spanish dances are incorporated into the routines. Serapes are swung right and left, the girls step daintily around a wide-brimmed sombrero and there's some cacha-cacha hoots for good measure. The Rochas specializes in the jarabe step, which is pure stuff. Jose Barallon handles some off-key tango warbling. Rolf and None continue the heel-clicking business. Juliet manipulates the castanets, and Diana shouts in the Spanish tongue. None of it is particularly good, but the energy tossed in is contagious. Band, though, is at its best when playing straight undiluted rumba. No personality stand-out in the act.

**SAMMY WHITE**  
With Beatrice Curtis  
Dancing, Comedy  
10 Mins.; One  
Academy, N. Y.

The experience that each has had is of no little help to both. Sammy White and Beatrice Curtis have been partners for only a couple of weeks, but their turn at the State this week runs as smoothly as if they were old pros.

White is going to surprise a lot of people who've seen him for years as a recent dancing half of Clayton and White, and Puck and White. Now he's back to being himself all over again, and after all these years, as a comedian who can mouge and talk his way to laughs. On the hoof he's still ace.

In Beatrice Curtis, White has a lot of those singing and dancing talents are not strong, but who's lovely to look at and a finished stage performer. They make a swell vaudeville combination.

Cross-fire, a song by Miss Curtis and a double dance consume the early part of the act. While they have the stage alone for about five minutes of comedy stepping, doing four numbers of which two were new to this house. He could have remained on for several more minutes if the State audience was concerned.

They don't come along this good very often. *Bige.*

**THREE KANES**

8 Mins.; Full  
Academy, N. Y.

With a little more class, this perch act would be above average. It stands now, one of the best stunts never quite make the grade due to uneven routine. Maybe it needs work.

Two male performers do all the work. One supplies the music, holding the tail perch aloft while the other one executes difficult feats in mid-air. High spot is when the top man removes the foot-loop and stretches out minus any mechanical assistance. Femme member announces the last bit. An opener that should click after it gets going better.

**TWO VALORS**

8 Mins.; One  
Academy, N. Y.

These two females give an interesting performance in balancing each other, standing or reclining. The topmounter displays a sense of proportioned showmanship and the undermounter contributes an unusual quality to the performance by his contortionist ability to coil twice his limbs into reverse perches for the upper level laid to work upon.

Open in one and clad in pencil-striped blue over white flannels, switching quickly after the first couple of tricks to two to do table work additionally. Here they doff shirts. They were well received when caught as sit-uppers, and they rated the applause. *Shan.*

**ELLA LOGAN**

8 Mins.; One  
Academy, N. Y.

First thing to note about this diminutive songstress is her attire. It looks like a jangling sports outfit instead of the usual evening gown with long kerchief.

There's a reason for this informal appearance as the comedienne sings with long kerchief, and with verve. At times she suggests Zelma O'Neal, but this gal has less distinction in her own right to deliver.

She has appeared in valetas in the past, but her dancing is bad at times, having a hankering for the kind of rowdy fashion and when she sings, her pipes carry a baby quality and are pitched low. When she sings a few of her natty sports hat all over her head. It's good, but overworked. "Poppy" has been used for musical comedy or club work. Audience went for her.

**HOWARD HILL**

Archery  
10 Mins.; Full (Special)  
Paramount, Seattle

This act follows state rights pitch, "The Last Wilderness" (45 minutes), and the State audience was impressed as genuine. Buffalo, bear, and lion are the main attractions in their haunts, with Hill in the film doing some bow and arrow killing. His purpose well explained so as not to cause resentment.

Hill is a strapping six-footer who can pull a bow and live up to claim of champion game archer of the world. He explains technique and marksmanship in a way that gets across. Then he does some target shooting, with the target placed at an angle to bring it mightily close to a couple plants in the band on stage. This adds to the thrill, the lads showing confidence in Hill's aim.

Some speed and trick shooting adds variety. Novelty of the act, combined with the pic, makes it rate okay. *Trepp.*

**VIVIAN BARLOW**

5 Mins.; One  
Hipp, Baltimore

Local Sunday ago this lass got in on "Major Bowes" amateur hour and with one date she was in the house for first time. She did particularly well when caught. Working in a unit, with her Bob Hope to stand by while she toiled into the milk. He helped her plenty by presence. Probably, she displays plenty signs of developing. At least she's got a good sense of rhythm. However, she is entering vaude with group of imitations when she got out of work has been dealt to death past several years. The stages a scene in a miter, with a Pits m.c. and a controlling guests, each of whom do a bit. Miss Barlow might do a bit also. Could expand repertoire a bit also. *Quietly dressed.*

**HASLETT AND TYNER**

Songs, Piano  
11 Mins.; One  
Academy, N. Y.

A capable woman pianist and a blonde male baritone comprise this two-act. One fact, which was enthusiasm for the duo in that neither of the performers make any announcement, sticking to their particular and individual talent of singing or piano playing.

Songs are the usual pop numbers, and although a mike is utilized for the voice part of the duet, it is handled intelligently and not slammed with the performer, something different from most singing acts nowadays. A piano solo interludes and the singer not stick to their own pro, a neon light ray of red and blue over the piano during the music number. It's also different. Deuced and received okay when caught. *Shan.*

**RAY, RICH AND WILLIS (3)**

Comic Acrobats  
8 Mins.; One  
Academy, N. Y.

Trio, two men and a platinum blonde, specializes in falls for the most part, ranging from fast action to slow-motion. Knockabout antics also includes a bit of stepping, but, too, ends up in a floor tussle. "Threesome" then does imitations for a change, but gets soaked in the face with a four-bag tossed over the footlights from the pit. The gal is chased a lot around the stage, too, but for what gag is rather tough to explain. Group appears in street garb.

Act in tray spot on the current program. Material skimpy too much attention right now.

## UNIT REVIEWS

**RIO NIGHTS**

(ORPHEUM, LINCOLN)

Lincoln, May 11.  
Billed as 'A Night in Rio de Janeiro,' this unit is a novelty assembly from start to finish. Costumed to fit the occasion and atmospherically backed by Philippe's Argentine Marimba band, appearance from the rostrum is okay. But show works in some top dancing which would have been better replaced by folk stuff.

Opening 12 on the band and Romero and Maria doing the 'El Jarabe' with the entire company on stage. Makes for a lot of color and motion setting. A big dance, Lewis and Girl Friend (dumny), next, gets 'em laughing, although he puts a little too much smoke on it. Poplar trio, fiddle, accordion and string bass, comes out for numbers at this point. Blonde, a looker, sells okay out the accordion.

Antonia, wire artist, works fast and never slips, which wins him an excellent hand. Almost wrapped 'em up on this supper show. Mari-Linda comes on next with 'Impassioned' of an American tap number by a South A. gal. In the first place she doesn't look S. A. and, second, tap is out of line with this show. A band number follows and then Ethel and Lewis, adagio, have some new tricks.

Delgado, an m.c. who applauds too much, opens with a Spanish tune, and makes way for a Russian dance duo, another act with a place in this show. Romero, costumed rapper, brings the show back to Rio and the Gasca Troupe, circus act, runs it into a fast finish. Gasca work on big balls and do a lot of iron yag. Finale trots 'em all on stage.

Show is owned by Bill Arms, and managed on the road by Carl Miller. Running time is 50 minutes with hitting right.

**NVA's \$85,000**

(Continued from page 49)

big raised stage in the center of the north side of the Garden, as a result of which half the audience is found out what the closing acrobats at the Palace used to feel like. They saw nothing but backs.

Hollywood, May 21.

NVA picked up around \$1,700 in the L. A. Biz. Area was off, with deliveries grossing \$6,800 on the day. Paramount topping with \$2,400.

Circuit houses accounted for \$10,000.

**ONE HOUR WITH YOU**

(SHEA'S, TORONTO)

Toronto, May 15.  
Unit is built around the Canadian Debates, forum band. After Buffalo break-in, it still needed peening.

Chief offerings are Wilbur Hall, comedy instrumentalist, and Joaquin Gary, male warbler. Latter particularly was at fault in taking encores.

Chief point of 'One Hour' is the band. This was assembled by Kathleen Stokes, organist at Shea's Hipp, and has been playing dance dates in the surrounding territory both here and across the border. The 14 Debs are not just another girl band. They stand out in solo and ensemble work, although a little more brass is needed.

Fred Vopni has been piloting the orch and assembled the coin for the new unit, with Dave Biasa conducting the gh-line. The witwag and titan-haired Loretta Denison is band leader, with Miss Stokes remaining at the Hipp while her outfit is on tour. No coin apparently spared in costuming and mounting, although the overhead should be within reach of most houses.

Elaborate modernistic set in black and silver has a huge crystal chandelier as central feature and adds a flash during light effects. Whole unit spells class, not only in the band offerings and the personality of Miss Denison, but in the precision of the Rhine line and especially in the flash come of Kay Katya and Kay. Such good points should not be engulfed by encore-grabbing that spoils the pace.

Opens in full stage with the band on travelling tiers, backed by the house band. Femmes later prove that they can stand alone, although most of the time they stay in the background. Line is on for opening in white. The rest of the band ditto. Usual routine tap followed by Horton Spurr for comedy leaps, tumbles and neck falls. This registers. Gary next for a pop melody and vocal imitations that score on delivery and business and then are spoiled by oversteering. Line back for the flash come of Kay Katya and Kay. Such good points should not be engulfed by encore-grabbing that spoils the pace. The band ditto. Usual routine tap followed by Horton Spurr for comedy leaps, tumbles and neck falls. This registers. Gary next for a pop melody and vocal imitations that score on delivery and business and then are spoiled by oversteering. Line back for the flash come of Kay Katya and Kay. Such good points should not be engulfed by encore-grabbing that spoils the pace. The band ditto. Usual routine tap followed by Horton Spurr for comedy leaps, tumbles and neck falls. This registers. Gary next for a pop melody and vocal imitations that score on delivery and business and then are spoiled by oversteering. Line back for the flash come of Kay Katya and Kay. Such good points should not be engulfed by encore-grabbing that spoils the pace.

Wilbur Hall is the comedy instrumentalist, clever but too generous with his time. Another line cost step with light transformations then Prosper and Marat are on for a risley act that draws heavy applause and company rousup for finish. *McStar.*



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# Memories of Hammerstein's Crop Up, Though It's the Rialto's Wake

By JOE LAURIE, Jr.

Ben Schaffer predicted it years ago. It was the time when Don the Talking Dog was booked for Hammersteins, Ben, who had a natural Hebe dialect, ran up all excited to the boys at Dowlings' and said, 'Boys, ken you beat it. Hammersteins is coming don.' We told him she was nuts. He said, 'Come and I'll show you.' He took us to the corner, where a three-sheet stand stood. There it is—read it for yourselves. Said Ben, pointing—'Hammersteins—Coming—Don.'

And so it has come to pass. I was there at the wake last Wednesday (16) night. Everybody was there.

To the youngsters it meant that this was the last night of the Rialto... it was to be torn down to make room for a modern theatre... to the old timers it meant much more than the Rialto being torn down... it meant Hammerstein's... The Corner... it meant another mile-post in vaudeville history being torn down.

Arthur Mayer, the lessee, and Ed (Blahop) Lenihan, the manager, had eats and drinks for the boys and girls... we ate, drank and remembered... remembered when Hammerstein's was the show spot of the world... remembered the boys and the girls who would gather at The Corner and talk... remembered the time when Walter C. Kelly was booked on the same bill with Williams and Walker... and he refused to go on because they were colored and headlining... you see, Walter was billed as the Virginia Judge... it was a great piece of publicity... and Willie Hammerstein played it up for all it was worth, with the result that the place was packed for Williams and Walker... and also jammed for Walter Kelly when he headlined the week after.

## The 'Killers'

The old timers gathered in groups... they drank and recalled the time when Willie booked the two girls that shot W. E. Stokes, and when someone asked Jim Thornton what he thought of the girls' act, he said, 'They will have to kill someone to get next week.'

They recalled the time when Consul the Monk was headlined and taking sick was replaced by Marshall P. Wilder... and someone said, 'Look, they got Consul doing a monologue... Someone remembered the time when Willie first played 17 acts... and Bert Hanlon, who worked with Bill Morrissey those days, was seen hurrying to the theatre at 2 a.m... 'What's the matter, Bert?' 'I have to hurry and make up, we're on number two.'

We talked about the dice games backstage... they got so big we had

to move them to the Hermitage... of the time when Sully Lee, the doorman, sang a couple of songs... and the boys gave him such a hand he got stagestruck... but came back to the door in a few weeks. We talked about Loney Blackall, who acted as m. c. and how he put over the talking door... of Arnon Kessler, the smallest manager in the world.

We spoke about the Old Man... Oscar Hammerstein... what a figure he made with his high silk hat and cane... what attention he would attract and what a grand showman he was... one of the greatest space-grabbers of all time... we spoke about the rail-birds... Monday matinees the boys would stand at the back of the house and give the new acts the once over... they could make or break an act.

If you were a hit... you could write your own ticket with Willie... anytime you had an open date after you had to do was to move in your trunk. We spoke about Hammerstein's Guards... Rice and Prevost, Genaro and Bailey, Colling and Hart, George White and Benny Ryan... McIntyre and LeMahie, Jim Thornton, Walter C. Kelly, Smith and Campbell, Hoey and Lee... we spoke of Cliff Gordon, Hyama and McIntyre, Conroy and LeMahie, McCwaters and Tyson, Long and Cotton, Eva Tanguay, Fred Nickay, Frank Fogarty, Geo. Fuller Golden... Ryan and Ritchfield, Tom Lewis, Lee Harrison and Harry Kelly, The Keatons, Four Mortons... Four Quartets and The Quartette... Eddie Leonard and the Field Boys... Solly Volinsky with his imitation of aature house piano player, Rooney and Bent... Herman Timberg and Schoolyards... Donovan and Arnold, W. C. Fields, Felix and Cairns, Harry and Eva Puck... Snyder and Buckley (he did the first one-man band). The terrific hits, Hoey and Lee, Nat Willis, Raymond and Cavally and Ben Welch were.

## All Laughs

It was all laughs... nobody worried about landlords, bookings or units... There was always a new wis crack by Johnny Stanley and Scamp Montgomery... The Corner was full of life... Maggie Clune, Annie Hart and Lillian Russell walking by arm in arm... Geo. M. Cohan with his bamboo cane and straw hat on the side of his head... Louis Welsey with his cloth top shoes... Cooze Payton in a puffed tie... James J. Morton and Gene Hughes discussing champagne with Al Sanders... Tom Cohan and McCree, Wilson Meisner, Felix Adler, Ren Wolf and Ren Shields... all standing on the Corner... they threw away enough wise cracks to put out a dozen units.

We thought and talked of all of 'em... no wonder there was a scrim before the eyes of the old timers... We spoke about the Roof... what a spot... do you remember the milk maids?... The legless woman?... and the cow?... I forget the cow's name... but names don't matter... they even changed Hammerstein's to the Rialto... the old corner had many friends... they always show up at deaths... you see on can reminisce at funerals... They drank, they ate and they remembered... They didn't sing Auld Lang Syne... they just hummed it to themselves when they walked out.

I asked Ed Lenihan for the old stage door... he said, 'Sure...' and I felt that Hammerstein's willed me a priceless piece of jewelry... The stage door that the blue bloods and aristocrats of vaudeville passed through... maybe someday I'll build a theatre around that stage door... but it will never be a Hammerstein's... that's gone... it followed its Sweetheart... Vaudeville

## Eng.'s Fancy Coin

(Continued from page 1)

okay if getting that figure plus 5% of the gross. In London Miss Berger doesn't get that much, although her last picture for British & Dominion, 'Escape Me Never', brought her \$100,000 cash plus a separate salary for her husband.

Dr. Paul Crinmer, who directed. That's a contractual must, the German girl insisting that her husband must direct all her pictures. Top Gaumont-British salary goes to Jack Houbert and Clety Court-nidge as a team on an unusual three-year deal. Stars' paper calls for three pictures each per year at \$200,000 per year for the sextet. Couple is Mr. and Mrs. in private life.

Actual top Gaumont salary currently goes to George Arliss on a three picture deal. First of the trio was 'Iron Duke', with two to come. Arliss gets \$125,000 per picture on this trio plus income tax and agents' commissions.

Jessie Matthews' 50G

Another stiff salary check in the

G-D outfit goes to Jessie Matthews. Miss Matthews recently turned down \$50,000 a picture from Radio. She's getting nowhere near that at home, which partly due to the fact that she's working out an old contract. But her \$250,000 contract for nine pictures is not to be sneezed at, at that. Her b.o. rating has gone up considerably since starring in 'Evergreen' and understanding from London is that G-B is plenty worried about renewal and will have to raise the ante considerably.

British International Pictures doesn't pay that kind of coin, but stretched the bankroll a bit to get Lillian Harvey \$36,000 for one picture now in production. There was an option for three more at the

same figure which, it is understood, will not be picked up. Miss Harvey returns to Eclair's Ufa.

Another big R.I.P. salary is to Richard Tauber, German tenor, who gets \$50,000 per picture but with no option strings.

Jack Buchanan is another top coin Britisher flinger. As a deal with British & Dominion calling for \$50,000 per film, but gets a percentage of the gross on top of that.

Leslie Henson, Frances Day and Sydney Howard are other big coin British flingers, though nowhere in that \$1,000 a week or more class as yet. But practically all the Brit companies are ready to offer those salaries to American names when they want them.

Re-Elect  
**ROOSEVELT**  
1936

Re-Elect  
**ROOSEVELT**  
1936

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**September, 1934 to May, 1936**

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pitul, N. Y., passed to Goldwyn  
reputed price of \$3,500,000. Cut  
top to \$1 and put Roxy in  
ge of the show.

Germany was flooding the home  
ret with pictures so sexy it  
d not sell the product abroad.

urns. Getting it in the east.

to be the first case of its kind. Arthur Hopkins was suing his ex-girl friend for \$3,950 for seducing his fingers.

Link of sticky Mass Reinhardt's was to add to the St. Gordon in it. It landed in the Century. It had been several times in the past by Pathe Freres as a first in 1907.

at time at the Equity meeting. They agreed that the opposition must one-man combat, showing Earle Booth had a contract for 24% on all Equity benefits as well as a straight salary of \$100 a week. Also promised to alter the constitution to make it more democratic. The other organization of the theater to join. Claimed 3,000 members and 15,000 picture

Hot time  
Wilton La

opened beach season.

A benefit at the Hippodrome pulled \$65,000. Much came from the souvenir program.

First intimation that Morris Meyerson, Jr., was preparing to quit the Orpheum circuit.

Chicago died Eddie Foy \$30 for the Foy kids work in his act. some profit.

figured that the announced 100 receipts indicated less than that at the two-bit show.

burlesque' was coming into general usage as the tag for the mostly female shows. Recently they had 'female minstrel'.

recurses in the middle west were a slip from a cold wave.

penella Summerville made a comeback with a summer show when the weather was free by n weather. But 'Adonis' was

WARR  
only  
GUST

H. Sheldon, of Miner's Bow-  
l-liked to write plays. His latest  
"The Gange of New York." He  
illustrated papers and dis-  
tributed them with clips from news-  
papers and stories. Said to be good.

Just

A. Bradenburg took over the museum at Ninth and Arch, Philadelphia, from Hagar & Campbell of the last to quit.

# Alien Talent Bill Likely to Go Up for Vote Despite Bitter Attack By Brock Pemberton, Rep Celler

Washington, May 21. Modification of the proposed ban on the entry of foreign actors will be submitted to the House Immigration Committee this week, but indications are that the group, which wound up public hearings on the stringent Dickstein bill Thursday (16) will give official okay to the measure as it stands.

Revealing dissatisfaction with the immigration law amendment put forward by Representative Dickstein of New York, the film industry spokesman on the committee, Representative Kramer, of Los Angeles, said he expects to move that the measure permit entry of alien talent as at present but require departure at the conclusion of specified engagements. Present law lets aliens come in for six-month periods with extensions optional on Federal authorities.

The Kramer alternative is intended as a compromise between Equity, which demands a rigid ban on mediocre or unknown foreigners, and film and legit producers, who have called for full freedom to pick whatever actors they consider necessary for their casts. Californians pointed out that most complaints were not against original entry of alien talent but against prolonged stays after work for which they were imported had ended.

Hearings were concluded last week with Representative Celler, New York Democrat, and Brock Pemberton, speaking for the League of New York Theatres, idling against the Dickstein proposition and warning that such stringent regulations would kill films and legit.

Only support. Only witnesses in support of the bill was Deputy Immigration Commissioner, Edward J. Shaughssey, who informed legislators that endorsement of the measure "permits entry only of actors of distinguished merit and ability, would be relatively simple and that red tape fear of film and legit producers were unfounded. Recalling experience in administering a similar ban against foreigners, the Labor Department officially declared a promulgation of rules and regulations satisfactory to both sides, stating factions might be difficult but would not be impossible.

Almost shut off by the committee's desire to adjourn, Chamberlain briefly repeated previous testimony against the bill, demanding that Congress afford the American stage "a right to live" and pointing out that if Federal policies obstruct revival of legit they will have a profoundly adverse effect on films.

"Without the theatre, the cinema would not flourish," the manager asserted, pleading for the continued right to have an unrestricted choice of talent.

"Day of Realism" Emphasizing that managers are not concerned with the admission of foreign actors, Pemberton said the American theatre frequently requires services of relatively unknown aliens in order to insure perfect productions and noted that "in this day of realism, with 'very good' critics, the demand for 100% perfection will get by."

Added that "we can't have perfection unless we have the world to choose from. There should be a free interchange of players."

United States hampers legit, he said, and any other country in the world, Pemberton asserted, begging that "you do nothing further to hurt us—the renaissance is coming shortly and you will see the revival of the road through the backing of film producers."

Admissions Gyp Complained of 10% admissions gyp, noting amendments are the only group of enterprises still burping. (Continued on page 54)

## Pemberton Tells 'Em

Washington, May 21. Brock Pemberton knocked the ground out from under Chairman Dickstein of the House Immigration Committee Thursday (16) by frankly admitting a selfish interest in opposing the alien actor ban.

"Of course, I am selfish. I didn't come down here to make a Fourth of July speech," the New York manager said in response to accusations that he was taking a too narrow a view of the alien-actor situation.

## National Theatre Proposal Goes to Senate Comm.

Washington, May 21. Row over proposal to authorize formation of a National Theatre and Academy will be carried before the Senate Judiciary Committee next week following blocking Tuesday of the Wagner bill granting conditional consent for incorporation.

Action on the Wagner measure was prevented by Senator Kings of Utah, who demanded strict adherence to the precedent fixed several years ago by which Congress refused to grant any charters to private organizations.

King shared Wagner's enthusiasm, but insisted that the Judiciary Committee must debate whether a custom would be established in attempt to shut out a flood of similar requests.

Issue is due for airing Monday (27) when the next regular committee confab is scheduled.

## DU ROY-EQUITY CASE PUT OFF TILL FALL

The Robert Du Roy-Equity case has reached the appellate Division of the N. Y. Supreme Court but has been put over until fall. Du Roy contends that Equity forced him to close his play, "Right of Happiness," presented briefly at the Vanderbilt, N. Y., several years ago. A jury handed down a \$40,000 verdict. Court returned the award to \$15,000. Equity then appealing.

Defense proposed to present evidence indicating the play had no chance to succeed, but the court refused to permit the introduction of critics' notices which named "Happiness."

Du Roy, who wrote, presented and appeared in the play, claimed the closing spoiled his chance of selling the picture rights. Cast had waived the salary guarantee, with one exception, an actress who played the lead. When not paid, she was ordered to pay Equity and Du Roy was not permitted to use an understudy.

## Equity Meets

Annual meeting of Equity will be held at the Astor hotel, N. Y., next Monday (27), while the annual session of Chorus Equity comes on Tuesday (28). Session will be conducted at the Chorus organizations' new quarters, 117 West 48th street, with Dorothy Bryant presiding.

Chorus Equity has around 1,000 members, many with the book carrying another 5,000 who have extension cards.

## 'UNDER CANALS' UNDERBURPS

Tent and Repertoire Biz Can't Get Off Slide—Diving to Bottom in 75% Decrease from Last Year—No Newcomers

### FAKES RILE PUBLIC

Chicago, May 21. With the spring season already hot and the time ripe when tent and rep shows should be organizing, it appears that the 1935 summer will see a new all-time low for the tent legit field. On the toboggan for the past five years, the tent business this year dives completely into the hole. Estimated that there will be a 75% drop-off in tent shows from last year in a field which has already slumped about 90% since its hey-day during the 1924-1927 era.

No new operations are going into the field and the only ones left are the old-timers, who are dropping off one by one. Among those reading show for the central states are some old standbys, such as George Robertson, Chick Boyle, George Street, Edwin Strong, Eddie Gifford and similar standard names which go back many years in the tent rep field. But it is expected that there will be no more than a few tent shows hitting the central zone this summer, where formerly the mid-west supported 100 or more. This faded-rice is the same nationally, with not more than 45 tent shows expected through the country in 1935.

Gressed Skids And it's not expected that there will ever be an upturn in this field; next year will probably be less and the year after that still less. And so on until a complete annihilation in five or six years more.

Same goes for the chateaus, which have dropped from important summer sleight positions to a few scattered hit-or-miss attempts. An indication of what the chateaus have come to is seen in the booking of a chateau into Freeport, Ill., on a two-week try-out. The old days no chateau would cut out without 10 or 15 weeks of minimum guaranteed time. Now they hit out for a two-week attempt and with only a half-hearted guarantee.

Many reasons still floating around the booking offices for the demise of tented legit, among them pictures, radio and automobiles.

# Sunday Shows Hit Another Snag In Stage Hand Demand for Extra Pay; Equity Argument on Monday

## Charity Affair

There were so many cast changes and replacements during the engagement of "Thumbs Up," which recently folded at the St. James, N. Y., that toward the end a gag around the show was: "Wanted, principal comic, must also paint signs."

Neither Eddie Dowling who presented the show, nor Rae Dookey, his wife, received extra salary, Dowling agreeing with his backers to appear gratis until the production was paid off. It wasn't.

## 'WALTZ CREW,' CAST, PIT CUT

With the intention of spanning the summer, the operating nut of "The Great Waltz Center, N.Y." is being revised downward so that the opera can get by on a weekly pace of \$20,000. Principals have agreed to a salary cut after June 1 and changes not materially affecting the performance will reduce the number of men in the crew and pit.

When "Waltz" opened there were 84 stage hands used. That total was later cut to 70 and, under the summer set-up, there will be but 47. Orchestra had 66 musicians but for the summer there will be 35 in the pit.

During June, July and August no ticket will be charged against the show unless on the gross reaches a fair profit margin. Second recent broadcast went on the air last Sunday (19) over WOR and the Mutual chain. It cost \$16,000, which was higher than heretofore because of orchestra rehearsals.

## Schudy Better

Kansas City, May 21. Frank Schudy, manager of the Shubert theatre, is reported recovering nicely from an appendicitis operation.

## Equity's Good Year

\$13,000 Surplus as Against \$8,000 Loss Last Year; 2,300 Paid Members

Equity has a membership of 4,118 on its books, the actual paid-up membership being 2,300, the others either not paying dues or having withdrawn cards because of long periods between engagements. However, not only has there been an increase of paid-up membership during the year of 1934-35, but financial statement for the fiscal year ending March 31 is the best Equity has had since show business declined.

Understood that Equity's accounts show a surplus of \$13,000, as against a deficit of \$8,000 last year. That would indicate a betterment of \$21,000 within the 12-month period. Increase in Equity's good standing came despite the fact that the initiation fee was raised from \$25 to \$30 for the specific purpose of discouraging new people from trying for the stage. At one time, when more than 60 theatres were operating on Broadway, Equity had a paid-up membership of nearly 10,000.

Improved financial standing is accredited to Equity's strict economy program. That was worked out through the reducing of salaries all around the main office. One motto is a rule that every employee works gratis one week out of every seven. Last year, there was one work-week without pay in every six weeks.

Equity's total surplus is placed at \$329,000. While that is book value, it is said that the value of the actual assets is not more than 10% under. Security held are of such a nature that an increase of several thousand dollars was shown over the valuation of a year ago.

Principal asset of the actors' organization is the property at 45 West 47th street, N. Y., which houses the main office. No mortgage was ever sought for the building, which, therefore, is free and clear, and is claimed to have a current valuation close to its original cost.

Sunday legit show situation in New York should be somewhat clarified next Monday (27) when the actors will vote on the issue at Equity's annual meeting. However, Sunday shows may be jammed up regardless of Equity's action by the very unions which advocated the passage of the legislation legalizing them.

That was indicated by the reputed statement of an official of the I.A. T.S.E. to the effect that stage hands would testify 9 times and one-half for Sundays, as stipulated in the present contracts, referring to special performances and benefits on that day.

Prior to the passage of the Sunday bills, James Brennan, president of local one, Stage Hands Union, went on the air with a strong appeal for Sundays. At the time he was asked if the extra compensation would still stand in case Sunday legislation passed, and he answered that stage hands were willing to "talk it over," indicating that the union would consider a concession.

Managers figured there would be no difficulty in securing concession wages in view of labor's state-wide support of the legislation. Question now arises whether the I.A. can dictate to the local union over a matter pertaining only to New York.

## Overtime Rulings

Stage hands contract stipulation for overtime on Sundays is one of the points which managers always contended as discriminatory, because crews in vaudeville and picture houses receive the same wage then as for other days. That is why it is expected the union will eventually agree to eliminating overtime for legit. Theory behind Sunday performance is that shows will have better chance to prolong engagements, thereby promoting employment for all concerned. Overtime might defeat Sunday playing, not so much for small shows but musicals, which might not be able to operate at a profit since they exceed that of other performances.

Equity has indicated that it feels its members should receive extra compensation for Sundays—on the ground that stage hands get such a stand by Equity would doubtless keep legit theatres dark on the Sabbath. But there is a difference of opinion in Equity and in discussing the issue the Council is reported to have been split over whether they shall be a part of the recommendation to the members at next Monday's meeting.

City officers say there are three courses of action on Sundays—refusal, acceptance under certain conditions for a limited period, or full acceptance—that Sundays have been legislated in.

Before Sundays are actually legal in New York City the Board of Aldermen must okay it. No action on this up to early this week.

## LAURA HOPE CREWS IN FIRST FOR GORDON-MG

Hollywood, May 21. First play to be produced on Broadway by Max Gordon on his deal with Metro may have Laura Hope Crews in the starring role.

Edmund Goulding, who is interested in the piece, has gone east to negotiate for a full production.

## SHUBERT IMPORT

Shubert's import, Reginald Gardner for their "Not in the Guide Book" revue. Gardner is currently in "Charles" in London. Morris of office arranged the deal.

## Equity Tightens Restrictions On Summer Theatres; Code Minimum Salaries a Must for Tryout Spots

Declaring that rural theatres are of questionable benefit to legit, other than providing some summer sustenance to actors, Equity will attempt stricter regulation of the show-shops in the woods this season.

All country houses which present try-outs must pay code minimum salaries at least, \$40 for seniors, members and \$25 for Juniors, says Equity. Other spots which operate by using players on a board and lodging basis must confine their bills to old plays.

Although the efficacy of trying out plays in converted barns is now doubted, Equity will not permit the code and cake spots to play in opposition to those paying code salaries and complying with the association's rules. These stocks will not be forced off but will be forced to pay actors the same remuneration. Board and lodging theatres within 10 miles of a country house with try-out policy will be considered opposition. Even if the distance is farther, the same rating may pertain if drawing from the same possible audiences, says Equity.

Behind the new regulations is an attempt to force try-outs to be more properly presented. It is contended that new plays cannot be gotten ready within one week, as is often done in the sticks. That goes for the direction as well as the production. Most of the summer attempts are regarded as unfair to authors and actors and it is doubtful if a commercial manager has an opportunity of judging the value of rural try-outs.

Previously, when a show was tried out in the playhouse and the casts were virtually intact, that doesn't happen in the summer rural theatre set-up, few in the try-out cast appearing in the Broadway showings. This is taken by Equity to mean that straw-hat casting is inferior despite the fact that actors are lured to the country theatres with such hopes.

### 'Bishop' Closing

"The Bishop Misbehaves" will close at the Golden, N. Y., on June 1. While the management figured the show could extend into the summer, Walter Connolly, its star, is due on the Coast under contract to Columbia.

Connolly is slated for C's picture-tization of the book "Lost Horizon," Frank Capra's next assignment.

### Cleve. Players Quit

Cleveland, May 21. Abbey Theatre Players are closing the Hanna legit season, but theatre is being kept open for premiere of a new drama by two Cleveland-ites. "Pigs Have Wings," a satirical piece set for June 3.

Authors are Louis S. Bardoly, wealthy Cleveland surgeon, and Stephen N. Linek. Latter wrote "Hang 'Em All," produced at Play House, here, last season.

## Straw Hat List

VARIETY will attempt to compile for publication as complete a list of summer theatres and their activities as possible. All summer groups are invited to fill in the column below, or mail to VARIETY, 354 W. 40th St., N. Y. C., for computation. All data available should be written in or attached as clearly as possible.

Name	
Location	
Number	
New Plays	Old Plays
Is Talent Amateur or Professional?	
Director	
Rem:	

## New Co-Op Group

A new co-op legit group, Actors-Producers, has been formed to start operations in New York next season. Three plays are already under consideration, with two of them set for summer tryouts around New York. Org has its headquarters in the Palace Theatre Building. Mrs. James Roosevelt, mother of the president, is one of the patronesses of Actors-Producers, with I. Robert Broder, theatrical attorney, on the executive staff.

## TWO BROADWAY HOUSES ON AUCTION

Two Broadway theatres, the Imperial and the 46th Street, will go on the auction block (23). Both houses were owned and operated by the Shuberts, but both were foreclosed. Auction is a formality, with the bank-owners of the first mortgage the probable purchasers.

Technically the Shuberts hold title to the theatres but their disinclination to pay interest on the mortgages indicates they are not in the market for repurchase. S. H. Stone, holder of the second mortgage on both properties, however, is a possible bidder.

Broadway report that the Imperial lobby is spotted on property owned by the Shuberts appears erroneous. "Narrow" trip was brownstone house between the Klav (Earl Avon) and a new CBS radio playhouse) and the Music Box. Sam H. Harris planned buying the site in order to enlarge the Music Box, Klav also figuring on it. Shuberts topped the bid. Strip, however, is claimed to be fully covered by the Imperial mortgage.

Equipment of the Manhattan Music Hall (first built by Hammerstein's) will be auctioned Thursday (23). A comparatively small sum is expected to be realized from the sale, which, says a kitchen equipment and a limited amount of liquor. Spot cost \$75,000 to make over into a theatre club. To recover the house into a theatre will cost about \$25,000. Manhattan is owned by the Manufacturers Trust Co.

## ST. LOUIS MUNICIPAL OPERA REPERTORY SET

St. Louis, May 21. Repertory of the 1935 municipal opera season here, which judging by pre-sale, is expected to break all existing records in box office receipts since its inauguration 17 years ago, is ready with one exception. Selection of the opera to be presented during the week of July 23 will be announced later.

Season opens June 3 with "Tereza," music by Oscar Strauss, book by Schandor and Wechs. Week of June 10 will show "Rio Rita," music by Harry Tierney and Joseph McCarthy, book by Bolton and Fred Thompson. Week of June 17 "Madame Sherry," music by Karl Hosenach, book by Otto Harbach. Week of June 24 "The Chocolate Soldier," music by Oscar Strauss, English version by Stanislaus Stancu and Wechs. "The Man," music by Ray "Good News," music by Ray Henderson, book by Laurence Schwab and B. G. DeSylva. Week of July 1 "The Vagabond King," music by Rudolf Friml, based on Justus McCarthy's "If I Were King," book by Otto Harbach, music by Jerome Kern, book by Otto Harbach and Oscar Hammerstein II. Week of July 2 "Cat and Fiddle," music by Jerome Kern, book by Otto Harbach. Closing opera, week August 19, "Tidy in the Window," music by Signatus Romberg, book and lyrics by Otto Harbach.

## Straw Hats All Over Landscape Now; About 85 Expected in East

### Hollywood Vine Street Quits Films for Legit

Hollywood, May 21. After four years as a picture house, Vine Street theatre (Mirror) reverts to legit, opening June 3 with "The Widow in Green," produced by the Beverly Hills Little Theatre for Professionals, which has gone commercial. It is hoped to run the production for four weeks and if successful will open immediately following with another play.

Dickson Morgan directs the Lea Freeman play, with Grace Stafford, Alden Chase, Daisy Belmore, Colin McNeill and Viola Moore in the leads.

### 'Robert E. Lee' Operetta By Gilbert, Kornblum

Hollywood, May 21. Operetta of Civil War period has been completed by L. Wolfe Gilbert and I. B. Kornblum, local actors for Actors' Equity. Baritone-tuned Smith knocked out the music for the piece, titled "Robert E. Lee," with Gilbert doing lyrics and pair teaming on the book.

Several dates in the fire.

### RIVKIN IN

Allen Rivkin, Fox scripter, arrived in New York yesterday (Tuesday) for the final rehearsals of his play, "Knock on Wood," being produced by the Shuberts. Show opens May 23 at the Shubert, N. Y.

## Alien Talent

(Continued from page 53) denied by a hang-over from wartime taxes.

Mentioning "Petitot Fever" and "Society Dishabable" as examples of productions which require the employment of unknown foreign actors, Pemberton protested bitterly against the danger of more government dictatorship, pointing out "I haven't the time to go down to the barge office and tell somebody I can't find an actor here."

Pressing the same points, Celler reached lengthy list of film and legit productions which he cited in speeches in recent years but which could not have attracted heavy patronage if marred by poor casting. "The York legislator said," fellow Tammanyite was "enthusiastically misquoted" in proposing tight entry regulations and "cleared" this bill would hamper and restrict the drama. It would put the spoken drama in a straitjacket.

### Slap at Equity

In support of his warning against "hamstringing" legit and films, Celler said that the film "Cavalcade" as well as plays like "Journeys End," "Pursuit of Happiness," "Autumn Crocus," and "What Price Glory" would have been virtually ruined to present if restrictions such as the actor ban had been in effect.

Equity got slapped when Celler testified "we have a good deal of restrictions and embarrassment to alien actors," relating that foreigners must pay taxes over regular dues and except in the case of stars cannot take engagements without six-month layoffs. "That should be sufficient" to protect domestic talent, Celler averred.

I have heard very extravagant statements about this alien actor ban, but I am an American stage the New York representative said, telling his colleagues that less than 85 of 1,500 actors playing American theatres during a recent period were imported and only 60 were of the sort which would be barred under the bill. Commitment, while occasion to razz managers about box office sales, with Representative Kramo's confidence declaring "the reason so many theatres are dark is that the price is prohibitive; the ordinary person hasn't money enough to go to a show," while Representative Millard of New York craved "for a good show you can't get tickets for \$4; you have to pay \$15 to \$25 to speculators."

There will be approximately 85 summer stock and tryout spots operating in the countryside near New York, according to announcements thus far. This is the same figure as last year, although only about 35 are known to be set thus far.

Manhattan Players roosting at the Worcester theatre, Worcester, Mass., have already commenced rehearsals under the guidance of Guy Palmerton. This troupe is the only one to continue active during the entire year of 1934. Played stock in Bridgeport for 26 weeks, followed by ten more in Waterbury; a 12 week stint in Shelton, Conn., and rounded out the year with eight weeks in Newburgh. Present plans include another ten week stop in Shelton.

Charles Carey's North Shore theatre, in Whitestone, L. I., will inaugurate a 12 week season June 10 for the pastoral County Theatre, Suffern, N. Y., under the dual direction of Bretaigne Windust and Joshua Logan. Robert F. Cutler, manager, plans to get under way around June 25.

An eleven week season is on tap for the pastoral County Theatre, Suffern, N. Y., under the dual direction of Bretaigne Windust and Joshua Logan. Robert F. Cutler, manager, plans to get under way around June 25.

Stagerefractors Stagerefractors will lease a pastoral playshop in the outskirts of Poughkeepsie. This is a revival troupe, commencing June 23 will present old successes under direction of George Danforth.

White Roe Summer theatre, pasturing at Livingston Manor, N. Y., will try its initial show Decoration Day and conclude season on Labor Day. Julius Weiner is managing, with aid of Nat Lichtman and Roger De Koven.

Brown Swan Club, Schuon Lake, N. Y., plans to open in late June under the direction of Sylvan Simon.

Starlight Stagerefractors will lease a rural N. Y., opens house July 1. Mary-Jones Jones is manager. This group's second consecutive season will terminate two months after opening. Revivals and test plays will be altered.

Vineyard Players at East Chon, Martha's Vineyard, Mass., supervised by Phileas Rico, open during the first week of the season, thus until September 1. In addition to running the dramatic company, Rico also is a playwright. His dramatization of Dickens' "Great Expectations" will be attempted by the players during the season.

Rockledge theatre, Carmel, N. Y., Reid managing, opens in July.

Lakeview Players at Snowhegan, Me., will of course be represented as usual. Among the pioneers.

Committee on the American stage at Ticonderoga, N. Y., and Peaks Island in Casco Bay, Me.

Maverick theatre, Woodstock, N. Y., is scheduled to open in July. Elwyn, will start about end of July. New plays will be presented.

William Mills, successor to F. Coates Strickland as director of Berkshires Playhouse, will open the drama season, July 1. There will be a new casting of a new cast each week for eight weeks. Players signed include Greta Keller, Francesa Bruning, Frances Starr, Richard L. Smith, Edith Barrett, Sylvia Field, Wilfred Seagram, Helen Brooks, Frances Bentsen, Edmund George and Lewis Martin.

### Miller Off Again

Gilbert Miller will sail back to London, Saturday (25) after a brief stay in New York. After conversations with Leslie Howard it was not certain after this week whether the star would tour over here in "The Petrified Forest" or appear in it in London.

Miller may present "Kind Lady" in London, although Charles L. Cochran is also said to be interested in producing it over here. I is current at the Booth N.







**Pulitzer Prize Boast Sales**

All the discussion and adverse criticism of the Pulitzer awards has had the curious effect of making the prize of greater value seemingly, as sales of books and plays chosen were materially increased during the past two years.

This year the increase is especially noticeable. "Pulitzer Prize novel, 'In November,' sold about 11,000 copies from date of publication to date of award, according to Simon & Schuster, but in first week after announced as winner, sold over 3,000 copies.

John Day had to raise the second edition of "Bright Ambush," poetry prize winner, true also of Appleton-Century's publication of "The Old Maid," drama winner, and "The Colonial Period of American History" (Yale Press), history winner. All three publishers were caught unawares by the sudden rush of orders. Serbner's, publishers of the biography winner, didn't mind T. E. Lee's winning, but weren't prepared since books by the best seller lists anyway and in third edition.

**Rousing the Scribes**

An incentive for the newspaper lads and lassies to finally get around to "that novel" is the American Journalism Book, Contest instituted by the Dodge Publishing Co. Actually two contests, one each for a best book of fiction and one of non-fiction, and strictly for the benefit of the American Newspaper Guild. Prize money in each division is \$1,500, as advance royalties.

Dodge Publishing is the Middle Atlantic affiliate which decided recently to expand its activities to take in general book publishing. Contest is the concern's first exploitation effort. It's open until Dec. 31. And scripts must be between 60,000 and 125,000 words. Judged by a panel of prize novel and work of non-fiction comprise Heywood Brown, Lewis Gannett, book critic of the New York Herald Tribune, and John Butcher, who holds the same post on the Chi Trib.

**Poetry Week Current**

Annual Poetry Week now under way, to continue until May 26. Obnoxious takes a greater significance this year, since being instituted from the newly-established National Poetry Center, located in New York City.

Feature of this year's celebration will be the presentation of a Golden Scroll to the country's outstanding poet. Award will be made to the recipient correspond to England's poet laureate. Golden Scroll will be directed by Aaron Browne, former of Poetry Week, and directs the National Poetry Center.

As part of the Poetry Week observance, the Rawlins Foundation, Greenwich Village is holding its third annual open-air poetry exhibit. As formerly, original poems have been hung on the walls of Thompson street and Washington Square South, New York, for display and possible sale.

**Writer-Relief Looks Promising**

Writers Union has been promised by Administration of the State that its proposed projects for writers' relief is likely to materialize. Union has been very successful in getting home for its unemployed members, having no turnouts on its books yet, but figures it would be healthier all around if the scribblers were given the writing joys of some sort by the government on some plan similar to the projects used for other pros, such as actors.

Quite a few name scribblers are now members of the Writers Union, including Cliff Gifford, Henry Horace Gregory, Nathan Asch, novelist; Peter Neogee, novelist, and Mayer Portner, former Broadway play and novelist.

**Chicagoan Fades**

Chicago monthly, Chicagoan, patterned after the New Yorker, has discontinued publication and is reported on the auction block. Understood that Milton Mayer, who was one of the rag's contributors, has, with a couple of associates, offered \$10,000 for the publication.

Monthly had been published for about nine years, for seven years of that time by Martin Quigley.

**Producer-Turned-Author**

"The People's Choice," a political yarn dealing with the presidential campaign, has been published, and stumps as a third party candidate, has been authored by Barney Gerard, one time burlesque and musical producer, in collaboration with Ryan. Ryan is being offered producers in screen play form.

**Best Sellers**

Best Sellers for the week ending May 19, as reported by the American News Co., Inc.

Fiction	
'Now in November' (\$2.00).....	By Josephine Johnson
'A Few Foolish Ones' (\$2.50).....	By Gladys Hasty Carroll
'Green Light' (\$2.50).....	By Lloyd C. Douglas
'Don't Ever Leave Me' (\$2.00).....	By Catherine Breyer
'Man Who Has Bravery' (\$2.00).....	By Louis Bromfield
'Time Out of Mind' (\$2.00).....	By Rachel Field
Non-Fiction	
'Culbertson's Summary, 1935 Edition' (\$1.00).....	By Ely Culbertson
'Road to War' (\$3.00).....	By Walter Mills
'Personal History' (\$3.00).....	By Henry Shuman
'Robert E. Lee' (4 vols.) (\$3.75 ea.).....	By Douglas S. Freeman
'Francis the First' (\$3.00).....	By Francis Hackett
'Skin Deep' (\$2.00).....	By M. C. Phillips

**Heart Political Shifts**

Heart European bureau chiefs are being shuffled around. Illness of Bill Parker has made it necessary for him to drop direction of the Paris office of International News Service, and Hudson Hawley, until recently news chief for all Europe, with headquarters in London, has been sent across the Channel to take over the job.

For the moment, Hawley is taking a semi-vacation, long overdue, and just keeping in daily touch with the Paris office, while Hawley, until recently news chief for all Europe, with headquarters in London, has been sent across the Channel to take over the job.

In Universal Service, Seymour Berkson, present Paris chief, is to transfer to the United States. His successor in Paris has not been picked yet.

Hearst staff all through Europe in the past year has been constantly and consistently shifted, with understanding about that Hearst aims at a completely new mix of men line with variance of Hearst political views of late. Anyone who was even slightly anti-Fascist in the past year is under suspicion is now not wanted by Hearst. And this goes, too, for men who in the past looked Hitler or Hitlerism.

**Amer. Spectator Revived**

American Spectator, recently dropped by George Jean Nathan and his group, will resume publication, has been acquired by C. H. Fingerhoo, who will continue to get it out as a monthly. First issue will be Fingerhoo's direction will appear around the end of the month.

In contrast to previously, when the names of editors were all over the publication, the revived Spectator will list no editors at all. Fingerhoo won't even give out their names, preferring to have them "anonymous."

Policy and format of the Spectator will be retained under Fingerhoo's direction.

**Fleischman's New Mag**

Raoul H. Fleischman, publisher of The New Yorker, who is personally interested in a number of publications, entering still another. With Eugene R. Spaulding and Harry T. Hatcher, New Yorker editor, has organized Home Publications, Inc., to issue an annual called The Home Owners Hand Book.

Annual will carry both reading text and advertising, of the type inspired by the title. C. B. Smith, formerly on the Evening World, editing the annual.

**Macfadden Moving**

Editorial, advertising and administration departments of Macfadden Publications are finally to be moved from the old Macfadden building on upper Broadway, New York.

Macfadden has taken two floors in the Chanin building, in the Grand Central zone, to house his publications, with the move to take place in July.

Old Macfadden building will continue to be used by the accounting, subscription and other business departments.

**Show In Red, Guild Is Blue**

The Toledo newspaper guild will meet Sunday (26) to see what can be done about red ink. The show "Bleasted Event," put on for charity and to fatten the guild treasury, promises too expensive and ended on the wrong side of the ledger.

Competition is explained as the reason for the financial loss. Some years ago the same group put on "Front Page" and netted over \$4,000. This year the same methods were used and the same name prices, but a new big show appeared in Toledo this season with the same scale asked by the newspaper boys.

**Pub Organization Formed**

Recent formation of that Editors' Luncheon Club, composed of the book publishing editorial heads, as means of exchanging ideas, and the general book publishing workers in town the idea of a blanket organization, taking in all departmental aides.

Organization meeting held at the Hotel Delano was attended by about 40 persons, including the editorial, sales, promotion and manufacturing departments of the various book publishing houses. Tentative plans for the next meeting of the Junior Executives, but this is to be changed to something more appropriate.

Stressed that the new group is non-union and non-political. Sole purpose is to further the industry and its workers, with opposition to temporary votes. Next meeting to be held in about a week, when a permanent name, constitution and slate of officers will be presented.

**Illustrators Now Competing**

Contest for best book illustrations has been inaugurated by the Limited Editions Club, with a total of \$7,000 in prizes for the winners.

Competition closes March 15, 1936. First prize will merit \$2,500; second prize, \$1,500, and third, \$1,000. Each winner will receive \$1,000 extra. Illustrations submitted must be for the various classics which the Limited Editions Club is contemplating publishing, and to be known as the organization, will furnish a list of the books to illustrators interested.

**Lawes' Deal Still On**

Agreement between Theodore Epstein and Warden Lewis E. Lawes of Sing Sing, whereby the noted penologist to edit a new mag for the "Knights" of Sing Sing, Prison Life, not disrupted, as reported. Confusion arose from the fact that new contract for the publication, was formed to sponsor the new periodical.

Directing head of Twentieth Publications Inc., with Walter W. Hubbard prominent on the editorial end.

**R. R. Reumes P. A.'s**

Union Pacific r. r. has reopened its Coast publicity department, after several years, with Robert Denton, former local news hound, in charge.

Bureau will service all newspaper and wire services between here and Omaha on personalities traveling on the company's lines. Photographs will be made of arrivals and departures, exchanged into the papers. Similar department services between Chicago, and Omaha.

**Psychology Gets Injection**

Inspirational Publications, Inc., publishing Psychology, was granted an injunction by Judge Isaac W. Wacker of the New York County Supreme Court, permanently restraining Charles Fingerhoo, publisher, from using that title in any way that would conflict with Psychology.

**Tom on Pic 'Dream'**

Grossett & Dunlap will issue a motion picture edition of Shakespeare's "A Midsummer Night's Dream" as brought to the screen for Warner by Max Reinhardt.

Bard of Avon's moniker will be somewhere among the credits.

**Courtney Marks Time**

W. B. Courtney, feature writer for Colliers, is in Hollywood writing a series of articles for his mag about pictures. It's a fill-in job while he and countless other feature writers hang around the Pacific coast, waiting to get features on the navy's secret war game and as yet unable to get much but rumor.

**Torbert Kicks Gincy Post**

Joe H. Torbert dropped out of the Scripps-Horward org. by resigning as managing editor of the Cincinnati Post. His desk goes to Frank Aston, who started on the sheet in 1930 as a sub reporter and stepped up via the copy desk to head various editorial departments.

From Cincinnati City, Torbert was on the "World-Telegram" in N. Y. prior to being moved to Cincinnati in January of '33. He made numerous trips on the Post and stepped its long established policy of general appeal to the masses by attempting to attract the swells through an expansive society department.

Art Keller succeeds Aston as city editor of the Post, with Joe Doran advancing to assistant c.e. Johnny Johnston continues as news editor.

**Wm. Reimiser**

William Reimiser, 60, who retired in 1932 after 43 years as police reporter of the N. Y. World, died in San Pedro, Calif., May 19. He is survived by a daughter and a sister.

**New Hearst Trade Rag**

Hearst Business Publications added a new trade paper to the group, known as Drug World. First printing is 8,500. Editor is Howard Stephenson, identified with other papers in the of the Hearst trade paper chain.

**'Nother Topical Pub**

David Ross assembling a staff preparatory to issuing a new mag of comment, entitled The National Observer. Publication will be monthly.

**Is Their Biz to Watch?**

Tri-Continental, the so-called "business" mag in preparation for immediate publication.

One is the American Journal of Commerce, edited by one Sponsoring Kestenbaum. J. Stanley Urquhart preparing one to be known as the National Consumer News. Third one is the title of The Business Reporter, with the publisher Ell Jay.

**Add to 10c Group**

Harry Steeger and Harold B. Goldsmith adding Dime Sport Magazine to their "Dime" series of group, now comprises, in addition to Dime Sports Magazine, Dime Western, Dime Adventure, Dime Detective and Dime Mystery. Rogers Terrill editing the Dimecr.

Steeger and Goldsmith issue their mag as the general classification of Popular Publications.

**Bee Kaufman's New Spot**

Beatrice Kaufman has been appointed to the position of Editor of Bazar and will occupy that desk starting Sept. 15.

She will summer in Honolulu, Florida, where her husband, George S. Kaufman, goes next week on his second picture assignment.

**On Those Radio Flashes**

"News While It Is News," purporting to be the inside story of the Yankee Network News Service, will be released June 10 by G. C. Manthorne & Co. of Boston. Book, authored by Leland Blockford, editor in chief of the regional's newscasting, also describes the development of the radio newspaper.

**Variety's Own Plant**

Vamser has bought Rogowski Co. printer, and has opened a new printing shop in which this paper has been printed for 15 years. Negotiations were closed last week, and the plant is being moved.

McEvoey, long with Rogowski, is in charge.

Bo Vamser is now in the printing business. Something else to worry about.

**CHATTER**

"Sanctuary" penned by Il Duce, Frank Swinnerton writing his autobiography.

Third printing for "I Wish You Sad" by John Galsworthy.

Dr. Logan Clendenen vacating in Egypt.

Henry Hoyns, of Harpers, back from London.

Mercatony today Emile Gaurvau new Tuesday (28).

Edward K. Ross, Little Brown ad manager, is in London.

Galsworthy has British rights of "Ballo's Daughters."

Colliers is in Hollywood writing a series of articles for his mag about pictures. It's a fill-in job while he and countless other feature writers hang around the Pacific coast, waiting to get features on the navy's secret war game and as yet unable to get much but rumor.

**Book Reviews**

**Backing Up**

The Jalna saga, which permeates eventually to become almost as numerous as the Tarzan' volumes, after making progress for four volumes now retrogresses and proceeds in the direction of the author's rest and becomes chronologically the first of the quintet.

"Young Renney" (Little, Brown & Co., \$2.50) takes a step backward from 1924 to '06, with Renney the protagonist, but surrounded by familiar characters from the succeeding volumes. Splendidly told and while probably not intended as such, a grand selling argument to those who have yet to read the other four books. For those who have already met the Whiteoak family, this is probably even more appealing.

**Ode's Plays**

Clifford Ode's is the new and most interesting play being generally acclaimed in New York circles as the present white-haired boy. He has three plays current on Broadway, and the success has aroused comment. All three are now published in one volume, "Three Plays" (Covici-Friede, \$2.50).

Ode's reading, as good as just as good as when watched across the footlights and once again they find the imagination of the young man with vast possibilities. His best writing is in the full length play "Awake and Sing," which seems almost to be a play about a play, either "Waiting for Lady" or "Till the Day I Die."

**Foreseen Punch**

Zane Grey telegraphs his punch in "Thunder Mountain" (Harpers, \$2). In his first chapter he dwells upon the locale, a basin formed in part by the title of The Butcher, and immediately the reader knows that the climax will be arrived at through a fight with a wild animal. It is used to free the young hero from the false vigilantes, but the elaborate preparation kills any surprise element. It is what the reader has been waiting for.

Meantime there's a multiple action story of a wild animal, switched in the last third from the charming Eastern girl who loves Kallipol, in spite of the fact he's a wild animal. It is what the reader knows that his killings are all justified. Plenty of strong action, but a too-sugary finish.

**Overlong**

Jacklet blurp for Mrs. Christine Whitford Parmenter's "The Kings of Beacon Hill" (Crowell, \$2), stresses the fact that it's a novel, and goes past 380 pages. Will appeal to the author's following, but the length is gained through overwriting scenes, chiefly in the dialog.

The dialog is skillfully written and Mrs. Parmenter wanders with her readers through many interesting scenes, but her virtuosity through the merits of her narrative fiction rather than originality of plot. The latter is a fragile skeleton; the shopgirl who marries into the Boston aristocracy and eventually wins over her snobbing in-laws. Nothing but a novel, and a novel, and offering a couple of delightful characters in the maiden aunt, Helen, and the Uncle Avery who didn't marry. Hardly novelity for pictures.

**Omnibus of Crime**

Erie Stanley Gardner's yarns are all about the top of whodunit lists and his new volume, "The Counterfeit Eye" (Morrow; \$2), is no exception. There's a basic simplicity of the yarns, but Perry Mason books, but they're all Perry Mason books. And what is best about them is that Gardner quite obviously knows his law, and his law is a thing, but doesn't let that interfere with pacing and snapping up his books. This one should make a good film for a top up on the earlier two Mason pic.

"The Green Shadow," by James Paul Grant (Hartney; \$2), introduces a new character, a new novelist and they're both clicks. It's a mystery yarn in snappy, realistic fashion, with good dialog and loads of action. There are a couple of loose ends towards the close where the author forgets to explain a few things, but who knows not to let that happen he should, be right up in the front ranks with Hammett and Whitfield.

(Continued on page 59)











## East

Voice expert declares President Roosevelt's pipes almost 100% perfect for radio. J. Hugh Long in an in-outter, who says Roosevelt uses an "impersonal" pulpit voice.

Edward Johnson and Edward Ziegler to have contracts with the Met. Former is from the singing forces and to have had charge of the summer season under the late Herbert Witherspoon. Ziegler has been business manager for the opera house and as he did under Gatti-Casazza.

Mayor LaGuardia has asked Mayor Jackson of Balto to lend him Fredrick H. Huber, municipal director of music. Wants him to aid in starting a N. Y. municipal symphony orchestra along the lines of the Balto band. To toodle over NYC and do other musical chores.

Twelve, N. Y. upper middle class recently used for the educational film test, gave the first of a series of "control" music under parent teacher auspices Friday (17). Will repeat. To prove that kid shows can be clean and interesting.

Howard S. Cushman, after a loan from the Finance Reconstruction Corp. to rehabilitate the Roxy. Gae Foster gives the "X" benefit at LeBaron's Wednesday (15).

Arthur Casar has to try out his new revue "My Dear Public," at Atlantic City in July. The Harris signatures for the production of "Ethan Frome," which he has been considering for some time. It's by Owen and Donald Davis and Lowell Harrison. From the Edith Wharton story.

Martin Brown has a new play, "The Girl Who Was Never Spoken," looking for a producer.

Bull born in Eyrd's south polar camp was a guest at the Commodore last Wednesday night. One of the prize cattle taken to Antarctic were the "Eyes" of the American Guernsey cattle club. Their menu was hay.

Red Shawn and his eight male dancers off to London to prove that men dancers are not necessarily effeminate. Picked by the "Eyes" of the American Guernsey cattle club.

One of the nine new soloists for the Met are Americans. Others are from Chile, Germany and Belgium. Steward Lampson in the "Eyes" of the American Guernsey cattle club.

Burlesque of "Esquire" band at midnight meeting at Mecca Temple, Monday (20) voted to continue under the name of "Esquire" in spite of six court actions recently taken to oust IA, the vote was only 30 to 20.

Gladya George failed to contest the divorce suit brought by Edward R. Fowler judge with decision at hearing Thursday (15). To be four major Yiddish theaters in the east side next season. Present plans carry. Also four court actions recently taken to oust IA, the vote was only 30 to 20.

Max Gordon has an idea he'd like to follow "The Great Waltz" with a "Bill waltz" play. The "Long Farewell" doesn't say when.

Three new LaGuardia co-author of "The Great Waltz" with a "Bill waltz" play. The "Long Farewell" doesn't say when.

New Jersey Court of Errors and Appeals finds law permitting bets on the grand jury. Grand jury of the Hipp opera, asserts he

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.

twice raised her apartment. Spotted him thirty years in his limp, she says.

Frank Wallace, who declares he's made West's lobby, into the floor show at the Club Richman.

Playshop group changes to Experimental Theatre. Plans a play for Shuberts as a tryout.

N. Y. Philharmonic Symphony reports attendance at its 317 concerts at Carnegie Hall this season. Musicians got 47% of the receipts and the conductors took 19%.

Tompkins Sq. Boys Club awarded Theatre Guild plaque for best one act play performance, Madison Sq. Boys Club took Samuel French play for second. Also awarded Richard's play for best. Also awarded Richard's play for best.

Half of the \$50,000 needed for the Stadium concerts already subscribed.

Henry Abbott, Jr., who told the police he used to be a burley coner, also told the police he used to be a burley coner.

Present plans for supplemental play for second act. Richard's play for best. Also awarded Richard's play for best.

Tullo Carmichael in N. Y. for a couple of weeks. Then London.

John Van Druten. Doing it over here in the fall.

Doyle's productions, Inc. doing "Here's How," which used to be called "Tobacco Road" outfitted with new costumes. Total cost \$25,000.

Authorities looking over the evidence to discover whether the night club outbreaks against night clubs are the result of an organized attack. The police are seeking to locate the spots.

Mildred Manti, who weighs in at 125 pounds, is getting married to Jack Glicker, 36-inch midge. They will live in the "Eyes" of the American Guernsey cattle club.

Charles Hackett takes the position of vacant in the "Eyes" of the American Guernsey cattle club.

Michael Chekhov, of Moscow Art Players, to coach them this summer. Also four court actions recently taken to oust IA, the vote was only 30 to 20.

Max Gordon has an idea he'd like to follow "The Great Waltz" with a "Bill waltz" play. The "Long Farewell" doesn't say when.

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in spite of radio's inroads papers still get 61% of all advertising appropriations. Another 25% goes to the radio.

State Liquor Authority anticipates a drop of \$200,000 from beer taxes due to growing popularity of wine.

City is touring a traveling barnyard to show the kids what a farm looks like.

President Roosevelt has promised to attend the San Diego fair. No definite date set.

Some one sings asking the Met to loosen up on radio fees. Claimed that the Met last season got back in its radio sales on the Met's broadcasts more than it paid the singer.

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If this does not materialize he intends to write.

Rating of Ravenhalls hotel, 14th and Broadway, and rendezvous for sports notables, started. Athletic field replaces.

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Dave Gould, film dance director, granted divorce in L. A. Out of court settlement gives his ex-wife, in New York, \$755 monthly alimony.

Birger De Bulow, film writer, awarded \$25,000 judgment against Dr. Laurence Spang for alleged excess injection of arsenic. De Bulow asked \$355,000, charging Dr. Spang with killing him the infections after he learned that his patient had died. Spang's beneficiary in a will entailing \$100,000.

Lila Lee taking up residence in Boston. Officially for a divorce from John Paine.

Unanimous assembly vote on Hunt bill, which would prohibit marriages and endurance contests in California, held certain of enactment.

Jack Buxton, 35, racing driver, killed on Mojave desert when his car overturned. Jose Rodriguez, publicity director for radio station KFI, Los Angeles, seriously injured.

Harold William Roberts named director of music at San Diego Exposition.

For kissing Gladys Samuels, L. A. declared a divorce. Her husband, Robert Shraake, city employee, ordered by court to pay \$10,000. She has no money.

Deputy sheriffs seized Sue Carol's auto to apply on \$2884 judgment against her. N. Y. dress house on unpaid bill.

Dorothy Granger, film player, revealed that she married George J. Clark, stand-in for Richard Dix, in Carson City, Nev. June 26, '34.

Declaring a divorce, a famous artist is in no great demand for pictures. Mrs. Patrick Campbell will return to the Isle after 18 months in Hollywood.

Marion Aye, one time "Wampus baby" star, would sue a fit of despondency by swallowing poison. She will recover.

Helen Zeh, 18, San Francisco stenographer, would sue a fit of despondency by swallowing poison. She will recover.

Raymond is quoted from N. Y. as saying he doesn't want Miss Zeh.

Jayne Shadduck, former stage actress, announced her engagement in L. A. to Henry Topping, New York actor.

Wife of Ray Steele, wrestler, filed suit for divorce in L. A. and \$2,000 monthly alimony.

## OBITUARIES

## ADRIAN S. PERRIN

Adrian S. Perrin, 45, stage director and producer of musical comedies, died in Hollywood, N. Y., May 15. Mr. Perrin started with B. F. Keith, S. Z. Poli, James Thatcher and others in the early days of the stage. More than 100 productions from memory. With the decline of the stock company he turned his attention to amateur productions.

He was married in 1928 to Isabelle Merritt in Jacksonville, Cal., where he was directing a stock season with Charles Ruggles as his star. His widow survives.

Interment in Mount Hope cemetery, Westchester.

## JOHN J. GARVEY

John J. Garvey, 63, stage hand for 48 years, died May 9 at his home in Rochester, N. Y. He had worked in Rochester legit theatres and last month was backstage for "My Maryland" at the Eastman. He was married in 1928 to Isabelle Merritt in Jacksonville, Cal., where he was directing a stock season with Charles Ruggles as his star. His widow survives.

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Interment in Mount Hope cemetery, Westchester.

## GEORGE DECARLTON

George DeCarlton, 61, died at the N.Y. State hospital, Saratoga, May 15, after a lingering illness. For 50 years he held major roles with Broadway productions in the legit theatre. He was a member of the Friars' club. He left no near relatives, his closest friend was Fred Biehn.

Interment Saratoga Lake.

## DOMINICK MANGANO

Dominick Mangano, 35, musician and radio entertainer, died in Benton Harbor, Mich., May 20, following an auto accident. He was married in 1928 to Isabelle Merritt in Jacksonville, Cal., where he was directing a stock season with Charles Ruggles as his star. His widow survives.

Interment in Chicago.

## GABY POLO

Gaby Polo, 58, one of the original French Polos, died in Hollywood, N. Y., in the early years of the century, died of diabetes in the French hospital, New York, May 10. Buried under N. Y. A. auspices.

He is survived by his widow, Jeanne.

## GLEN M. QUICK

Glen M. Quick, 40, assistant manager of the Columbia theatre, Alliance O., died in that city May 17. He was also publicity director of Tri Theatre, Inc., local film theatre group.

He was widow, mother and a brother survive. Interment locally.

## HARRY KLEIN

Harry Klein, 42, son of Klein Brothers act, died Friday morning (17) after an extended illness. He was married in 1928 to Isabelle Merritt in Jacksonville, Cal., where he was directing a stock season with Charles Ruggles as his star. His widow survives.

Interment in Mount Hope cemetery, Westchester.

## MARTY SEMON

Marty Semon, manager of Columbia theatre in Portsmouth, O., died May 11 after an operation for appendicitis. Will be buried in home town, Atlanta, Ga.

Survived by wife, two sons and daughter.

## PAUL DUKAS

Paul Dukas, 63, French composer best known for his tone poem, "The Sorcerer's Apprentice," died in Paris May 17.

Charles M. T. Loeffler, Charles Martin Tornov Loeffler, composer, died May 20 at his home in New York City. He was married in 1928 to Isabelle Merritt in Jacksonville, Cal., where he was directing a stock season with Charles Ruggles as his star. His widow survives.

Mother of Lou Clayton (Jackson and Durand) died in New York, May 17.

## New York Theatres

**STATE**  
PAUL MUNI "BLACK FURY"  
On Stage—ALICE WHITE, California College, Los Angeles, White, Ward Wilson  
"CARDINAL RICHELIEU" with George Arliss

**PARAMOUNT**  
"GONE WITH THE WIND"  
in "GOIN' TO TOWN"  
GEO. RAFT in "THE GLASS KEY"

**CAPITOL**  
"Age of Indecision"  
Rudy Vallee  
"The Great Waltz"  
Rudy Vallee  
"The Great Waltz"  
Rudy Vallee

**UNITED ARTISTS**  
"GONE WITH THE WIND"  
in "GOIN' TO TOWN"  
GEO. RAFT in "THE GLASS KEY"

**DRURY LATHAM**  
"HOLD 'EM YALE"  
"HOLD 'EM YALE"  
"HOLD 'EM YALE"  
"HOLD 'EM YALE"

**RADIO CITY**  
"GONE WITH THE WIND"  
in "GOIN' TO TOWN"  
GEO. RAFT in "THE GLASS KEY"

**NEW GRAND**  
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in "GOIN' TO TOWN"  
GEO. RAFT in "THE GLASS KEY"

Akron, O., May 21.

Iverview Park, near here inactive for several years will be re-established and operated this summer according to John P. Flanagan, manager of a newly incorporated skating company.

*Every year*  
**ONE GREAT BAND COMES TO THE FRONT—**  
*This Year it's*

# KAY KYSER

**KYSER'S UNIQUE IDEA OF "SINGING TITLES"**

**ORIGINATOR AND CREATOR**

of the unique idea of introducing  
 musical selections on the radio

BY "SINGING THE TITLES"

of each song

which idea is a definite part  
 of the introduction to every  
 arrangement.



**SEASON 1934-35**

at

**THE BLACKHAWK**

Chicago

and broadcasting through

**WGN—Mutual Broadcasting System**

**YOUNG AMERICA ACCLAIMS THIS ORCHESTRA!**

During the past season played 15 different college dates  
 in 10 states...the first band to set this record! Accord-  
 ing to VARIETY (issue of April 3, 1935) "when the cam-  
 pus kids go for a band that's the superlative mark of  
 approval." HE'S THE "NATURAL" OF THE YEAR!

1935 Summer Tour—Now Being Booked

**EXCLUSIVE MANAGEMENT**

**MUSIC CORPORATION OF AMERICA**  
 NEW YORK CLEVELAND CHICAGO DALLAS LOS ANGELES

# VARIETY

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Vol. 118 No. 11

NEW YORK, WEDNESDAY, MAY 29, 1935

64 PAGES

## SHOWBIZ'S NRA REBOUNDS

### Now It's the Drug Store Time; Chain's 'Openings' with Talent Ballying Pills

Inclusion of variety talent in promotional capacity to supplement the regular sales force is the newest for drug stores, in which now can be purchased anything from a sandwich to a saddle. Gag was innovated by Liggett's, national drug chain, at last week's reopening of its store at 42d street and Broadway, New York.

Success of the event has made the chain ballyhoos conspicuous. New promotional department has been formed within the company to handle openings, and round up talent anniversaries and special sales. Department is headed by H. C. Young. Benny Leonard will act as contact and arranger of bookings. Times Square reopening was advertised in preceding evening's papers. Mob that was on hand to witness the event made a police detail necessary to handle the rush of people listening to the free entertainment.

Show, m.c'd by Leonard, included Milton Berle, Sophie Tucker, Al Shayne, Lita Gray Chaplin, Abe Lyman, Block and Sully, Lillian Roth, Jack Dempsey, Harry Hersh.

(Continued on page 57)

### AMATEURS AMBLE BACK TO CRADLE, BURLESQUE

Strange cycle of the amateur gng took a new turn this month with the installation of amateur night at the Apollo, burlesque house, on 42d street, New York. Amateur craze, after lying dormant for years, broke out at close of 1934 with neophytes getting on the air. This brought a revival of amateur nights in some vaudeville and many picture houses, either with or without radio hook-up.

The amateur night idea for years held sway in numerous burley houses throughout the country. Instead of spotting amateurs on usually selected Friday nights, Apollo is presenting them Tuesdays.

### Stager of Anti-Hitler Play Beaten Up in L. A.

Hollywood, May 28. William Chere, director of an anti-Hitler play, 'Till the Day I Die' at the Hollywood Playhouse was taken for a ride and severely beaten by three men described as Germans. Attackers told Chere they objected to a scene where Hitler's picture is torn from the wall.

At hospital he is said to be suffering from internal injuries and in serious condition. Play is paired with 'Waiting for Lefty,' which producers expected to create trouble because of its communist theme.

### Xmas B. O.

Fall River, Mass., May 23. Women called up Charley Feinberg, manager of the Strand, and didn't ask name of picture.

'What presents are you giving away today?', she wanted to know.

### NO NEW SHOWS FOR JUNE OR JULY

Broadway's barest June and July since 1917 started playing during the heated period is the prospect this summer, so far as new shows are concerned. There are no plays in rehearsal at all, according to Equity's records. Only one show is due in the immediate future.

'Sketch Book,' due at the Winter Garden next week.

Figured there will be between eight and 10 attractions playing during the summer, that being dependent on whether it is unusually hot or not.

Break appears to favor the current attractions, for in the absence of new ideas the survivors should be well supported by visitors to the metropolis. Three new shows rehearsing last week all debut this week—'Knock on Wood,' 'The Young Go First' and 'Them's the Reports.'

In addition there is the Players' Club revived 'Seven Keys to Baldpate,' which is slated for one week, but may stick longer.

### Cherries and Beer

Cedar Rapids, May. The Cherry Sisters are now singing in beer joints.

Several local spots have been giving the two girls a few nights' work each week.

### Community Television In Mexican Politics

Mexico City, May 28. Television is to be used as a publicity medium for the first time in Mexico. An apparatus is being installed at the headquarters offices here of the National Revolutionary Party, organization that dominates the Federal government. Party is going to use television for cultural programs among peasants and workers. Key recreation centers of these people are being fixed up with receiving sets.

### LABOR RELATIONS, H'WOOD CHISEL

Washington Sees Employer-Employees' Parleys as Sole Salvage from Outlawed Codes' Decision—Legit Favors Continuation of Fair Trade Practices—Vaude Will Miss It—Music-Radio Indifferent—Hollywood Never Liked It—Exhibits-Distributors Hope to Continue Better Elements of U-C

### NEW UNION DEALS

U. S. Supreme Court's decision voiding all code enforcement has the amusement industry, in all its branches, up in the air.

In the main, current show biz indication is that many features of the National Industrial Recovery Act will be retained for intra-trade benefits.

Film exhibition and distribution's hopes, via the re-establishment of its sundry film boards of trade, are to embody the better elements which were originally designed by the Film Code Authority to have by the Senate today.

(Continued on page 3)

### SENATE PASSES NAT'L THEATRE

Washington, May 28. Wagner Bill authorizing incorporation of an American national theatre and academy was passed by the Senate today.

Action is still required from the House, which has companion legislation pending.

### New Orleans' Dry Feet

New Orleans, May. Trade, labor and civic organizations as well as city officials passed resolutions Friday (24) denouncing an eastern radio station for giving out a false report over the air that New Orleans was flooded by the Mississippi river and that families in outlying sections were leaving their homes.

Sen. Fawcett, New York representative of the New Orleans Tourist and Travel Bureau, was deluged with telegrams by the citizens asking him to correct the erroneous report.

### No Appreciation

Minneapolis, May 28. Newspapers called attention in a story of a raid on Coffee Dan's night club, that Ruby Bae, fan dancer, arrested for disorderly conduct, had performed the same alleged 'indecent' fan dance at the policeman's own stag at the Auditorium.

### THEATRE GUILD IN VAUDE BIZ

What's really lowbrow for the Theatre Guild will be attempted when 'Parade,' the revue featuring Jimmy Savo that opened last week at the Guild, New York, closes, probably right after its five-week subscription run. At that time the Guild will essay its first excursion into vaudeville, offering 'Parade' as a unit in condensed form to the major circuits.

'Parade' is also the first revue attempted by the Guild itself, though its junior group did present three 'Garriek Gaieties' in 1925, '26 and '30. Curtis and Allen offer will agent the condensed 'Parade,' but will own no part of the production, the Guild taking the investment and the plunge into the variety field 100%.

Cast for the unit has not been decided upon, therefore no asking price as yet, but it's likely Savo will also head the pop-pierced version.

### Hizzoner an Announcer

Charlotte, N. C., May 28. WSOE now boasts of having the mayor of the city of Charlotte as a regular announcer. Ben Douglas, recently elected, also heads a firm of funeral directors. He has been announcing a program of organ music.

Has also covered several sports events. He continues to handle the organ melodies spot.

### Mexican Pay

Mexico City, May 28. Song and dance gals who can collect \$2.50 a day each for six shows are doing very well, indeed, it is claimed in a suit one of them filed in a local court against a tent show circuit management.

She asks \$240 for performance on tick.

Adolph Zukor may leave Paramount soon after that company is reorganized (June 3), probably holding the post of chairman of the board only for a short time thereafter. John E. Otterson has the inside track as president of Paramount, and Emmet Cohen will again be in charge of the studio. This is the present outlook of the Paramount situation.

Zukor, in leaving Paramount, may accept one of several offers which have been made him in past months by various companies in the business. However, it appears to be his inclination to organize a new company along the lines of the original First National group. It may also be that he will undertake an interest in some company such as United Artists or Columbia Pictures to form the nucleus of the First National idea. The Columbia angle is considered remote but is being talked about in the trade.

It is felt that with the merger of 20th Century and Fox Film, that United Artists is a logical spot for Zukor who could attract directorial and screen talent under his banner together with the probable co-operation of such existing units as Reliance and Samuel Goldwyn.

Should Ernest Lubisch eventually leave Paramount (27) to sign a return to anything which Zukor may undertake. Cecil DeMille is also deemed another who might hook up with Zukor.

Ralph Kohn and B. P. Schulberg are now associated with Columbia.

### THAT RADIO TOUCH FOR STEPHEN FOSTER FILM

Hollywood, May 28. At Levine, Mascot pres, planned to New York Munday (27) to sign stage and radio talent for 'Harmony Lane,' studio's first musical based on the life of Stephen A. Foster.

Joseph Santley Clark supervises.

### The Last of Soph's 'Last Of the Red Hot Mamas'

Sophie Tucker is discarding her 'Last of the Red Hot Mamas' billing on the grounds that it has outlived its usefulness. When playing the Capitol on Broadway the week of June 8 with her WHN Music Hall show, Miss Tucker will for the first time in years be without it.

The billing line, which became one of the best known tags ever invented, was, she says, single, was written for Miss Tucker by Jack Yellen during her homecoming engagement at the Palace after her European tour of 1926.

# Show Biz Up in the Air Over NRA's Voiding of Pros and Cons of Advantages

(Continued from page 1)  
been exercised by the regional zoning and clearance boards. The production, often lackadaisical about the code, save as it applied to minimum wage and maximum hour requirements for extras, is not particularly disturbed. However, already, as is recounted in another Hollywood dispatch in this issue, some chiseling manifestations, especially from indie producers, have asserted themselves in regards to production, house and stage.

**Stage Regrets Passing**  
The stage alone seems the most decisive in its regret over the passing of NRA. Vaudeville and burlesque, from the players' viewpoint, welcomed the minimum wage and hour requirements.

Legit, as also further detailed herewith, felt that it was the most concrete instance of the best of the distribution yet devised. And, having been brought together for the common weal, the legit producers have plan conceived in some sort of trade code among themselves.

Music was and still is totally indifferent. Nothing in station relations, or as regards broadcasting artists, was affected by a code. Ditto Tin Pan Alley, where the most constructive feature was the restriction on the subsidization of plugs. But where songplugging evils are rampant in music business custom, there was and will continue to be chiseling along these lines, and probably no long as plugging is a requisite of popular song hit manufacturing.

Intestate features of the Code, which might have been a hindrance to exhibition, as relating to the distribution of pictures, was kayoed by the Supreme Court. Show business anticipates the Supreme Court's ruling will mean new deals between theatres and unions.

**Blue Eagle & Dodo**  
Washington, May 28.  
The Blue Eagle is a dodo. Killing the film, radio, legit and more than 100 other jobs in the U. S. Supreme Court Monday (27) ruled decisively that the code-making provisions of the National Recovery Act are unconstitutional and the Federal Government has no authority to regulate hours and wages in industry not indispensably part of interstate commerce.

Striking a severe blow at the heart of the NRA, the final tribunal expressed its views in a case involving the poultry code but in such sweeping terms that the whole NRA machinery (slunk to a standstill) in mid-afternoon yesterday.

Admitting the court's decisive strike makes all NRA arguments unenforceable as a matter of law. Donald R. Hieberger, acting chairman of the Recovery Board, yesterday night (27) issued appeals to industry for voluntary cooperation in continuing the Eagle plan. Such compulsory enforcement will be suspended in deference to tribunal but that any contractual obligations which may have arisen by agreement of the parties requiring no sanction of Federal authority remain valid.

The Eagle tamer, who had expected a reassuring victory in the poultry litigation, urged all employers to voluntarily work under the pact, to cooperate in maintaining those standards of fair competition in commercial and labor relations which have been written into the codes with practically universal sanction and which represent the united effort to wipe out dishonest, fraudulent trade practices and unfair competition in overworking and underpaying labor.

Proof of the Federal attempt to establish fair and unfair trade practices, boost employment and purchasing power, and correct misleading economic life was in the air today as virtually the entire Roosevelt administration, plus flabbergasted members of Congress, tried to dope out whether the code had left any loopholes through which the Blue Eagle may be revived.

**All Amus. Codes Dead**  
For the present, at any rate, the film code is dead, and producers, distributors and exhibitors, as well as broadcasters, legit and burlesque operators, and film labs, are under no compulsion to observe any of the do's or don'ts. The only thing of any consequence left in section

1A of the temporary law which guarantees employers the right to organize without employer interference and requires bosses to bargain collectively with representatives of workers.

Violators of the film code can go their own ways with impunity until Congress co-coats another statute. It was indicated, however, that the sweeping character of the decision, no government or claim would comment.

All work ended with the court decision, *Faustine* showing aside the pending film code amendment, his work on hours for newscast cameramen, and assorted other matters pending decisions as to future procedure. Whether they still have job in the principal concern of the army of Blue Eagles.

The status of the Code Authority and the various boards and committees was one of the unsolved problems, with every indication they have no legal existence. Since the NRA plan conceived in some sort of trade code among themselves.

Whether the Administration will attempt to reenact the code-making features of the law in the manner which might satisfy the court was one of the numerous questions which have not even been touched. Various members of Congress in custodial opinions predicted such steps would be taken. The House Ways and Means committee, which had agreed last week to urge continuance of the Blue Eagle law until after, threw up its hands in confusion and quit worriedly until sharpshooting had figured out what, if anything, can be done.

At first glance, it appeared that the court had slammed the door on revival of the Recovery program. The decision was so positive and went so far that it was feared nothing can be done to revise the now-dead codes. The court may be the brain trust. It must stick to its own backyard and must not invade the jurisdiction of the states.

**Intestate Trade**  
On the item of Federal government and the extent of the Federal government's power under the Constitution, the court did not lay down any new definition. It merely indicated whether exhibition of motion pictures comes within the realm of interstate commerce. The court did state that Federal agencies may regulate interstate activities which may have a 'direct' effect on interstate commerce. But at this point, the court did not make a certain point which depends on the nature of every particular case. The court said there is a necessary and well established distinction between direct and indirect relationships between the type of commerce and the fact that where the effect of interstate transactions upon interstate commerce is merely indirect, such transactions remain within the domain of State power.

Possibly shedding some light on the film industry's status in this delicate situation, the court said that in the poultry case, the code did not apply to transportation of poultry from one state to another or the transactions of the commission men or the sales by consignees. When the Schechter Co. bought its poultry from the state and the poultry was shipped to its Brooklyn slaughterhouses, the interstate transactions in relation to the poultry were not interstate, explained. Defendants held the poultry at their slaughterhouse markets for slaughter and sale to retail dealers and butchers who in turn sold directly to consumers. Neither the slaughtering nor the marketing by defendants constituted transactions in interstate commerce.

The court registered its overwhelming opinion that the 'indirect' nature of the transactions was the argument that the poultry handled by defendants at their slaughterhouse markets was in a direct flow of interstate commerce and was thus subject to Congressional regulation, saying that



## WILL MAHONEY

"The World's Fair" said:  
"Mahoney Sees Again"  
"Every force align with laughter. Countless aching sides. For Will Mahoney is on the stage. Alone and without the aid of comic props or elaborate make-up he holds the entire audience in his hand. And that terrific dance on a symphony is something that will be remembered in our old days because once seen it cannot be forgotten."

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

## VAUDE REACTS UNFAVORABLY

The Supreme Court's decision voiding the NRA is not causing elation among the little fellow of show business, particularly vaudeville, and burlesque and small acts. Return of conditions that prevailed generally before NRA is feared.

Provisions of the vaudeville section of the Motion Picture Code have been beneficial. The code, of course, has not brought vaudeville back even notationally enhanced its outward appearance, but it eliminated much of the mistreatment of the little guy.

There appeared to be less objection to the vaudeville part than to the code of any other business in the country. Only the chiselers were adversely affected by it. Legitimate vaudeville producers were burdened for a time, but this pinch was eventually alleviated by revisions.

The vaudeville code required little more outlay than the payment of the minimum \$7.50 per day to actors, and a regular scale of hours for chorus girls. These were the salient points. Other provisions which the talent greatly resented and poor conditions at home and on the road. The actors didn't believe that they wanted under the code, but they did get more concessions than before NRA.

Violation of the salary and other provisions were charged against the chiselers of the vaudeville business, although much of the abuse of the past was curbed and chiseling was not as rampant as it once was reformed, in a fashion, through fear of the law.

The NRA code created no Utopia for the vaudeville business. It was a disaster. Its passing is regarded as far from a break for vaudeville.

The mere fact that there may be a constant flow of money from the state does not mean that the flow continues after the property has arrived and has become commingled with the rest of the property of the state and is there held solely for local disposition and use.

Then taking up the possibility that the federal government might 'affect' interstate commerce, the tribunal maintained that the fact that money may be received from interstate commerce does not subject the parties to the Federal statute, notwithstanding its broad provisions. Chief Justice Brandeis pointed out that the distinction between direct and indirect effects of interstate transactions upon interstate commerce is a fundamental one, essential to the maintenance of our constitutional system. And concluded that the flow of money from the state markets have no direct relation to interstate commerce.

# Don't Chisel

Although the open season for chiseling is on, in view of the Supreme Court's NRA decision, it's no time to chisel.

Already there are rumbles within show business of some intent to cut wage scales and up hours. That's a homering with a freecracker tied to it. It may seem like economy, but it can be a costly economy.

No trick to chisel now. The trick is to keep going without chiseling.

## Best Features of Film and Z-C B'ds Will Combine to Govern Exhibition

### 10% Rejection Clause

Washington, May 28.  
With the censorship lid on the Recovery Administration, the brain trust decided to issue no instructions concerning the future status and operations of code authorities and subsidiary boards and committees.

Government contemplates no immediate action to lay down policy governing such official agencies. Instead, matters must decide own fate and be guided by the counsel of their own attorneys.

Whereas unexpended assessments must be returned likewise is up to code groups, Government taking no stand beyond remarking contributions voluntarily made by the official said boards and authorities can continue to exist but what they may do is another matter.

View that the 10% cancellation provision, binding on all film companies, which was embodied in the code clause of all sorts, doubtful of their authority to continue to spend Government funds for transaction of business related to a new official law, yet it is pointed out the court only invalidated the code making sections.

Recovery Board imposed a rigid act against outgoing communications of all sorts, doubtful of their authority to continue to spend Government funds for transaction of business related to a new official law, yet it is pointed out the court only invalidated the code making sections.

Employees are ordered to continue work but are sitting around twiddling thumbs in the main.

### Special Film Code Meet

A special meeting of the Film Code Authority has been called for next Monday (3) to discuss the effect of the Supreme Court's decision on the operation of the code. Possibilities of further opposition of the C. A. to either under present set-up or as a private NRA, also will be taken up.

Movie weeks, which there is little or no likelihood of the Blue Eagle's continuance in one form or other, steps will be taken by the official code body looking towards liquidation of all current assets of the NRA machinery.

### 30 Z-C Boards Told To Cease Action

In view of the U. S. supreme court decision, all zoning, clearance and grievance boards throughout the country have been notified yesterday (Tuesday) to receive no further complaints and take no further action until further notice. Tyre Dillard, chief counsel of the Film Code Authority in N. Y., acting on instructions of John C. Filio, director of the secretary of the C. A., who is in Los Angeles, wired these instructions to local board officials in all cities while the L. A. office and N. Y. board were notified by phone.

All cases coming up from local grievance boards and dockets for appeal before the Code Authority were indefinitely postponed, with parties involved in such appeal notified of the indefinite postponement from the C. A. headquarters in N. Y. While these orders were going out, Dillard was busy with the members of the Code Authority, most of whom are now in New York, to learn what action, if any, they desired to take in view of the higher court's ruling. The C. A. has sufficient funds to carry on for approximately three months, which would give the NRA in the picture industry up to (Continued on page 23)

With the sudden collapse of the NRA and codism, the picture industry will return to a modified form of Film Board regulation, it was learned yesterday (Tuesday). The new governing system as acting distributors and exhibitors, leaders, declared, would not be known as Film Boards of Trade, as they were in the past, but would embody the best features of that setup, the best features of the film code and of the arbitration boards which functioned prior to NRA.

Early reaction of exhibitors, following end of codism Monday (27), was that the industry must have some kind of machinery set up. Disposition of the exhibiting branch of the business, according to these sources, was that theatre operators favored a home rule form of industry government which would embrace such essential matters as arbitration and zoning-clearance. Attitude so far appears to be that exhibitors would like to have a code, in whichever form they are created, to still govern zoning and clearance.

Prior to the NRA, arbitration was governed by the exhibition contract individual exhibitors and the distributor due to the Thacher decision of a few years back, while it was through the Film Boards that clearance and zoning were handled. Minimum admissions have always been a part of contracts. Some of the boards have continued operation through NRA rule although the latter has had the boards formerly accruing to the industry, a new organization, which again will organize a system. Charles C. Pettibone, Film Board chief, is expected to have an important hand in developing the new governing machinery.

**Five-day Week, Scales**  
The five-day week, minimum scales of pay, together with labor provisions under the code, are expected to be made effective on the death of the Blue Eagle. New (Continued on page 23)

## A New NRA, and Only to Cover Distribution?

If the NRA is revived and made applicable to the picture industry, it is likely to be made effective over the distribution branch. That is the opinion of several leading actors familiar with Blue Eagle affairs.

Possibility of reframing or creating an entirely new NRA act was put forward by Tyre Dillard, chief counsel of the Film Code Authority in N. Y., yesterday (Tuesday). Temporarily of the sweeping powers of the Blue Eagle set-up would have to be made, in his opinion. Admitting that a new NRA law could be framed, Dillard said that it was pointed out that it was entirely up to Congress.

With distribution already upheld by the Supreme Court, the interstate, prominent legal lights of the C. A. said yesterday that an NRA act for the picture industry likely would be limited to the distribution end only to the distribution end of the business.

The supreme court's Monday decision definitely put a damper on attempts to place a code on business of the picture industry. This would eliminate the production and exhibition branches of the business, according to some attorneys. Just what portion of the industry could be covered by codes, of course, eventually would have to be decided by either an NRA official decision or a court ruling.



# GOLDFUCHS

## Saddle Sissies Till Sombreros Draw Dress Pay

Hollywood, May 28. Those hard-riding defenders of virtue and honor of the open spaces have gone sissy in a big way, but only to keep their salaries up.

Ex-cowboys who have drifted to Hollywood have found that riding in western pictures was one way of keeping the skin on the cayuse. Westerns took a slump and the steer wages tightened their belts a little. Salaries were down, and an honest cowhand was willing to do a day's hard riding for \$5 as an extra. Then the question of costumes came up with the advent of the NRA, and cowboys found that for years their 10-gallon hats and their high-heeled boots had constituted 'costume,' which brings around \$10 daily. Here they have been giving away fortunes in hats and shoes while others who donned anything but business clothes were getting the gravy.

Cowhands burned. They'd been gypped for years just trying to be ordinary open space guys, wearing the costumes of the cowboys and honorable profession. It must stop, and it did stop. The cow hustlers descended on Hollywood's haberdasheries in a somewhat different way. They toggled themselves in berets and sandals. That eliminated the costume angle.

Now if they appear at a studio for a job they look like any other actor, a little bit sissy, of course, but like actors, nevertheless. Wallace is a check is offered, they are willing to work, hop on a horse bedecked in the beret and sandals, looking sissy out of place. There's a squawk, and off they come.

Have they a 10-gallon hat and cowboy boots? Yes. What have they on and with the picture. That increases the salary check to \$10 because it's costume, and they're supplying their own wardrobe. It used to be much nicer on the prairie, but those days are gone, and cowboys must eat.

## CRUELTY CHARGED IN MRS. BARRYMORE PLEA

Los Angeles, May 28. Reciting a list alleged brutalities, including details of having been struck by him several times, Dolores Costello Barrymore filed suit for divorce here Saturday (28) against John Blythe Barrymore, charging cruelty, asking custody of the two children, and \$50,000 in alimony, \$5,000 and \$2,000, and community property settlement.

Married Nov. 24, 1923, and officially separated April 1 of this year, the final two years of the Barrymore marriage was a hectic turmoil, according to the complaint.

Mrs. Barrymore asks \$1,000 per month maintenance for the children and \$2,000 for herself; \$10,000 for her attorneys, and says Barrymore's income for 1934 exceeded \$35,000.

Divorce was filed day after John Barrymore posted notice in a Los Angeles legal paper that he would no longer be responsible for his wife's debts.

## Collins' Radio Huddle

London, May 28. Charles Collins, radio star, and Dorothy Stone, who's been dancing in 'Stop Press' at the Adelphi and at the Dorchester House, sails for New York, Friday (29).

He'll huddle with Radio Pictures on his arrival on a pending picture deal resulting from the fact he made in London.

Dan Kelly Sought

Dan Kelly, Universal's casting head, is in New York for a week or more.

Usual 'new faces' hunt.

## Trading PAR TO SUE TWA OVER K.C. CRASH

Hollywood, May 28. Jack Oakie claims that Paramount is lending to Warners himself, William Frawley, Roscoe Karns and 5,000 feet of unspooled negative.

All in return for loan of Frank Borzage to Par to direct Marlene Dietrich.

Paramount is preparing to bring suit against Transcontinental Western Air lines as result of the recent plane crash near Kansas City, which resulted in death for one and injuries for five members of a production unit party on the way to Annapolis for exteriors. Suit has not yet been drawn nor decision reached as to what amount will be sought.

Action will be brought by Par and victims of the plane crash injury, including in addition to injuries the loss sustained by Par through being deprived of services of Richard Wallace, William Kaplan, C. G. (Pat) Drew, Paul Wing and Henry Sharpe, all of whom were injured. Wing and Drew seriously. Par will bring the suit for these reasons and because of the fact that the film victims were on duty for Par and latter was paying the transportation. Par had to send another unit to Annapolis as a result of the crash.

Kaplan, whose wife died from the crash, was removed to a Hollywood hospital. Wallace is due back there now, too, but Wing, Drew and Sharpe remain at the Good Samaritan hosp., Macon, Mo., where latest official word is that Drew will be permanently crippled from his injuries.

Attorneys for Paramount in K. C. are Cooper, Nell, Kemp & Sutherland.

## GRACIE FIELDS BACK OF NEW FILM CO.

London, May 19. New film company, Flanagan & Hurst Prod., Ltd., just formed. Hurst was formerly a partner in new defunct Clifton-Horst Film Prods., and Gracie Fields is understood to be behind the venture.

Company has capital of \$25,000 to start operations and is negotiating with the film rights to his book, 'Elders to the Sea.' Sara Allgood has been signed for a leading role.

Shooting starts at Connemara, Ireland.

## Chevalier's U. S. P. A's

Paris, May 19. Maurice Chevalier and Ray Ventura, leading French bandmaster, are thirteenth of getting together for a tour of personal appearances in the United States in the fall.

Fact that company, Sarsa Allgood has been signed for a leading role. Shooting starts at Connemara, Ireland.

Ventura's band drew nearly 2,000 to the Trocadero. It is the only high-class French stage jazz outfit.

## Miriam Hopkins-McCrea Permanent Goldwyn Duo

Hollywood, May 28. Signing Joel McCrea to a five-year optional contract, Samuel Goldwyn is planning to link him as a permanent romantic lead with Miriam Hopkins.

Pair will be co-starred in 'Barbary Coast' and then bracketed in 'Splendid,' the story which Rachel Crothers is writing on a royalty basis for Goldwyn.

## WILD GRAB FOR COMMERCIAL BAK

Kick Over Hays Anti-Commercial Ban in Stampede for Plugs—Stars Go for It in Big Way

## MOTORS LEAD PACK

Hollywood, May 28. Studios have gone wild on commercial tie-ups and have completely kicked wide open the Hays edict of last year banning the printed plugs by their stars. Hays edict brushed off has devolved into a marathon with all studios racing to grab the best national accounts.

To this end, national advertisers are rushing Hollywood, with their press and advertising representatives trying to corral the best names, get their signatures on releases while the barn door is open.

Marking time at studio gates for name plugs are representatives of Bullock Motors (Baruk and Chevrolet), Auburn, Packard and Dodge motor cars, Armour & Co., Jantzen Knitting Co., Walkover Shoes, Pure Oil, Helena Rubenstein, cosmetics, and many another potent national advertiser.

Walter Thompson's Danny Danker is spending all of his time making tie-ups for the company's accounts. With the exception of Garbo, who is being courted by every star in Hollywood has some sort of a commercial angle, and it is understood Dietrich now is open for propositions. Best coverage on commercial tie-ups is that of Lever Brothers Lux soap with Danker, who plunders the burb racket, having every actress in pictures, with four or five exceptions, on Lux releases.

Automobile manufacturers have gone daffy over picture names following the campaign just completed by Bullock and Warners. Letter company has laid up its stars on the last 10 pictures with Bullock buggies. General Motors is now attempting to get picture names behind Chevrolet but finds it hard to have the big time stars work with them on a low-priced car.

## EVEN HOLLYWOOD'S SCOUTING AMATEURS

National amateur radio hours are popular to be regarded as new source of talent for picture company scouts. Fact that several amateurs hit more than one of the big hook-ups before being rated professionals, gives them an opportunity to develop and possibly attract notice.

Too talent department particularly rates the amateur broadcasts as offering a new field for obtaining potential talent for Paramount in the last 45 days has tested two voices heard over these programs, and one is being seriously considered. RKO is combining this new source simply as a matter of routine.

## Gigli's Ufa Pic

Rome, May 17. Benjamin Gigli, tenor, is going to Berlin to make his first film for Consorzio Barberi-Italia Film. Title of the film is 'Do Not Forget Me,' written by E. Metcalfe.

Augusto Genina, Italian director, will shoot the film at Ufa's Berlin studios in German and Italian versions.

## Mascot Director Doin's

Hollywood, May 28. Mascot upped Joe Kane, cutter, to director.

Assigned Gene Autry to musical westerns.

## Major Studios Continuing to Op. NRA Pro Tem, Regardless, Although Eagle Was No Help; Chisel Already

## A la Mode

Hollywood, May 28. Making allowance for long lack of practice, Warners provided double ration of pies—over 200—for Mack Sennett confection heavers in the crucial scene of 'Keystone Hotel,' two-reeler featuring half a dozen ex-Sennettors.

Butters for falls were also provided, but old timers scorned such innovations.

## HAYS POST FOR MERRIAM AIDE

Sacramento, May 28. Aftermath of that luncheon here a few days ago to Louis B. Mayer, attended by Governor Merriam and state officials, is that Kyle Palmer, Merriam advisor and Los Angeles Times political writer, entrepreneur of the feebag confab, gets a job in the films.

In connection with this it was stated that Palmer had signed a contract with Metro, but it now develops that the political man's industry berth will be with the L. A. Hays office in a public relations capacity, and starting June 10.

Palmer has been with the Times for several years as a political writer and a one-man brain trust advisor to Harry Chandler, owner and publisher, and since Gov. Merriam's election has been the state executive's chief yes and no man.

## POLLY MORAN'S CLICK AT LONDON PALLADIUM

London, May 28. Polly Moran opened at the Palladium yesterday (Monday) to a riotous reception. It's her first show here, although she played a minor date in London quite a few years ago, before the name meant much at the time.

New bill at the Holborn Empire has the Washboard Screamers, Joe and Jane McKenna, the Chung Yee Wah Troupe and George and Jack Dornande. All registered successfully.

## Not for Laughs

Hollywood, May 28. Lensing on Universal's 'Lady Tubbs' was set back one day when picture had to halt because of riding casualties in the fox-hunting episodes at Hidden Valley location last week.

Anita Louise and Lumsden Hare both were thrown from hunters, Miss Louise suffered contusions.

Picture had to be shot. Both resumed next day.

## 'Three Kids' for U

Hollywood, May 28. Initial Universal picture to be supervised by Ben Veschelsier will be 'Three Kids and a Queen,' featuring May Robson. Starts June 15.

Next on his slate is 'Her Excellency the Governor,' based on a story by H. G. Sherriff.

## olson Sought East

Hollywood, May 28. Gordon Molson, Mascot casting director, goes east as permanent talent scout there.

No successor named from this end.

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# CELLAR-20TH CENTURY-FILM

## John Maxwell, Prez of B.I.P., Sails For U.S.; May Organize Own Distrib.

London, May 28. John Maxwell, president of British International Pictures, sails for the U.S. tomorrow (Wednesday) to be present at B.I.P.'s next move in the attempt to get a definite start in the current U.S. situation. Arthur Dent, his g.m., is already in New York settling the groundwork. Maxwell will make up his mind, after a week or so in New York, whether or not to set up distribution there. He doesn't want to see his inclination being that he'd rather sell his films outright to some American concern. But his feeling is that if not getting a sufficiently good arrangement set for distribution he may have to emulate G-B and open up offices.

Another, and he says, more important, angle, is a hunt for product for his company to distribute in England. British companies have fought shy of American product. Up to late, but it is admitted that they must have a certain amount of it, and are now facing a shortage. With a reported drop-out of several indie American producers due to the First Division mixup, British distributors in general are up and B.I.P. figures it must do something about getting pictures.

Arthur Dent has practically set deal with Republic (Monogram) for distribution of its product in England. He has looked over several of the company's recent films and discussed future product with a view to getting an exclusive deal. Probability is nothing will happen will be done about it until Maxwell arrives in New York next week to okay terms.

## LOSE 'G MEN' IN UNCLE IN CHIEF

Chicago, May 28. Warner Bros. here last week lost its case against Great States in the picture company's attempt to restrain Great States from using references to 'Gov't Men' in its advertising for 'Lone Wolf' (UFA). Warners claimed that this was an infringement of its copyright to 'G Men,' the WB-Cagney picture.

Court ruled there was no infringement since 'Gov't Men' was public property. Leo Spitz, Paramount attorney, handled the Great States' side of the question.

## CHAPLIN CANNING 'NO. 5,' TO WRITE, DIRECT NEXT

Hollywood, May 28. Saturday saw the wash-up of Charles Chaplin's 'Production Number 8' after four months in production. Though time spent photographing the picture is no record, it's the shortest time consumed by Chaplin in turning out a feature. Pickups and syncing remaining to be done, three months will go by before it is ready for preview.

Following shipping of the picture, Chaplin will write, produce and direct one starring Paulette Goddard.

## MacLean Gets Crosby, Two Other Par Biggies

Hollywood, May 28. Due to b.o. click on low budget pictures handled by Douglas MacLean during past year, associate producer has been handed trio of top rank assignments.

He will hold production reins on next Bing Crosby, 'Two for Tonight,' the Margaret Sullivan starer, 'So the Road,' and film version of 'National Velvet.'

## 'Love Song' for Pons

Hollywood, May 28. Lily Pons makes her film debut at Radio in 'Love Song,' which John Cromwell directs under the production wing of Pandro Berman. Story is an original by Elsie Fynn and David Wittels, with screen play by Edmund North and James Gov.

## Disney's 3-Color Monopoly Ending, Rivals Rushing In

Hollywood, May 28. Tri-color cartoons will dominate the field during 1935-36 season, with leading cartoon producers making their pictures via Technicolor's three-component process. Majors to distribute tri-tint series will include Metro, Paramount, United Artists, Columbia, Radio and Warners.

Swing of the cartooners to three color is possible through the expiration of exclusive agreement on method for cartoons held by Walt Disney with Technicolor. Disney secured an exclusive when pioneering in color for his Silly Symphony series about two years ago. His exclusive deal expires Sept., but he holds contracts to make both the Silly Symphony and Meikley Mouse series in tri-tint for some time to come.

Leon Schlesinger will make 13 three-tint cartoons for Warners; Max Fleisher delivers six to 'Paramount; Disney's two groups call for total 18; Charles Mintz expects to close negotiations for 13 three-color Screen Gems for Columbia, and Radio deal for 13 is virtually set.

While Disney held the exclusive on the three-color process for the cartoon field, several other producers utilized the technicolor two-color method.

## TECHNICOLOR-EASTMAN POOL COLOR PATENTS

A cross-licensing agreement has been entered into by Technicolor and Eastman-Kodak on colored film patents. With Technicolor interested in any new color developments in the 35 millimeter field, and Eastman largely concerned with the amateur 16 mm. film, it was decided to pool interests, so that both companies might benefit proportionately from any new color improvements.

Reason back of this pact, as revealed yesterday (Tuesday), was that some of the basic inventions back of the new Kodachrome process, recently announced for the 16 mm. field by Eastman-Kodak, while others for the same process were perfected by Technicolor. One understanding is that Kodachrome will become the Technicolor laboratory process, with actual details of the setup kept secret until considerably more development work has been carried out in color.

Dr. Herbert Kalms, president of Technicolor, called for Europe last night (Tuesday) to set plans for foreign affiliations. It is likely that a production unit will be formed abroad. His wife, Natalie Kalms, also a Technicolor exec, accompanied.

## BOTSFOOT ON MEND

Hollywood, May 28. A. M. Botsford, chief aide to Harry Herbrun at Paramount, was operated on for appendicitis.

## WORLD-WIDE FILM INTERESTS MERGE

Schenck-Zanuck's 20th Century Breaks Away from U.A. to Bolster Fox Prod. Strength—Gaugmont-British in England and Hoyt's, Australia, Concerned

### U. A.'S FUTURE

Fox Film Corp. and 20th Century Pictures, Inc., which comprises Darryl Zanuck and Joseph M. Schenck, have merged interests, with Sidney R. Kent, president of Fox, as boss over all. The implications of the combination are worldwide in scope, embracing Gaumont-British in England and Hoyt's in the Antipodes.

Joe Schenck resigns from the United Artists Corp. as president, but remains with the United Artists Theatre Circuit. Schenck becomes chairman of the Fox Film board, with Kent continuing as president. Zanuck continues to manage the 20th Century films and becomes a vice-president of Fox. 20th Century is the only domestic unit of U.A. involved in this merger with Fox.

The deal does not affect the standing of Winnie Sheehan or Sol Wurtzel at Fox. Sheehan is v.p. of Fox Film in charge of production. The merger already results in Fox's contemplated program of production being increased for the (Continued on page 62)

## ST. LOUIS CASE UP FOR TRIAL JUNE 17

Long-delayed trial of the Government's conspiracy case against Warner Bros. Paramount, RKO Radio and executives of these companies who were indicted last winter, has been set for June 17 at St. Louis. All defendants, excepting Ned E. Delprint, will plead to the indictments. Just before the trial opens under arrangements made for this some time ago, Delprint independently went to St. Louis to plead not guilty.

Case, under criminal provisions of the anti-trust laws, was brought by Harry Arthur and associates, against Warners, Par and Radio, alleging these companies conspired to compete unfairly with theatres in the local Franco-Bel-Mexco operating group by depriving them of picture product.

Attorneys for companies and individuals indicted in prosecution of the case by the government have been at work since complaint was served and indictments drawn, preparing their defense.

## Universal to Sell 48 Features in 1935-36

Chicago, May 28. Universal, which will have annual convention here on June 5, will sell a basic 48 pictures for the 1935-36 season. This compares with the 42 pictures on the current year's output. Also will have 28 topnotch and 42 single reels, which is the same as the present season's line-up. And, of course, the news reels.

Topping the early releases on the feature list for next year 'Universal' will have 'Diamond Jim Brady,' 'Blissville,' 'Time' remake of 'Hunchback of Notre Dame.'

## Loew's Profit-Sharing Agreements On Mayer, Rubin, Thalberg, Schenck, Bernstein Filed; Also Pathe Setup

### 'Samson' Next De Mille

Hollywood, May 28. With 'Samson of Delilah' set as Cecil De Mille's next picture for Paramount, studio has purchased the music and libretto rights to the Saint-Saens-Lemarle opera of the same name. Harold Lamb and Jeanie MacPherson are working on the screen play.

## How MH-Riv-Roxy Figure on 20th C. Films in Fox Deal

In view of the merger of 20th Century with Fox Film, question arises where Radio City Music Hall stands in that situation. The M. H. was talking a deal with United Artists in the hope of making 20th Century product under a plan which was to have taken in the Rivoli, N. Y., as a necessary adjunct. The relationship between the contract and Fox Film is known to have been considerably strained during this season over the way Fox product has been handled at the M. H.

Now that 20th Century and Fox Film are one, the M. H. can benefit because one deal would cover both Fox and 20th Century product and possibly still include the Rivoli.

Where the M. H. balked on the 20th Century deal originally was in having to take care of the Rivoli, on Broadway, which is operated by United Artists.

The deal, as talked about, would have put the second choice films into the Rivoli. The Music Hall or United Artists distribution were to absorb any possible deficits to be taken at the Rivoli. The Music Hall in turn was to get the first choice product, which the Rivoli gets exclusively now.

The outlook appears that should the Music Hall make a deal with Fox Film, the Rivoli might have to be included in the picture, otherwise the nearby Roxy stands a fair chance of landing the first choice Fox films.

## FOX'S 55-60 INCL. 20TH; OFF TO CHI AND CONV.

Fox delegation from New York and New England left yesterday afternoon (Tues.) on a special train for Chicago to attend the annual sales conference opening Thursday (30) for three days. S. R. Kent headed eastern group. A total of 265 will be present at the sale.

Between 55 and 60 pictures, including group to be made by 20th Century under deal just closed with Joe Schenck, will be announced.

Hollywood, May 28. Enthused over possibility of 'In Old Kentucky' and 'Dressmaker,' still in production, Fox sent Gabe Yorkie with rushes and cutouts of the pictures to the sales convention in Chicago.

Charles P. Skouras planned out for Chicago to arrive on a Fox sales convention. J. Sullivan circuit film buyer, pulled out Monday (27) by train, to sit in with the Foxites before going on to New York to remain for several months of product buys.

Fox film buy by circuit was consummated here Sunday (26), after two weeks of continuous sessions.

Washington, May 28. Profit-sharing agreements between Loew's, Inc. and Louis B. Mayer, J. Robert Rubin, Irving Thalberg, Nicholas M. Schenck and David Bernstein were revealed Monday (27) in securities registration application filed with Federal Securities and Exchange Commission.

Withholding list of salary payments to officers last year and details of any existing bonus agreements, Loew's showed that all five key men work on a salary-plus basis and that the Mayer-Thalberg-Rubin triumvirate, as well as Bernstein, enjoy ground-floor opportunities to purchase company stock. The only salary dose revealed was that Bernstein's contract calls for a \$2,000 monthly stipend.

Registration plea said that Loew's has contract with Louis B. Mayer Pictures, the three Simons film firm, running until Dec. 31, 1938, which stipulates that in addition to fixed salaries, not disclosed, Mayer, Thalberg and Rubin will get 20% of the excess annual net profit on the first \$2,500,000 and get 15% of any additional.

(Continued on page 69)

## SHEEHAN WILL DO 11 FILMS

Hollywood, May 28. New deal at Fox provides that Winnie Sheehan deliver 11 films for the new program. They are 'Farmer Takes a Wife,' just completed, and 'Way Down East,' both with Janet Gaynor, two Shirley Temple pik, two Will Rogers, the three Simons films (imported French star), one Warner Baxter, and 'Song and Dance Man.'

Sol Wurtzel, Buddy DeSylva, E. W. Butcher and other producers will make up the balance of program.

## Pickford Cancels Play to Plane for L.A. Confab of U.A. Board

Portland, Ore., May 28. On the eve of opening here in 'Coquette,' Mary Pickford cancelled three starry engagements, taking a plane to Los Angeles to attend an urgent meeting of United Artists' directors. The emergency was created by the possible resignation of Joe Schenck with divorce between United and 20th Century.

Original plans called for United Artists' directors to meet with Miss Pickford here, but Charles Chaplin and Sam Goldwyn couldn't come. Parker's Broadway was left dark three days until she returns, but J. J. Parker waived all claims and rendered every assistance in getting Miss Pickford south for the emergency meeting.

## METRO ON DEAL WITH SCHWAB AS PRODUCER

Hollywood, May 28. Negotiations are on between Metro and Lawrence Schwab for latter to join the studio production staff.

Jack Robbins, acting for Louis B. Mayer, leaves for St. Louis June 3 where Schwab is producing operation. Will return over studio-approved deal with him.

# Continuing Bull Movement Halts For a Day on NRA Blow-up Decision

Decline in all divisions of stock market, after effect of NRA supreme court decision, hit amusement stocks yesterday (Tuesday), and reversed, temporarily, at least, recent uptrend. After early higher quotations, all issues started retreating. More than two million shares changed hands.

Columbia Pictures certificates, Eastman Kodak common, Fox A. Leew common, Radio Preferred B, Warner Bros. preferred, and Westinghouse common were the heaviest losers of amusement group.

Keith-Albee preferred went to a new 1935 top at 55½, up 6½.

On Curb exchange, Technicolor scored a new high at 24. Bond market also suffered. Warner Bros. fell 3 points, and Paramount-Public 5½, down 2½, being heaviest losers. However, before the setback the latter issues made new high at 81½, while Paramount-Public certificates duplicated fell with new top at 13½.

Consistent buying of amusement stocks attracted numerous traders in the last week as 10 common and 10 preferred issues in this group of amusement bonds went to new 1935 highs. With the Amusement Group closing at 31½, as measured by the average, for an advance of 18½ of a point, this group moved into higher ground for the tenth successive week. High on the average was slightly above 32½, new peak for more than two years. Volume of group was nearly 250,000 shares, these transactions being in 12 representative stocks in the group.

The ten stocks, their new tops and net gains for the week were: Eastman Kodak common, 18, up 1½ points; Fox A, 16½, gain of 1½; General Electric, 28½, up 1; Loew common, 47½, up 1½; Loew preferred, 6, close being fractionally off; Radio Preferred B, 51½, also for a new high; the week; Warner Bros. preferred, 55½, unchanged at close; Westinghouse common, 50½, up 1½; preferred, 103, off fractionally; and Technicolor, 24, up 3½ points.

General Theatre Equipment lens made a new top at 13½, while certificates of the same went to 13. Paramount-Public 5½ made a new fresh high at 91½, up a point on the week, while Paramount-Public 5½ certificates scored a new top at 30½. Warner Bros. 6½ also moved into new high territory at 66½, but fell at the finish.

Surprising part of amusement group's performance is that it recorded its lowest closing mark since the week ending March 18, when it hung up a higher closing as measured by the averages every day since then. The group's low closing May 27. And many of the lows for the year for amusements are recorded in this week's trading, indicating that there was a healthy (Continued on page 31)

## Yesterday's Prices

Sales	High	Low	Last	Net
1,800 Col. Pict.	62½	56½	59½	-2½
1,800 Gen. Film	38	35	36½	-1½
1,800 East. K.	140½	135	140½	-2½
1,800 Fox A.	16	15	15½	-1½
31,000 Per-P.	80½	78	79½	-1½
31,000 Loew	80	78	79½	-1½
8,400 Per-P.	49½	48	49½	-1½
1,800 Pathe A.	34	33	34	-1
14,200 RCA	34	33	34	-1
1,800 W. B.	34	33	34	-1
8,100 W. B.	34	33	34	-1

\* New 1935 High.

## \$2,500 BID MAY END MYRNA'S TIFF WITH M-G

Hollywood, May 28. It's likely the Myrna Loy and Metro fuss will be straightened out shortly and she will return from Europe. She is not sure, but wants \$2,000, with a limit of three pictures a year. Prior to her breezing Selznick-Lasky, Myrna was with Metro, where she would walk and they said okay. She then talked it over with them and said she felt entitled to a new deal as when she was not clicking, on one occasion she cut her salary and on another waived an increase at option time. So she thinks she should make up the difference with her new top that's topping.

Her contract still has three years to run and it's understood Metro will offer \$2,500 to get her back immediately.

## Lasky's Duet

Hollywood, May 28. Mme. Schumann-Heink arrived yesterday (Monday) from Chicago for her first film shot in the Jesse Lasky-Fox production "Here's to Romance," starring Nino Martin. Picture went before cameras the same day with Al Green directing. Same producer starts "Gay Deception," Friday (31), featuring Francis Lederer. William Wyler directs.

## Palm Springs Too Hot For 'Outpost' Lensing

Palm Springs, Cal., May 28. Thermometers here are up over 115 causing Paramount's "Last Outpost" company on location outside of the town to suspend working during the day, make the shooting schedule start at daylight and end around 10 a. m.

Heat prostration knocked out A. W. Slingey, sound engineer, who was sent back to Hollywood Friday (24).

## Cuban Firing Squad Clip Lands U Lawyer, Lenser, Mgr. in Bastille

Heated up over a clip showing a recent release of a clip showing a recent rebel execution in Havana, the Cuban government threw three U Havana men into the Bastille Saturday (25). Those arrested were Joyce Naylor, of El Paso, U's public manager in Havana; Alberto Domingo, cameraman who got the execution shots, and Dr. Jorge Casuso, U's attorney at the Cuban capital.

Following arrest of Naylor and Domingo, Universal's Havana attorney, claimed to be an inmate in Cuba, went to the Habana Fortress to demand release of U's exchange manager and cameraman. When arrested he was held in the same place worked for U. Dr. Casuso was bastilled.

Universal has taken the matter of Cuban arrests up with the State Department, but has fears for any help from this direction for the cameraman, who is a native Cuban is thus out of the jurisdiction of



## HELEN CHARLESTON

Earl Carroll "Vantile," Loew's State, New York, this week (May 24). "Andrew Kelley," Washington Times: Hit of the show is an under-rated young lady by the name of Helen Charleston, with looks that should have landed her in pictures. Sings well and executes an eye-bling solo dance number. Tops it all with superb Hollywood imitations, mimicry of the movie folk that came closer than any item on the bill to stopping the show. Deserved and given in the biggest hand of the evening."

Direction  
KEN MURRAY

## L. A. to N. Y.

Dan Kelly.  
Frank Borzage.  
Dick Powell.  
Ben Koenig.  
Mrs. Arch Selwyn.  
Ruth Selwyn.  
Laurence Stallings.  
Sam Katz.  
Bernard Newman.  
Louis Ostrow.  
Nancy Carroll.  
J. S. MacLeod.  
J. R. Kelly.  
Richard Kraker.  
Charles Boyer.  
Hal Roach.  
Gordon Douglas.  
Donald Novis.  
Gordon Meehan.  
John C. Flynn.

## N. Y. to L. A.

Harold Winston.  
Sidney Kingsley.  
James Stewart.  
Carmen Götz.  
Allen Rivkin.  
Lou Luy.  
Harry Cohn.  
Lu Carlo Bavetta.  
Al Lichtman.  
Hal Horne.  
George S. Kaufman.  
Max Siegel.  
Bob Collier.  
A. C. Blume.  
William Rhineland.  
Florence Rice.  
James A. Mulvey.

## Inside Stuff—Pictures

When Joe "Sail" Breen decided upon a trip to Europe, with a season at Caribbea, he immediately picked up a string of advisers. For the next three weeks it became a daily battle as to who would lay out his itinerary.

Breen would just about be ready to put on the clincher with "Well, Winnie says—", when he'd get the answer, "I don't care what Winnie says. Do it this way. When I was here, I was here. She was here. Louie Mayer was Breen's principal Coast counsel, with Jeff McCarthy hollering from the cast.

The whole thing centered around whether Breen should stop or finish in Caribbea. Sheehan initiated the only logical subterfuge. He took the trip there, and Mayer agreed, but McCarthy, who arranged transportation, maintained he should make the resort his starting point over there. So Breen goes immediately to Caribbea with a vow to keep all future vacation plans a secret.

When Metro assigned Jack McGowan and Sid Silvers to write the story for "Broadway Melody of 1935" (now 1934) team was instructed to stay away from anything that smacked of backstage. Studio wanted music in the picture, but it had to be brought in without resorting to any stage stunt. Scriveners worked on the yarn for two months, completed it as per instructions. As is the rule at Metro, story was given to several other writers for touching up here and there. Studio even borrowed Edmund Burke from Fox for two weeks. Burke admitted he knew nothing of musicals, did little to the story. However, during the process of retouching, story evolved considerable changes and, now in the throes of production, its four musical numbers are all backstage scenes.

Paramount has not decided what to do with the film shot by its new-lease cameramen (Hermann and Peterson) on the Byrd expedition to the South Pole, but due to the fact that the first Byrd feature didn't do as well for theatres as expected, footage may be sold as a serial series. Until New York execs have seen the film the matter will remain unsettled. About 130,000 feet of film was brought back from the expedition, and even when who knows what it is between seven and eight reels on the Coast on the first rough cut. It will be brought to New York shortly.

Two writers contracted by a major producer with five months to go on their contract were told that they were through. Producer refused to settle the remaining time on their contract. When writers decided they had something coming, after they had asked for their release two months ago, producer refused, said he would farm them out to any studio for \$100 weekly thereby lowering their established salaries to the minimum. Writers are now trying to figure whether it would be wisest to take the financial licking or demand their full salary for the next five months.

Understood that the new five-year contract given Will Hays by the picture business was closed last February. New agreement retains Hays as spokesman for the industry until 1941, his present paper expiring in '36. Reason the Hays office has made no official comment in the matter is said to be because that organization had nothing to say when the papers, daily and trade, were heralding everybody from Jim Farley to Sir Joseph Chamberlain as Hays' successor. And the Hays office has not chosen to say anything since.

William Boehnel, picture critic of the New York World-Telegram, is being as a result of complaints against a review of "Paris in Spring" (Par) in McCall's magazine which he is getting credit for writing. Current (June) issue of McCall's, for which Boehnel writes on films, has an unsigned screen guide department at the bottom of the page written by Para Lorens. This guide division included a review of "Paris" against which Par squawked, because picture was reviewed even before the preview on the Coast. Par has made complaint to the magazine.

Because it is considered the type of material that would interest educational institutions and other non-theatrical accounts, Gaumont-British is building up a campus market for "Man of Aran." Picture is being sold by G-B to these accounts in the regular manner as if they were theatres. Although any other bookings in competition and their rights are being respected.

George W. Weeks, sales head, declares "Aran" is also finding a good market in schools. Picture has already played in between 50 and 60 of these engagements.

Wire entanglements strong enough to check a herd of elephants and as puzzle some as a cuckoo house maze have been thrown up on the Universal picture "The Sign of the Cross" and the story of a day brought a decision to play on percentage, but following day trade took a leap and exhibitor tried to induce exchange manager to change the deal. Result was house was forced to lay out several hundred dollars more than it would have done on straight rental basis.

Figuring he could chisel the distributor out of a few dollars, Leo Aronson indie exhib, noted for his shrewd bargaining, waited until after first night's gross was in before deciding whether he'd play the picture on percentage or straight rental basis. He decided on a straight rental basis decision to play on percentage, but following day trade took a leap and exhibitor tried to induce exchange manager to change the deal. Result was house was forced to lay out several hundred dollars more than it would have done on straight rental basis.

As result of Fox having no playdate department at the home office, advance bookings on its product are not available at New York until after the picture has been cleared by the exchange. Fox has been out on. On musicals, where Fox's song publishers are anxious to get out, so that tunes can be played on engagements and tieups made, Fox has advised all its exchanges to send these advance bookings in. Publishers complained about inability to get the dates at the h.o.

Although plans are still indefinite, understood the government is considering film exhibition in CCC camps. Survey, if plan is adopted, will be conducted by James Vincent, acting for the Second Army Corp Area, and quartermaster General's office, New York.

Plan will probably be to install motorized projection equipment in one central camp and evolve a circuit system of possibly six spots.

Pathe Film Co. may be the new name of Pathe Exchange, Inc., upon the company's reorganization which is expected to be completed in about a month.

First Division continues under Harry H. Thomas, president, with the part backing of Bathe. Proposed look-up between F. D. and Capt. A. C. Dickey, British filmer, hasn't jelled.

Membership of Independent Theatre Owners of Southern California passed a fast one on the board of directors at a meeting last week when unanimous vote was recorded in favor of boosting dues from \$2 weekly to \$5. At same time members voted appreciation and confidence of board because of accomplishments during past six months. Both came as surprise to board.

## SHOWFOLK ON NORMANDIE

Guitry's Play Coming Stage Author-Producer—Maiden Voyage

Paris, May 28. Quite a number of showfolk will sail on the Normandie's maiden voyage, leaving here tomorrow (29). Among these will be Martin Beck, William Goetz, Rufus Le Maire, Florence Walton, Jack Connelly and A. J. Richard.

Last-minute switch in plans by Sacha Guitry made it some of the plans are upset. Had intended going over with a troupe and put on a new play aboard ship in association with Gilbert Miller, who is one day in New York at the 46th Street theatre and again on the return voyage. There will be a healthy number of actors in a play by him instead, cast including Valentine Tessier, Jean Dubouche, Catherine Fontenay and Pills and Tabet.

Irvn Marks, local representative of the Shuberts, the Selwyns and Al Hays, has been to and intend to go but is being held here by deal he is working on for Metro.

Contingent of newspapermen from America brought to Paris for the trip will be augmented by a healthy squad of scribes from here, including George Lait, son of Jack Lait, who reps INS in London.

# THEATRE MERGERS

## IATSE Moves Home Offices to D. C.; Browne Direct Head of Local 306

Chicago, May 28. Main offices of the IATSE are being moved from present quarters in New York to new space in the Fox Theatre building in Washington, D. C. This switch follows a long series of close conferences between William Green, head of the American Federation of Labor, and its board of executives and George Browne, president of the International Alliance.

Browne and the other execs believe that New York, Chicago and other key cities are not suitable for the home offices of the International because these same key cities usually house the headquarters of the theatre circuits and the circuit chieftains.

**House Cleaning**

More directly, the move follows the number of lights which have resulted in New York City following the upshot of many mushroom unions which have caused much unnecessary dissension and hard feelings. Browne also wants to do away with all this, principally the old conditions which used to exist in certain circuits which take upon themselves the claimed rights to speak for various of the theatrical unions. And, finally, Browne wants to stamp out the 'white-haired boy' list among the theatrical employees which allowed theatre circuit leaders to name which operators or stagehands they wanted, giving these preferred men employment over long years, shifting them from one theatre to another while other members of the union remained unemployed. In the future Browne will establish a list which allows no favoritism, but which gives each available job to the man whose name is at the top of the unemployed list, each man to get his job in correct order instead of by connections.

**N. Y. Kills Autonomy**

Last week Browne became the direct over-seer of the affairs of Local 306, the New York operators' union. This followed an open meeting of the local in which the IATSE execs in which the IATSE chieftains gave the local backs its franchise and removed it entirely from the jurisdiction of the International, telling the members they were on their own. Of the 1,800 members present, 1,746 of the men voted to stick with Browne and not to have Browne and the IATSE exec board in direct charge of the local. To this end the local will elect no New York board of officers.

This makes the second local which has made this move. Several months ago Local No. 18, the Chicago operators union, voted to turn itself over to Browne personally following the demise of Tom Maloy. However, it is likely that the affairs of the local operators union will be straightened out in three or four days and be returned to the management of its own board of officers.

## Fox Cooling Spanish Till Releases Catch Up

Hollywood, May 28. Fox will halt its Spanish language productions, after one more, until late fall or winter. Company has several in the cans far in advance of release date.

Department, finishing 'Tree and Easy,' will then do one more, 'Rose of France,' which is the second of a number seven on the current season's schedule.

## USHER HELD UP

St. Louis, May 28. Lured to the balcony of the Fox, on the pretense that a customer wanted to find a friend, Edward Huelsman, an usher, was held up and robbed of a \$27 wrist watch and \$6 in cash.

The robbery occurred at a very late hour when the balcony was empty.

## Taps

Hollywood, May 28. Tribute to Junior Durkin, killed in the Jackie Coogan auto accident, was offered in a Hollywood Blvd. theatre the other night.

As 'Little Men,' Durkin's last picture, faded off screen, house lights were dimmed and three of his young pals, seated down front, sang 'Auld Lang Syne.' Audience joined in on final chorus.

## RICHARDSON-ROXY SEEN IN TAKEOVER

Charles E. Richardson, board member and former trustee of Paramount, is mentioned as interested in a pending offer by Samuel L. Rothafel (Rox) for control of the Roxy theatre, on Seventh avenue, which he formerly operated.

Richardson was among those who were interested in the financial financing of the theatre. It is hinted that Richardson would be president of the Roxy, but that the takeover would form for takeover of the house.

Just how the Rothafel offer is to be handled, now that the bondholders' committee has applied for an RFC loan with which to reorganize the theatre, is a matter of conjecture.

Richardson is a former officer of the Chase Bank, also ex-treasurer of Fox Film.

## Roxy Theatre Applies For \$500K Loan to R.F.C.

Future management of the Roxy N. Y., reorganization, would be subject to the approval of the Reconstruction Finance Committee and the Federal District Court, New York, should the R.F.C. grant a loan of \$500,000 to the theatre. Application for such a loan was made last week by the Roxy theatre bondholder's committee, through Howard S. Cullman, trustee of the theatre. The house is under Sec. 77B of the new corporate Bankruptcy Act.

None can foretell how soon the R.F.C. in Washington will make the application. It may take several weeks.

## Richard Back in N.Y.

A. J. Richard, Par News head, who has been abroad strengthening the newswell setup, is scheduled to arrive in New York Monday (30) on the maiden voyage of the Normandie.

Richard went across at the request of A. C. Keough on newswell matters and returns in time for the annual Par sales convention, June 13.

## COLUMBIA SETS PLANS

Harry Cohn Files Back-Higher Production Budgets

Columbia will invest more money in the pictures it will produce for the 1935-36 season. This was decided by Harry Cohn and Col. associates on his visit east to discuss the coming season's plans which are for a program of 36, including a few westerns. This is the same number company produced this year, also including some westerns.

Harry Cohn left yesterday (Tuesday) with Lou Lusty, who came east to discuss publicity and year book plans.

Col. has not set a date for its sales convention, but it will be later than other major distributors, probably some time in July.

## NO. 1 ST. S. NOT ON PAR RKO

**Meehan's K-A-O Holdings Makes Him a Key Man in Any Such Possibility—Par Regards It Favorably for Theatre and Other Reasons**

## MANPOWER

Wall Street and the trade are hot over the feasibility of a merger of RKO with Paramount. Insiders see whatever factional strife existing presently in both companies as being smoothed in the activity which would occur in working out an amalgamation of the two firms.

Par sees a benefit to be had from a merger with RKO by the possibility of obtaining control of the RKO group of theatres in Greater New York. Mike Meehan is a factor in this theatre situation, being heavily involved in Keith-Albee-Orpheum, but it is felt that the Par handlers figure can be manipulated peaceably.

Meehan is stated to have asked around \$1,000,000 for his K-A-O holdings, at one time.

Par feels also that in obtaining control of the RKO group of theatres in Greater New York, a looming conflict over Fox Metropolitan between Par and others could be avoided. Paramount is still on the crossroads of intention as regards what to do about Fox Met.

**The Lowdown**

Both David Sarnoff and M. H. Aylesworth, in RKO, are stated to favor aligning with Paramount in preference to others. Low's is among those mentioned as eyeing a hookup with RKO, but hesitating on how to approach the situation.

The Fox-RKO possibility is still looked upon as a natural, but apparently nothing is doing in that corner for the time being anyway. There was a time when Fox and RKO were very hot in combo talk.

Atlas Corporation, investment trust, and underwriter of Par's reorganization, has a plan up for reorganization of RKO. RCA and Sarnoff are expected to be still considering this plan. Atlas and Lehman Bros., bankers, are considered very friendly. The Par-RKO hookup looks feasible if pushed by such interests. The Atlas plan for reorganization of RKO is based on the condition that Aylesworth agrees to stay with the company.

RCA's interest in RKO is put at around \$10,000,000. RCA is stated to feel that it will consider any reorganization plan which recognizes this investment amount on the books. This doesn't mean cash but may mean in exchanged securities.

It appears most unlikely that any downtown firm or banker will agree to the RCA condition.

Latest accounts from downtown has Atlas still inquiring into RKO and Sarnoff still considering the plan.

## Granger's 4 at U

Hollywood, May 28. Edmund Granger is reading four pictures at Universal for early summer production. First of the group will be 'Spinner Dinner' for Carole Lombard, to be followed by 'Great Impersonation.' The available B's are 'Fast and Furious' and 'Alan Crossland directs 'Impersonation' with Edmund Lowe starred.

## O. Newsreel Tax Off?

Feasibility that Ohio may repeal the law which only this state has, taxing newsreels \$3 a reel.

If it isn't repealed, newsreels may stay out of Ohio, it is threatened.

## Tri-States Wants Showdown On Allied's 'Extortion Racket' Charges; MG-Chi Resolution

## 1 Pic—64 Sets

Hollywood, May 28. Biggest order for sets at Metro for the past five years went out from David Seiznick's office last week for 'Tale of Two Cities.'

Troupe directed by Jack Conway will move around on 64 studio locations.

## COL SETS PAY-OR-PLAY MUSIC HALL CONTRACT

Columbia Pictures has closed a product pact with the Radio City Music Hall for a term of years beginning Oct. 1, this year. This deal is stated to cover two years and is on a pay-or-play basis for a minimum of 20% of the Music Hall's playing time, with the M. H. getting selected by the Columbia program. It's the usual percentage deal.

This is the second deal on product for the coming season closed by the Music Hall. The previous deal is one made with RKO for five years. With the two deals as mentioned having been concluded, the M. H. has a basic supply of product already in the bag for the coming season.

## U's 'Storm Over Andes' To Be Made in Spanish

Hollywood, May 28. Of Spanish language production for three years, Universal will make a version of 'Storm Over the Andes' in this tongue simultaneously with the domestic filming.

Christy Shannon will direct both editions with Jack Holt and Nils Asther co-featured. Femme lead not yet picked.

For Asther this is the picture which was promised him in Academy settlement of his recent complaint.

## PAR'S NEW BY-LAWS

New Corp. Name—Setup of Officers Detailed

New name of Par, Paramount Pictures, Inc., superseding Paramount Pictures, Inc., is nearing the end of its bankruptcy, is official as part of a petition for approval of new by-laws just prepared by Par and signed by Adolph Zukor as president. Early court approval will be sought.

The petition provides for the number of directors who will serve the company and sets the date of the annual meeting as June 3 each year. Paramount Public always held its annual meetings the second Tuesday in April. Directors are to be elected by a plurality vote of stockholders present at meetings for terms prescribed by the by-laws.

It is also provided that an executive committee shall be appointed by the board, together with its chairman, and that a chairman of the Finance Committee shall also be chosen in this manner. There are to be one or more vice-presidents, a secretary-treasurer and as many assistant secretary-treasurers as board wants to elect, each to serve as long as the board deems advisable.

## 'Mala's' Native Siege

Hollywood, May 28. Metro's 'Mala' troupe will remain in the South Sea for another month to enable Richard Thorpe, director, to clean up all native sequences. Due back at the studio in late June after five months on the Tahiti location.

## Atlanta, Ga., May 28.

Federal action seems likely as a result of charges made during Allied's convention here last week that the Lucas & Jenkins Theatres, Inc., is engaged in an interstate extortion racket. Arthur Lucas, head of the chain of theatres, has made a demand for an immediate investigation of the charges by the Federal Government with the idea of indicting heads of his firm if the charges are true and pressing charges if they are proved false.

Lucas' intentions are aided by a telegram sent to District Attorney Lawrence A. Camp, of the local Federal District court, and a copy was sent to Attorney-General Cummings. Lucas demands investigation of the Allied charges by a Federal grand jury.

The Allied resolution, to which Lucas takes exception, charges that through 'Tri-State,' an organization controlled by Lucas & Jenkins, the chain is extorting from \$10 weekly up from small independent theatre operators under threats of placing suits against them.

Allied States Association of Motion Picture Exhibitors was in session in Atlanta last week from Monday through Wednesday.

## NRA Resolutions

Resolutions calling on all independent theatre operators to withdraw from membership in the NRA committee to cancel their agreements, unless the code is revised to fit them, were passed by the Allied States closing their four-day session here.

H. A. Cole of Dallas, chairman of the committee on the code, said (Continued on page 29)

## GTP Vs. ERPI Resumes

Wilmington, May 28.

Testimony resumed yesterday (Monday) in the General Talking Pictures (v. West) and DuPont anti-trust action against Western Electric, American Telephone & Telegraph and Electrical Research Products, Inc., after a week's adjournment. U. S. District Court, Herbert M. Wilcox, ERPI v. p. in charge of operations, resumed the stand to continue his narrative of the difficulties which attended installation of talker equipment and of early experiments in that field.

His testimony was interrupted by George R. Hurd, chief of defense counsel, to present the testimony of Warren Connor, former ERPI Carolina sales representative. Thomas C. Guthrie, Charlotte attorney for ERPI in a restraint-of-trade action against the GTP, also testified. ERPI in connection with local theatres; Sterling Schultz, of Trenton, N. J., and John E. Lawrence, of Garden City, L. I., ERPI technicians.

## Dualing Supervisors

For Metro's 'Frisco'

Hollywood, May 28. John Emerson will be co-producer with Bernard Hyman on Metro's 'San Francisco.' This is the second instance in the last few weeks of the studio bracketing supervisors. Jeanette Beatty, who has been starred in 'San Francisco,' which has an earthquake background.

## Fed Grier Joins Par

Los Angeles, May 28. B. Bernard Kreiselman, for the past year impartial government observer in the local film grievance board, has resigned.

He has left for Washington, where he will start a special survey a distribution for Paramount.



# L.A. Acers in Mourners Row, Tourist Mixture Late; West Tops Again, \$13,500; Dual 'Scandals' 13G; 'Fury,' 14G, 14ke

Los Angeles, May 28. (Best Exploitation: Hwee-RKO) Local first run houses kind of took the choice spots on the "Mourners Row" and the advance cavalcade for the arrival of the first bunch of tourists and the advance cavalcade for the San Diego fair did not materialize. Seems as though the National Housing exposition and the planetarium on the Griffith Park hills are more attractive than the menu offered by the theatres, especially the planetarium at night when some \$,000 to \$,000 can be looked over the town free of charge.

Paramount did tops on take with "Town," the Mae West opus in second week, best hitting at \$12,000, a mark which is fairly good for a repeat stanza here. Chinese stars State perked up a bit with their dual bill showing, having "Flame Within" (MG) split with "Black Fury" (Fox) and "White Lies" (Fox) offer. However, results in take are not satisfactory to management, who figured considerable money, regardless of attraction, account it being bargain offer of two first runs of big companies for the "Black Fury," though doing nicely "Flame Within" and "White Lies" the anticipated take response, as will do around same gross as week previous.

Addition to first run group in Grand International, formerly Orange Grove theatre, showing "The Song to Her," a Scandinavian pic, which at 35 cents, is doing well. "Miseries," in third stanza at Four Star, holding nicely, as are "Black Fury," "White Lies," and "Werewolf," sticking over at Pantages.

RKO and Hollywood went very heavy on foreign angle in exploiting "Black Fury," "White Lies," and "Werewolf," sticking over at Pantages. RKO and Hollywood went very heavy on foreign angle in exploiting "Black Fury," "White Lies," and "Werewolf," sticking over at Pantages.

Estimates for This Week  
Chinese "Flame Within" (MG); 20-40-55 "Fury" (Fox) and "Scandals" (Fox) split; "Black Fury" (Fox) and "White Lies" (Fox) behind initial week of double bill, but nothing to cheer about. "Black Fury" (Fox) split with "White Lies" (Fox) and "Werewolf" (Fox) behind initial week of double bill, but nothing to cheer about.

Down Town (WB) (1,800; 25-30-40) "Dance" (FN). Move over from last week was OK, but not too neat profit to house with a good \$1,000 gross. Last week "G Men" (Fox), second and final play, up nicely and scrambled with good \$1,000.

Filmate (Reisenfeld) (900; 40-50) "Beyond Bengal" (Principals). For solo week, this picture was pushed, so \$1,700 is satisfactory. Last week "Heart is Calling" (G-S). Fifth and final play, OK for milking stanza at \$1,200.

Four Star (Fox) (900; 50-75) "Miseries" (UA). 3rd week. Still keeping along at smart pace and getting class of trade which will bring this session to around \$4,000 total. Last week, second and final play, OK for milking stanza at \$1,200.

Grand International (Roesser) (785; 35) "Song to Her" (Scandinavian). Swedes and Scandinavians coming in for a good time, with campaigning members and take at this price plenty good at \$1,800. "Black Fury" (Fox) (1,800; 25-30-40) "Dance" (FN). Great week for notices, but not too much with pic crowd in predominance, will hit around \$6,000. Last week "Black Fury" (Fox) and "White Lies" (Fox) came right up to expectations and bounced out with an even \$7,000. "Black Fury" (Fox) (1,800; 25-30-40) "Dance" (FN). Great week for notices, but not too much with pic crowd in predominance, will hit around \$6,000. Last week "Black Fury" (Fox) and "White Lies" (Fox) came right up to expectations and bounced out with an even \$7,000.

Did the expected \$6,000, which was plenty good for house. State (Loew-FWC) (2,024; 30-40-55) "Flame" (MG) and "Scandals" (Fox) split. "Flame" (MG) drew here, as figured Harding-Marshall combination would have \$7,000 for stanza. Last week "Little Girl" (Fox) and "Harrington" (MG). Sort of sloughed off here final three weeks, so tap was bit below calculations at \$7,000.

United Artists (Fox-UA) (2,100; 25-30-40-55) "Little Girl" (Fox) and "Harrington" (MG) split. "Harrington" (MG) did better than average dual offering, but showing "red" for house at \$2,500. Last week "Marletta" (MG). As single feature offering great at \$2,700 for this place, which is way off line of traffic.

PICTURE CROSSES  
NEAR 15G

Philadelphia, May 28. (Best Exploitation: Boyd)

A dull and featureless week is on the books for the downtown Philly film sector. "Scoundrel" at the Boyd is doing a nice evening business, but if it hits \$11,000 will be doing more than expected. A new picture, "The Last Days of Pompeii," with the cognoscenti and colleges has undoubtedly helped drag in the crowd.

Molly Picon may mean something at the Earle, which also has "Daring Young Man" (Fox). "Daring Young Man" (Fox) may give house \$14,500 or \$15,000, which is two or three grand better than normal.

Fox, on the other hand, although offering a stage show that the critics all praised (entirely "Crime Revue") and a pic that the critics also said nice things about ("Daring Young Man"), isn't doing much. Some talk of changing bill day after day, but the house is a holiday break-in. If present combos stay a full week it won't get more than \$13,000.

"Miseries" has skidded sharply at the Aldine and may not make the grade at the Earle. "West Side" Latest dose is that "Escape Me Never" will follow "Miseries," possibly debuting on Memorial Day. Also "Go in to Town" is holding for a second week at West Side. Stanley, but the Mae West pic has been pretty much of a blower—no word yet.

Last week's trade ranged from fair to weak. "Miseries" tumbled \$1,000 in half of its first week at the Aldine and was lucky to get \$10,000.

Estimates for This Week  
Aldine (1,200; 40-55-65) "Miseries" (UA). Third week, but may not finish it. OK for more than \$6,000. Likely to scrawl Wednesday with "Escape Me Never" following. "Go in to Town" (Fox) (1,800; 25-30-40) "Dance" (FN). Skidded to \$10,000 which, however, is OK.

Arcadia (600; 25-40-50) "Live To Night" (Col). Second run. May. "Daring Young Man" (Fox) (1,800; 25-30-40) "Dance" (FN). Second week of third down town, which brought picture good \$2,200.

Boyd (2,400; 25-40-55) "Scoundrel" (Par). Rave notices; nite trade OK. \$11,000 indicated, fairly good for this place. "Daring Young Man" (Fox) (1,800; 25-30-40) "Dance" (FN). Second week of third down town, which brought picture good \$2,200.

Carroll (2,400; 25-40-55) "Scoundrel" (Par). Rave notices; nite trade OK. \$11,000 indicated, fairly good for this place. "Daring Young Man" (Fox) (1,800; 25-30-40) "Dance" (FN). Second week of third down town, which brought picture good \$2,200.

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## PORT. 100% STAGELESS Pickford Cancels, Vaude Out of the Port and Orph

Portland, Ore., May 28. (Best Exploitation: Broadway) Parker's Broadway tours legit this week, boosting admish to \$2.75 top for six days of Mary Pickford's "Broadway" and "The Girl Who Sings" which the first three were cancelled due to emergency call to Los Angeles for a United Artists radio show.

Two pic stood out this week—"Go in to Town" at the Paramount and "Les Misérables" at the U.A. Another long grinder is "Roberta," now at the U.A. and "Mousetrap" original bill at Hamrick's Orpheum and Music Box. Now in fifth week at the Orpheum.

Estimates for This Week  
Broadway (Paramount) (2,000; 55-75) "Mary Pickford's" road unit "Coquette" usurped this house policy this day at raised rate. Last week "Mark of Vampire" (MG) perked at \$4,500.

United Artists (Parker) (1,000; 25-40) "Misérables" (UA). Rave notices; nite trade OK. \$11,000 indicated, fairly good for this place. "Daring Young Man" (Fox) (1,800; 25-30-40) "Dance" (FN). Second week of third down town, which brought picture good \$2,200.

Paramount (Evergreen) (3,000; 25-40) "Go in to Town" (Par). Vaude out of the port. Last week "Mark of Vampire" (MG) perked at \$4,500.

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## Rubinson, Temple, 'Misérables' Not Enough to Offset Impls.' Slump

In Callente' (WB) and Benny Meroff's band. With only flesh in town, Stanley was figured to be just the opposite, is true. "Blah" (WB) (1,800; 25-30-40) "Dance" (FN). Second week of third down town, which brought picture good \$2,200.

Minneapolis, May 28. (Best Exploitation: Orpheum) Managerial tears flow freely along the railro. With three big new attractions in town, the Orpheum is performing a double duty. With Shirley Temple, vaudeville acts and "Les Misérables," all at 40c top—it looks as though, comparatively and taking all angles into consideration, a new low will be touched.

The Orpheum made the whole town Rubinson-conduct this week with a Barnum-like campaign which included an elaborate "welcome back" reception for the violinist upon his arrival at the railroad station in a specially arranged private car, with the mayor and chief of police, among others, extending greetings and the proceedings broadcast over the Columbia chain station; big front page newspaper stories; and other special radio broadcasts, an amateur violinist concert tie-up with Star, co-op display ad tie-ups with various stores, "welcome" badges worn by the orchestra.

Estimates for This Week  
Century (Public) (1,600; 25-30-40) "Les Misérables" (UA). Opened at \$2,500, but due to \$2,500 schedule, when "Scandals" cut after six days. Considering general state of business, the business is good over the top nicely and shows real strength. Around \$7,500 indicated. Fine and holds second week. Last week "Scandals" (Fox) (1,800; 25-30-40) "Dance" (FN).

Orpheum (Singer) (2,850; 25-30-40) "Traveling Saleslady" (RKO) and "Les Misérables" (UA). Picture means nothing to box-office and Rubinson undoubtedly entirely responsible for the business. There is, however, a violinist here, before his rise to fame, according to the business, "Les Misérables" and circled. Initial response to dramatic exploitation was good, however, far below expectations. Will be lucky to top \$10,000, although the business is good.

State (Public) (2,400; 25-30-40) "Little Girl" (Fox) and vaude, including Sylvia. First week film is rated below usual Shirley Temple standard, just average, and comparatively light take blamed on general slump. Around \$7,000 indicated. Above \$7,000, disappointing. Last week "Go in to Town" (Par) and vaude.

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## Thermom Up, B.O.'s Down in N. Y.; 'Escape' \$80,000, Good, with Cap Only Around \$32,000 in Dull Week

**Liberty** (J-vH) (1,900; 10-16-27)  
—'Party Wire' (Col) and 'Swell  
Head' (Col) dual, anticipated \$3,-  
200 slow. Last week 'Silver Creek'

Orpheum (Hamrick) (2,700; 27-37-42)—'Black Fury' (WB) big billing, vaude for final week. Indica-

Men' (WB), 2nd week, great a  
\$8,800.

**Paramount** (Evergreen) (5,106:  
27-37-42) -'Devil' (Lar) and 'Vaga-  
bond Lady' (MG). Dual, with bi  
billing for Dietrich. Expected \$5-  
500, fair. Last week 'Marnette'  
(MG). • Held 11 days, \$5,300 for 7,  
with \$7,500 total goo





THE *Hollywood* REPORTER

## 'DOUBTING THOMAS' A SCREAM;

Another Fox Hit For Will Rogers

"Another Will Rogers picture—and what a picture! Label this one a smash hit and you can do the big blast here, trot out all your nice adjectives and use your fanfare mightily; this comedy will roll 'em in the aisles. If your fans howl themselves as nearly into hysterics as did a big preview audience, you'll need a regiment of ambulances to cart 'em home. To this reviewer the film was Rogers' funniest. It's a sure fire hit and one that will cash in heavily for Fox."

# WILL ROGERS

in

## "Doubting Thomas"

a B. G. De Sylva production  
with

**BILLIE BURKE**  
**ALISON SKIPWORTH**

Sterling Holloway · Gail Patrick · Frances Grant

Directed by David Butler. Screen play  
by William Conselman. From the play  
"The Torch Bearers" by George Kelly.  
Adaptation by Bartlett Cormack.

A **FOX**  
SPRING  
FESTIVAL  
HIT

You haven't a show without **FOX**

Soon the whole  
**MORE GLORIOUSLY EXCITING**

WARNER  
**BAXTER**

**UNDER THE**

B. G. DeSylva  
 production

Hails Variety Daily:

"Certain to make the turn-  
 stiles click prosperously. A  
 wealth of entertainment for  
 all type audiences. Baxter  
 plays his best character from  
 'Old Arizona' on!"

—and that  
**COBRA TANGO"**

"One of the entertainment  
 highlights — the superbly  
 danced 'Cobra Tango' by  
 Veloz and Yolanda—a terp  
 honey! —*Variety Daily*

Veloz and Yolanda are some-  
 thing no audience should miss.  
 —*Hollywood Reporter*





country will acclaim it  
**THAN HIS "CISCO KID!"**

**KETTI  
 GALLIAN**

**PAMPAS MOON**

Directed by James Tinling.  
 Screen play by Ernest Pascal and  
 Bradley King. From an original  
 story by Gordon Morris.

Whoops Hollywood  
 Reporter: "Will click at  
 box offices! Warner Baxter  
 emerges with a sure fire per-  
 formance for the fans. Direc-  
 tion, writing, cast, music swell.  
 Should be a definite winner!"

**A FOX  
 SPRING  
 FESTIVAL  
 HIT**



**You haven't a show without *FOX***





# Ten Superlative Shows Reflecting Obligation Toward the

## Douglas FAIRBANKS JR. Gertrude LAWRENCE IN *Mimi*

"The high-water mark of technique in this country."  
—THE ERA

"A picture that should insure unmitigated box-office success."  
—DAILY FILM RENTER

"Smoothly told tale of hunger and privation, romance and safety."  
—CINEMA

"A production of outstanding merit in staging, characterization and acting."  
—FAULSTNER'S EDITORIAL REVIEW

"The standard of the picture is Douglas Fairbanks, Jr., who gave one of the best performances of his screen career."  
—HOLLYWOOD REPORTER

DIRECTED BY  
PAUL L. STEIN



## GRETA NISSEN DON ALVARADO CARL DIEHL IN *The SECRET AGENT*

"For general excitement and ingenuity I recommend it."  
—MORNING POST

"Good melodrama."  
—EVENING NEWS

"Tense atmosphere of suspense. Excellent drama for all classes."  
—THE ERA

"Dramatic, romantic. Suspense keeps the audience in the grip vice."  
—KINEMATOGRAF WEEKLY

"A spy story I thoroughly enjoyed. Rating good entertainment."  
—DAILY FILM RENTER

"High-class production which spells satisfying entertainment."  
—THE CINEMA

DIRECTED BY  
ARTHUR WOODS



## HELEN CHANDLER BERYL ORDE • WILL HAY NELLIE WALLACE • TEDDY JOYCE IN

## RADIO PARADE OF 1935

OVER 40 FAMOUS  
BROADCAST STARS

"Gay . . . crammed with stars and blurring out popular appeal."  
—EVENING STANDARD

"B.F. obviously have a show here which is going to rate highly at the box office."  
—SUNDAY EXPRESS

"There is more than enough gay entertainment in the picture to ensure popular success."  
—NEWS CHRONICLE

" . . . A really fine show."  
—SUNDAY GRAPHIC

"Another certain popular success."  
—SUNDAY CHRONICLE

"Good, straightforward entertainment calculated to give equal pleasure to the boys and girls."  
—SEVEN OF THE WORLD

DIRECTED BY ARTHUR WOODS



Invitations restricted to members of the industry. For tickets apply—  
Manager, Alliance Films, Warwick Hotel,  
65 West 54th Street, New York City.

## The Above 6 and 4 More Will Be Previewed



# the Sincerity of "ELSTREE'S" Motion Picture Industry

**CHARLES  
BICKFORD  
RAQUEL  
TORRES**

IN

## Red Wagon

*Lady Eleanor Smith's  
Saga of the Circus*  
With **GRETA NISSEN.**

"Just the 11-bits movie fans are fighting  
for." —SUNDAY GRAPHIC

"Greta Nissen's scene with a cage of  
tigers is a real thrill." —DAILY HERALD

"Crowded with incident, teeming with  
life." —SUNDAY DISPATCH

"Is honestly and triumphantly entertain-  
ment." —SUNDAY REFERENCE

"A very worthwhile proposition for show-  
ing." —CINEMA

"For sheer all-round entertainment . . .  
it would be difficult to imagine a film  
that the exhibitor could book with more  
confidence." —BFA

DIRECTED  
BY  
**PAUL L.  
STEIN**



**ATHENE SEYLER**  
AS **QUEEN ELIZABETH**

**JANE BAXTER  
MATHESON LANG**

IN

## Elizabeth of England

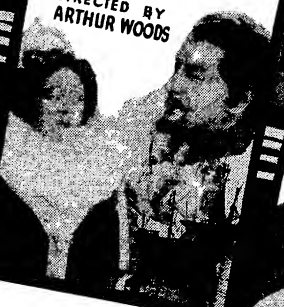
**A SPECTACULAR AND  
COLORFUL HISTORICAL  
DRAMA!**

*First Review Received*

*Daily Film Renter*

Large-scale screen dramatization of op-  
posing rise in life of the Francis Drake, de-  
founder of England's naval greatness.  
Culminates in smashing of Spanish Ar-  
mada, a thrilling sequence of Spanish Ar-  
madilla. Lavishly staged. A great ef-  
fort which should prove big box-office  
anywhere.

DIRECTED BY  
**ARTHUR WOODS**



**BUDDY ROGERS  
JUNE CLYDE**

IN

## DANCE BAND

**A MERRY MELANGE  
OF MUSIC AND MIRTH!**

This picture has not been  
trade shown. Therefore no  
reviews have been received.

DIRECTED BY  
**MARCEL VARNEL**



**Week Beginning June 3rd  
At CHANIN BUILDING  
[ROOF THEATRE]**

**122 East 42nd Street  
New York City**

**B. I. P. PRODUCTIONS**







**RKO-RADIO has the honor to announce PIONEER PICTURES' presentation of a signal achievement in the art of the screen . . . A MIRACLE OF BEAUTY . . . THE FIRST FULL-LENGTH PRODUCTION FILMED IN 'THE FULL GLORY OF NEW TECHNICOLOR.**



# LIVING COLOR!



*MIRIAM HOPKINS*  
in

## BECKY SHARP

FRANCES DEE ★ ★ CEDRIC HARDWICKE  
BILLIE BURKE ★ ★ ALISON SKIPWORTH  
NIGEL BRUCE ★ ALAN MOWBRAY

A

ROUBEN MAMOULIAN  
P R O D U C T I O N

DESIGNED IN COLOR BY  
ROBERT EDMOND JONES  
PRODUCED BY  
KENNETH MACGOWAN





The millions who have been asking for Katharine Hepburn in a modern role (like her great "Morning Glory") have their wish fulfilled in "Break of Hearts". . . . Hepburn is everything a 1935 heroine should be . . . gorgeously gowned in stunning creations . . . vibrant, exciting and magnificently Hepburn! . . . Truly a great love story . . . and as for the magnetic Charles Boyer, he's proving to be romantic dynamite to every woman's heart! . . . "Break of Hearts", now playing in many key cities, is adding new laurels to the Hepburn crown!



KATHARINE  
**HEPBURN**  
CHARLES  
**BOYER**

IN

**"BREAK OF  
HEARTS"**

with **JOHN BEAL** **JEAN HERSHOLT**

Directed by Philip Moeller Jane Loring  
Asso. Director Pandro S. Berman Production

R K O  
RADIO  
PICTURE



# Loew's Mayfair, Mayer's Astor, Duo from Reade

A deal will probably be concluded by the end of this week between Walter Reade and Loew under which latter takes over the Mayfair, N. Y., on a 10-year lease. The Astor, which was Reade's up to about two weeks ago when going into receiver's hands, may go to Arthur Mayer. Loew isn't interested in this theatre, it is understood.

Loew circuit has not worked out a policy for the Mayfair pending completion of present negotiations with Reade to take it over, but probable that a Loew's New York type of program and scale will prevail there. Meantime, the City Bank Farmers Trust Co. has given both the Criterion and New theatres an extension of notice, which means the two houses will not have to close until June 10. On that date the City Bank will start winding down the big building for construction of two 600-seaters.

## Cease Action

(Continued from page 2)

June 16, the date set for Blue Eagle to cease activities, unless Congress extends the code in some form or other.

Code Authority offices in N. Y. in the RKO building were besieged with calls from dallies and other parties asking what plans were being made for the future. C. A. officials were nearly as much in the air as others because of absence of any definite instructions from Washington. Request for orders from Sol Rosenblatt, divisional administrator in the nation's capital, failed to elicit any information up until last night.

Authority officials were marling time here, waiting to see if Congressional leaders planned to pass their NRA act before the Blue Eagle issue the plan. If set on foot, the NRA, officials will precede with details of winding up affairs. Leases must be cancelled, furniture and supplies disposed of and numerous other matters attended to.

It was not known for certain whether this work would be started immediately on receipt of details, or delayed until June 1. Likely that former course will be pursued since there will be no funds available for employees after that date.

## Roxy-GB Product Deal Waits on Court

Howard Cutman, trustee of the Roxy theatre, and the new product deal for the Roxy theatre with Gaumont-British, for the coming season. Agreement is subject to approval of the Federal District Court, New York, as the Roxy is in bankruptcy.

Arrangements are said to call for the Roxy having a selection of 11 out of 15 pictures to be distributed over this coming season by G-B. The Roxy terms are said to be \$2,000 per film, with a split over \$25,000, and G-B contributing \$2,000 in advertising money on four of the films to be played.

## WOODS IN 'TWO CITIES'

Hollywood, May 28. Metro has borrowed Donald Woods from Warners for the Charles Darnay part in "Two Cities." Instead of having Ronald Colman duplicated.

Film is expected to go into production under David Selznick's supervision within two weeks.

## Calif. Exempts Pix

Sacramento, May 28. Senate amended chain store tax bill to exempt picture houses.

## Stars Fall on June 1

Bar against the use of stars of other symbols from reviews to advertise or publicize pictures becomes effective Saturday (1) but any picture released prior to this date are exempt.

Ruling is that reviews written after June 1 must not be plugged through stars or other sign-posting forms.

## Fox, B'klyn, Not Closing, Union's Concessions

Caught in the middle of a vicious price-cutting war in downtown Brooklyn, the Fox avowed, Thursday night (30) on a last-minute deal with the unions for an amiable arrangement for the summer, details to be worked out. Up to yesterday (Tuesday) there had been no satisfactory headway in this direction, and a picture for Friday (31) had not been thought.

Fox is operated by SI Fabian under a 10-year deal, with the rent set at \$2,900 a week. House needs about \$12,000 to break and has enjoyed good luck since under Fabian's regime, up to the arrival of the price-swording spree. Slicing sent the Met to 55c with stage shows, the Fox getting a picture of pictures, to 50c, house absorbing tax. Albee goes straight sound Decoration Day (30) at a 40c top. That has started the war with the picture, to 55c, the scale under which the Fox, virtually, a third-choice on the lot, has been operating right along. Fox may cut its scale on condition to continue operation. "Mr. Dynamite" (U) was booked late yesterday (Tuesday) after satisfactory conferences with unions, to open Friday (31).

Strand, under a pooling arrangement between Paramount and Warner Bros., is also operated by Fabian.

## Combining B'ds

(Continued from page 2)

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# 650 THEATRES CHANCE RATES

## \$50-\$250 Billed as Main Attraction—B.&K. Solid in Nabes with Chance Items

## LID'S OFF

Chicago, May 28. With the coppers running around town closing up the horse books and sloughing down on nitery hide-away gambling rooms, the theatres of Chicago and vicinity have taken over the job of catering to the gamblers. The theatres have just about forgotten the amusement business; instead their gambling is more or less wide open. They are using the old-time "win money" methods. Ads no longer carry more than a passing mention of the show. The great bulk of the ads of the 'theatres are bold-type with "Win \$500," "Play Screened, Win \$1,000," "Free \$1,000 in Prizes," "1500 Bank Nite," and so on.

In Chicago alone there are approximately 650 theatres in the weekly among the 350 theatres in town, many of the theatres running three and four money lottery nights during the week.

Premiums Too Tame. Giveaway and kitchensware and crockery have gone by the board. They're having a vote right now to go away from the premiums in Cook County but that's a waste of time because the exhibs have kicked them out already in favor of the money giveaway on chance stunts. People are loaded to the gills with every kind of crockery ware but they still can use kitchen stoves, even though the chance of winning is slim.

Every nabe in town is swamped with the money nights. Balaban & Katz has put them into its top nabe theatres, Harding, Southtown, Marbro, Trovay. Bank nites and screen are rampant in such key theatres as the Piccadilly, Sheridan, Byrd, Crawford, Embassy, Ambassador, Llanero, Centurion, Riviera, Baltimore, Vito, Plaza, Rio. That last named theatre is a prime example of the trend in this game-bling-joint show business. Rio advertises "Tonight at 9 p. m. Three Big Games: Tangle, Bank and Country Store," and that's how many theatres are operating.

Theatre operators have made close studies of the box-office results of the various games and have found that Sereeno is outpacing the other tricks at the box office. In general the money game from the various gadgets is made in the large houses where the seating capacity varies from 1,000 to 2,000 seats, the royalty and the prizes. In the smaller houses it's tougher since a high prize to compete with the big ones has fixed outer makes it impossible for the small theatre to clear expenses.

Theatre managers all generally agree that all of these win-a-cash-prize angles are not basically good but that the money game is the best as the "competition" is using the stunt. Balaban & Katz next week will shoot Sereeno, bank nite and Country Store. Just that's how every one of its 35 theatres with the exception of loop properties. The loop houses will be put into the indie Stat-Lake.

Loop itself is in a bad way due to this free-money gadgets throughout the city. Grosses are down at least 50%. The Chicago, Palace, Oriental, do a fairly good business with the money game. Similarly the houses using the prize-money angles find that they do okay on those nights but that the night of the week the grosses sink badly.

That the money-prize habit must be cut out of the industry is the opinion of many of the admissions

## Whizz-zz

Hollywood, May 28. If nothing else develops from her testing for a part in Metro's "Tale of Two Cities," Blanche Yurka will at least have some kind of a speed record.

Signing a contract in New York Wednesday (22) at 3:35 p. m., she was on a west-bound plane at 5. Arriving here the following day at 8:40 a. m., she was on the set at 10:20.

## ROSY, FARNSEY AWAIT WHITE HOUSE POWWOW

Washington, D. C., May 28. Film codists will be notified in the next few days to cease all compulsory endorsement and sundry activities of all sorts, it was indicated today (Tuesday) in recovery circles. Damaged by the Supreme Court stand, Rosinelli and Farnsworth professed inability to answer a barrage of questions about the effect of the ruling in many angles in the film code, while other federal officials floundered in deep despair.

It was said that the nature of the decision automatically voids all rulings by codists and boards, wipes out clearance of all picture measurements, and leaves up to the industry the question whether the cancellation privileges and other amendments be observed on voluntary basis.

Ramifications in the court attitude of picture houses, however, impossible to obtain positive answer on any queries.

Rickberg's appeal for continued voluntary observance, interpreted as Government opinion that all industries are morally obligated to continue to back up the industry, confessed that if industries attempt enforcement on own initiative they may find themselves open to antitrust violations since the pact no longer carries exemption from monopoly bans.

With public outfit in uproar, Farnsie and Rosy were waiting for decisions at the White House, Justice Department and Capitol before taking any explicit action. Government organizations are expected to continue existence until June 16, but now have practically nothing to do. Quizzed about his planned return to private life, Rosy said he has no plans of such, but accepts that he goes off the Government payroll by June 16 at latest.

"I wish I knew what I am going to do," he said. "I have adopted no plans of any character," Code author said. "Since I announced my intention to resign I have been so busy I have been unable to discuss future activities. I have absolutely no tieups with film groups or any others."

Farnsie had even less to say about his future. Wondering if advertising agencies might want to use new code law, deputy was just waiting for news from front office and has no private job in sight.

It was the consensus. When a couple of theatres double-featured they did well, but as soon as every house switched to twin-hits no theatre was able to hold its own. Theatres have any advantage to be wobbled for everybody concerned. When couple of theatres gave away crockery business was swell, but the business didn't last long. When the houses across the street began giving away bigger and more expensive dishes.

Quizzed about the only way out for Sereeno, bank, tangle, keno, may nite and the other stunts, no theatre has any advantage to be wobbled for everybody concerned. When couple of theatres gave away crockery business was swell, but the business didn't last long. When the houses across the street began giving away bigger and more expensive dishes.

# INDICT READE OVER ASTOR VANDALISM

Walter Reade, indicted with four others Friday (24) by the May grand jury under his real name, Walter Rosengren, was arraigned Monday (27) before General Sessions Judge Collins in New York and will probably plead the indictment by the end of the week. He was held in \$10,000 bail and \$5,000 cash, putting up latter for release. Charles Bryan, also indicted, appeared with Reade, while three others named by the grand jury are absent.

Indictments were brought against Reade and others on complaint of William Moorehead, representing the receivers of the Astor, N.Y., which passed into their hands on foreclosure proceedings of the City Investment Co., holders of a \$250,000 mortgage, two weeks ago. Moorehead is manager of the Astor for the receivers, and personally on the case. He was formerly with Paramount.

Charge against Reade and four others is that of malicious mischief operating with damages to the Astor between the time Reade gave it up and the receivers took possession. Alleged vandalism occurred on May 15, 1933. Saypol & Kohn, attorneys for the receivers, at first estimating the damage would amount to \$50,000, now declare it will run easily \$40,000, not counting loss of revenue from inability to operate the theatre. If it is required, any vandalistic damage of over \$250 becomes a felony under law. Conviction would mean a four-year prison term and open way for double damage recovery in a civil suit.

On being arraigned before Judge Collins Monday (27), Reade and Bryan entered a not guilty plea, Reade later declaring he actually was not in possession of the Astor since it had been returned by him to Loew's, Inc. Latter had a 10-year lease on the house which had expired.

Four of the witnesses who appeared before the grand jury, Theodore L. Haines, Warren Dunn and Hanson J. Haines, are in jail in default of \$3,000 bail, pending testimony at the trial. They are charged that they be locked up, fearing reprisals for having given the grand jury testimony.

Reade took over operation of the Astor about eight months ago from Loew's, when latter had no more 26 pictures for the house, with Reade, among other things, getting some Metro product in return. He has played only two pictures at his other Times Square house, the Mayfair.

The theatre's owner-realtor has a string of around 20 houses in New Jersey and upstate New York, in addition to some smaller operations in New York City, including the old Fox City on 14th street.

## Studio Kicks In 5G

## On L. A. 'Lamps' Bally

Hollywood, May 28. "Oil for the Lamps of China," which premiered Tuesday, may be the heaviest campaign in Los Angeles of any Cosmopolitan picture to date.

Studio chipped boards and bally.

## 'Barbary' Script Ready

Hollywood, May 28. Howard Hawks returned by plane Saturday (22) from Nyack, N. Y. He completed the scripting of "Barbary Coast," with Ben Hecht and Charles MacArthur for Samuel Goldwyn. Trio worked together for three weeks.

Hawks, who will direct the picture with Miriam Hopkins and Joel McCrea, expects to get it into early in three weeks.

**OVER THE BORDER!--ON WITH THE HITS!**

**25% OVER 'G-MEN' IN SAN FRANCISCO!**

**CLICKING MERRILY IN ALBANY PREMIERE!**

**MAILING TOP MONEY IN NEW HAVEN!**

**WARNER BROS.' FOURTH SUCCESSIVE HIT SHOW IN A ROW...**

**IN**

**aliente**

**(IT'S A NEW SPANISH CUSTOM!)**

**Seething with Senoritas! Ablaze with Stars!**  
**PAT O'BRIEN • DOLORES DEL RIO**  
**LEO CARRILLO • Edw. Everett HORTON**  
**GLEND A FARRELL • The Dancing DEMARCOS**  
**11 OTHERS • Directed by LLOYD BACON**

A First National Picture



# "THIS IS THE TOPS"

—Joe Blair in SHOWMEN'S TRADE REVIEW



# PUBLIC HERO No. 1

When it  
**EXPLODES—**  
you'll forget  
there was ever  
anything else!

•



"A clean hit!"  
—M. P. Daily

• "Boon to the box-office!"  
—Hollywood Reporter

# UA Plans 24 for '36; Goldwyn Prez?

(Continued from page 4)

'36 distribution year will make 12 pictures as against three for the year before, delivering four this season, will double to eight at least, and probably more. UA's deal with London Films has three years to go, and expected this English producing company, headed by Alexander Korda, will have at least four for the new program. London Films delivers only two on the season shortly ending for UA release. Minimum of 18 Next Year.

This would indicate a minimum total of 24 for UA for 1935-36, with a probable four from other sources. This may include one and possibly two from Mary Pickford, who, while retiring from the screen, wants to produce, and for some time has been searching for material. Charlie Chaplin is another likely production talent on the coming season's schedule.

Cession of Schenck from UA does not affect the acquisition of the Fox-Metro picture rights of houses in the east, but it may bring new ownership interests into UA. The distributing organization is owned by Charlie Pickford, Goldwyn, Fairbanks, Schenck and Art Cinema Corp. Schenck, who and previous interests such as Gloria Swanson and Norma Talmadge, once one-eighth owners, has the largest share by virtue of his stock interests and the ownership of Art Cinema in which he has associates. Goldwyn, next to Schenck, is the largest owner, a fact that leads to the belief in the east that the veteran producer-owner will probably be the next president. In addition to Lichtman at the home office, another possibility for the top chair is Joseph Moskowitz, v. p.

Schenck, who has his UA interests, as it is believed he will, Goldwyn is regarded as the surest buyer just now. Schenck sailed for New York at the end of the week, and Sid Kent will go west to put into motion the deal that has been concluded.

Fox-Met chain of theatres goes to United Artists Theatre Circuit, Inc., and not to Schenck personally, will result these houses become a part of the UA organization.

While a new UA president may be set during Lichtman's continuance on the Coast, it is held more likely that a meeting will follow in New York at which this matter of detail will be settled, with Goldwyn coming on for the purpose. Miss Pickford and Chaplin might also come on in that event. Both are in the west. Douglas Fairbanks is at present on a yachting trip. Dennis F. O'Brien, business attorney for Fairbanks and Miss Pickford, could represent them and vote in their behalf with respect to the presidential and any other details to be settled. Lichtman and Horne will be in California two weeks or so.

Goldwyn had fought frequently with this association on distribution of his pictures, and while Zanuck has been in the organization as a producer some fiction is said to have existed between the two picture-makers.

Production of 20th Century picture by Zanuck for Fox releases, together with release by Fox of its own Fox product, becomes effective with the completion of this year's deliveries and start of new product. Under the combination of interests, Schenck becomes chairman of the board and Zanuck a vice-president. Kent remains in his present post as president.

## MOUNTIES BACK

Red Coats Will Get Their Man For Par After 5-Year Siege

Produced, May 28.  
With the hit picture of a Royal Canadian Mounted Police picture, Mounties get their first representative on the screen from a major studio since Metro made "Rose Marie" in 1928. Garnett Weston has been assigned to write the story. Mounties became a headache to the studios through Canadian resentment of inaccuracies in the stories and operation of the RCMP.

## Coogan Family Sailing

Produced, May 28.  
Jack Coogan, 10, and his family, Jack and Robert, with Arthur Bernstein, business manager, sail for New York June 29 for a six-week vacation.

## RIBBING G MEN

Roach to Poke Fun at Fed Dicks in Cycle Satire

Produced, May 28.  
G men will come in for a ribbing in a feature to be made by Hal Roach which satirizes the current cycle of Department of Justice pictures. Travesty on the federal dicks is being written by Jeff Mottit, Al Austin, Chuck Callahan and Hal Laus.

Film, going into production the latter part of June, will utilize all Roach contract players except Laurel and Hardy. Sam Taylor directs.

## PIRANDELLO ORIGINAL GRABBED BY METRO

Rome, May 17.  
Luigi Pirandello, Nobel prize novelist and playwright, has signed with Metro for an original. Contract has a reciprocal option clause for future films.

Pirandello is expected to leave for Culver City very shortly.

## Church Femmes Set

7-Point B. P. Program

Rochester, May 28.  
National Council of Federated Church Women, said to represent a million females, adopted a 7-point better pictures program at a conference here this week.

Idea, outlined by Mrs. Ralph J. Hudson of Indianapolis, contemplates classes in picture appreciation for children, support only for films of "moral excellence," selective programs for juvenes, and impressing on house managers their social responsibility to communities.

## CHARGE THEFTING

Authors Law Warners Over 'Gentleman' Script

Produced, May 28.  
Charging Warners used substantial parts of their story, "Yesterday's Heroes," in its picture "Gentlemen Are Born," Ronald Wagoner and James Wickdick brought a \$250,000 damage suit and accounting in the Superior court. Also named in the complaint are Robert Lee Johnson, latter given screen credit for the released picture.

Complainants assert their story was submitted to and rejected by Warners last April.

## 'Rex and Rinty' First

Produced, May 28.  
'Rex and Rinty' will be the first of Mascot's four seasonal serials in production under supervision of Barney Sarecky, recently upped from writing to plotting all chapter plays.

Fighting Marines', which had been penciled as first, is set back to second spot. C. Reeves 'Breezy' Eason will direct the horse and dog cliff.

## Horton Hesitates

Produced, May 28.  
Edward Everett Horton's trip to England to make "Private Secretary" for the Schickel-Mann films, may set back a month, films to his going into Warners' "Little Big Shot."

He'd figured to leave here Thursday (30).

## DELCAMBRE IN SADDLE

Produced, May 28.  
Alfred Delcambre, who goes off Paramount's contract list next week after a year at the studios, has been optioned by William Birkie for a series of eight westerns.

Meanwhile he'll play the juve lead in the next Harry Carey western for Berke.

## Laemmle Struts Stars

Produced, May 28.  
Carl Laemmle, Sr., leaves Sunday (31) for Chicago to attend the Universal sales convention, taking with him a four-reeler promotion film. Picture includes individual scenes by players who appear in pictures next season.

Armetta's Low Personalities  
Low is bringing Henry Armetta cast for theatre dates. He'll do a single.

Morison comic opens June 7 in Baltimore, with Washington following.

## Blackout

Hollywood, May 28.  
Metro hired a trained tiger for "O'Shaughnessy's Boy," but found the animal has a black face.

Now a makeup man has the job of painting stripes on its pan to make it look like a tiger.

## Long-Run Location

Job on 'Bounty' Has

Cast Accepting Cut

Hollywood, May 28.  
Metro's "Mutiny on the Bounty" company left for the Catalina Island location Sunday (28), where they will remain for five weeks. Over 250 people are at the island, with some 400 scheduled to leave tomorrow (Wednesday). That makes the biggest group of people to be sent on a lengthy location trip by any major studio in two years.

With the exception of the principals, due to the length of the production and the studio housing and feeding the company, most of the players are taking a cotary cut. Same system was used on "Treasure Island."

Several villages have been built to house the company. Principals and technical staff will be quartered on the Bounty. Work on the boat, about two weeks, will be done 10 miles to sea. Three weeks lensings will be done on the island.

## Beery a Leatherneck

After Europe Jaunt

Hollywood, May 28.  
'First to Fight,' Maxie's yarn by Joseph Sherman and Frank Weed, will be Wallace Beery's first after he returns from his two months' European vacation which follows his current picture, "O'Shaughnessy's Boy." It's also the first picture on Beery's new contract.

Mariner's story has been ready for some time, but Metro wanted to hold back and allow the star to make a non-uniform picture following "West Point of the Air" and "China Seas."

## MG Shifts 'Madness'

Leads and Directors

Produced, May 28.  
Switch in Metro directors has J. Walter Ruben, plotting "Madness," originally intended for Harry Beaumont. Later swings over to "Adventure for Three."

Dialog revisions held up "Madness" due to substitution of Joe McCrea for Franchot Tone in the lead spot.

## FIDLER QUITS MAG

Rejects Screenland's Past Barring Air Grabbing

Hollywood, May 28.  
Jimmy Fidler today (Tuesday) resigned as western editor of Screenland, fan mag spot he has held for four years. No successor named.

Air chatterer rejected new contract which prohibited radio activity.

## 8 Bunn Actioners

Produced, May 28.  
Earl Bunn, former technical director at Metro, is set to produce eight actioners under Capital Pictures label, featuring Reed Howes. Fred Newmeyer directs the first slated to go this week at Talisman studios.

ANOTHER METRO OPERATIC  
Screen test of Igor Gorin, former Vienna opera star, has been forwarded to the Coast for approval by Metro. M-G officials east favorably regard the test. If Gorin will not be signed until Hollywood gives it the once over.

Gorin, 28, has radio and Met opera bid on also.

## Agent Sult Backfires

Los Angeles, May 28.  
Leo Morrison's 18th commission suit against George Brent backfired in superior court when Judge George A. Dockweiler gave the Warners actor judgment for \$170 on cross complaint in contract dispute with agency.

Morison announced he would appeal.

# April Production Survey

Hollywood, May 28.  
Production continued in the doldrums through April with the major companies completing 23 features out of 49 in work, compared with 25 finished and 44 going in March. Paramount failed to launch a production apart during the month, but with six before the cameras, doubled its record of the month previous. Fox held up as most active of the majors, with total of 11 features working. Metro was right behind with nine.

The independents kept up an even pace, finishing the same total of 16 features during April as they did in March.

## Month's Production Activity

Major Company	Pictures Working	Pictures Started	Pictures Completed
Paramount	4	4	4
Fox	11	6	5
Warners	8	3	4
Radio	4	2	2
Columbia	4	3	4
Universal	6	2	4
Metro	9	2	3
Major Independents for National Release			
Small-Reliance	1	1	1
Chaplin	1	1	1
Walter Wanger	1	1	1
Independents for State Right Release			
Monogram	4	4	4
Mascot	1	1	1
M. H. Hoffman	1	1	1
Liberty	1	1	1
Beacon	1	1	1
Critter the Dancer	1	1	1
Excelsior	1	1	1
Invincible	1	1	1
Peerless	1	1	1
Superior	1	1	1
Reliable	1	1	1
Chesterfield	1	1	1
Puritan	2	2	1

# 38 Features Completed in April, 1935

Paramount  
'Candide'—Wendie Barrie, Kent Taylor.  
Warners  
'Stranded'—Kay Francis, George Brent.  
'Alibi'—Jos E. Brown.  
'Hit From Tenth Avenue'—Betty Davis, Ian Hunter.  
'Going Highbrow'—Guy Kibbe, June Martel.  
Radio  
'The Nitwit'—Wheeler and Woolsey.  
'Hoary For Love'—Ann Southern.  
Columbia  
'Love Me Forever'—Grace Moore.  
'After the Dance'—Nancy Carroll, George Murphy.  
'Unknown Woman'—Richard Cromwell, Marian Marsh.  
'Range War'—Tim McCoy.  
Fox  
'Under the Pampas Moon'—Warner Baxter, Clette Gallian.  
'Daring Young Man'—James Dunn, Mae Clarke.  
'Redheads on Parade'—John Boles, Jack Haley, Dixie Lee.  
'His Hour'—Spanish talker.  
'Black Sheep'—Edmund Lowe, Claire Trevor.  
Universal  
'Price Nights'—Valerie Hobson, Lyle Talbot.  
'The Raven'—Karlott, Bela Lugosi.  
'Alias Mary Dow'—Sally Evers.  
'Border Brigands'—Buck Jones.  
Metro  
'The Flame Within'—Ann Harding, Herbert Marshall.  
'Public Home Number One'—Chester Morris, Joseph Calleia.  
'Murder in the Fleet'—Robert Taylor, Jean Parker.  
'His Hour'—Spanish talker.  
'Let 'Em Have It'—Richard Arlen, Virginia Bruce.  
Independents for State Right Release  
'Rider'—Paradise Canyon.  
'Mascot'—Headline Woman.  
'M. H. Hoffman'—Champagne For Liberty—Til Beu.  
'Criterion'—Rustlers For a Thrill.  
'Criterion'—Anything's Paradise.  
'Excelsior'—'Hit Breaks Loose'.  
'Superior'—'The Live Ringer'.  
'Reliable'—'The Live Ringer'.  
'Puritan'—'Outlaw Deputy'.

## 16 Amateur Shorts

Master Arts is converting the radio and stage amateur gag to pictures for fair, starting today on the first of a series of 15 one-reelers. Men were rushed here in April. Ted Clair, pro m.c. Budget for the non-pros—there'll be earned in each picture.

Shorties, being shot at Fort Lee, N. J., will be released through Columbia.

## Winston at Schulberg

Elbow in New Setup

Harold Winston leaves for Hollywood Saturday (31) become B. P. Schulberg's personal assistant under the latter's new production setup at Columbia.

Winston is a legit stager who served one short directorial session at Paramount a couple of years ago.

## Latin Luring Names

Hollywood, May 28.  
Jaime Yankvich, South American picture producer and radio station operator, is hesitating to take film names back for personals.

He handled Ramon Novarro's tour last year.

## Gen Out, Glen In

Hollywood, May 28.  
Glenda Farrell draws the lead in "Little Big Shot."

Constance Tolin withdraws.





LADIES AND GENTLEMEN..WE GIVE YOU

*IRENE DUNNE*

AS THE IMMORTAL MAGNOLIA IN CARL LAEMMLE JR.'S  
MAGNIFICENT PRODUCTION OF

*"SHOW BOAT"*

DIRECTED BY JAMES WHALE



WATCH UNIVERSAL!



# NOW

Currently in Sixth Engagement  
at the CAPITOL, NEW YORK  
THIS SEASON

# GEORGE JESSEL

"Charming, brilliant,  
sentimental, funny.  
Jessel is truly great."

*Ashton Stevens*  
CHICAGO 'AMERICAN'

"Jessel is the most consistently funny man on the stage."

*Robert Benchley*  
'THE NEW YORKER'

"Nomination for best after-dinner speaker in New York."

*By O. O. McIntyre*  
NEW YORK 'AMERICAN'

"Jessel in the 'Jazz Singer' one of the great performances in the history of the theatre."

*Jeff Keene*  
PHILADELPHIA 'NEWS'

"Jessel is one of the great talents of his generation."

*Ben Hecht*  
NEW YORK 'AMERICAN'

"Jessel is one of the few great wits in America."

*McDermott*  
CLEVELAND 'PLAIN DEALER'

## IN PREPARATION

### George Jessel's First Book

The Most Daring Autobiography Ever Written by an Actor

"25 Cents Till 2 o'Clock"

A New American Play  
"God's In His Heaven"

By MARK HELLINGER  
and GEORGE JESSEL

Production by SAM. H. HARRIS

MR. JESSEL

Under the Personal Management of

ROBERT MILFORD

Center Theatre

New York City



"IT IS WITHOUT DOUBT ONE OF THE OUTSTANDING  
DOWN THROUGH THE YEARS OF FILM HISTORY

"Elisabeth Bergner comes as near to  
divinity as any actress of her day!  
A breathless experience!" — *N. Y. Times*

"A great actress. Holds your interest  
through every inch of film. She has an  
extraordinary personality!"  
— *N. Y. Daily Mirror*

"She casts a spell over the entire  
production. Nothing less than  
triumphant. A genuinely great actress!"  
— *N. Y. Herald Tribune*

"One of the finest performances that I  
have seen!"  
— *N. Y. World-Telegram*



B & D present  
THE GREAT

# Elisabeth BERGNER ESCAPE in ME NE



ENDING PERFORMANCES

"IT CAN'T MISS!" — *Film Daily*



Directed by  
**PAUL  
GZINNER**

PLAYING TO WILDLY ENTHUSIASTIC CROWDS AND CAPACITY  
BUSINESS AT RADIO CITY MUSIC HALL. THUNDEROUS APPLAUSE  
GREETED BERGNER'S PERFORMANCE 5 OR 6 TIMES DURING EACH  
RUNNING OF THE PICTURE THAT TOOK NEW YORK BY STORM!

*Released thru*

UNITED ARTISTS



# Chi Ass'n Asks N.A.B. to Set Up An 'Account Acceptance Bureau'

Chicago, May 28. Resolution by the Chicago Broadcasters Association to the N. A. B. has been already forwarded to the chief body in Washington asking that the national body front for the various stations in securing advance decisions of the Federal Communications Commission attitude towards certain products and program before the stations signature contracts for them. Stations are getting a little ahead and are sticking their head into the noose' attitude of the FCC with the commission squawking after the station secures a contract which the commission deems undesirable instead of warning the station ahead of time.

Resolution is as follows: "As broadcasters, we are cognizant of our duties to the public. We are appreciative of the attitude of the Federal Communications Commission in its desire to see that broadcast advertising be of such a standard that the public will be pleased with its service and not offended by the advertising.

"We know that we must maintain our advertising revenues, if the high type of service to which the American radio audience has become accustomed is to be continued and constantly improved. "We are aware of the difficulties encountered by the Federal Communications Commission, through their lack of the right of censorship, and through their inability to secure unbiased information, in determining the propriety of certain advertising accounts.

"In view of these conditions, the members of our association feel that the National Association of Broadcasters could very properly maintain a bureau to pass on the propriety of the accounts of acceptance, under the conditions of such acceptance, to disseminate information concerning advertising practices to its members, and to inform the member stations before the Commission in any matters pertaining to advertising practices which have been approved by the association.

"We feel that this activity is a proper association function. It should be a convenience to both the Commission and the broadcaster. It should give the broadcaster a voice in the determination of policy and might conceivably avert unintentional discrimination against a medium. It would further provide the broadcaster with suitable information to enable him to further his public service.

"Such activity on the part of the National Association of Broadcasters would, in the opinion of the value to the industry, that it could readily be made self-sustaining. It would greatly enhance the value of the association to its members."

## World Pulls Out on WIP

Philadelphia, May 28. Station KYW gets the World Broadcasting wax library service in the near future.

Disagreement between company and station WIP, former local holder of service, resulted in shift, as WIP pulling its franchise.

## CBS Offers Penner

Joe Penner is being offered by the CBS Artists' Bureau to advertisers. Network's solicitation has the comic available for a return to the stage as he has completed his picture contract with Paramount this summer.

Penner makes the second comic that Columbia has undertaken to place commercially after they had broken away from Standard Brands. Other instance was Jack Pearl, who went from Royal Gelatine to Frigidare.

## NRA Reaction

Reaction of show business to invalidation of the National Industrial Recovery Act is covered in detail on pages 1 and 2 of this issue.

## Searle, Prez, Smith, Sec'y, Of Kansas Radio Assn., Meet Next in Colorado

Topeka, May 28. Kansas Broadcasters' Association was formed here at a meeting held last week in the Hotel Jayhawk, all Kansas stations being represented. Invitation to the meeting was issued by Don Searle, manager of WIBW, Topeka, who was elected president. Vernon "Bing" Smith, manager of WREN, Lawrence, was made secretary.

Stations represented at the meeting in addition to WIBW and WREN were: KULI, Garden City; KWBC, Hutchinson; WLEF, Kansas City, Kan.; KFBF, Abilene; KGOV, Coffeyville; KGOV, Dodge City; Station KSAC, Manhattan, and KFKU, non-commercial stations at the state agricultural college and at the state university, did not take part.

Next meeting of the Kansas Broadcasters will be held at the Antlers hotel in Colorado Springs, July 6, the day previous to the meeting of the National Broadcasters' Association.

## Bromo Co. Hesitates

Bromo Seltzer has deferred placement of the Pathe news clips on the part with the stations currently taking the series until after July 13, the date of expiration of the first 13-week contracts issued by the account. Anybody had been figuring on expanding the newswired idea to some 50 stations during the month of June. It has not decided to make all time contracts concurrent with the 13-week type agreements entered into with Pathe.

Stations currently carrying the program are WOR, Newark; WLW, Cincinnati; WYZZ, Detroit; WGN, Chicago; WJWS, Washington; and WCAU, Philadelphia.

# IF THE MEDICINE SHOWS ARE OUT

See Exiting Laxatives Followed by Other Proprietary Drug Products—Loss Compensated by Resale of Open Time

## '34 TOTAL

If the networks adopt and literally live up to new set of restrictions, the paper loss of advertising revenue jointly may amount to between \$5,000,000 and \$7,000,000 a year which will be lessened by resale of the time made available. This estimate does not include the turnover in spot time sales delivered by stations owned and operated by the webs.

Following is a list of the proprietary drug accounts carried on NBC and Columbia during 1934 together with their gross billings for the year:

Alka Seltzer.....	\$100,000
Bayon's Aspirin.....	50,000
Bi-Sol-Dol.....	185,000
Bromo.....	14,000
Crasy Water Crystals.....	282,000
Drone.....	44,000
Ex-Salts.....	200,000
Ex-Lax.....	220,000
Father John's Medicine.....	67,000
Fletcher's Remedy.....	171,000
Fleischmann's Yeast.....	69,000
Hamber's Balm.....	281,000
Hill's Cacao-Nose Drops.....	51,000
Hot Salts.....	25,000
Irene's Teat.....	47,000
Ind-Salts.....	100,000
Non-Sp.....	17,000
Pathe-Mag.....	251,000
Pepito-Mag.....	20,000
Phillips Milk of Magnesia.....	171,000
Pring.....	82,000
Red Salts.....	143,000
Sal Hepatica.....	302,000
Salts.....	143,000
Serrel Salts.....	31,000
Shaw's.....	15,000
Vick's Products.....	114,000
Wesley.....	15,000

Total.....\$3,329,000

Columbia is extending in full to stations owned and operated by the network its policy against laxatives and other deemed objectionable proprietary drug advertising. Managers of CBS operated stations, gathered in the home office for a two-day meeting, were informed Monday (27) that the web to be perfectly consistent would not permit stations to take any spot account whose wares would not be acceptable on the network.

With NBC holding to the same practice through a rule which comes (Continued on page 43)

# Trade Commish After Marmola; Cease and Desist Order June 28

## Castoria Quits CBS

Fletcher's Castoria has decided to pass up the contract it has entered into with Columbia for the fall and winter and go in for spot broadcasting instead.

Under the deal the laxative has with the network its stay would be limited to March, and rather than be in the position of having to pull what might turn out to be a cliche show the commercial has elected to concentrate its efforts and money in the spot field.

# Radio Medicos' Mexican Moves Hit by Brown

Washington, May 28.

Neither Dr. John Brinkley nor Norman Baker, removed from the air a few years ago in a government clean-up drive, should be given permission to pipe programs across the border for their Mexican stations, Federal Communications Commission was told last week by Commissioner Thad H. Brown.

Reporting on his investigation of requests for the right to transmit programs originating in Texas to two Mexican transmitters Brown recommended that the two medicos' stations should be kept on the U. S. Blacklist. Urged denial of requests of Hotel Eagle, Eagle Pass, Texas, and Universal Advertising Agency, Laredo, Texas, for permits to service XEPN, Brinkley's outlet at Piedras Negras, Mexico, and XENT, Baker's station at Nuevo Laredo, Mexico.

Universal application got rough handling from Brown, who reported that the outfit is merely a blind for Baker; that T. Yount, the owner, is Baker's secretary; that the project looks to the presentation of programs sponsored by Baker; that there is no demonstrated need for the outlet; and that the agency had only the vaguest plans concerning its proposed operations.

Washington, May 28.

Government crusade to drive 'Marmola' off the air waves gained momentum Monday (27) when the Federal Trade Commission, backing up the Federal Communications Commission, ordered the Raladam Co. of Detroit, to quit misleading representations broadcast about its product.

With 21 broadcasters under summons to defend their conduct, the Trade Commission action gave added weight to the whole radio apollo movement. Raladam company must show cause why a cease and desist order should not be entered by June 28. Government's halt order alleges that ingredients of the product are harmful.

Fractious which Marmola makers are ordered to abandon are the claim that reputable physicians endorse the use of ingredients contained in the product, that its use constitutes the same treatment all modern doctors employ, that the virtues of the drug are known and harmless, effective and can be taken safely without medical advice and direction.

The government has been after Marmola for a long time, the F.T.C. having engaged in protracted litigation to stop the company's news-stand misrepresentations. Raladam, which ended in a setback for the Federal agency but had the effect of driving Marmola copy out of print. In the interim case, the Circuit Court of Appeals, at Cincinnati, set aside the Commission's order, but the government is on the grounds the government had not shown the existence of substantial competition or that Raladam's alleged misrepresentations constituted competition. This ruling was upheld by the Supreme Court four years ago.

Besides the F.T.C. and F.C.C., the Post Office Department is, and has been playing a part in the offensive against Marmola.

Communications Commission, in taking its unprecedented action and definitely banning Marmola, pointed out last week that it has no authority to censor programs but is operating under the provision of the 1934 law which requires that licensees operate in the public interest. Seeking to head off possible legal action by the broadcaster, the F.C.C. added that courts have upheld its contention that broadcasts inimical to public health may be considered when determining whether stations lived up to their public obligations.

The stations concerned are listed as KNX, Los Angeles; WBAP, Fort Worth; WGAR, Cleveland; WBAL, Baltimore; WGR, Buffalo; WHEC, Rochester; WILD, Des Moines; WJOL, Miami; WIND, Gary, Ind.; WIRE, Indianapolis; WJAS, Pittsburgh; WJZZ, Chicago; WJSA, Detroit; WKBN, Newark, N. J.; WYOM, Omaha; WSMB, New Orleans; WTMJ, Milwaukee; KPFC, San Francisco; KXOK, Kansas City; KMOX, St. Louis. Hearing on their mandatory applications for renewals is fixed for Oct. 3.

# McCOSKER ANSWERS WATERVILLE SPEECH

Alfred J. McCosker, head of WOR, New York, and former N.A.B. president on Tuesday (28) gave rebuttal on behalf of radio to a speech made May 18 in Waterville, Maine, by Howard Chandler Christy, editor of the National Newspaper Publishers' Assn. Christy alleged the party in power controls radio and imposes a semi-censorship on the political out. McCosker is willing for radio to march records with the press in the matter of fairness to political minorities. Christy's speech, the basis of the observation is that allegations of federal control of political free speech is imaginary.

# 5 YEAR RADIO ASCAP PACT IMMINENT; GOVT. SAYS ASCAP NEVER GO TO TRIAL

Seek Settlement Before N.A.B. Convention—ASCAP Will Not Accept Consent Decree—Avers Per Performance Bookkeeping Too Costly

Radio business and the American Society of Composers, Authors and Publishers are prepared to sign a five-year agreement on practically the same terms as the existing one between them. Only matter holding up signatures, declares radio's contention among the negotiators, is approval of the deal by the U. S. attorney general.

Intimations were given in broadcast circles that the accord now prevailing between radio and music will serve to preclude the government's prosing of its anti-trust suit against ASCAP. Trial of this issue has been set for June 10.

Efforts on the part of broadcast-ers' contingent to induce ASCAP to enter into some sort of a consent decree with the government, proved

of no avail. Attitude of the society is that it does not fear the results of the government's action and that it trusts in the legality of its present method of licensing performing rights on bloc.

## Gov't Complaint

Government's complaint filed last summer in New York Federal court, declared that the society's practice of dealing only with licensees on the basis of its entire membership, in violation of the law. Even during the seasons that radio's and ASCAP's delegations have held the past few weeks, Joseph Hostetter, who was retained by the National Association of Broadcasters to wage the copyright fight against the society, has tried to get music's negotiators to accept a per performance system of fees. Under Hostetter's plan the society would con-

pile a detailed catalog of its works with a scale of fee for each work, showing what the price would be for its use on a sustaining or commercial basis, and according to the power of the station broadcasting it. ASCAP's negotiators have refused to entertain Hostetter's proposition on economic grounds. To compile and print the catalog he proposed, they have pointed out, would cost at least \$1,000,000 and entail \$500,000 more in the form of a bookkeeping and clerical staff to keep the records straight on each usage.

If the reps of broadcasting can obtain the consent of the attorney general in the meantime, the new contract, binding for five years, will end during the early months of the convention opens at Colorado Springs July 7. Regardless of what stand the government may take with regard to the anti-trust action, the broadcasters are protected on their ASCAP licenses until the end of the current year. ASCAP had during the early months of the present negotiations presented a four months' extension of the contracts dated to expire Aug. 31, 1935.

## Senator Dill Represents WAAF, Him; See Hearst Behind Bid for Time

Chicago, May 28. Influence of Hearst is rumored in the application for full time by WAAF, daytime station here, operated by the Drovers Journal. The station has been seeking to replace KYW which moved to Philadelphia last year and has been making offers, in vain, for practically every Chicago transmitter.

Hearst interests know to be unsettled with the measure tie-up with WGNR, the part-time NBC station here, for news broadcasts and is anxiously seeking his own outlet in this second market of the country. With KYW's removal Hearst shifted the reading of the Sunday Herald-and-Examiner column to WAAF and is even giving the station news flashes. This station accessions to listen to the Hearst proposition. Ex-Senator Clarence C. Dill has been retained to represent the plea of WAAF for full time.

The strange angle in the midst is that WAAF, Detroit, with which WAAF shares its wavelength, has already secured any other station WAAF application despite fact that WAAF is owned by the Detroit News which is a rival of the Hearst Detroit Times. WAAF is only one third of the required separation distance from WJW.

## CBS SEES BIG 1935 SUMMER

Columbia figures it will better by more than 20% this summer over what the June-July-August stretch brought the network in time sales last year. Web bases this on an estimate of what it will gross the next three months. CBS has also broken down by industry the total it anticipates from the business and found that 37% of the income will be derived from drugs and toilet articles and 24% from food products.

Network's revenue from summer advertising this year is expected to come to \$2,550,580. Last year's warm spell account for \$2,669,544. In '34 the drug-cosmetic group climbed in \$421,000. Last year's accumulation, while this summer the same group is obligated by contract to make it at least \$912,243. The food products for the summer of '34 gave CBS a gross of \$550,935. Network's estimate for the coming quarter has the virtual confidence down for \$695,495. Third on the network's list of estimated income is the automobile industry, with the figure showing in '34 it can't be as good to Columbia this season as it was last. In the summer of '34 the automobiles gave the net \$255,631. This year the network looks forward to a total of \$216,331.

Slightly better things are expected from the tobacco diatribs. Last summer CBS drew from this source \$187,550. Total estimated for this year is \$194,845. Last year's net with the \$363,718 the network drew in June, July and August of 1934.

CBS expects to do 45% better in daytime advertising this summer than it did in '34 and 65% better than it did in '33.

## JAMIE YANKELVICH'S LOOK-SEE AT RADIO

Jamie Yankelovich, South American radio man, who has been in New York since May 16 on a look-see of the radio and television situation, departed for Mexico City yesterday (Tuesday). Later will visit Hollywood in attempt to obtain a contract for a radio show on the Spanish speaking film artists for stations he represents on the lower continent.

He also dabbling in films but his main interests lie in radio. On his return he is expected to have a long interview with the main interests in radio. On his return he is expected to have a long interview with the main interests in radio. On his return he is expected to have a long interview with the main interests in radio.

## Stooging in Radio

Cleveland, May 28. Mel Clear has the toughest radio job. Formerly a leather-pusher, deputy sheriff and chain store owner, he's now a stooge and jack-of-all trades for "Smiling" Ed McConnell at WJH.

He takes care of Ed's two babies, warming milk for late one born May 14. Also writes letters for him, pays his bills, takes care of McConnell's wardrobe and even drives him to studio every morning.

"I'm absent-minded, too," gags Clear, "and the toughest part of this job is trying to remember to keep Ed from forgetting anything."

## RCA Dividends

Although maintaining the dividend rate of \$3.50 annually, as established the first of April on the Preferred 'A' stock, the directors of Radio Corporation of America failed to take any action towards paying accumulated dividends on its Radio Preferred 'B' stock.

Many in Wall Street had expected some accumulation of dividends from directors at the meeting last Friday. Radio 'A' dividend ordered is 47% cents a share, being payable on July 1, to holders of record on June 5. This applies to all outstanding shares of 'A' preference stock, including shares of Preferred 'A' represented by outstanding unexercised certificates of the original preferred, ten of which the original shares being equal to one share of 'A' Preferred.

## Jean Goldkette Off WOR

Jean Goldkette, musical director at WOL, New York, exits on June 3 for the summer. Marilyn Duke and the Charloettes are remaining and will be heard regularly with the summer director.

Al Shayne has been signed for 10 weeks by the artist bureau and will be spotted on several variety spreads.

## Boston Herald Seeks Own Station

## Replodge, Whose Petition Was Turned Down as Individual, Officer of Prospective Corp.

Boston, May 28. A new angle was introduced in the Boston news broadcasting situation when it was revealed that the Herald-Traveler is out to establish its own broadcasting station, and that a subsidiary corporation, known as Fidelity Broadcasting Corporation, has been formed with executives of those papers listed as officers.

Robert B. Choate, managing editor of both papers, is president of Fidelity. Robert E. Replodge, who applied for a station license in Washington, (and was refused) three weeks ago, is vice-president. William C. Venderhorst is treasurer, and Francis G. Jenkins, radio editor of both papers, is clerk of the new corporation. All these men and Harold F. Wheeler, executive editor of the Herald-Traveler, are directors. It is capitalized with 100 shares of no par common stock. No preferred.

This revelation, coinciding with the paper's week-old affiliation with station WEEI for the purpose of broadcasting news has touched off much controversy. Does the Herald's a wheels-within-wheels setup. WEEI, owned and operated by the Edison Electric Illuminating Company, contracted for a station with Press wire service before even appearing a local newspaper. The UP service is a year's contract at \$18,000 with a five-year option. It seems quite apparent that WEEI is in the news broadcast field to stay, for

When the station completed negotiations with UP the Boston Globe

## 26-WEEK PERFUMER

Odetta Myrl Bat on National Song Stretch at \$750

Odetta Myrl Bat has been signed for 26 weeks by 'Evening in Paris' perfume for a Coast-to-Coaster over NBC, starting August 19. Programs will be once-weekly, though time and day are unmet.

Mr. & S. Lyons set the deal for the warbler at \$750 weekly.

## ECONOMY MOVE FOR SUMMER AT WMCA

WMCA, New York, is tossing out its woman's program department altogether for the summer, with the regular program staff handling whatever femme hours arise. Stella Unzu, who had been station sales assignments left the station last week to join Radio Guild of America, a woman's commercial chore was to direct 'Katharine and Callopie', which was sponsored by Textile Refinishers. Ending of this contract however, brought all special activities in this field to a close.

Alfred Hall has been named new program director at succeeding Lewis Field, who exited Saturday. Helen Hancock, Reid's assistant also left at the same time. Hall will take up his new job Monday (27) used to be in the announcing department. Bob Carter, formerly with WJZ, Philly, moves into the announcing vacancy. Phil Fuss, formerly with WOR, New York, is new to the sales staff at this station.

## GUY LOMBARDO MAY BE ON NBC AND CBS

Standard Oil of New Jersey may also route the Guy Lombardo unit over NBC for a weekly half-hour. Spot that NBC has offered the refiner is the one preceding the Jack Benny-Jell-O program on the blue WJZ (11) Sunday night. Standard would affiliate Lombardo commercially with two networks at the same time.

Band debuting on CBS for SONJ Monday evening, July 8.

## Smallies Wearing Grins

Chicago, May 28. Indie stations are getting ready for a hot spot of activity this fall following the various pronouncements by the big key stations and the networks regarding indie and other minor stations. See themselves getting all this business which's being shunted off the key outlets.

Already they are contacting local proprietary manufacturers and their agents to see about contracts, and the minor league stations are surprised to find themselves suddenly welcomed with open arms after having been given the cold shoulder these past few years.

Medical manufacturers, though chased off the top outlets, are too much into radio and are too accustomed to hearing during the last years to do away with the air entirely. Therefore, if not able to capture on the big-watt stations they feel that they must content themselves with the lesser outlets. In general, it appears that the proprietary crowd is going to make a play for the foreign elements in the cities and to the rural population through the stick outlets.

## Improbable Broadcasts

## No. 20—Uncle Don's Club for Grown-Up Kiddies

By Bob Landry

## Sabin Given WBZ-WBZA Sales Ink; Two Cities Linked as One Unit

Boston, May 28. WBZ, Boston, and WBZA, Springfield, New England outlets for NBC, are stepping out on another campaign for a bigger cut of regional ether biz. Thomas Sabin, contract closer for the New York NBC sales crew, has been appointed sales manager for the two New England stations.

Sabin's problem will be the same as his predecessors: he will have to sell the two stations together, as they are inseparable when it comes to commercials. Squawk on the setup from some prospective sponsor is that they want to buy only coverage for either Boston or Springfield and let him about the stations are located.

George A. Harder, publicity director for NBC in New England, still retains title of sales promotion chief.

## NO 10-MINUTE SLABS FOR SALE AT NBC

NBC salesmen were advised last week that regardless of what Columbia does NBC will not depart from its policy of selling anything but 15 minutes on a hook.

Quincy developed after CBS sold Stoneapple and Budd to Devoe & Reynolds, paint mixers, for a twelve-week 10-minute program over a cross-country link.

Instructions given the NBC time purveyors were that the 10 minutes preceding or following the presentation radio bulletins could only be disposed of locally, and that goes for either the summer or the peak business months.

## Visiting New York

Jamie Yankelovich, L.R.3, Buenos Aires.

Harold Nere, WSMB, New Orleans.

Van Newkirk, KXN, Los Angeles.

J. L. Van Volkenburg, KMOX, St. Louis.

Earl Gammons, WCOO, Minneapolis.

Leslie Atlas, WBBM, Chicago.

Kelly Smith, WBBM, Chicago.

Stanley Hubbard, KSTP, Minneapolis.

Harry Wilder, WBYR, Syracuse.

A. D. Willard, Jr., WJWV, Washington.

Howard Neumiller, WBBM, Chicago.

Charles Gurney, WJAX, Yankton, South Dakota.

Leo Fitzpatrick, WRN, Detroit.

Dick Richards, WJR, Detroit.

C. W. Myers, KOIN, Portland, Ore.

Don Seale, WIBC, Tokpeke.

A. H. Saxton, NBC, San Francisco.

John Patt, WGAR, Cleveland.

John Bennett, 7GB, Sydney, Australia.

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## Priddy's WBBM Circus

Chicago, May 28. Al Priddy, former radio business agent, has grabbed off a sponsor, the Malto Malt company which will ride on WBBM, Columbia station, starting this summer on a times-weekly children's program.

Priddy is writing and appearing on a show about horse life to be tagged 'Adventures Under the Big Top' which will operate in conjunction with the advertiser's Malto Malt Circus Club.

## Barrett States Only 3 Subscribers Have Walked Out on Press-Radio

Under the latest interpretation given the press-radio agreement newspapers affiliated with the Associated Press are free to make up their news broadcasts from the latter's regular service as long as they continue to pay a fee to the Press-Radio Bureau of the American Newspaper Publishers Association. In all such instances it is mandatory that the newscasts be described as the reports of the Press-Radio Bureau.

Among the newspapers that have already started along the news on this basis are the Washington Post, WRC; the Rochester Times-Union, WHRC; the Grand Rapids (Mich.) Herald, WOOD-WASH; the Minneapolis Tribune and the St. Paul Star, WTCN; the Waterbury (Conn.) American Republican, WIXBS; the Elmira (N. Y.) Star-Gazette, WESG; and the Milwaukee Journal, WTJM. There is no limitation as to the number of times or amount of news that the AP members may broadcast during the day. United Press extends to its clients similar privileges, provided that they enter into a separate contract with the news service for the use of its material for broadcast purposes.

Entry of the UP and the International News Service into the business of selling news for broadcasts has cost the Press-Radio Bureau the loss of only one client to date, according to James W. Barrett, the bureau's manager. This account was WEIL, Boston, which two weeks ago bought a UP franchise. Other two clients that have broken away from the bureau since the ANPA convention in April are WLW, Cincinnati, and WMBD, Peoria, Ill., both of which switched their alliance to the Transradio Press Service.

Suit which Herbert Moore filed last week in behalf of Transradio in the New York Federal court against the press and network factions was resolved in broad circles with mild personal concern. Regardless of the outcome of the litigation, the broadcasters fear the Transradio Press Service will be a serious back for the press association through their present policies toward broadcasting and that this position of seclusion of the press will be considerably enhanced by the willingness of the UP and the INS to give them anywhere from five to 10 year contracts, before the end of the trade in that Moore's suit will likely be settled through an outright purchase of his organization by the UP.

In his action Moore charges that the AP, UP and INS and NBC and Columbia conspired to destroy Radio and its subsidiary, the Radio News Association, through the operations of the press-radio agreement and the Press-Radio Bureau. Moore is asking for a total of \$1,100,000 in damages.

As an illustration of how his organization became a victim of the alleged combination and conspiracy, Moore in his complaint cited the refusal of WBBM, Chicago, and WGN, Minneapolis, to accept Transradio news programs offered them by Continental Broad.

Herbert Moore, president of Transradio, has sent a letter to all subscribers to explain the Transradio suit against the three major press associations and the two leading networks on charges of conspiracy in restraint of trade. Moore states in part: "I want to give you the most formal of assurances that the service... will continue absolutely uninterrupted... I desire to assure you, that you will, in no way, be involved in these proceedings."

"It is a battle which we have elected to fight. The issue—what rights has the medium of radio in the dissemination of authentic and reliable news—is well known. We shall exert ourselves to the limit to assure for the medium of radio that equality of freedom which has been and will be the keystone of the American press."

## 7 KINDS OF NEWS

WSOC, Charlotte, Exploits Varied Aspects of Current Events

Charlotte, N. C., May 28. WSOC is going in for news programs on many fronts. Under the new set-up recently installed by Program Director Paul Norris the station now has: Headlines in the News; the Transradio news service that comes three times a day; 'Personalities in the News,' weekly interviews with local persons prominent in the news; 'Humanity in the News,' a weekly series dealing with long and short social events and personalities; 'Religion in the News' and 'Education in the News,' released by NBC and 'Interesting People in the News,' released by American Magazine.

With that collection of 'in the news' presentations, the station has an additional sporting news program that it calls 'Sports Parade.'

## NBC BOOKLET ANSWERS SOME QUESTIONS

NBC has found that it underestimated by 5,000,000 the number of radio families claimed for the blue loop link nationally in its recent series of station coverage maps. Corrected figures are contained in a booklet which seeks to answer some of the queries propounded by agency and advertising men about the 'NBC Network Area.' Booklet, entitled 'Every Good Station Serves an Area,' being distributed to the trade this week.

Web's original circulation study estimated that the blue link's national service reached 12,366,000 out of the 13,966,000 radio families within the blue area. The revised figure, however, shows the blue link's 000 out of the 15,718,000 radio homes which it now says are encompassed by the blue loop nationally. With WBBM, Indianapolis added, this potential circulation for the blue is upped to 17,612,000 radio families.

Answers set up in the booklet under heading to clarify the signal strength and mail count principles upon which the circulation studies were based. Booklet explains how in adopting one-half millivolt as the minimum unit of coverage for a community the network complied with the general principle of the engineering field. By half-millivolt coverage is meant the geographical area in which a signal of that strength is delivered to the receiver. Also explained is the fact that the signal strength surveys were made during daylight hours, which ruled out entirely the effect that the sky wave, which bobs up after sunset, might have on the station's measurement. NBC holds that the ground wave is the one that provides the signal in the primary area of the station and therefore is the dependable signal.

Among the questions on NBC's mail response analysis that the booklet answers is one dealing with the method used to determine the potential circulation of a particular county. Another query given attention is whether the potential circulation figure of two stations which cover the same county are used twice in making up the total network potential circulation. NBC's reply to the latter question points out that when a county is covered by two or more stations their percentages of potential circulation of that county are added together to determine the network's circulation for that county; but in no case are the stations' individual potential circulation figure used a second time.

## GENERAL MILLS' 1935 TEST

May Spread to 60 Stations in Autumn—INS. Giving Assurances to Stations Buying Service by Willingness to Sign Long Term Contracts

### AN EDGE

Chicago, May 28. International News Service has been bought by General Mills on all Hearst stations starting on June 1. News will be broadcast twice each afternoon in five-minute periods except in Pittsburgh and San Francisco where there will be three five-minute shows, the third to be an early evening broadcast. Deal in 13-week test and if clicking will be spread by General Mills to some 60 stations throughout the country and will carry INS news exclusively.

This exclusive tie-up has been worked out by Pete Peterson of the Hearst radio enterprises. Peterson was formerly radio director of the Blackett-Sample-Hummert agency here which handles the General Mills account.

Of more importance this INS-General Mills tie-up represents a new angle in the selling of the INS news service to stations which haven't yet made up their minds. With this General Mills business in their lap the INS salesmen are able to offer stations tangible results in sponsoring and advertising if they would sign for the INS service. If the INS test on the Hearst stations clicks General Mills is known to be ready to contract time on these 60-odd stations on a 52-week basis and this serves as a powerful wedge for INS in giving its sales 'a leg to the stations' since many of the broadcasters have been hesitating about, signing for the INS deal on strictly a gamble basis, not knowing whether they would be able to sell the news to advertisers.

INS is removing doubts among the station managers who fear that the recognized newspaper services may be playing a trick on the station. To counter this fear that INS and UP may be merely going into the business primarily to undermine other services INS is offering to sign long-term agreements running from five to 15 years with the stations.

## J. O. Maland Elected

Des Moines, May 28. J. O. Maland, vice-president, WIO, was elected president of the Iowa Broadcasters' association in a meeting of 20 representatives of 20 Iowa stations held in Marshalltown, Iowa, last week. E. N. Peak is secretary-treasurer.

Associated with meet Des Moines on June 24.

## U. P. Asking 'Guarantee Against Percentage' Deal for News Wire

Chicago, May 28. United Press reps are busting around the territory selling the UP station group of two stations which are placing much emphasis on the fact that UP will deliver exactly the same news to the stations as it does to the newspapers, and in order to prove it are offering the stations the privilege of tying in with the newspaper lines, so that the stations can see for themselves that they're getting the same stories at the same time.

In selling the service United Press is establishing a radio precedent by asking for a guarantee and percent-

## Can't Sell Sponsor News But May Spot Paid Announcements At Start, Middle and Finish

### One Down—New Style

St. Paul, May 28. 'One down'—long a standard golfing term—has a meaning all its own to WPPS (St. Paul police dept.) announcers. 'One down,' followed by a location, means to squad car cops that there's a drunk at the given address unable to navigate.

## 25 NEWCOMERS, MANY OUTS AT WLW

Cincinnati, May 28. General cleaning out of present WLW-WLW and WSAI to make room for biggest batch of talent taken on by Crosley at any one time. Newcomers, numbering 25, began arriving last week from New York, where they were engaged by John L. Clark, gen. mgr. of the stations, and his timber scoops Don Becker, Bill Steens and Art Chandler. Most of 'em are on trial for a fortnight.

Best known recruits are Harald Hansen, operatic and concert tenor, who soiled with eastern symphonies; Claire Grenville, dramatic, and the Virginians, a vocal foursome. Other invaders include Cordova sisters, pipettes; Tom Grisselle and Milton Rosen, music arrangers; Palmer Ward, Paul Powell, Hal Fimberg, scenic; Howard Warwick, continuity editor, M. E. Jacobson, production, and Andrew Stanton.

Shakeup resulted in three letouts last week; Howard Sagmaster, continuity editor; Joe Chamberlain, writer, and Leo House, production. Georgia and George, new sustaining act at WCKY, assigned to Tuesday evening quarter-hour period under 'Swing High, Swing Low' billing. Geor la does Negro spirituals and bears down on blues while her partner presides at the ivories.

## Life Saver Auditioning

Life Savers, through its ad agency Topping & Lloyd, is on another audition bender, trying to find a show for a network spot. It's heard 11 so far.

It's the same account that it's kind of a record five years ago by hearing over 100 auditions and that ended up by deciding not to go on the air.

Los Angeles, May 28. West coast publishers, in their efforts to combat United Press and International News getting into the radio news field, have devised a way to beat the restrictions on official Press Radio news that prohibits the bulletin service being sponsored.

Publishers, controlling Western Press Radio (affiliate of the official service) is starting to deliver four 15-minute news broadcasts a day with the understanding that while it cannot be peddled for commercializing, stations, however, can sell spot announcements for the opening, middle and ending of the period. Previously, Western was supplying four five-minute periods for \$12 a month. New set-up with permission for the spots, is \$60.

Finger-crossing scheme to get away from the sponsorship restrictions is being launched by the west coasters to kill two birds. It's figured that neither UP or INS can compete successfully against this set-up on stations already taking the Western Service and further, that for the first time the bureau will be forced on a profitable basis. Report is that last year's operations of the service showed a deficit of around \$10,000. This was met by month by passing of the hat among publishers.

Western Press Radio had a top of around \$100,000, but at present is servicing about \$50. Just how many of these will stand the upping of the price is as yet uncertain, but dependent, naturally, on the smaller station's ability to sell the spot announcements in connection with the bulletin.

## KSTP SCOOPS RILE ST. PAUL

St. Paul, May 28. News broadcasting, always a free-for-all, is being stirred in at 11:04 a. m. and 15 seconds later this NBC affiliate was telling the world. On May 28, KSTP's program over F. D. I. S. veto, KSTP had the dope before the mike at 12:53 p. m., other station coming to bat with same report at 1:31 p. m. When Senate failed to over-ride the veto, picture was the same.

Joe Hansen, says it's all due to KSTP's highly specialized system which rivals don't see to be able to savvy, copy or cope with.

## WARD BREAD SPONSORS WSBT STREET QUIZ

South Bend, Ind., May 28. Ward Bread assumes WSBT's Man on the Street broadcasts as a daily obligation starting this Monday (31). Program involves Joe Joland doing the interviewing over a portable transmitter on a downtown street from noon and Hal Hausman, of the South Bend Tribune, summing up the opinions garnered from a mike in an WBBT.

Deal is for 13 weeks.







# RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

## Outstanding Stunts:

### GARDEN PARTIES IOWA FORD DEALERS

CHILD BAPTIZED ON AIR  
WHIO, DAYTON, O.

### Ford Garden Parties

Des Moines.  
Hub McGraw's nine-piece dance orchestra, which is popular in these parts, due to radio broadcasting from KSO, will make a six weeks' tour of Iowa to appear at garden parties and outdoor exhibits sponsored by Ford dealers.

Idea of garden parties under sponsorship suggests itself as a natural for radio station-advertiser tie-ups. Could also tie-in with local newspapers.

### Child Baptized On Air

Dayton, O.  
One of those unique incidents that make radio broadcasting the most amazing of all forms of popular entertainment was staged at WHIO when the baptismal ceremony of a young babe was broadcast, followed by a voting contest in which the public sent in 500 name suggestions. Child, finally was tagged William Edward Ivan O'Connor so that the initials spell out WHIO. Yes, daddy works for the station.

### Station Press Books

Buffalo.  
Taking a leaf from motion picture press books, WGR-WKBW are preparing weekly exploitation for individual station programs. Elaborate booklets with copy and art work are distributed through the national and local field, calling attention to buys WGR-WKBW consider unusual.

Transradio Sunday and daily press periods and local broadcasting System wide range transcriptions are the first three to go into the radio "press" book.

### Murder Trial Series

Los Angeles.  
With several stations here dramatizing police cases from local records, KFAC is launching a program, "Guilty or Not Guilty," based on outstanding murder trials.

Tabloid court cases will be in 30-min. periods each week, produced and directed by Arthur Tibbels. Porer Tire Company commercialing.

### Golf as Material

Omaha.  
Golf as material for broadcast is a game little touched for local purposes, and not much more by chains except as a subject for gags. It's taken Stan Davies, Omaha Field Club pro, to develop the magnetic angle on the sport and get the repeat trade from the limited club. His weekly period over WOW already has a year's service behind it and going into second season.

Response to Davies' efforts so marked that it has led to national

recognition of the Omaha pro in the publication of the trade, "Golf" magazine devotes several pages to describing the system and examples for the benefit of other pros who can use in popularizing the sport in other spots. May issue plugging the idea as a means of spreading the golf gospel.

Davies has used the idea of drawing interest to the personalities and news of golf in more or less informal and chatty style, akin to the 19th century discussions. He has entirely trying to teach golf by radio as too technical and likely to be more confusing than helpful. This is the angle which is usually attacked and which results only in boring and complicated talks. Works on the idea of creating interest and occasionally brings in a point of instruction when a story or personality situation illustrates it.

For instance, he describes the international four-ball matches, tells the inside of how a pro got his start on a loan from a film star, gives personal items of interest about championship stars and pros, gives news on coming tournaments and details of local qualifications and such, tells a humorous incident of how a blind war veteran learned to play the game. To vary the material, Davies uses a series of "golfing" listeners-in have girls (relatives or friends) in college here.

Nearest opposition WBT Charlotte 70 miles away and Greenville, S. C. station 32 miles away.

Under manager Evans are: Announcers Bob Williams, William Turner, Vance Brooks, Francis Fitzgerald and the news service staff, Jack Hudson, chief, Ben Farmer and Chick Slack; Roy Garner, commercial manager; Edman Britt, program director; and Paul Nelson, musical director, also others on staff. Large staff of artists, guests and otherwise.

May or may not be a coincident that traffic infractions are down 35% in Dayton.

### 'How to Hold a Husband'

New York City.  
"How to Hold a Husband After 41 Reminiscing Wedding Anniversary" and "The Sweetest Thing My Husband Ever Did" are typical subjects for discussion over Allie Lowe Miles woman's club program on WOR.

Housewives who write good essays are invited to the studio to read them over the air. Station works this up to assume the character of a great distinction.

### Audition by Another Name

Baltimore.  
WBAL took entire cast of a daily sustaining program, Hi-Non Jinks, to the station of the Baltimore Ad Club and put on a show gratis. Carted along rock and soloists, set up in banquet chamber and gave the clubmen similar show to type on at studio, though the in-person appearance was not aired. Ad Club is made up entirely of newspapermen, advertising groups and artists. A large portion of the members present were men who were real property owners of a radio period, and though on surface the talent appearance looked off before the program was first time an addition of program run by good gang of possible talents.

Naturally, no overtures were made to those present in audience; not even managers, though the program could be had for air advertising.

### Showmanship in Albuquerque

Albuquerque, N. Mex.  
New sustaining program on KBB, is mythical tour to various of the 35 states and territories. Outfit headed by Uncle Robbie as a dance caller and cities by names in citizens in one city on each broadcast.

Music is typical hill billy and yodels in hinterlands eat it up if letters count.

### Copping Celebs on Wing

Salt Lake City.  
Publicity and news stunt formulated by KXDL, is the installation of remote control facilities at the Salt Lake City Airport. Idea is to nab all prominent personages landing at local airport, one of the key centers in the U. S. Also proposed to scoop guests.

A portable microphone enables immediate pick-up anywhere on the field or directly from the plane. Dave Simmons, staff announcer, handles the questions.

### Deep Sea Fishing Program

New York City.  
WHN, New York, starts a deep-sea fishing period Thursday (30) under the tag of "Admiral Ben" to run twice weekly at night for 15 minutes.

It's being done seriously, with Ned Dobson, vaude agent, writing the continuity and Mitchell Benson, formerly stage producer, associate to L. K. Sidney, WHN's head, doing the scripting.

C. of C. Gives WBT a Puff  
Charlotte, N. C.  
Charlotte Chamber of Commerce, deciding that one good plug deserves another, is now turn-about on playing WBT. One of its principal sources of publicity, and is distributing literature that brags on the station as a powerful asset to the city, financial as well as otherwise.

Stations in other towns might arrange similar deals. Literature pictures the 50,000-watt, picture station as renting an entire floor in a principal office building, maintaining a transmission plant, supporting a regular payroll of 50 persons, and an additional talent payroll of 50 others who work part time in particular spots.

## STATION PORTRAIT

WSPA, SPARTANBURG, S. C.

"The Voice of South Carolina" is housed in new structure locally named "Radio Center" in Evanson Heights, three miles from Spartanburg. Power rating, 320 kilowatts, 1,000 watts. Has numerous remote control spots linked-up in area, also owns and operates its own lines into every section of the city.

Large pick-up in business, especially local, since this spring. "Dawn Patrol," a m. twilight organ program with Paul Nelson recently launched and pulling strong. Various other new programs include children's programs with talented local tots.

Station stresses local or regional programs and goes after civil events. Broadcasts seven days and nights a week and operates a 10 a. m. to 6 p. m. local talent. Spartanburg is music instruction center. In South, hence averages better than usual for a town of its size in such programs.

Many times the day-inning listeners-in have girls (relatives or friends) in college here.

Nearest opposition WBT Charlotte 70 miles away and Greenville, S. C. station 32 miles away.

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## NEW YORK RADIO PARADE

By Nellie Revel

Dodge Motors will air a long series of recordings over a series of stations not compiled as yet. Talent consists of Vic Young out on all platforms with Boswell Sisters set for three records, Bob Crosby also three and Morton Downey the same. The Mills Brothers and Ruth Etting will make the two recordings each. All talent except Morton Downey is under management of Rockwell O'Keefe. Agency for client is Ruthrauff-Ryan. RCA will do the recording. Vic Young did the batoning for the WB-Chevrolet recordings.

### Ed Wolfe's Summer Unit

Radio name summer vaude unit will be produced by Ed Wolfe and opens June 1. Talent consists of Mary Small, Phil Cook, Pope and Louise and winners of Major Bowes, Fred Allen, Fred Allen and Gus Edwards amateur programs. Jack Rubin of Ed Wolfe's office who doubles as actor in CBS script, "The O'Nell's," will redouble and m.c. the unit being billed as "Jack Rubin of Silver Dust's 'The O'Nell's'."

### Reverts to Pri va

After three years going straight, Phillips Carlin who, before becoming NBC sustaining program manager, was one of NBC's top announcers ranking with Milton Cross and Graham McNamee. He reverts to type and will front for Graham McNamee over WJZ at 7:45 tomorrow. (And he better be good.)

### That's How Rumors Are Made

Recently this column carried a line to the effect that Tom Revore of Benton and Bowles was expecting an addition to the family on May 29. The info was received while in the presence of, 'not' from Mr. Revore. Since no denial came from the man most concerned the line was printed. Since the entire Revore has been having. His office staff has been riding him plenty of late since the addition to the family is expected not in the home, but in the barn.

### Odds-and-Ends Collectors

Name bands playing one-nighters have a new menace to their peace-of-mind. In past orks have suffered plenty from instrument antics, New southerners are driving the orks daffy. Little Black Little troupe recently returned from tour with a loss of five items ranging from a microphone to the bow for Harry Sulkin's bass.

### Surprising Charlotte

Charlotte Funking with WEAF since 1925 loo'ing after the news clips will be given a surprise luncheon today by members of the press department. Five ex-members of the press department will return for the feed. Mike Funking is resigning to catch a bit of rest prior to receiving the stork.

### F. D. R. Jumps His Cue

CBS was a minute later than NBC air with the President Roosevelt bonus veto. NBC had been airing all the prelims to the talk. CBS switched the show on promptly at 1:30, as per schedule, only to find the President had started his spiel a minute ahead of time.

### For Sweet Publicity's Sake

CBS Pro Derby aired from Calif. let one member of program with a hooked feeling. One of the frogs was named after Policy McGintire of the Fred Waring ork. Policy also stood-by in NY City studios and did the winning frog spiel at end of race, the lines carrying show being reversed at last minute. The continuity of program was readied on Coast with no one here seeing script. Policy frog lost out early in race which was bad enough, but after doing speech neither Policy nor the Waring ork received any billing. There is a slight feeling of 'that's not fair'.

### Lux's One Month Vacation

Lux Theater of Air switch from Sunday afternoons at NBC to Monday eves at CBS will have the show off air for one month. Program's best opening to leave NBC in June 30, since show was on 62-week contract with the usual cancellation clauses. Meantime CBS coast-to-coast time will not be available till July 23. So show remains off air tho' planning for super-extra-special program on return. One reason for switch is that afternoon show brought program to Coast listeners well before thanks to the daylight saving routines which on a Sunday aye doesn't mean many dialers.

### Scrambled Notes

Union replaced the \$30 per week female stand-by pianists at CBS-WABC with \$100 a week union members. Gals were Carla Romano, Marian Carls and Vera Eskin, last named now a CBS hostess. Gals were Lyman, Milton Berle, Ella Logan do a one shot half-hour show for NY Post on WOR on June 3. BDB&O sent a troupe to Wilmington, Del. to audition for Du Pont. Burns and Allen say all summer... ditto Andy Sannella and Manhattan Merrygo-round. Innis Harris reading again. This time through Midwest and returns 6/8... Ben Rocke auditioned Harry Sailer ork for McKesson & Robbins, the drug and liquor folks... No more recordings for "Pick and Pat" since CBS gives them complete network... Ruby Coward of NBC accompanied the Pickens Gals to Buffalo to give the new act the o.o.t... Tito Coral, bartones, resigned after CBS artist bureau for two more years... A. H. Saxton, Western Division Engineer of NBC moving from Coast to Radio City with fru and daughter. 9 six-week trip.

**JOHN CAMERON SWAYZE**  
"Your Journal-Full Radio News Reporter"

will broadcast hereafter exclusively over

**WHB**  
"Kansas City's Dominant Daytime Station"

Now the latest news bulletins over WHB weekdays at  
7:20 A.M. 12:30 P.M. 4:15 P.M.  
and whenever conditions require during the day!

**KANSAS CITY JOURNAL-POST**

**DON DAVIS, President**      **JOHN T. SCHILLING, General Manager**

**KANSAS CITY'S  
DOMINANT DAYTIME STATION**

ANOTHER NEW IDEA FOR  
NEW YORK'S LIVEST  
STATION!

**MGM'S  
MOVIE CLUB**

SUNDAYS  
1:30 P. M.

Featuring RADIE HARRIS, Famous Movie Writer

**WHN'S "BARN DANCE"**

THURSDAY 9 to 10 P.M.      SATURDAY 8:30 to 9:30 P.M.

The NEW      The Greatest Barn Dance on the Air

**RAY NOBLE**  
**and his orchestra**

**OPENING**  
**MAY 31st**  
*The Rainbow Room*  
ROCKEFELLER CENTER ROOF  
NEW YORK CITY

**BROADCASTING**  
*Ray Noble*  
**WEAF-NBC**  
WEDNESDAYS 10.30—11 P.M.  
**VICTOR RECORDS**  
Ray Noble is represented by the William Morris Agency and  
**ROCKWELL-O'KEEFE INC.**  
RKO Bldg. Radio City New York

## New Business

## CLEVELAND

**Eljira Merchants**, 20 15-minute musical periods, Tuesdays and Fridays. Direct. WJAY.

**Master Gas Operators**, six quarter-hour a week by Marie Purns, hill-billies and Gene LaVale, for indefinite run. Direct. WJAY.

**Kroger Groceries**, 25 five-minute spots daily at 9:15 a.m. Placed through Wessell Company. WGAR.

**Haris Mountain Products**, 29 announcements on Ethel and Ben program, daily 11 to noon. Placed direct. WGAR.

**Ford Motors**, 32 announcements on Sundays preceding Jack Benny.

## ARTHUR BORAN

Radio's Most Versatile Entertainer

## HARVESTER CIGAR HOUR

MONDAY, JUNE 3RD

WOR New York 9:30 P.M. EDT  
WGN Chicago 9:30 P.M. EDT  
WAB Boston 9:30 P.M. EDT  
WLW Cincinnati 11:00 P.M. EDT

## Third Return Engagement Within Six Months Washington, D. C.

Week of June 7  
Warner's Earle Theatre

Presenting His Noted Impersonations of Stars of the Stage, Screen, Radio, Night Clubs and Political Life  
\* Dir. WM. MORRIS AGENCY

## EASY ACES

NBC  
7 30

MONDAY, TUESDAY,  
WEDNESDAY NIGHTS

"Hello Stranzer"

## SAM HEARN

Direction  
Wm. Morris Agency

THE ULTIMATE IN  
NOVELTY PROGRAMS

## BORRAH MINEVITCH

WOR, 8:30-9:00 P. M.  
Every Tuesday  
REID'S ICE CREAM

## GRACE BARRIE

Sole Direction  
HERMAN BENIE  
1619 Broadway, New York

6:00 p.m. Placed through McCann-Birkman. WGAR.

**Wagner Motors**, 20 spot announcements, Tuesdays and Thursdays, 8:30 p.m. Placed through Kuff and Smith. WGAR.

**Race of Nations**, indefinite series of 6-minute spots, 6-7 p.m. Placed through Kuff and Smith. WGAR.

**Second Hour**, daily 11:00-11:15 p.m. Direct. WGAR.

**School's Foot Show**, 25 five-minute programs daily except Sundays, 7:55-8:00 p.m. Direct. WGAR.

**Grandstand**, 25 15-minute programs from New Newark, Thursdays only, 6:45-6:50 p.m. Placed through Kuff and Pratt. WGAR.

**Slovak Radio Club**, 52 weeks of one-hour musical programs every Sunday, 1:30-2:30. Placed direct. WJAY.

**Immigrant Cultural Club**, half-hour nationally programs on Thursday nights for one year. Placed direct. WJAY.

**DeMar Products**, quarter-hour of Wides of Wides by Gene LaVale six times a week, 4:40-4:45 p.m. Placed direct. WJAY.

**Green Brothers**, three quarter-hours per week on dentistry, by Uncle Chas and Mary Jane. Placed direct. WJAY.

## CEDAR RAPIDS

**Brunwell Milling**, one announcement a week for 22 weeks. WMT.

**Charles**, six announcements a week for eight weeks. WMT.

**Small Stone Co.**, one 15-minute program by Bohemian Band a week for 52 weeks. WMT.

**Pediatric Pharmacy**, one 15-minute program by Bohemian Band a week for 52 weeks. WMT.

**Paris Academy of Beauty**, two 10-minute programs a week for 26 weeks. Program is inquiring reporter remote, direct from shop. WMT.

**People's Savings Bank**, seven announcements a week for 26 weeks. WMT.

## FORT WORTH

**Shield Co.**, refrigerators, Ft. Worth, one-hour program, with Milton Brown and Musical Brownies. Direct. KTAT.

**Peterson's Ant Food**, 30 spot announcements, agency. KTAT.

**Carrier's Tablets**, two five-minute transmissions, Hixson O'Donnell, inc. agency. KTAT.

**Foxes & Co.**, refrigerators, Ft. Worth, 30 spot announcements. Direct. KTAT.

**Basham Poultry Co.**, Ft. Worth, 30 spot announcements. Direct. KTAT.

**Maletic Parking Station**, Ft. Worth, 300 spot announcements. Direct. KTAT.

**Dandee Smart Clothes**, Ft. Worth, 300 spot announcements. Direct. KTAT.

## LOS ANGELES

**Great Toasty**, 13 five-minute programs from May 19 to Aug. 14 "Tales of Real Estate." Placed by Dana Jones Co. KHJ.

**Marion H. Gray Co.** (Grayco Shirts), 39 15-minute programs, Lou Trevelling, motion picture comedian, direct. Placed by Lockwood-Shackelford. KHJ.

**General Mills (Sperry Flour)**, 10 10-minute sections of "Feminine Fancies." Placed by Westco Advertising Agency. Don use network from KPRC, San Francisco.

**Rocket Gasoline Co.**, 30-minute amateur show once a week, 13 times. Placed by Beaumont & Hohmann Agency. From KHJ for Don Lee network.

**General Mills (Sperry Flour)**, participation on six programs, "Feminine Fancies." Placed by Westco Advertising Agency.

**Flaude Hughes School of Piano**, 12 15-minute Sunday programs, "Piano and Commercial Talent." Placed by Tom Wallace. KHJ.

**Federal Outfitting Co.**, two 15-minute musical programs. Placed by Al Jarvis. KHJ.

## OMAHA, NEB.

**Bunte Brothers**, candy, announcements four times weekly to Oct. 1, renewal. Placed through Fred Robbins. Chicago. KOIL.

**Poddy Brothers Motor Corp.**, transcription announcements twice daily except Saturday and Sunday. Placed through Ruthrauff & Ryan. New York City. KOIL.

**Falstaff Brewing Co.**, five announcements daily till for bid. Through Gardner Advertising Co., St. Louis. KOIL.

**Iowa Fruit & Produce Co.**, announcements twice daily except Sunday for two months. KOIL.

**Martha Washington Candy**, the Bill Sheets Co., Chicago, announcements four times weekly for 13 weeks, from June 21. KOIL.

**Union Outfitting Co.**, department store, three announcements weekly for year. KOIL.

**University of Omaha Law School**, three announcements weekly for three months from June 10. KOIL.

**ALBUQUERQUE, N. MEX.**  
**McMurtry Point**, 75 daily spot announcements of 30 words each. KOIL.

**Alko Seltzer** (renewal contract), 13 weekly transmissions of Brown and LaVale feature. KOIL.

## WOR's Concert Tieup

Philharmonic Symphony concerts and the operas at the Lewisohn Stadium, City College of the City of New York, have been tied up exclusively for broadcast purposes by WOR, Newark. Deal provides that the Newark outfit may feed the programs to the Mutual Network.

Summer series at the stadium starts June 27.

## Deceit or Showmanship

Indianapolis, May 25. When criticized by a sports writer on the Indianapolis News for failing sound effects and giving the impression of actually being at a baseball game, while receiving reports over a ticker, Len Riley, sports announcer for WIRE, related with a scorching barrage of well placed adjectives.

Riley stated that the News commentators was probably the only listener who was under the impression that he was trying to deceive the public, as he introduced himself as broadcasting from the station, and only failed the sound effects to add interest to his chatter.

## HERE AND THERE

Low Forman joins Station WINS, New York, as musical director this Monday (3). He is a former RKO vaudeville house conductor.

Station KSD, St. Louis, Mo., has applied to the Federal Communications Commission for full time on the 550-ke channel which it now shares with KFUP, Clayton, Mo. Latter station, and not KSD, as has been erroneously reported, is requesting a transfer to the 1010 channel.

Springfield Newspapers, Inc., Springfield, O., is asking a new station on 1120 with 250 kw.

Harry Richman, through his personal rep, George Wood, has signed an exclusive booking management contract with Rockwell-O'Keefe.

Carles D'Angelo is not leaving his present assignment as radio director for the Blackman agency. Report of his impending departure starts when one of the Blackman partners, Martin Harper, undertook to help Vick Chemical find a man for the radio department.

Kenneth Randolph, formerly commercial mgr. of WSMK, Dayton, O., is leaving the radio department of the White-Love agency.

Edgar Kobak gave Notre Dame's business school the lowdown on broadcasting in an address by invitation Thursday (23).

June Emmet, formerly tap dancer in the Benny Davis-Herbert Payvaude act, is now part of the harmony mixture of Jack, June and Jimmy on CBS and WEAF. New York Trio, which includes Jack Kane and Jimmy Kanner, are doing a twice weekly series for E-Zee-Fees over CBS as a Thursday evening program on the NBC net.

Lincoln Dellar, former mgr. of KGB, San Diego, has joined Radio Sales, Inc., in New York.

WIBX, Utica, supplies two sustainers for CBS in George Wald's Ensemble and Colgate University Glee club.

Robert Richmond of East Orange, N. J., doing Town Talk series over WJNB, Bronx, now.

Ted Claire to handle golf and fishing news also over WHN, New York.

Tom Riley, production man on NBC's New York staff, ill in hospital for several weeks.

David B. Henley, who left WDAY, Fargo, N. D., in 1932 as program director, has returned as press agent. Station, 13 years old on May 22, now tied up with Fargo Forum.

Harold G. Nebe, WSMB's chief engineer, is on a trip that will take him to New York City, Schenectady, N. Y., and Cincinnati, Ohio. Will be absent for 10 days. Pete Haman, Bill Nevill and John Royer will share his duties while he's gone.

Waffie Rubens, radio manager of

## CBS MAPS OFF PRESS

About Trade for the Trade—Differs From NBC's

CBS will have its new station coverage maps of the press by the end of this week for distribution to advertisers, agencies and member outlets. Coverage of each station will be treated from both the daytime and night angles. These maps have been based on the returns received from a circular giveaway. NBC's last area claims were derived from an amalgamation of signal measurement findings and fan mail collections.

Columbia maps will be varicolored, with each station given a double truck of space. On one side will be the daytime findings, the other side will show the night time coverage and between the two maps will be the sales story for the station.

## Agencies-Sponsors

Colgate-Palmolive-Peet Company begins a 15-Minute Mystery series over WOR, New York, Friday (27), plugging its dental product. Who-dunits will be presented and unraveled on the same night. Initial broadcast at 7:30 p. m. will have the bare details of the case later at 9:15 p. m. the correct solution will be announced. In-between listeners are to scratch their brows and then win in their verdict.

Three cash prizes will be awarded. Top prize goes to the first listener to receive which has the right answer in the fewest words possible. And so on. Winners to get their awards on the same night also.

Henri, Hurst & McDonald, Inc., Chicago, handling Acme White Lead & Color Works, Detroit, has renewed "Smile" Ed McCormell series for an indefinite period starting June 8. Program emanates from WKRC Cincinnati, and will be broadcast over WABC and CBS stations.

McConn-Erickson, Inc., handling DeVore & Rayson Company, Inc., has spotted Stoppage and Budd for a twice weekly spread, having started last Tuesday (21) for an indefinite run. Series is broadcast over WABC and CBS stations.

R. A. Johnston Company is continuing its "Painted Dreams" series over Mutual web for another four-week period beyond May 27. This will bring the series through the summer season. Serial originates from WGN, Chicago. WOR, New York, presents the romantic tale in the eastern area.

S.S.S. Company has renewed its States series for a period of 16 weeks, starting June 7 over Mutual web. This program is broadcast direct from WLW, Cincinnati.

Reliance Manufacturing Company is to sponsor Gabriel Heatter on a new "Mail Bar" series over WOR, New York.

WOWO, Fort Wayne Breakfast Club, which has been a participating program on the station for four years, has been sold direct to Meyer Bros. Drug Co. for its main air plug. Program runs an hour, and under its new sponsorship will include talks on various national drug products which are sold through the Meyer chain of stores.

Iccemen of North Carolina have risen up against the advances of electric refrigerators and have bought a series of programs on WBT, Charlotte.

Stanz has a number of electric refrigerator programs also.

Stuart G. Robles, formerly with Schultz Advertising Service, and Edward C. Stodel, former writer on the Los Angeles Herald, have formed a partnership, with offices in Los Angeles and Hollywood. Handling as their first, "Inside Stories," over KFI.

Arthur MacDonald, recently salesman at KJHI, is at KNX, Hollywood, preliminary to joining the John Blair organization, KNX reps in New York.

Neisser-Meyerhoff Advertising Agency of Chicago, was entertained by A. S. Foster of the WWL commercial staff and others on visit to New Orleans. He placed a nightly contract for Murine with the station.

## Not Safe Anywhere

Charlotte, N. C., May 28. Visiting the Western North Carolina mountains for a weekend W. Schudt, Jr., manager of WBT, found that all of its hillbilly bands are still not under contract. When it became noted about that the station manager was stopping at a certain Linville spot, bands galore came down out of the hills and surrounded him until far into the night, in hopes of a contract.

Most of the playing: c. an adjoining golf course.

**RUIN EATING**  
Kellogg's  
Pop  
WJZ-NBC  
7:30  
8:30  
DST

EXCLUSIVE MANAGEMENT  
ROCKWELL-O'KEEFE INC.

**BING CROSBY**  
Woodbury's  
Soap  
WABC-CBS  
7:30  
9:30 P.M.  
DST

EXCLUSIVE MANAGEMENT  
ROCKWELL-O'KEEFE INC.

**Victory Lounge**  
SHELL  
OIL  
SATURDAYS  
WEAF  
9:30-10:30 P.M.  
DST

EXCLUSIVE MANAGEMENT  
ROCKWELL-O'KEEFE INC.

**BARRY McKINLEY**  
Forty-sixth  
P. & C. Camay  
"DREAMS COME  
TRUE"  
WEAF-NBC  
9:30-10:30 P.M.  
DST

EXCLUSIVE MANAGEMENT  
ROCKWELL-O'KEEFE INC.

**MILLS BROTHERS**  
EMPIRE  
LIVERPOOL  
ENGLAND

EXCLUSIVE MANAGEMENT  
ROCKWELL-O'KEEFE INC.

**AL DONAHUE**  
Opening . . .  
May 24th  
Sands Point  
Bath Club  
Long  
ISLAND

EXCLUSIVE MANAGEMENT  
ROCKWELL-O'KEEFE INC.



## Reveal Mystery Voice On WOV, New York, Is Franciscan Monk

Briochi Anti-Acids product, which has been sponsoring the Geds Samaritan daily over station WOV, New York, as a sort of mystery advisor to foreign speaking people, permitted its air draw to show himself on Sunday (26) at a special benefit show at the Hippodrome, which was presented under the auspices of Immaculate High school. Samaritan turned out to be Dr. M. Ansaldi, a Franciscan monk of the third order, who has preferred remaining incognito up to this time. He's been on the station for over a year.

Others on the Hipp program which was all WOV talent included a three-set Italian play presented by the Angela Gloria company. Myrthenal band and Julio Cecobbi's orchestra. Station co-operated as a good-will gesture.

## Flattering Turn-Down

St. Paul, May 28. WCCO, which is broadcasting baseball games of the American Association for Wheaties sponsorship, has received a turn-down so far as night baseball games played by the Minneapolis team in Columbus, Ohio, is concerned.

When Earl Gammons, manager of WCCO, asked about the refusal of night ball games, Percy George M. Trautman of the Columbus club wired the following:

"Glad to give permission for you to broadcast any of our afternoon games, including Sundays and holidays. Regret, however, that we cannot give permission for night games. We have used our local stations this permission, and, since WCCO can be heard very clearly here at night, we cannot grant it to you."

Now, Hugh McCartney, WCCO's chief engineer, is taking double bows for his baby's signal.

## Web's Pill Loss

(Continued from page 38)

pels NBC managed outlets to submit their new business for approval to home co sales execs, the application of the taboo structure to locally booked account comes as a stiff blow to several national advertisers who had hoped to remedy the situation by going spot. Barrier set up by the two national webs will bar those advertisers from major releases in a number of the big key spots.

What agency men now anticipate is that a goodly percentage of the leading stations throughout the country which are operated by conservative business organizations, such as utilities, insurance and radio set manufacturers, will follow the policies laid down by the networks and reject accounts that have been declared taboo by NBC and Columbia. Strictures against certain types of advertising laid down by the webs have thrown the spot campaigns of several major agencies into confusion. In a number of instances station lists already completed have had to be torn up and the buyers of time assigned to compiling new sets.

### 'Body Odor' Out

Among the accounts hit last week was Lever Bros. 'Life Buoy Soap.' Ruthrauff & Ryan, agency on the account, had picked a number of CBS stations for a series of 66 five-minute transmissions, to be run off within 13 weeks, but inquiry at the network's New York office brought the info that the business was out because of Lifebuoy's 'body odor' slogan. Another account that inquired of CBS where its product would be acceptable to Columbia managed station was Fletcher's Castoria.

In its declaration of policy CBS two weeks ago named as objectionable besides laxatives, the advertising of laxative properties in any other product, the discussion of deplorable, deodorants and other broadcasting which by its nature presents questions of good taste in connection with radio listening or the advertising of any product which deviates any internal bodily functions, symptomatic results of internal disturbances or matters which are not generally considered acceptable topics in social groups.

## SCATTERING PLUGS

New Policy Has WINS Spotting Through Schedule

Change in business policy at the Hearst station, WINS, New York, will permit placement of spot announcements throughout the schedule. J. L. Kaufman has instructed sales staff to sell on week open basis.

For past six months WINS has been educating advertisers to buy blurbs on two programs, WINS hour and cocktail hour set aside for that purpose. Only exception was a shoe company that got preferred position by paying full one-time rate on a 15-week contract.

## Amateurs Scarce and Bad; Substitute Pros

Salt Lake City, May 28. Radio station KSL sold the idea of an amateur program to an account. After a week of steady plugging for contestants, results were miserable. Production staff solved the problem by presenting 'professional' amateurs on the legitimate amateur show. Idea went over.

Peggy Fuller, formerly in vaudeville with girl orchestras, has a sustaining spot on WMT, Cedar Rapids, Iowa. Specializes in hotcha numbers.

## Pistols at Dawn

Atlanta, May 28. One of those slips almost started another Civil War here. Miss Thomas remoting from Confederate Veterans' Home, where WTLT picks up yarns by veterans of the War Between the States, referred to the vets as 'you boys in blue.' Neighborhood thought a second war had broken out.

## Coast Hamateurs Get Don Lee Bankrollers

Los Angeles, May 28. Don Lee Coast chain has gone for the amateur show gag, launching the initialer last night (27). Rockett Gasoline is commercializing.

Shows to be half hour weekly from the stage of the Major Theatre with Gill and Dooming mc'ing. Prices will total \$100 a night with best in 12 broadcasts to get a chance on a CBS transcontinental from here.

Taking no chances with the too almost pure variety, competitors are compelled to submit to auditions ahead of mike appearance with only the better ones getting a chance to compete.

Lew Stark, WHAM, Rochester, continuity editor, back after illness.

## 'Gibson' Change, Dietz-Schwartz Out After Writing 80 Songs in 9 Months

Procter & Gamble's original radio musical show experiment with 'The Gibson Family' (NFC), on behalf of Ivory Soap, ends June 9 when the program undergoes a change in setup. Changes will apply to everything but the cast, which remains as is except that Charlie Winninger joins the show with star billing.

Arthur Schwartz, composer, and

Howard Dietz, lyricist, and their association with the Ivory show under the new arrangement. In place of the original music contributed by them and now used on the program, cast will sing standard numbers. Story will be changed gradually to fit the structural changes, although present title and characters will be retained.

'Gibson Family,' which made its debut last September, was radio's first attempt at the presentation of an original, specially written musical as a weekly proposition on a big scale. It runs an hour. Schwartz and Dietz, in nine months with the show, contributed 80 new songs. None were published and the rights to all have been retained by the writing team for library purposes.

Courtney Riley Cooper wrote the libretto at first, and was succeeded later by Owen Davis. From June 9 on the script will be handled by the Blackman agency.

With Winninger, Lois Bennett, Conrad Thibault, and Don Voorhees' orchestra together on the same show, 'Gibson Family' will closely resemble the original Maxwell House Showboat.

## Duncan, Okla., Draws Nix

Washington, May 28. Proposed erection of a 100-watt at Duncan, Okla., drew a negative recommendation to the Federal Communications Commission last week. Examiner R. H. Hyde urged denial of application submitted by Price Siever, O. L. Bayless, and J. W. Steele, Jr. for permit to build a station using the 1,500 kc. channel with quota-exempt power.

Hyde's recommendations were based on conclusions that no showing of need, probable support, or financial backing, was made. Examiner said arrangements were not sufficiently definite to assure continued operation and the station would not serve a substantial area.

# To Serve Well the Public Interest

*By adhering steadfastly to this first tenet of  
radio broadcasting, the National Broadcasting  
Company best serves the interests of its clients*



## THE RESPONSIBILITY

for the development of radio broadcasting as we know it today was originally vested in the National Broadcasting Company. As the first to establish mass radio communication and advertising on a national scale, the company early recognized the need for discretion in the use of its forces. Thus, the setting up of standards and the shaping of policies for programs and advertising messages demanded the most careful consideration. For, a large part of the destiny of the entire radio broadcasting industry was in its hands.

And so, from the beginning, the National Broadcasting Company has directed its course along channels which it believed led to the clearest sailing. Program and advertising policies were based on one fundamental: to serve well the interest of the public, for in so doing the interests of advertisers, stations and NBC are best served.

That adherence to this ideal has been a success can be measured by two things: (1) the great public acceptance and recognition of NBC as the leader in radio entertainment and education; (2) the ever-increasing volume of business placed by advertisers—a tangible expression of their endorsement of NBC standards and policies. Without

the one there could not be the other. The success of radio advertisers can only be in proportion to the public acceptance of the medium.

It has been gratifying to see the results of NBC's pioneering assume concrete form throughout the broadcasting industry. Greater care in the choosing of programs; better balancing of advertising messages and entertainment; more precise definition of types of products acceptable for broadcast advertising—these are three of the major accomplishments which are today making radio an even greater social and economic force.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY • NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO





## AUSTRIANS SEE ASCAP VICTOR

The president of the Austrian authors and composers society, Herzmansky, and Hans Geiringer, representing the Viennese writers, are in New York conferring with E. C. Mills of the American Society of Composers, Authors and Publishers on foreign relations. They came directly from the international copyright convention in Seattle, where it was agreed that the literary works of fictionists may be licensed serially to publications and other users, directly by the sundry European societies, just as the musical rights are leased.

Foreign music society execs, who have been periodically visiting the N. Y. headquarters of ASCAP, believe the U. S. Government's suit on monopolistic allegations against the American Society will meet the same fate as abroad, where the powerful radio interests likewise opposed the music license collections.

In Europe, also, the radio execs conceded that they had to pay a music license fee they'd rather deal with one central source which is empowered to license these rights than with sundry groups representing this or that writer or writers. The bookkeeping entailed doesn't appeal to music users.

Herzmansky of the Austrian song-writers' organization was stricken with flu on the S. S. Rex when arriving here last week. Another show biz flu victim was Mrs. Julia Lydig Hoyt Calhern, who had to be carried off the boat in a stretcher.

## Kirkeby with Victor

Edward Kirkeby has been named manager of RCA Victor's artists and repertoire department. He replaces Eli Oberstein, who last week joined Harms, Inc., as business manager.

Kirkeby was at one time associated with the California Ramblers.

## NRA Reaction

Reaction of show business to invalidation of the National Industrial Recovery Act is covered in detail on pages 1 and 2 of this issue.

## Val Olman Grabs Radio City Patio In 32-Band Contest

John Roy, manager of the Rainbow roof atop Rockefeller Center, auditioned 32 bands for the new patio job, which opens June 7 as an informal room, in opposition to the formal Rainbow atmosphere, where Ray Noble and his orchestra, with Jack Holland and June Hart, debut June 1. The outer room, the Patio, is being done over to add capacity. Val Olman and the Meadowbrook Boys were the victors for latter spot.

Unlike the Rainbow's \$3.50 and \$4 dinner and \$1.50 and \$2 covert, there will be no cover charge in the 'popular' room, with a \$2 dinner and \$1.50 minimum check obtaining.

Meadowbrook Boys were last with Irving Rose at El Morocco, N. Y. They were merged into Val Olman's aggregation by John R. Andrew, who built up the combined organization. Andrew is also setting a combo for the cocktail session.

## BOB CROSBY ON OWN

Recruits Band for One-Nighters on Dance Circuit

Bob Crosby having broken away from the Dorsey Bros. band, with whom he served his novitiate, is taking a band unto himself for one-nighters on a preliminary dance tour before landing a summer berth, Rockwell O'Keefe managing.

Crosby has recruited most of his men from a former Ben Pollack dance combo. Gil Roden is the technician with the combo. Pollack has a new band.

Will Osborne handed extended engagement of entire summer at Lexington Hotel.

## 'Range' Not in Public Domain; Court Denies Infr. Suit Dismissal

In denying a motion for a dismissal, Judge Woolsey in the New York District Court last week declared that the Southern Music Co. has grounds for its infringement action against 14 publishers that have been including 'Home On the Range' in their catalogs. The defendant puts had been under the impression that this tune, otherwise known as 'An Arizona Home,' was in the public domain.

Judge Woolsey disagreed with defendant counsel on every contention advanced in challenging the validity of the original copyright. It has been argued that the record of the song made in February, 1905, by the authors, William and Mary Goodwin, with the registrar didn't come within the law because the former was not an American citizen. Judge Woolsey scouted this allegation as unlikely and also said he saw nothing wrong in the fact that the original publishers of the song, Balmer & Weber Music Co. of St. Louis, used the year 1904 instead of 1905 as the date of copyright on their published copies of the song. If anything, this predating, he said, served as an advantage to the public.

In April, 1930, Balmer & Weber assigned to William Goodwin the copyright and two years later Goodwin obtained a renewal of copyright. Goodwin subsequently assigned this extension of copyright to Southern Music.

Among the firms named by Southern in the infringement action were Bibb-Lang; George F. Briegel, Inc.; DeSylva, Brown & Henderson, Inc. (Crawford Music Co.); Paul-Pioneer Music Corp.; Robbins Music Corp.; Sam Fox Publishing Co. and Hugo Frey and Carson J. Robison.

Ralph Maurie starts his Ross Farm in Jersey the last of June with Ernie Holst shifting from El Morocco, New York, for the dance music. Lita Grey Chaplin and Arthur Brown will also be in the show.

## Inside Stuff—Music

Ray Noble's vocal recording by Al Bowlly of 'My Melancholy Baby' and 'Basin Street Blues,' back to back on a recent Victor release, has the Broadway bunch reminiscing about the old Reisenweber's days because the recording technique is very 1920. 'That's the very thing, says Noble, that he wanted. He told his musicians to give Bowlly an instrumental back-up that dated back to the old Dixieland band jazzlike and make it as corny as possible. It was achieved via a quintet in the brassier portions although 11 men were used for the smoother strains in the forefront of the disk. The strings dropped out when it reverted to type, as both of these old numbers called for a period recording parring the vintage of the songs.

Bowlly, like Noble, is English; a South African by birth to be exact. Bowlly played with jazz bands around the world, notably in China, Japan and the Orient for years before reaching London five years ago to join a Hotel Savoy combo. The last four years he's been with Noble. Bowlly alone was permitted to break into America with Noble, latter's band being recruited 100% from American ranks, per A.F.M. requirements before Noble could engage professionally in the U. S. While the American jazzists might explain the strictly U. S. technique in the instrumental version, Bowlly's ready assimilation of the old-time American jazz style, in his vocalizing, is the big surprise to the Broadway bunch.

All this is explained, of course, by the avid assimilation of anything American in jazz by all non-American jazzists. The French, English, and others all know the evolution of dance styles. Frank Trambauer, the late Dixie Rodeo (affectionately called the 'Bix style' for short), the late Eddie Lange (guitarist), Joe Venuti, Jack Teagarden, the Dorseys and other crack musicians stand out in international jazz musician circles as signposts in the cavalcade of jazz.

Jack Mills has signed a contract with Maudie Lambert, widow of Ernie Ball, that gives the publisher the renewal of copyright rights to all Ball melodies. Deal does not affect each renewal conclusively, as Mills will have to negotiate with the lyricist of each tune as it comes up for renewal.

Included among the songs that eventually will be involved in the arrangement with Mills are 'When Irish Eyes Are Smiling' and 'Mother McCree'.

Music content men are descending on Chicago as a plugfest center. The many name bands around that territory is sending the top professional men from New York to the midwest capital.

The national plug emanating from Chi, including the non-restrictions on broadcasts suddenly, if temporarily, emphasizes the Windy City as a tin pan alley high spot. Masters, Burnett, Kyser, Maxon, Flo-Rito, Zito, et al, are some of the bands in Chi at the moment.

## S.S. Normandie Fanfare, Davis Has Dance Bands

Meyer Davis and his 30 piece orchestra have been signed to play the two balls June 4 and 5 on the liner Normandie and to broadcast the event on an international hook-up. Choice was made by Mrs.

Franklin D. Roosevelt and President's mother, on request of French line officials.

Several other bands will appear to accompany some of the special artists, but Davis' orchestra will give out for the danapation.

Many a New York nitty, hotel, cafe, restaurant, as well as the Broadway attractions, is planning to tie in with the Normandie's bally-hoo.



A GLANCE AT THEIR DANCE—  
AND TWO CONTINENTS  
APPLAUDED

Count the Rolls-Royces wherever this dance team is featured. It takes less than a glance to see they've more than a dance...they've that certain something which prompts Social Registerites to reserve tables weeks in advance, which captures the clientele who appreciate fine wines, good food, superb dancing, and who can afford to spend with a lavishness that makes headwaiters beam and cashiers chuckle.

## Minor & Root

headlined at the International Sporting Club in Monte Carlo, the Casino in Deauville, the Palm Beach Casino in Cannes, are dancing tonight at the St. Regis (New York). They've danced to crowded tables for 36 weeks at the St. Moritz (N.Y.); 26 weeks at the Biltmore (N.Y.); 11 weeks at the Central Park Casino; 12 weeks at the St. Regis (1934); Persian Room of the Plaza (N.Y.); Castle Harbour hotel (Bermuda)

under exclusive management of **CBS ARTIST BUREAU**  
THE COLUMBIA BROADCASTING SYSTEM, 485 Madison Avenue, New York City



# Paine Asks Suggestions for Central Distrib Method to Counteract Off Biz

John G. Paine, chairman of the Music Publishers Protective Association, last week asked the Max Mayer Music Co., the Maurice Richardson Music Dealers Service and the Music Sales Corp., the last of the Bros. subsidiary, to submit suggestions for the establishment of a central distributing source for chain stores. Paine resorted to this move with the hope that the publishing industry will do something to stem the wholesale closing down of music centers in syndicate stores. Plans submitted by the three jobbing organizations will be laid before a meeting of popular publishers, which Paine proposes calling within the next two weeks.

Paine disclosed that the trade has since the first of the year lost a minimum of 150 outlets and that during this period Kresge alone shut down 95 of its 284 music stores. Figuring that if the average business of an outlet is \$50, the industry has lost \$7,500 a week, or an annual turnover of \$300,000.

Music buyers for the leading chains earlier this year had predicted a wholesale closing down of outlets unless the pro faction established a central merchandising and distributing channel for its wares so that the store could cut down their cost of music shipment.

They explained it at the time, if a counter does \$50 a week gross it may show a net business of \$20, but where it has to pay \$14 for a RCA Victor, America Record, or mailing costs, heat, management, light and general overhead. This means which the publisher's share is inadequate, could be considerably increased if they could do away with the complicated system of ordering music from various sources and instead buy through a single source.

## DECCA WINS 1ST ROUND OF RECORD COURT TILT

Decca Record last week scored its first legal decision against the phonograph companies it is suing for \$1,000,000 when Justice Sientag in the New York Supreme Court denied a motion to strike out portions of the Decca complaint. Named in the action, which charges conspiracy in restraint of trade, are RCA, Victor, America Record, Brunswick Phonograph Co., Columbia Phonograph Co., Consolidated Laboratories, Inc., and the heads of the companies.

What counsel for the defendants objected to and sought to have struck out was the paragraph in the Decca complaint, which reviewed the rise and fall of the phonograph industry and detailed how American Decca had been founded on the belief that the talking machine business could be revived by the introduction of a new class record at a low price. In urging cancellation of this matter, defendant counsel described it as irrelevant, irrelevant and immaterial.

Justice Sientag held that the granting of the motion would be of no use to any business, but might bring serious prejudice to Decca's case. In its complaint Decca charged that the defendant companies and their subsidiaries had combined by bringing pressure upon their dealers to keep Decca's product out of their stores. Attached to the complaint were affidavits alleging to show where Victor dealers were threatened with the loss of their brand if they stocked Decca's library. Decca retails its discs for 35c and 50c, whereas the other firms maintain prices of 75c.

## Metro Picks Tunes To Plug Releases

Hollywood, May 28.—Calling on some of their pictures, Metro has made selections from the three score submitted. "China Seas," "Marie Henry Brown and Arthur Freed," will be used for the film of that title. "Love Song of Talitha" got the call for the promotional campaign on "Mutiny on the Bounty." Gus Kahn and the team of Kayser and Jurnman are on the credits.

## 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 WEA, WIZ and WABO.

- Latin From Manhattan. Tell Me You Love Me. Life Is a Song.
- I Won't Dance.
- Why Can't You Reason. Way Back Home. Kiss Me Good Night. Lovely to Look At.
- Little Gray Town. Everything's Done Before.
- I Was Lucky.
- Lulu and Her Broadway Lady in Red.
- In Middle of a Ki Quarter to Nine.
- Solid.
- Easy to Remember.

## PUB'S RIGHTS IN INFRINGEMENT UPHELD

Right of a publisher to hold a writer liable for the full sum of an infringement suit settlement, regardless of any contrary provision in the contract, was affirmed in a ruling handed down by the Appellate Term of the New York Supreme court last week. Involved in the decision was a contract for \$780 which the Robbins Music Corp. had obtained from Municipal Court Justice Leopold Prince after terms of settlement.

Charles Davis had charged that the tune, "You'll Play the Star Part," which Timberg had placed with Robbins, infringed a song that he (Davis) had written. Robbins settled the controversy with a cash payment to Davis, and then demanded that Robbins reimburse him with the full sum of the settlement. In taking the issue to court, Robbins contended that he has the right, under the liability provisions of the contract with Timberg, to make settlement and collect from the writer.

Timberg's counsel countered this argument with a citation from the contract which stipulated that the writer could only be held liable to the extent of the royalties that have accrued on the song. Justice Prince held that this was unnecessary to the writer's right to enter into a settlement, and that the publisher was entitled to hold the artist identified with the entire amount of damages.

Yale Wilner, of Julian Abeles office, argued the case in behalf of Robbins in the Appellate court.

## CHARGES SONG PILFERED FOR FILM, ASKS 102G

Los Angeles, May 28.—Samuel Goldwyn, Inc., Judge Robinson of the Robbins Music Company and Eddie Cantor are accused of having wrongfully appropriated the title "When My Ship Comes In" for a featured song in "Kid Millions," and of having thus ruined the song property of James J. Donnelly. In Superior court complaint, Donnelly demands \$102,500 damages.

Donnelly asserts that Goldwyn, Robbins and Cantor well knew that Donnelly's song, "When My Ship Comes In," had acquired a meaning, and that they were aware of it through widespread plugging, public renditions and radio broadcasts. Donnelly states he spent \$2,500 plugging his song and had distributed 2,500 copies. Use of the title in "Kid Millions" and subsequent publication and broadcast of the Goldwyn production song, he alleges, has destroyed the market for his property.

When Dick Gasparre moves over into the Hotel Baltimore road, N. Y., Joseph Zerkow, who is the sole land at Place Pigalle. Latter will try and weather the summer, utilizing its rail-back road.

# British Bandman Ray Noble Has

## His Own Ideas of American Jazz;

## Sponsors Kill Off Individuality

By ABEL GREEN

After several months in America, where he overcame the F. I. M. labor restrictions, and finally opened at Jack Rockefeller's place, the swank Rainbow Room atop the 65th floor of the RCA Bldg. in Radio City—the spot he was to have inaugurated last year as his debut American engagement—Ray Noble has his own definite ideas of American jazz and jazzicians.

In England there are a handful of top bands. In America there are the gangs of 'em. America will always set the jazz pace and Britain, which has all the other non-American jazz exponents will always be No. 2, says Noble. And yet, for all that, America has been standing still.

He blames it in part on radio. In contrast to the commercial campiness of the commercial bands on the radio, Noble has been the economic lifesaver of the musician—It also has been a handicap.

Let a band essay something individual and there is always the hazard of sponsoritis. Somehow vice-presidents in charge of radio programs have been always the observers Noble, after his several months of on-the-ground U. S. observation.

Just because Andrew Kostalanetz, clicks with 46 fine musicians doing symphonic syncopeation, Lucky Strike and there is always the hazard of sponsoritis. Somehow vice-presidents in charge of radio programs have been always the observers Noble, after his several months of on-the-ground U. S. observation.

Symphonic jazz, yes; but if it's designed for a dance program, no.

Then there's the classic example of the brass solo on a big air show and the sponsor squealing that it's not a dance band. And that doesn't mean 31 being idle while one does instrumental fold-outs in a trumpet.

Apart from this intra-radio capriciousness there's the economic servility which seems to have drained the American jazz technique. If sponsored, and collecting heavy vanguard for it, that seems to be the cause of the most of 'em. At least, so it is, economically.

Professionally, says Noble, he knows it's otherwise, because he regularly wins The Open Door, the musicians' nocturnal hangout on West 52nd street, N. Y., and he sees the cream of the nation's jazzmen getting in their fancy licks in between quaffing beer or highballs. All the time the yep men play around with "Honeykissed Rose," "Sweet Sue," "Dinah" or "Tiger Rag" the average rhythm musker's pet tunes, and those fans who come and breaks which are denied them on the sponsored air shows.

Go Soft

It's for that reason that so many fine musicians seem to come from Chicago—and to pass west. But it's explained only by their outside-of-town viewpoint. In the States, where they are really their opportunities. The moment they land a Radio City or a Columbia commercial they lose individuality and cast compromise and must needs make compromises at the altar of the sponsors.

And the jazzmen take their chores seriously and exercise individuality and musician's personality. They build up their own reputations for a variety into box office on dance dates, college hops, frat dances, vaudeville presentations, records for what their present life would work under existing conditions, and the like. In time, too, it means a sponsor's money. The more the sponsors, the more the sponsors.

There are instances where along the line. Instead of a dance orchestra, the band may become a music hall orchestra for some name jazz or comedian; or even the glorified "big band" for a variety show. The aesthetes must rebel at that, but what's the good and the harm? It's the compromise. The name value for ill-informed attention, for which, of course, everybody seems to be very handsomely compensated. There are fortunate exceptions. The Dorseys and Casa Loma were about in their style, and sturdy. F. I. M. labor and the F. I. M. the others. So, either, if very for-

tunate, as with the Casa Lomates, even the sponsor doesn't bother—tunes. Or, as he preferred, "Let's like it to London and New York. In London there are but a handful of good bands, such as Ambrose, Jack Payne, Carroll Gibbons, Jack Hylton, Harry Roy, Henry Hall, Lew Stone; and a couple of others outside of London, such as Billy Cotton, Roy Fox and Reginald Foresythe, although latter isn't really a dance band.

The field is limited in London, because the British love to eat at home. In New York there is much more dining out. It's the thing not to eat at home. The more restaurants, cafes and hotels, the better the competition for dance orchestras and obviously the wider scope for dance orchestras.

Thus not only N. Y., but Chicago, San Francisco, Los Angeles, Boston, New Orleans, New York, Dallas, Dallas, Pittsburgh, Minneapolis, Atlanta, Houston and many another key cities offers oodles of opportunities for a band to develop and assert themselves.

They do that until (1) the radio octopus affects them, and (2) the cycle hits 'em.

Cycle Simulators

The jazz "cycle," thinks Noble, is an unfortunate influence on a par with the moneyed microphone, for everybody seems to follow in the same groove. If the smooth Lombardo style is the thing, why not the sweet sax and simulates the same technique.

Let me guess, Dorsey Bros., Casa Loma (Glen Gray) and the rhythm exponents pop up, and all of a sudden every band goes "swing style!"

In a measure, Noble concedes, the kids in the sticks are an influential factor. They're the most discerning. They're the ones who know the recording artists and even the arrangements. Noble's finding that out, right along from his Victor records on his one-nighters prior to his next Friday (31) premiere into the Rainbow Room.

As the trade knows, Victor has been releasing many of the Noble records, and those fans who come from "mothers" recorded three and four years ago, which means that the arrangements are long forgotten, especially to Noble's present all-U. S. outfit. The kids, however, demand the tunes, such as "Hang Out the Stars in Indiana," "Time on My Hands" "Goodnight Sweetheart," the "Constant Nymph," "Evergreen," etc., all obviously dated and only preserved through the current Victor releases.

When the Nobilettes essay to fake it, they're called quick and often, they're called "hot." They're formed as on the disks. The kids don't know about trade practices of the music business, but they do remember those arrangements.

Music Code Authority last week issued a warning against further violations of the provision in the code which bans publishers from making any sort of compensation to persons employed in retail stores to contact local spots and paid for the service.

MUSICERS I. A. BANS

Los Angeles, May 28.—Three theatres in Hollywood area appear on inter-union list issued by the music code authority. They are Hollywood Pantages (Phoebus), El Capitlan and Hollywood Pantages (El Capitlan).

First employed in retail stores are listed as unfair to organized labor.



## NIGHT CLUB REVIEWS

## RIVIERA

(FORT LEE, N. J.)

Earl Carroll's revue from the Paramount Island Casino, Fort Lee, transplanted to Ben Marden's Riviera across the George Washington bridge at Fort Lee, N. J., proves that the Floridians must have been easily satisfied this winter. It's no wow of a floor show. Even the girls look like the best of 'em must have been raised for the new Carroll's 'Sketch Book' or the 'Vaudivians' tab, now in the vaudivians.

Periodic changes, additions and revisions have been going on ever since the show opened. The specialists sustain it. At a basic review it's more of a fashion show than an entertainment.

A sort of a stage (not evoked enough) has been provided for the entrance and exit for the new Carroll's with Harold Stern's and Gomez's rumba bands to the right.

The newer additions shape up well. Vera Nina, personality Russian songstress, long at the Hollywood restaurant, on Broadway, impresses equally as well. Baron and Blair, ballroomers, have been coming along, although Miss Blair is now a blonde. When a titan (if memory serves) in his early days around New York a couple of seasons ago at the Hotel Pennsylvania, for instance, he essayed a little more s.a. in her costume with those slinky gowns which was still a good idea. Now they're getting to be too much like the other ballroomers. There was also more comedy then. Their present burlesque on the talking-it-over type of dancers has been around, and even if original with this, it's negated for that reason.

Ray Seller, from vaudeville, in an effective comedy stepper. He figures big in the new "Spanish Jake" finale which features Jack Picture, Betty Allen and the girls. Mona Leslie is the fan dancer, and John Hale the tenor who warbles the explanatory lyrical introductions. Nice voice and nice front but could take care of that threatening embossment to professional advantage. Low burnout, and Wensley with their knockabout ballrooming and another distinctive highlight.

Carroll has a few sartorial stand-out per usual, but in toto it's lacking in punch and novelty. Ella Cogan comes in Decoration Day.

Regardless, the Riviera is one of those spots which, almost regardless of anything, is a clinic for big

bits if the weather breaks right; if it's uncooperative to motoring almost nothing's bring 'em out. A good floor show, with the proverbial weather breaks, is good showmanship only to make 'em linger, and the longer they linger the better the bar bills. No convert. Diner is \$2 and \$2.50 (shore). Drinks, 75c.

## HOTEL ROOSEVELT

(HOLLYWOOD)

The niter in this fan should be called the Club Planneg. It has had more ones and offs than a trolley on a spur line. It used to be called the Blossom Room. This week it's the Supper Club. Next week (weather permitting) it will be called the Blossom Room. This week it's the Supper Club. Next week (weather permitting) it will be called the Blossom Room.

Spot serves as a break-in for Eddie Oliver's band. This personable chap, who used to arrange and conduct for the Boston Symphony, is a snappy aggregation of 11 tonight, specialists and canaries. Blair for novel orchestration like this, tempo out of the mill run, should make it solid with the regulars. Oliver is all over the place. When he's not waving the stick, he's playing the piano. For the regulars on the black and whites or foiling for the Williams Sisters. Not a bad voice, either. Also comes the floor show, such as it is.

Williams trio and Al Maestral hold up the vocal line. Their work the trombone and is announced as one of the three living who can play 'Nola on it. Paul Santel, fiddle, is on for a solo. Dillon Over, trap, drums, and the horn line, fiddle, and phone, chimes and a Lloyd Hamilton phiz.

Given a radio hookup and a decent publicity break, Oliver can give the spot a build. Helm.

## SAVOY-PLAZA

(NEW YORK)

Another evolution in hotel niter life. Here's a room with a genuine intimate niter atmosphere, excepting that the responsible management brings you the bottle to authenticate the regular and tariffs are more than wise reason.

Bob Grant's smart rhytmation gives out Deslys and Clark, male piano team, with their saucy songs, are the vocal attraction. They succeed Dwight Fiske, long here and a click with ritto double-entendre ditties. Ditto Deslys and Clark, whose stuff is smart if wily, and attuned to the nocturnal tempo of the times in the big burr.

Fiske called for six weeks at the Carlton hotel, London, last Friday (23) to open June 11. He returns to open the main dining room, which is being lavishly redecorated for the summer. Great music holds over into the winter season.

Savoy-Plaza hotel's lounge and bar is likewise a popular cocktail haunt with Basil Fomen's band dispensing a continental brand of dissipation and likewise strong on the hop appeal. Minimum check is \$1.50, on Saturdays \$2.50; no waiver. When sitting at the bar, no minimum ever. Abel.

## New Mexico Clergy, Tax Crimps Cafes

Albuquerque, N. M., May 28.

Val Bender is in at Buckhorn Night Club on experiment. Nick Napoleon figuring to secure license later permitting floor shows. Permits costs \$2,400 extra and will suit none in country. And a lot of dough hereabouts.

Local Ministerial Alliance giving Napoleon, as well as rest of the nite spot props a heads-up with clamor for Sunday closing and other restrictions. One A. M. denning is making things tough for the boys as well as the customers.

## Names in Ohio

Springfield, O., May 28.

Pavilion at Sandy Beach Park, Russell Point, on Indian Lake, is set to a good start with four name acts on the program. The regulars now following: Isham J. -cs and Little Jack Little have already played the spot. Jan Grier, the Memorial Day, and Glen Gray's Casa Lomas slated for June 2. Terrace Gardens, Springfield's premier outdoor night spot, opens Saturday (25), with Harold Greenaway's orchestra.

## C. C.'s New Show

New show for the Cotton Club, New York, is rehearsing under direction of Teddy Kohler. Nina McKinney heads the line, which opens at the Harlem spot June 23.

Others in the show are Avis Andrews, Butterbeans and Susie, Nicholas Bros., Leatha Hill and Claude Hopkins' ork.

## ODE TO A BOAT

Official theme tune for the new French liner, Normandie, is being published by Shapiro, Bernstein & Co. The Normandie is the title and Billy Hill did the words and melody.

Composition will make its air debut when a program is broadcast. As it approaches the United States on its maiden voyage, will be broadcast over NBC and CBS June 1.

Koehler Writing Cotton Show Ted Koehler is writing the new show for the Cotton Club in Harlem, for opening late in June. Nina Mae McKinney, colored film star, will be featured in the new show, which will be headlined by Susie, comedians; Nicholas Brothers, Meers and Meers, Leatha Hill, Avis Andrews and others.

## Music Notes

Leo Reisman reopens at the Central Park Casino, New York, June 4, for a four-week stay. He goes on tour after that and resumes with the Casino in the fall.

Red Nichols spotted for a series of one-night stands including dates at Jaffa Mosque, Altoona, Pa., June 6; North Carolina State college, Raleigh, June 8-10, and senior from at Hampden-Sydney College, June 11-12.

Phil Spitalny makes a Paramount short June 6.

Jack Mills has taken over from the Translux Music Co. the Al Bryant-Fred Fisher tune, 'She Wore a Little Jacket of Blue.'

Dick Gasparre opens his band at the Biltmore, N. Y., June 5.

Joe Reichman leaves the Waldorf-Astoria, N. Y., June 10, for six weeks at the William Penn, Pittsburgh. His next move will be back to the Waldorf.

Abe Lyman debuts into the Pavilion Royal on the Merrick road, N. Y., around June 15. Bandman now owns about 50% of the roadhouse.

Johnny Johnson, who exits from the Commodore hotel, N. Y., this week, has been engaged by Al Christie to supervise music according on Educational comedies made in the east.

Guy Lombardo is being negotiated for the month of August into Ben Marden's Riviera, Ft. Lee, N. J. Meantime, Ella Logan opens there tomorrow (Thursday).

Louis Bernstein and his wife sail for France July 10. They'll be gone about four weeks.

## \$10 Disks

Undergraduate price quotations for some of the old Dueland Jazz Band records (Columbia and Victor) run up to \$10. Campus kids and others of the sophisticated dissipation fans have since found out that they're out of print.

Reason for this is the lack of foresight in preserving the masters of these jazz pioneers.

## 4th Hudson River Show Boat Troup All Set

Bobby Sanford's Show Boat will have Charles Kemper heading the fourth edition of the revue, which now includes Murray Parker, Edith Murray, Jack and John Blair, Crane Twine, J. Dodge Bros., Pat and Nemo, and a Meyer Davis orchestra under direction of Jay Mills.

Starting June 1, a Hudson River Day Line steamer will leave West 42nd street, N. Y. for the floating theatre anchored in midstream at Tappan, N. Y.

## RAIN BOGS BEACH

Dance Pav. Only Unit Clicking at Lincoln Spot

Lincoln, May 28.

Slatz Randall is in the dance pavilion at the Capitol Beach, newly opened amusement park here, and will hold away for two weeks. He'll be followed in by Wally Stoetter for two weeks and then Arlie Simmonds for two. Ted Cooper, well-known band leader in the territory, has the Beach spot. So far, due to continual rains in this area, the dance is the only play in the park.

Pool under management of Ralph Beecher is moving slow. Whole park is bossed by Hoye Hawke and owned by Bob Ferguson.

## Lincoln Whitewashed

Lincoln, May 28.

Change of city administration has been a slam at the drink-dance spots. Charles W. Bryan, three governor and now the mayor, elected on a squeaking dry platform and entrenched opposition to any form of gambling, has set out to shut all the dubious spots in town. He has also ruled that no soft drinks capable of being snatched will be sold in taverns or dance spots.

Dance and other gambling emporiums are out. George Valentino, of the ministerial association, carrying a long record of opposition to liquor, was named night captain of police.

Jean Anthony, who one time was a candidate for governor of Oregon, flew down to Hollywood to try to sell his 'Chain Letter' waltz.

## FRANCE

CASANOVA-PARIS  
SCHEHEREZADE-PARIS  
BOUEF SUR LE TOIT-PARIS  
MONTE CRISTO-PARIS  
CASANOVA-LE TOUQUET  
MAXIM'S-BIARRITZ  
DOLPHIN-CANNES

## LONDON

CAFE DE PARIS  
CAFE ANGLAIS  
RITZ HOTEL  
CARLTON HOTEL

Regular Broadcasting Feature of  
British Broadcasting Corporation

Thanks to the Above Managements  
and My Many Friends

American Representative  
WALTER BATCHELOR

English Representative  
HENRY SHEREK  
His Majesty's Theatre

## 'DRUNKARD' REELING THROUGH MIDWEST

Pittsburgh, May 28.

George Sharp's production of 'The Drunkard' winds up a 39-week run at Fort Pitt Hotel Saturday night (3) but will not make out doors to Sanders Inn, near here, as originally intended. Cost of erecting stage at niter was figured too high and instead meller will go on tour with original cast intact.

First stop is Steubenville, O., where Warners have booked the show for three days at their deluxe Capitol theatre. From there, it moves on to a couple of Ohio one-nighters and then to Cincinnati where it will play indefinitely at Castle Farms. Sharp intends to bring the piece back to town in the fall and start all over again.

'Drunkard' hung up a new theatrical record locally. Previous mark was held by 'Able's Irish Rose', which ran 32 weeks 10 years ago.

## FED AIDING GOLDEN

Musicians Provide Nure, Ascap Help Also Sought

American Federation of Musicians is providing a night nurse for Eugene (Nex, Numbat) Golden, veteran dance maestro and songwriter who suffered a breakdown which sent him to Bellevue hospital, N. Y. The American Society of Composers, Authors and Publishers is being petitioned by tin pan alley-men to further assist the vet orchestra leader through his illness.

Golden separated from his wife some years ago.

## Plenty Of Money Up On Conn. Booze Hopes

Waterbury, May 28.

Hoping for favorable action on sale of hard liquor by the drink, the Hotel Elton has completed plans for installation of a bar. Latter is legal now in Connecticut but for beer only.

Elton bar is being placed in King's Kitchen, eating spot. With the legislature's okay, however, the hotel will also probably spot a bar in the Rhythm Room, now closed for the summer.

Local business men have taken an option on a building on Harrison avenue, planning a nite club if the hard liquor bill goes through. Said to be planning to spend \$50,000 in outfitting the niter.

## Harms' Distinguished Emisary WILL ROCKWELL

IS ATTIRVED BY  
YOUNG-ROBBINS  
CLOTHIERS

200 West 51st Street, New York  
Just Off Broadway

## Robbins' Charts Hit Headquarters

This line group contains the amazing Robbins' charts. The song "INON"

and the writers are Brooklyn Rock and Walter Arnold. And Adams wrote the American lyrics. It's beautiful song you will hear it soon. It's a hit. Data note for your copy: "LIFE IS A SONG DONE BEFORE" "WHEN I WAS TWO OLD" "FOOTLOOSE AND FANCY FREE" "EVERY LITTLE MOMENT"

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## NEW ACTS

DANNY DARE DANCERS (16)  
13 Mins.; One Full (Special)  
Palace, New York

Two acts of boys and girls, promising graduates of the Danny Dare trap academy and obviously trying hard to get ahead. They more than succeed. No sympathy angle, everything being earnestly and seriously conveyed, and while perhaps lacking in professional polish is more than satisfactory sustained by intrinsic tepidness worth.

First a mixed dozen open in a rumba routine, attire in solo Latin against a gay background. Then a tap by a specialist who figures later again in solo. She's Theodora, solo featured member of the mixed 16. Eventually all engage in a march of the tarts that embraces the gamut of the dance book. Takes in ballroom routine, acrobatic, trick throws and catches, etc.

All are done with ease, and smiling grace, obviously reflecting the schooling Dares must have instilled in them against looking scared, regardless of some of the hefty riffs and hurling. Sometimes the catches weren't clean, and most of the youngsters took it all in a big way. Girls look 15-17 and the boys about ditto, with a probably 18 the top age. All are maturely trained and there is no trading on adolescent youth which, in contrast, reacts in its own favor without emphasis. This is but one of the many good showmanly touches to this nice little hash act which packs a lot of terminology into its 15 mins. running time. Abel.

4 DELCOS  
Casting Act  
7 Mins.; One Full  
Academy, N. Y.

Evidently an old-timer, though not in the fies. Usual double catch with a trampoline net, and most of the usual tricks, including a clean-cut double, twist and a flourish. Flyers are a man and woman, with the latter taking her full share, but there is no more important, but sufficient, for the number one. Chic.

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"You have made a hit and I congratulate you."

## MOONLIGHT REVELS

Dances; Comedy  
15 Mins.; Full (Special)

Little of this offering is a misnomer, unless a staid and only slightly exciting dance number against a moonlight drop is to be rated as a revel. Six people are involved, three in straight dances, the others in for laugh purposes.

Opening is a full stage effect, with special setting of a silver arch, front and moonlight backdrop. Trio of two men and a woman—sailor, sailor, sailor—then in a moonlight ballroom setting—outfits—do a moonlight ballroom setting. The men are there for tossing, which they do gracefully enough, and attain good effect with horizontal spinning of the girl in midair.

Act then comes down to one, with another couple in evening attire on for a brief pantomime of burlesque of moonlight routine. This act over as did rough-and-ready woman comic with plummy vocalizing and apron antics, where she drapes herself on the foots for a comedy song, then the same as the girl in an embarrassment bit. Back to full stage, the original trio do a fast adagio number, the girl wearing a strip, the boys in colorful costumes. Then the sailor dancers, two girls and three men, in a brief whirl. In this the men are in dress suits, the girls in evening gowns, and hats to match. Cutout blossom drops the stage.

Act is well dressed and staged, but lacks the gaiety and pace that the billings indicate. Either a new title, or something to let it together seems to be the need.

## BEATRICE HOWELL

Mime  
13 Mins.; One Full  
Loew's, Orpheum, N. Y.

Clever in her imitations of various Hollywood personalities, Miss Howell exposes some of their idiosyncrasies of speech and action, some time a liberal area of her own versatility, due to an open-back red evening gown.

Some of her gags are new and smart, but she may run out of film fan resentment in some spots, due to the bitterness she injects into her treatment of the favorites. Her Hepburn bit, with false bangs added for a grotesque, is a little better beyond satire; also her Lionel Barrymore, while clever in voice and mannerisms, depicts him as the Barrymore dynasty too hard. Her Garbo follows the same line of other kidders of Garbo, therefore anticipated. Her best is a brief exchange between her and Mae Oliver and Freddy Bartholomew, from "Copperhead," her copying of the boy's voice part is good. She's pretty rough on Barbara Stanwyck. A little more amiability and good fellowship in treatment of her subjects will strengthen the appeal of an otherwise pleasing act.

## DOROTHY CROOKER and CO. (5)

Dancing  
13 Mins.; Full (Speci)  
Orpheum, N. Y.

Dorothy Crooker was caught last year as a specialist at the Capitol, New York, registering then in every respect except that she oversteered. Same fault is found in this nicely mounted and dressed flash.

Miss Crooker specializes in control-kicking, one of the routines done entirely on one leg, but unfortunately her type of kicking, though graceful, is too slow to be permitted as much as time as is given. Entire act would probably have a better outlook if her solos were trimmed.

A pair of femme toe dancers, also control-kickers, a male bucker and a boy actor dancer, are with her. Latter is okay, the others fair, with the applause coming accordingly. Placed closed the five-act more to a moderate hand. Scho.

## CHARLES B. COCHRAN

(Copy of Telegram)

Am Glad I Have Not Disappointed You

## BETTY HEARN

Now Rehearsing for Charles B. Cochran's London Production

"ANYTHING GOES"

Management CHARLES B. COCHRAN

Back on Broadway with a New Offering

BETTY HEARN and DICK

ADAIR and RICHARDS

with SUNNY RICE

RKO Palace, New York, This Week (May 30)

3 PUBLIC ENEMIES  
Fisher, Randall and Flatow  
Comedy, Singing  
14 Mins.; One Full  
Orpheum, N. Y.

This trio's billing leaves them wide open for almost any kind of a card. And what the viewers will like is the fact that they'll not likely get from the material.

Boys are singing and dancing, with everything having a small-timey flavor. Their material is unfunny for the most part, and they make things tougher for themselves by injecting double entendre here and there. Two of the boys do most of the singing, the third being a comic of sorts at the piano.

Too long in the deuce here, milking most of the applause they received. Echo.

## Saranac Lake

By Happy Bonway

The yearly May checkup brings many stories; Laurence McCarthy out of the an and organized orchestra now playing at the Brown Bazaar; Bert Ford out of lodge, but still in the same place, now at the fishing season; Jackie Roberts goes home to New York; Louis Cohen, a hand in the act, now at N. J.; Maurice Pearson leaving to vacate at Monticello, N. Y.; Charles Bloomfield will Broadway it while producing a new play; and Louis Cohen will resume work at the Warner Bros studio in Brooklyn.

Eddie Ross (Phil and Eddie Ross) is showing up as well he is, leaning towards the exercise side of the big book.

Jack Nicoll, Jr., former NVA guest singer, selling at the NVA hospital, N. Y.; Alma Montague is going under an act at the Mercy hospital, Syracuse.

Carlton MacCordell and Macy was a can carrier, ogling the lodge while renewing hellos.

Leo Massimo is back for a general checkup.

Mrs. Minna Morse (Minerva Wallace) is a new arrival at the lodge. She was at Liberty, N. Y., before coming here.

The Hugh Keenes and Arthur Crouch are New Yorking for atmosphere for Liberty front pages.

Dr. Innerman, of New York and Swanton, is the new house medic, replacing Dr. Rothman, who goes into New York hospital service.

Frank Craven's "The First Year" was presented at the lodge by the drama dept. of the E. R. B. The gang snapped it up to a fare-thee-well. Carlisle Mac is the head man with the show.

Oscar Davis, formerly of the June Carr unit, is a new arrival at the lodge. Boy is a Columbus, Ohio, product.

Prisco DeVere anticipating a trip to the French hospital, N. Y.

Birds are the act of the lodge now. When Dr. Fischel makes his daily rounds it's "Good morning, how is your canary?"

Betty Huntington is making the grade.

Bonway gets a good report, with exercise and a mess of added poundage.

Fred "Bones" Bachman now gets a big kick in looking up Chicago time-tables.

Maud Kinslow is a new arrival at the lodge. She was accompanied by Flossie Penn.

George Harmon, one of the strictly aded boys, was handed a surprise visit by his frau.

Garry Silverman moved from the infirmary to the up department.

The gang here wants to thank every artist who took part in the benefits for this year.

Write to those you know in Saranac.

## 3 American Acts Sail

For Vaude-Cafes Abroad

Three American acts sailed Friday (24) for London for engagements starting in England in June. All were set by Dick Henry of the Curtis & Allen agency.

Sheila Barrett opens June 3 at the Cafe de France, London, for two weeks, then goes to the Palladium for another two weeks, through Charlie Morrison. Gwen McGivney, in his first visit to England, goes home, in years, opens in Glasgow June 10 for a tour of the General Theatre circuit.

Endor and Farrell start a double-date at the Savoy and Berkeley hotels, London, June 3, for four weeks. Will play the Emperor's New at the Savoy and the dinner performance at the Berkeley nightly.

## UNIT REVIEWS

## Rhapsody in Rhythm

(ORPHEUM, LINCOLN)

Lincoln, May 29.

Harry Clark's new show, "Rhapsody in Rhythm," is not as good as the last one he put over the Cushman circuit about six months ago. It was "Penthouse Polka" and was more of a variety bill. However, "Rhapsody" has three good acts and can get by. Chief deterrent is that segment of the audience which has a hard time seeing the act as being a second time some of the lesser features of the first unit.

Opening act is Gleason's Rhythm Cadets, 5-piece band, the Three Queens of Rhythm, flash act, then a little out of sync. Okay for a starter. Bernice Jarrott, control waltzer, follows and has a fair amount of dancing and singing. At this juncture with Charlie Riley and company, Riley is a hand number and has a number of tough tricks, including a mount to a twenty-foot rigging for a close call, a real sock.

Cropley and Violet, roping duo, after having seen here and there a number of times, still rate a good reception on the mixture of banter and adagio. Clearing away, Ted Gleason, assisted by Julie Allen, gets over a hand in the act, which he uses some half dozen different instruments for a novelty out front.

Bob and King, comedy, on last, really let the neighbors up with a few sour gags, but some better when they cut in with a little acrobatics, almost spilling every where. Then into the finale, Rotos, a local gag, which has been balloon dancing in New York at the Hollywood Restaurant and home for a vacasi, was on here for an added draw. Was pulling 'em in, too.

Unit time is forty-seven minutes. Barney.

## TED FIO-RITO

(COLISEUM, OMAHA)

Omaha, May 25.

Two weeks free time between engagements at the L. A. Coccato Grove and his moving into the City Edgewater Bench was the opportunity to see Ted Fio-Rito to build into unit proportions and grab off fourteen dates in the interim. Shown here at the Al-Sar-ben Coliseum.

Rio is the whole show, with some regular vaude turns added to round out the variety of entertainment. Plan followed is to present only the revue at the matinees, but to follow the hour and some minutes of revue with dancing by the customers at night shows. Mats thus run something over an hour and thirty minutes.

Here the plan held for the mate, but the proposed system of half hour of revue followed by half hour of dancing and so on, till the act was completed in the eve, gave way to idea of shooting all revue at once and then clearing out the chairs for dancing. Best plan, too. It's the musical aggregation that

the patrons come to see and it's mostly the act that they get. With the crew of acrobats, entertainers Fio-Rito carries, and added acts with-billed and with-billed, it's a good vaude show.

Fio-Rito regulars, including Muzzy Matellino, Three Debutantes, Florentia, Ray Hendricks and Johnny "Candy" Candido do the big share of the specialties and are okay. Of these "Candy," working two numbers, one solo and one with Muzzy and the Debs, gets a nod with his vocal bass and soprano extremes.

Added to the show are Margaret Coleston, Cathryn Collins, Jeanne LaFite, Virginia Lee, Bonnie Lee, Riders, Waking Twins, LaRue Parker, Liberty Bell Shadwick and Lorna Wolfe. These make up mostly the dancing and singing specialties, with some impersonations from the Parker girl and a novelty number from Liberty Bell Shadwick. Smoothest of the lot was Lorna Wolfe in a close number, but all are up to a par. None outshine the act and none appear to have the making of a single act. The musical assemblage it makes a good one. The short line of girls, billed for evening, failed to appear. Unit is focused on the leader, who is a fair and fair enough with the quality of popular rhythm they emanate. Line-up of this sort draws the dancing patrons, as it should be. To long for a vaude turn, too short for a full-length musical show, so the dancing is the solution.

## Harlem Truce

Competing between the 125th street Apollo Theater, New York, and the Harlem Opera House, both playing colored vaude, has ended, with operator Louis Cohen and Leo Brecher, getting together on a mutual working arrangement.

By its terms, the Harlem Opera House drops its stage shows for straight pictures.

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# EQUITY FUNDAYS

## Pay for Rehearsal Period Set For Next Season; Equity Council Decides Favorably Despite Mgrs.

Actors will receive pay for rehearsals next season. That was virtually decided on Friday (24), when Equity's Council met in a special session to consider the issue. Any thought of rehearsal pay has been opposed by managers thus far, but regardless of recently expressed opposition some producers are known to have changed their viewpoint. These shrewd men concede the point that moderately salaried players are entitled to sustenance coin during rehearsals. It has been estimated that the cost of such payments would not materially add to the cost of production, except possibly on musicals.

Rehearsal pay is one of the issues raised by the younger group in Equity, known as Actors' Forum. At first the conservative element in Equity was not enthusiastic about it, on the ground it might tend to discourage production. That attitude was switched when it was proven that average actors worked some two weeks during a season that has been virtually impossible for one to exist without other earnings.

Another angle is that necessity for engagements has virtually forced actors to accept salaries much lower than they were able to command in other seasons.

Plan for sustenance payments has not been fully worked out by the Council. There is divided opinion as to the amount of rehearsal coin and at what salary level such payments are to apply. Further discussion has been set for June 11. Next week's session will be mostly for the induction of the new Council members named yesterday and the next meeting is two weeks off, Council going on a summer schedule.

For that reason rehearsal pay was not discussed at yesterday's general membership meeting. Equity had previously decided it out of order as still in Council and as that body governs Equity members are not entitled to handle the issue until finally disposed of there.

In the absence of a basic agreement between actors and managers, Equity is in the position to make it mandatory for producers to pay the lesser players during rehearsals. However, Equity nudged with the managers to get their ideas on the matter, with the result that the latter turned thumbs down.

## MERMAN LEAVING FOR H'WOOD; 'GOES' STICKS

'Anything Goes,' Broadway's top musical, is set for the summer at the Alvin. Ethel Merman will leave the cast July 13 under a picture commitment to the El Capitan and minimum of two weeks in San Francisco. Player is in on a salary-percentage deal.

Successor to Miss Merman has not been chosen, Vinton Freedley, show's producer, waiting for the return of Cole Porter, who completes a world cruise with Moss Hart Friday (31). Duo completed a musical in which Freedley will star Ethel Vinton in 'Golden Boy.'

Norma Terris is mentioned as a possibility for the Merman part.

**Kruger Sticks in 'Accent'**  
Hollywood, May 28.  
His MG washup allows Otto Kruger to continue in legit run of 'Accent on Youth,' which has another week at the El Capitan and minimum of two weeks in San Francisco. Player is in on a salary-percentage deal.

**Novis Plies for 'Jumbo'**  
Hollywood, May 28.  
Donald Novis planned east yesterday (Monday) to go into Billy Rose's 'Jumbo.'

## Many Girls—No Boys

Larry Anhalt, conducting a summer theatre at Saybrook, Conn., sent word to New York drama editors that he wants a leading man, adding that the 'market' is overstocked with ingenues.

Anhalt has asked each scribe to name the most promising young player who has appeared on Broadway this season.

## ACTORS' FORUM EXPLAINS ITS VIEWS

Equity's younger group, the Actors' Forum, in a pre-election meeting last Friday (24) sought to justify its naming of an opposition ticket and derided the alleged 'yes men' in Equity's Council. Session was enlivened by speeches in which the progressive group and regulars spoke their minds.

It was declared that there would have been no opposition ticket sponsored by the Forum if the nominating committee had accepted some of the candidates for Council suggested at the last quarterly meeting.

All candidates on both tickets were invited to attend. Most of those on the opposition card were on hand and made addresses. Leo Curley, Maude Reade and Edward Feldman of the regular ticket rose in each instance they declared themselves as having independent opinions and denied the yes-man rating.

George Heller, elected to the Council last year, Sam Jaffe and J. Edward Bromberg of the indie ticket, were the principal speakers. Heller made it clear he is not among the yes-men and named others who did not 'conform' with the dominating officers of Equity.

Speakers charged the Equity administration with being paternalistic, claiming it failed to keep in touch with the average actor and that it erred in permitting any to exist between its own organization and the other stage unions. It was further claimed that Equity's officers should not have permitted the gap between the stagehands' and musicians' unions to have widened over the Sunday legit show situation.

## CHI EQUITY OFFICE CLOSED FOR SUMMER

Chicago, May 28.  
Actors Equity is closing its local office for the summer months, June 1 and August 1. Will probably reopen early in September, if business perks. If business in the mid-west remains off the office will stay closed.

This does not mean that Equity is doing away with representation for Frank Dare, who has been in charge of Equity here for years, will continue as the Equity rep locally but will operate out of his own home in order to cut down on expense.

While the office is closed Dare will continue to St. Louis for his annual Equity negotiations with local Municipal Opera. From there he intends to the coast on Broadway business in Los Angeles. Will be back in Chi by the middle of July.

## ONE MORE VOTE ANNUAL SESSION

Half Against Sabbath Performances, Other Half Vote Okay with Two-Eighth Wage Provision—Forum Loses in Election

### ONLY 10 PRO VOTES

Count of votes cast yesterday at Equity's annual meeting Monday (27) indicated that the actors won't go for Sunday legit on Broadway. Bulk of the votes were evenly divided on two of four propositions, half being for flat refusal to play and the other half being for Sundays on the condition that actors and chorus receive two-eighths salary for that performance.

It was an advisory vote and because of the division the Council will doubtless place Sundays before the full membership by referendum. However, even if it is voted that Sundays are okay provided extra compensation is paid, shrewd men concede that will virtually void the new sabbath laws passed in Albany. That viewpoint is based on the fact that the players, not counting probable similar extra wages to stage hands.

During the meeting it was nip and tuck between those opposed to Sundays and those willing to play if paid extra coin. That was borne out by the count, which was 112 for refusal and exactly the same number for Sundays if paid extra. Only 10 votes were cast for full acceptance without qualification and 36 votes to try Fundays for one year.

**Little Voting**  
Total of 350 votes cast on the Sunday issue was considerably less than the vote for new members of the Council, which totaled 748 ballots. Difference was explained by the mail vote on the slate, while some members present failed to vote knowing that Sundays would (Continued on page 58)

## MORE RADICAL PLAYS ON WAY

During the past season there have been half a dozen so-called group drama scripts with more or less of a radical or political trend produced. Newly formed Theatre Alliance, in seeking subscription support, has doubled that number will reach the boards, mostly presented by actor groups.

Most recent arrival of that type of show is 'Parade,' presented by the Theatre Guild, a commercial management. Other plays of similar rating were 'Stevedore,' 'Sailors of Cattaro' and 'Black Pit,' presented by the Theatre Union at the Civic Rep theatre, 1414 street. Group Theatre's most radical move was the presentation of two one-act plays, 'Waiting for Lefty' and 'Till the Day I Die.' 'Lefty' has also been staged by in many cities through the country.

Next season the Theatre Union will present 'Strike Song' as a starter. Group is considering 'Marching Song' and 'Parade Lost.' 'Let Freedom Ring,' considered for production several times, will be put on by its author, Albert Eden. Newly formed Theatre Alliance, in seeking subscription support, has doubled itself as a repository group which will operate on revivals. However, the Alliance has several new scripts with radical angles.

## Gov't Coin for Revival of Road Seen Likely; Even with NRA Out, Some Legit Board May Stick

### Modest Author

Show moving before it opened on Broadway is a claimed 'first time' for 'Knock on Wood.' Slated for the Shubert, where a paid preview was given Saturday night (25), but premiered at the Cort.

Author thought the Shubert too big.

## 'HOOK-UP' TOUR FOR VAUDE AND LEGIT

Although 'The Hook-Up' was withdrawn Saturday (25) from the Cort, N. Y., after two and one-half weeks, it is slated to survive elsewhere in a novel plan. Proposed to revise the Jack Lait-Stephen Gross satire so that it can be presented both as a vaude unit and a legit attraction.

Show's punch was a radio studio marriage. That scene with some revision is to be offered vaudeville and picture house bookers. Plan is to play it as a unit from New York to Chicago, there to be presented as a legit show, again tour as a unit, and, when arrived on the Coast, revert to legit for the third time.

## Harris Hitting B'way With H'wood Bankroll Plus Authoring Idea

Hollywood, May 28.

Jed Harris is not counting those five months he spent here wasted. He knows his brief presence here is enough to develop any picture plays to his liking he'll salvage something from his sojourn.

For instance there's those contacts he made with film execs which are said to have provided what it takes to get along on Broadway with a budding opus.

Then there's that urge to sing his experiences among the colonists, which boasts all visiting firemen, cropping out and best of all a place to put it. Sateposet will get the yarn, Harris states, covering Hollywood's night and low spots, his meetings with the great and something about those parties which have given the L.A. suburb some what of a Babylonian reputation. He pulled out Thursday (23) for New York.

## REINHARDT PRODUCING '12TH NIGHT' ON COAST

Hollywood, May 28.

Max Reinhardt will produce Shakespeare's 'Twelfth Night' in Hollywood Bowl this summer. Starts casting this week. Opening date still indefinite.

### Schildkraut's Play

Joseph Schildkraut, currently on the Coast, has bought American screen and stage right to 'Tomorrow is a Holiday' play by Leo Perutz and Hans Adler. Intends taking the lead when play goes into production under his own auspices in the fall. He is currently in Vienna.

Chances of legit receiving government finance to aid in reviving the road looked up last week following two huddles by representatives of all fields encompassed within the Code Authority. A program of regeneration was outlined. While no figures were announced as to how much coin was expected the amount was reported between \$3,000,000 and \$5,000,000.

Expectation of FEIRA or RFC appropriation is based on the reputed views of Washington bureau chiefs, said to favor succoring show business. In some form, such aid is expected to be approved, but that depends on an acceptable plan.

Proposal set forth last week by Frank Gilmore is said to have been drawn up by Philip Wittenberg. There would be three production centers—New York, Chicago and elsewhere. Plan calls for the formation of a board which would guarantee a minimum of 30 weeks each year to all theatres which entered into leasehold arrangements with the control board.

**Security**  
Security in the form of a debenture bond would then be offered to the RFC, which would be expected to advance the money required to cover the other attractions. In the interim it is hoped to secure immediate relief funds to aid unemployment.

Board aims to produce 50 or more shows each season, or have that many companies operating as stock or otherwise. A sinking fund is proposed for such shows which run into bad box office going. One angle is to support the sinking fund from profits of other attractions. In the interim it is hoped to secure immediate relief funds to aid unemployment.

Regardless of the U. S. Supreme court having ruled out the NRA, the FEIRA is supported by the \$4,000,000 congressional grant. Whether the legit code remains as is or is eliminated, some body or other will be in charge. FEIRA is expected to continue functioning for the betterment of show business. CA has named a committee to submit plan to the House. The committee is headed by William A. Brady, Brock Pemberton, Marcus Helman, Gilmore and Wittenberg.

Plan outlined calls for a four-way organization consisting of producers, theatre owners (N. Y. and elsewhere) and talent (actors, stage hands, musicians, scenic artists, etc.) and government representation. Each of the three show groups would have five representatives on the board and the government 10.

## STOLTZ OPERETTA SET FOR ST. LOUIS START

St. Louis, May 28.

Robert Stoltz, who wrote the music for 'Two Hearts in Waltz Time,' will be represented in the repertoire of the Municipal Opera. His first production, 'The Idiot,' will be seen in Forest Park during the week of July 22.

This is the first Stoltz work to be seen on the stage in this country.

### More Drammer

Syracuse, N. Y., May 28.  
Syracuse University is a member school will place greater emphasis upon the drama this year. Walter Pritchard Eaton, of Yale's 'The Drama,' will be in charge. Clark, Eugene O'Neill's biographer, also being added to the faculty.













# 'I'm Telling You'

By Jack Osterman

Hello Frisco

Talked to Frisco last night, not long distance... Joe... He just returned from a night club date at Houston... Texas, not the street. Asked him who sold the spot and he told us the Yanks and the Cubs. Every night a bus load of partners would drive up. He also stated that he is living in the Park Center, but if things don't pick up it'll be vice versa.

On his arrival here Joe found that Frank Parnum was breaking in a new landlaid, and that there hasn't been a Xmas tree sold in front of Dave's Blue Room since he's been here. When asked how long it has been since he's been on the Coast, Joe declared, "Since I made 'The Gorilla' they told me that I was away too long." We came to the conclusion that the only reason Joe isn't in pictures is because Lubitch and Goldwyn, combined, are the only two who could afford him... he's stouter other companies into bankruptcy. His parting words were, "Understand they made a new rule on boats. In cast of disaster, every passenger has to sign a pledge to save a sailor."

## Of Thee I Sing-Sing

Sid Cohen reports about a trip he made to Sing-Sing to visit one of the guests.

A new arrival was put in a cell with a guy who was doing 30 years. The 30-yearer asked his cellmate, "How long you got?" The other replied, "18 months..." Then why the hell are you talking off your shoes?" hollered the other guy.

## College Rhythm

And speaking of the big house, witnessed a ball game up there the other Sunday. One of the boys had on his sweater, Graduation... 1950.

## Good Policy

Headline... "HITLER TO DRAFT WOMEN FOR WAR?" It's a good enough for Hitler, it's good enough for them.

## New Trio

Bumped into our old Winter Garden librettist, Harold Altitude, who asked him if it's true that he, Jimmy Hanley and Arthur Swanstrom were going to write and produce a new revue.

Harold answered, "Yeh. We're going to call it 'Three Men on Cain's Horses'."

## Vas You Dere, Sharlie?

Cliff Hall, who runs a cafe in Jamaica between Jack Pearl's promenade and the old New York City, told the Baron gave him. We said, "Nice of Jack to give you that at the end of the broadcast series." Cliff replied, "What do you mean, I'm not east present? I got it two years ago last Xmas!"

## Possible

Harry Rose, Broadway's Seventh Avenue Jester, wires to say that since amateur hours the price of songs has increased 50%.

## Now It's Store

Shavo (Durante Ted Lewis) Sieman phoned us the other morning and asked if we would like to see the opening of a drug store. As much as we needed a brave virtue we stayed in bed. But Drove Elmer out his act down to three counters.

## Osterman

Attended the dinner given by the unions to one of their head men, Vincent Jacobi... Borro Moros was toastmaster, so told him he was the only man in the union who speaks proper English... he used the gag... Randall, Ed Flaherty and Leon Flatau have a new act, called the "Three Public Enemies"... awed it for the critics... act doesn't click... Jack Pasternack, who leaves for the Napanoch Country Club this week, was interviewing talent. Asked one girl "How tall are you?" and drew the reply, "Five feet with heels, five feet four with regular guys"... Many a summer soldier and traitor... act doesn't click... Zep Marx is doing swell in Hollywood as an agent... he must know talent... quit acting... work in time for the act they work for... and we will believe that he begins at 40... so we wish off eight more years.

Are you waiting?

# Loew Loudown

(Continued from page 5)

tional surplus income. Bernstein's plan is 1 1/4% while Nick Schenck gets 2 1/4%.

The option agreements give Thalberg the right to buy a total of 200,000 shares of common at prices ranging from \$30 to \$40. This offer expires in 1939. Bernstein is given the right to buy 50,000 shares on the same terms and so far, statement disclosed, has avoided himself of the privilege to the extent of 15,000 shares. No indication that the Mayer trio has purchased any securities, but Rubin and Mayer have the right to buy 50,000 shares and Thalberg the right to purchase 100,000.

While Loew's said salary and bonus data is "omitted at this time," the Bernstein salary figure was revealed in the copy of his personal service contract filed as a supplement to the registration application. Similar contract regarding Mayer, Thalberg and Rubin was included, but did not throw light on their fixed salaries.

## Financial Structure

The Loew's application pertained to permanent listing of \$1,715,000 worth of 15-year 6% gold debentures out of an authorized issue of \$2,000,000; 136,722 shares of 10% cumulative preferred, 1,464,205 shares outstanding and 2,500,000 shares unissued of no par common. Statement showed that the Loew's had the outstanding cumulative preferred is \$12,520,223 and that of outstanding common, part of an authorized issue of \$40,000,000, is \$36,576,850.

While statement said that no individuals or corporations have as much as 10% holdings of Loew's securities, Loew's revealed that Nicholas M. Schenck owns 1,817 shares of common; Bernstein, 13,400; David L. Loew, 10,000; Schiller, 5,000; Leopold Friedman, secretary, 8,412; Fred Grey, assistant sec., 300; Charles C. Moskowitz, assistant treasurer, 300; Len Cohen, assistant treasurer, 100; H. Helborn, assistant sec., 100; Richard L. Williams, 1,000; William A. Reक्टर, 2,000, and David Wardell, also a director, 7,000. Rubin also holds 150 shares of preferred.

The statement shows Loew's owns outright 83 subsidiaries and is part owner of 43 others in addition to 45 more domestic and foreign companies, part of the Metro-Goldwyn-Mayer corporate set-up, about which no details were made public. M-G-M Co. was shown to be owner of 57 of the various subsidiaries.

## Pathe's Salary Dope

Salary dope was made public in similar statement filed by Pathe regarding registration of 251,803 outstanding and 7,886 unissued shares of Class A preference and 80,925 outstanding, and 123,943 unissued shares of common.

Stewart W. Webb, president, who stepped down in the reorganization, drew \$20,800 last year in salaries and an additional compensation has option to purchase \$700,000. Arthur B. Poole, vice-president, was listed at \$12 and \$4,000. Arthur B. Poole, vice-president, was listed at \$15,600 per annum, \$12,000 at \$12 and \$4,000. Arthur B. Poole, vice-president, was listed at \$15,600 per annum, \$12,000 at \$12 and \$4,000.

Only holders of 10% or more of Pathe securities are Brown, 10,000; Newark, N. J. who has 10,000; 1,804 shares, of the company's 8% cumulative preferred, and the voting trustees who hold 12.4% and 2,057 shares of the same type of securities. Arthur B. Poole is listed as owner of 20 shares of the cumulative preferred; Charles C. Moskowitz, director, of 100 shares of Class A; Theodore C. Streibler, director, of 10 shares of cumulative preferred; and 100 A. Charles B. Wiggin, director, of 10 common. Frank F. Kolbe, new president of the outfit, was listed as owner of 10 shares.

Pathe is 100% owner of seven subsidiaries. Pathe International Corp., State Theatre Co., Australasian Theatres, Ltd., Pathe Cinema Inc., Pathe Studio, Inc., Pathe Sound Studio, Inc., and Pathe Co. Its capital structure includes a \$10,000,000 issue of \$100,000,000 of 10-year gold debentures, of which 21,936,500 are outstanding, and 30,000 shares of 8% cumulative preferred (which 16,400 are out, with a liability of \$80,430).

## Inflation

It's man on Broadway, plays a sign reading: "I'll see each—4 for

# Heckheimer Disbarred

## Pending His Appeal On Arson Conviction

Being convicted up state of convicting to burn his Lake Placid, New York, cottage for the insurance, and sentenced to one and one-half to three years in Dannemora prison, Harry Saks Heckheimer, New York theatrical lawyer, was automatically disbarred and he stopped practicing last week. However, he secured a certificate of reasonable doubt and is at liberty under bail of \$2,000, pending an appeal.

Joseph E. Shea, former vaudeville agent, and the two men who fired the house were given suspended sentences. All three pleaded guilty. It was disclosed that three days before the alleged arson, an additional \$7,000 in insurance was placed on Heckheimer's place, that policy, in the name of his mother-in-law, making a total of \$17,000 insurance. If his conviction holds this insurance will not be paid.

# Friars' Penthouse Gym

Construction starts this week on the Friars Club's gymnasium, one floor of the penthouse clubrooms in the Hollywood theatre building, New York. It will cost around \$4,000. Club has already opened its new terrace grill and card room. Latter is claimed to be the only open air kiltster club in the country.

## Nude Stripped

Rochester, May 28. Enactment of anti-nudeist bill at Albany put a crimp in plans of W. W. Newcomb for opening a flesh camp this summer. He launched one two years ago but it languished. The feminine element declined to join, even at reduced rates or free. This year gals were said to have been signed in advance.

# LOBSTER REPRIEVED

Marine Nourishment Spot Gets Stay in Move Notice

Recent order handed down from receivers that all tenants on the Chicken-Lowes, New York property must vacate premises by June 15 to permit raising of structures and rebuilding does not apply to the Lobster, old sea food entry located on site in 45th street, which sits an additional sixty days.

Restaurant is the only exception made among lease-holders. Reason for extension is that the proprietor desired to fix the lease rights. It must be the way for time allowed elapses Linz & Fuchs must seek a new location.

# STOCK BURLEY OKE IN OHIO, TRY MICH.

Canton, O., May 28. Matt Kolb, whose stock burlesque is now in its second month at the Grand Opera house here, is opening a No. 2 unit with 35 people this week at Romona Park, Grand Rapids, Mich., for a summer season. Associated with Kolb in the double venture is Art Moeller.

Ensemble will include George Brubaker, Dixie and Sans and Bob Ferguson, comics; Ray Kolb, bass and characters; William Deane, tenor and baritone; Earl Holder, tenor and characters; Frank Byler, second tenor; Billy La Tour, dancer; Margie Bush, ingenue; and Silas, dance team. Jeannett and Hardy, specialty dancers, and the Crescent Trio, instrumentalists.

Dolly Allen, who has been directing the chorus work of the local company, moves on to the new unit, using sixteen girls. Raymond LeRoy succeeds her here. Additions to the local company are Lovetta Martin, Vivian Proctor, and Andy Anderson. William Clark, veteran burley treasurer and manager, became local manager this week.

# VARIETY'S AMUSEMENT GUIDE

For show people as well as laymen, this Guide to general amusements in New York, first inaugurated here in 1926, is revised and published weekly in response to repeated requests. VARIETY lends the guidance of its editorial staff to the entertainment writer, and the writer, in turn, 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-town as a time saver in selection.

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 charging.

## 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, and the listing box in Page 4, which indicates the new films for next week and the week after.

## BEST NEW PICTURES THIS WEEK

C. R. Music Hall—"Escape Me Never" (UA). Colton Club, Dickie Wells and Ubangi in Harlem. Village Barn and Nut Club in the Village, and King's Terrace in Times Sq. are sufficiently heated for the hectic nocturnal activities. Famous Dore is the fave musical hangout and very hotcha. In the wee n. hours, the Village also has a number of new hot spots that are doing much to revive the sector. Best to just browse around 4th and 7th avenue. Equally hilarious, Eddie Davis' saucy songs at Leon & Eddie's and the vintage-decade gagging at Gay 90's are surefire for lively diversion and diversions.

Any number of Times Sq. side-street discoteeries are also good diversion if yearning for 'different type' of atmosphere. Mim's Fabourgette getting a big pile of Lords, Jack and Jack's, Club New Yorker, the new Stork Club, Normandie, Mon Paris, Chateau Moderne, all have faves. Rainbow Room in Rockefeller Center has Ray Noble opening there Friday (10); the St. Regis hotel; Eddy Duchin's music at the C. F. Casino getting a big pile of Lords, Jack and Jack's, Club New Yorker, the new Stork Club, Normandie, Mon Paris, Chateau Moderne, all have faves.

Rainbow Room in Rockefeller Center has Ray Noble opening there Friday (10); the St. Regis hotel; Eddy Duchin's music at the C. F. Casino getting a big pile of Lords, Jack and Jack's, Club New Yorker, the new Stork Club, Normandie, Mon Paris, Chateau Moderne, all have faves. Rainbow Room in Rockefeller Center has Ray Noble opening there Friday (10); the St. Regis hotel; Eddy Duchin's music at the C. F. Casino getting a big pile of Lords, Jack and Jack's, Club New Yorker, the new Stork Club, Normandie, Mon Paris, Chateau Moderne, all have faves.

Frederic Casin's "Polies Bergeres" revue is still a big cabaret money-getter. Of the new starters, Jack Dempsey's chop house is doing o.k. Paradise and Hollywood among the outstander mass cabarets. Harlow has come to the opening of Connie's Inn on the site of the old Palais Royale. Ben Marden's Riviera is hot again with the warmer weather and a new Earl Carroll revue.

# B'WAY EATERIES SOCKED BY 5TH AVE.'S

Broadway restaurant owners are in a lurch and in a lurch. The east side spots of New York, formerly restaurant centers by the class minority of the city, now have apparently lost the traffic as well.

If anybody's eating west of Fifth avenue, 20 odd restaurateurs who own dining in the Times Square sector up until the past two weeks didn't see them. That's how many show spots have folded in the last fortnight from customer malnutrition.

While the majority of the fade-outs were the smaller restaurants and grills, a few that folded represented sizeable investments. Especially Harry Cooper, the White Horse Tavern and the La Salle. Latter two were established spots, especially the prohibition-era White Horse. Cooper's was comparatively new.

Explanations for the low eating rate on Broadway are varied, but they can't adequately explain the west side doldrums for the prices are no higher west than east of Fifth avenue, and the same amount of people still pours into the Square nightly.

# B'way in Chain Gang, 2,000 Letters Biting In at a Buck a Nip

Dollar chain letter gag spread like gun on a white wire in the Times Square area during the past week. Estimated that at least 2,000 chain letters hit district between 40th and 50th streets in less than seven days.

Official complaint of the higher-priced letter's away was taken by Loew's, order going out from commercial to all homes managed in greater metropolitan area for bidding employees to participate. Pointed out that it took too much time away from Loew's workers' tasks for the circuit, and left the definite hint that participation would lead to dismissal. Department stores, with hundreds of employees enticed over the idea, also were hit by official edicts.

Portland, Ore., May 28. Chain letter racket ended in the burg like a pricked balloon, with arrest of 30 chain brokers who had done a roaring trade for a week. Chief profit was derived by scores of Washington state letter writers overtime writing the sucker mail-saves.

## MARRIAGES

Helen Marlowe, film stand-in, to Lester White, cameraman, May 26, in Hollywood.

Ed. M. Kealey, portrait artist, to Lovell Farrell, assistant director, May 22, in Hollywood.

H. M. Kealey, manager of Chicago office of Free & Steingarten, station rep outfit, to Sara Chase Franklin, May 8, in Chicago. Bride is known as Sara Chase.

Violet Doonan to William Clark, at Canton, O., May 20. Bride is from Chicago, a non-rep. He is manager of Grand Opera House. Canton. Matt Kolb burlesque company witnessed ceremony.

Pauline Marks to Howard Thurston, Harrison, N. Y., May 24. She assists the magician in his act.

## BIRTHS

Mr. and Mrs. Ted Fio Rito, son, at Mercy Hospital, Chicago, May 11. Mother a non-rep.

Mr. and Mrs. Hugh A. L. Hall, son, in San Antonio on May 9. Father is manager of station KOAI, San Antonio.

Mr. and Mrs. George Kercher, son, on May 18 in Chicago. Father is salesman with the Chicago office of F. and M.

Mr. and Mrs. Alfred Santelli, daughter, May 24, in Los Angeles. Mother is the former Jane Keithley, film actress.

Mr. and Mrs. Tim Whelan, son, 1 Hollywood, May 26.



# Hollywood

# CHICAGO

# Pittsburgh

By Hal Cohen

rian Dunley planned in. Jean Arthur left for Broadway. Stan Meyer back to Milwaukee. Nella Walker back from Broadway.

Don Kelly to the Fox convention.

Don Kelly joins the player scouts as chief cubby.

Herb Aller has gone handball screw.

Tom Bally vacationing in San Francisco.

Lucy Beaumont hit town from Broadway.

Mary Carlisle personaling in San Francisco.

Bernard Newman on jaunt to New York.

Sam Santell baby tagged Barbara Jane.

Janet Beecher vacationing on sister's ranch.

Ramon Novarro personaling at Paramount.

Irving Brinkman named prez of Columbia Club.

Neville Reay resigned from Co's publicity staff.

Gilbert Sells being hosted by Charles Chaplin.

George Brent on 10-day plane vacation to Mexico.

Clarence Crews red at the Beverly Wilshire.

Paul Whelan started his cricket season last week.

Harry Yinnick added to IFO board of directors.

Ralph Kohn back after a trip to the C's home office.

Charles Mountford Dean personaling at Alhambra theatre.

Charles Skouras planned to and from Frisco last week.

Bob Welsh completing a month's bout with the dentist has left Universal's publicity department.

Jay Lloyd, former Metro actor, is operating a used car lot.

Edward L. Flint, pianist for J. J. Sullivan at F-W.

John MacDonnell resumed his own acting office for F-W.

Leona Roberts being tested for "The Sign of the Cross" by Metro.

Victor McLaglen staged a benefit circus for his playground.

Claudio Collier hit his arm in a sting. Muscular trouble.

Madison Mamoulian came to attend premiere of "Becky Sharp."

"Ten Plazas has finally gone on a diet."

Little Col. Jack Mow.

George Raft went for a new car and a uniform chauffeur.

Louisa Greenspan has left Universal's publicity department.

Jack Kober left for New York and will write a play there.

Ben Lyon being tested at Universal.

Charles Lester in "The Sign of the Cross" ready to make Jack Kober listen to his own dict.

Harry Hervey and Anne Morrison Chaplin off Paramount writing hit.

Charles Lytle returned from his six years away from the Coast.

Three Airplane adorns on Henry Wilton's home.

Margaret Sullivan spent her birthday in the portrait gallery at Par.

Richard Dix congratulated on his twin boys by an East Indian potentate.

Mark Kelly, Examiner sports ed, off to the east for a month's vacation.

Manny Gelf and Warners talking a new deal. Soft vacationing in the east.

Bob Doman gets new publicity berth with F-W first run-house here.

Former Par writing contractee, Sidney Salkow, back from Broadway.

George McManus forced to cancel plans to Hawaii due to sudden illness.

Ken Dalley, Frisco theatre booker, looking for picture names for personal.

Frank Tuttle producing a short of La Chine, Russian ballet dancer.

Ken Levine and Wallace Macdonald back from their story huddle in Hawaii.

Harry Ruby gave a baseball bat to Sid Silvers' three-week-old baby.

William Seft brought in "Orchids to You" day and a half under schedule.

Albert and Harold Stetson back to Arizona after confab here with Max Arthur.

Henry Hathaway took ill on the set of "Peter Ibbotson," but will return the next day.

Maxine Reiner, new Par contractee, announced her engagement to Joe Myerson.

William Van Dyke scouting locations in the north for the next Joan Crawford opus.

Paul Dillon, with two salesmen and booker, pulled out for Fox Chicago convention.

Senator in from New York to nurse Eddie following latter's operation last week.

Chas Nelson, m.c., who started here eight years ago when went east, is back in town.

Charles Lederer acting as assistant to Irving Thalberg for the Marx Bros. picture.

Mike Newman recuperating at his San Fernando valley ranch after second major op.

Clive Brook back in Fox's "The

Dressmaker" after being out two days with a cold.

William Pine moved into Tom Bally's office at Par. Bally goes into Ed Lewis' cubby.

Josef von Sternberg covered 8,000 miles by air in nine days and spent two days in Havana.

Earl Baily, manager of Warners, Philly Uptown, and the misues quipped by Dick McCull.

Arthur Sheekman and Gloria Stuart moved to a new house, with a nursery, in Brentwood.

Alan Hale took his daughter, Karen, suffering from injured spine, to a show in ambulance.

Movie-of-the-Month club gave a citation of honor to David Butler for directing "Little Colonel."

Nick Colman, of Par's publicity department, back in the hop for an op. his second in four months.

Russell Gleason planned to go from New York to help his dad, James Gleason, celebrate a birthday.

Sam Mintz addressed the USC motion picture class last week on "The Art of Selling Pictures."

Lucille Gleason, first president of Dominos and Incumbent since 1930, announced that she and her husband, Sally Ellers and Harry Joe Brown, had moved to a new home where they're settled in new Beverly Hills.

Fox Westcoast's club hopped at the headquarters of the new picture, at which new officers were inducted.

Frank Glavin, former publisher of "The New York Times," and newspaper, giving Hollywood the look-alike.

Feldman-Blum agency and Al Kingston quit Hollywood for Beverly Hills.

Francis of Fox publicity department confined to his home for the next six weeks with an internal ailment.

Radio had to find extra large size wedding ring to fit finger of Paula Stone in financial crisis. The actress had slammed auto door on the digit.

## Stourdsburg

By John J. Bartholomew

Hal Kemp one-nighted.

Mike Maguire returned to Teddy's theatre.

Bob Cook and his Venetians re-opened Yarrick's Summer Hof.

Ringing Bros. and Barnum & Bailey "will show" in "Attention."

Paula Shay will resume her summer theatre at Shawnee-on-the-Hudson.

Rose Bampton of the Met. Opera House in financial crisis. The actress had slammed auto door on the digit.

Newly reopened Stourd theatre started right out with a three act amateur contest together with dual.

First month of night baseball taking off on the chin from the town of Stourd, and it's a good break for the theatre.

Governor Earle will appoint the Com who will select the new college Princesses for Laura blossom time in the Poconos.

Red Head Inn started off with Jimmy Applepie and his band; Eddie Bent has Bill and his Red Jacket; Ray Wahl stays in at the Kresge hotel, and the Commodores are playing at Penn Hills Tavern.

## Boston

By Maxwell Fox

Nitery big, in general, booming in Boston.

Vivian Fields back at the Blue Train.

Ray Hutton following the Ponies.

Howell Cullins back in news-column.

Bob Benchley's son doing the rounds.

Bert Hensen on leave of absence from Keith Boston.

Maurice Wolf back after leaving because of lame back.

Bob Freeman just got his cross-country sportsman's license.

Joe Harrington and Joe Dineen combining on a play.

Belle Livingston looking for a summer spot on the Cape.

Joe Simmons resting up with the family in Seneca Falls, N. Y.

Jack Goldstein flying to Hollywood in his vacation speed.

Cocoanut Grove going in for productions. Show changes every two weeks.

Horse races at Rockingham making him his best bet this Saturday.

Friars club golf outing and Boston club annual golf dinner this Monday (27).

Ellis Harlowe dusting off the lugger for that summer theatre tour through the bayview belt.

Philip Morris (Hudson) troubles with his alarm clock and a pet frog that tags him like a shadow.

## Minneapolis

By Leo Ross

Theatre his in bad May slump. Move on to establish city zoo.

William Green here ahead of Ruben.

Excelsior Amusement Park opened for season.

Orpheum auto racers in meet at State Fair Grounds.

Middle-aged local movie editor, back from Hollywood.

Mrs. Alda added attraction on Orpheum auto racers in meet at State Fair Grounds.

Art Johnson now running The Plantation, suburban night club.

Orpheum auto racers in meet at State Fair Grounds.

Ben C. Marcus, Columbia exchange manager, recovering from injuries sustained in auto accident.

Walt Disney's Mickey Mouse drawings on exhibition at University of Minnesota. Little Art Gallery.

Generative Nardo to sing leading role in initial civic opera, "Robin Hood," at Lake Harriet, city park.

Quitting stage shows, W. A. Steffen's Alvin theatre is playing a variety of 400 acts.

Richard Alvin, told local variety club members at luncheon that "lousy pictures make lousy actors and lousy actors make lousy pictures."

Franklin Amusement Co., local indie chain, expanding further with the purchase of 400 acts.

Owatonna, Minn., giving it 10 houses in all.

Music comedy written by Prof. B. K. Killen of University of Minnesota, now in department and his son, Albert, having world premiere at U. of M.

Varley, local stage here nearly broke up in a row from some of the guests discovered that the "made-in-Germany" label.

The Minneapolis audience was an oversight by the entertainment committee, but most of those present enjoyed the show.

Katherine Williams, principal speaker at the annual convention of the Catholic Women, reported that "good pictures have paid greater profits and, after all, that is their standard of judgment, but there are commercial interests which are seeking to bring back the old times."

## Chicago

Gardner Wilson ahead of "French Revue."

Abe Laszlo stopped off on his way to Coast.

Art Kahn guested on the "Gloom Dodgers" and "The New York Times."

Low Gooding will be a papa for a second time shortly.

Frank DeLorenzo, returning for his annual trip to St. Louis.

Ray Linton changing into New York's "The Sign of the Cross."

Helix Bell, p.a. of the new Jack Fox "Band of Revue."

Phil Felix, Metro sales chief, in town for the opening gun of the new selling season.

John Ashhurst has completed his novel, and it's likely to be tagged "Leisure for Repentance."

Ralph Atlas got a general overhauling last week, having a wisdom tooth yanked and his peepers examined.

Meryl Friedel handling press work for "Singing Lady," "Song of City," "The Sign of the Cross," and "The Sign of the Cross."

Jack Hunt, manager of the State-Lake, won't be getting a prize on the Kentucky Derby.

Sweetpeas was organized by the new film.

Music publishers won a double-header last week, whipping Freddy Martin's band, 14-4, and the Sign of the Cross orchestra, 7-5. Pitching of new acts and Harold Well out-standing.

## Toronto

Marty Simpson minus an appendix.

Tom McInnis takes his first solo flight.

Merry Hirtz p.a.ing six-day bike races.

Jimmy Chalmers had his tonsils yanked.

Sam Morgan's band into the Holland.

Bert Simmons and band into Billy Bech club.

Orpheum auto racers in meet at State Fair Grounds.

Naomi Yanova and Elia Coles to tour the U. S.

Tom Henshaw admitting that he and his band are "The Sign of the Cross."

Billy Nelson and orch. with Natalie Mills, into Silver Slipper.

Philip Morris (Hudson) troubles with his alarm clock and a pet frog that tags him like a shadow.

## Westport

By Humphrey Doulen

Chapeyev playing a few local dates.

Burton Davis sold a script to Warners.

Jimmy Donahue reviewing the local landscape.

Ray Washburn handling press for the Country Playhouse.

Harry Wagstaff Gribble visiting the Lawrence Langners.

Dorothy Gish not likely to return until middle of summer.

Robert Adams working on "The Milky Way" script for Harold Lloyd.

Maynard Adams and Babe Adams Downs slated for a concert at Darien, June 27.

More than the usual number of summer theatres in these parts from indications.

Robert Adams has again leased the house he had here last summer.

Ray Washburn and Harry Archer are in the neighborhood.

The Osgood Perkins and the Tony Minchill summer in New Milford.

Robert Adams (Warner) Kaufmans are summer neighbors.

Robert Adams and Laurence Keeler, Mr. and Mrs. Philip Dunlop, and Mr. and Mrs. Leo Marsh, greeting the Hannafords in the circus.

## Cleveland

By Glen C. Pullen

Clyde Harty show set here for June 9-10.

Red Kohler, Jr., former m.c. of the "The Sign of the Cross," Midnight NVA show drew 3,100 into RKO Palace, netting \$2,500 for campaign.

Robert McLaughlin planning to open a "Bay Tree" in Playhouse Club theatre.

Chuck Jones, pianist, turning down Continental Secaucus.

Art Greenway at "Continental."

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## Singapore

Pearl White passed through.

Vicki Baum here looking for new material.

Norm Coward here. Entertained at State ball.

Robert and wife due here on world tour.

Yola and Paul, dancing team, big at State ball.

Ward Wing started shooting a new picture.

Jack Groves, Paramount's Eastern head, back from Java.

Frank Buck, earning completion of his new film, "The Sign of the Cross," decided to cut out of the country.

Joe Fisher entertained Sultan of Java and party at Capitol operation of Metro's "Forgetting All Others."

Five Hot-chas, Negro steppers, passed through. Will play Capitol theatre after return from Java next month.

## Mexico City

By D. L. Grahame

Irish bluesmanit calling himself "Ho Chang," a hit in the private.

Hilario Gonzalez, composer of Mexican music, back from long residence in U. S.

Fu Manchou, maclean, booked here for a return engagement after a South American tour.

Carlos Villarias, actor, who has played in Hollywood, organized for a season at Teatro Arhu.

"Milk of the Gods" (Coco) at Cine Elit.

"Milk of the Gods" (Coco) at Cine Elit.

Cine Elit's most popular current.

Paul Money here to make a 10-

Bob Sent and the Mrs. are back from vacation in Florida.

Sam Stern, who has sold 12 water coats to New Yorkers.

Joe Feldman off for New York to handle the "The Sign of the Cross."

Lupe Velaz planned to coast same night she wound up at Stanley.

Frank McCarty about pulling out for a busy cross-country ride.

Mrs. C. B. Brown, who is the Johnny Harries for a few days.

Johnny Perkins returns to the Alvin for a week.

Day.

Milton Slosser, ex-organist at Elbright, now at the Strand in Okla. City.

Collette Arden and Ned D'Anders tell it to a preacher some time next month.

Grey Richards has joined up with Eddie Weitz's band as featured attraction.

Pit crew at the Penn gave Harry Hoehle a purse on the conductors' birthday.

Bill Scott stocked a fish pond in the back yard of his new Squirrel Hill home.

Dick Powell expects to stop here briefly en route from Annapolis to Hollywood.

Ira Cohn and the gang pull out this week for a "The Sign of the Cross" convention in Chi.

Lola Miller singing the lead in "Vick O'Brien's one-act opera at Carnegie Tech."

Charles Kohn quitting "Drunkard" to run a summer beer garden with "The Sign of the Cross."

Marion Wilson, of the Variety chorus all season, joins the Alvin's chorus.

Bill Zeiler's still wearing the tut the Skouras bought him in St. Louis.

Helen Donnelly, winding up political job in U. S., going on tour as "Drunkard" p. m.

Milt Brodsky back from a Ft. Worth, Tex. trip.

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## Circus Reviews

The Coral Islanders opened at the Hotel Montclair, N. Y. roof. Previously were with Norman Brokenshire in vaude.





# Notes of Praise

Smooth, soft  
skin always  
makes a hit!

**W**HEN you see Jeanette MacDonald in "Naughty Marietta," you'll be thrilled by her golden voice, thrilled by her *beauty*, too. "How does she keep her skin so exquisitely smooth and clear"—you'll say, when the close-ups bring her near.

It's a very *simple* care she uses—the same one 9 out of 10 other famous screen stars have used for years. "Lux Toilet Soap gives skin such a smooth, fresh texture," says Jeanette MacDonald.

This gentle soap has an *ACTIVE* lather that goes right down into the pores, *thoroughly* removes every trace of dust and dirt, stale cosmetics. No risk of *choked pores*—the cause of dullness, little blemishes—blackheads, perhaps—when you use Lux Toilet Soap!

You, too, want to keep the complexion loveliness that means so much to your charm. And you *can*, if you'll follow this simple care *regularly*.

Before you put on fresh make-up during the day . . . and *ALWAYS* before you go to bed at night, use Lux Toilet Soap. It will *protect* your skin, keep it always soft and clear.



**Jeanette MacDonald**  
star of Metro-Goldwyn-Mayer's  
**NAUGHTY MARIETTA**  
now showing locally

Scanned from microfilm from the collections of  
The Library of Congress  
National Audio Visual Conservation Center  
[www.loc.gov/avconservation](http://www.loc.gov/avconservation)

Coordinated by the  
Media History Digital Library  
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