

# AMERICAN

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56 PAGES

## ACTORS' FINANCES

### Maude Adams Returning to Stage In a New Play, First Since 1916

Maude Adams will return to the legit stage next season, under management of John Golden in a new play, due in October. While the star has emerged from retirement in revivals for limited road bookings it will be her first appearance in a new play in 18 years.

Apart from the idea of a Rockefeller learning financial wrinkles, young magnate's diligent application to the E. C. amusement properties has impressed the kiddies that he knows how to count up—and also down.

Half a dozen of her plays have appeared in play agencies, one 'I Myself,' having been presented on Broadway last season. She also conducts a school of stage diction in New England.

'A Kiss for Cinderella' was the last new play in which Miss Adams appeared on Broadway. It was among the Sir James M. Barrie fantasies with which she rose to stardom under the aegis of the late Charles Frohman. Piece opened at the Empire, Dec. 25, 1916.

Miss Adams has been staying in her mountain retreat, making occasional visits to Lake Ronkonkoma, L. I., where she retains a portion of her estate, which she turned over to a convent some time ago. Understood Miss Adams will visit Miss Bushnell to suggest final revisions in the script.

### You Can Rent Most Everything but the Girl to Hoof in Balto

Baltimore, July 2. Admish this summer to balloon at Carlin's Park, town's sole amusement lot, is an all-time low for Balto, 10c, with obligatory hat-check top of a jitney. Ticket entrance person to hook continuously all evening to tunes by 12-piece orchestra must be accompanied by a tie and a coat. Management has on hand a supply of cheap clogs, which are sold for a dime each, and an assortment of cotton crash coats, which are rented out for the evening to those muggs ducking the heat.

### LICENSE BAR-MAIDS

Atlantic City, July 2. So many complaints against bar maids employed in road houses and inns along the White Horse pike have been made that Chief of Police Mendley, of Hammonton, a small community above here, referred the matter to the council. Letter decided to place the girls under the regulations of a license. Girls must appear before the authorities, prove they are 21 years of age and have been residents of the state for the past five years.

### Gilding the Lily

Favorite gag around amusement adjuncts of Rockefeller Center-Radio City is Nelson Rockefeller's academic excursion abroad, 'to study finance.'

Agony from the idea of a Rockefeller learning financial wrinkles, young magnate's diligent application to the E. C. amusement properties has impressed the kiddies that he knows how to count up—and also down.

### 'STEVEDORE' TOO SOUTHPAW FOR RUSSIANS

Moscow, July 2. 'Stevadore,' play about Negro dock workers in New Orleans which was produced in New York last season by The Theatre Union and this spring by Left Theatre in London, is not likely to be seen in Moscow or Leningrad; or any other metropolitan center of the USSR.

Play shocked a few in New York by its left angle, but Soviet officials think that production here might be construed as an unfriendly act toward the American government. In the provinces maybe, but an official mix on production the Moscow Kennedy theatre had slated for next fall and the proposed Leningrad presentation is also out.

### NEVER DARE A STRONG MAN TO BITE HEMP

Cleveland, July 2. George Young is through booking group-men, as result of one husky bozo who nearly wrecked the stage of his Roxxy. It was Max Rosenstock who did it while pulling off Tarzan stunts. One heckler in audience yelled, 'Let's see yuh bite that hanging rope in half!' Max grabbed the cord, took a healthy bit, and in two chews cut it in half. Half-a-second later the curtain banged down on his head.

### RELIEFER MAKES GOOD

Until a few days ago Bob Turney was on relief, as an unemployed writer. Now he's off. Theatre Guild paid him \$1,000 advance on a play, 'Daughters of Atlantis' to go on the early fall production schedule.

### 575 OUT OF 11,000 MEANS 19-1 SHOT

Call Bureau Records Show 75% of Actors, Not Extras, Failed to Work Single Day—Raids on Legit Hit Old Timers

### GLOOMY FUTURE

Hollywood, July 2. With Hollywood raiding Broadway for new talent after every successful or near-successful show, old-timers in films face a pretty dismal future and the picture extra player remains in a tough spot.

State of affairs is illustrated by the names now on registration at the Call Bureau. Records show that currently in Hollywood around 11,000 persons are listed as players, yet under present conditions only 28% of them can be assured of any work at all during the year. Actual figures show that ratio of jobs to players is 1 to 19.

Records for last year show that around 75% of the registration didn't work a single day during the 365 days. These are exclusive of extras, the Call Bureau list representing only players in the bit class and above. (Continued on page 44)

### Studio Backstage Pix Banned on Tipoff Angle

Hollywood, July 2. Major studios have agreed on banning release of backstage still pictures which give too much inside on set construction or short cut methods of production. Too much revelation lessens surprise for audiences, also reduces production values.

Total of 30 script names were dropped from the studio credential list at last week's session, all being washed out as representatives of publications with too small a circulation to justify studio departments' giving time and service.

### Seth Parker Authors 'G' Men Radio Serial

Phillips Lord has gone to Chevrolet Motors a dramatic aerial glorifying the 'G' men. Program will be cleared over NBC, with the matter of whether it will be a half hour or two quarter hours a week depending on the choice spots available. Lord is Seth Parker, who has been identified by listeners with either religion or travels. It is Chevrolet's intention to get the series started while the film 'G' men cycle is at its height.

### London 'Bird' Epidemic 100G Wallop To Shows; Films Now Getting It

### Better Than a Badge

Philadelphia, July 2. Instead of a fine for speeding last week, Harold Davis, WDAS program director and singer, will dedicate his program Thursday to Justice of Peace at Berlin, N. J. 'Hizzone' net splier off on promise of plug on the air.

### PSYCHOLOGIST AIR TUNE GUIDE

Kenneth Goode, professor of psychology at Columbia University and the author of several books on psychology in advertising, has been retained by Philip Morris to supervise its radio interests. Talent working on the cig roller's programs are subject to hard and fast formulas concerning popular entertainment that the professor has drawn up. Among the latter's duties is that of charting fan mail and keeping the account informed of the latest quips in listener reaction.

For Leo Reisman's orchestra, which Philip Morris clears over NBC Tuesday nights, Professor Goode has laid down four rules to which the band must conform to in making up its program. One rule is that the program must include one of the first five numbers in Variety's weekly compilation of the most played tunes on the air. Other three regulations are for the inclusion of a soft or waltz number, a new tune by two well-known writers whose latest work gives assurance of becoming a hit, and lastly, either a tango or a rumba.

### London, July 2.

'Razing,' or 'giving the bird' to shows is a mode of disapproval here which is just as English as steak and kidney pudding. In recent years it has become a dying industry, but now there's a big wave of it again. Started with the production of 'Young England,' meller sobble which has been razing in the sheets from a mob which comes daily only to kid it from the audience. It has become a new kind of sport for London's young bloods. They go to a theatre these days, not to enjoy a show, but to take part in razing it. A flock of new plays in the West-End have had to make sudden exits through this new and rowdy element. It is estimated the idea of sport has cost the West-End managers at least \$100,000 in the last six months. And the evil is now spreading to picture houses. In the last few weeks no less than three pictures have been razed off the screen in the West-End.

First film victim was 'King of Paris,' a British & Dominion pic, starring Sir Cedric Hardwicke. Picture had to be taken off after one day. Similar fate befell an English - Paramount film titled 'School for Scars.' This one fought on for two days, finally bowing out, with the exception of a 10:30 a.m. showing to comply with quota regulations.

Latest to be given the time hand-clip, a most agonizing form of bird, is 'Who's Your Father?' a Columbia quota pic, made by Lupino Lane and shown at Metro's Empire for one day. Picture had been tried out in the sticks, doing okay there.

### Nebraska's Legal Juggery Grosses Topping Theatres

Lincoln, July 2.

Home in the wall liquor stores are being theatres on grosses here, according to day and night circulation during last week, which was the first for legal reauction of old John B. Mayors. Stores opened Saturday (22) and ran straight through with takes exceeding any of the lagging picture fare. It's all package sale in this town, no drinking on the spot. One joint with little more than 24 feet square of floor space knocked off \$900 the first day.

All public places are raising eye-brows at the result, since the set-letdown of the gate lost so few abber they couldn't take care of the others. Amuse cut prices, dance places, and cafes were crowded all night—after the bottles were bought. Pictured to be only the opening flash, it's reported to quiet down after this hotday week.

### FREE ITALIAN OPERA AS LEGIONAIRE BAIT

St. Louis, July 2.

Grand opera lovers here are going to get a break in September when the Italian government will present free grand opera at the municipal theatre in Forest Park as part of a campaign to capture the 1937 American Legion convention for Rome.

Announcement of the plan was made by Humbert O. Neill, Chicago rep of the Italian government, on a visit here. Rome has been trying to grab the Legion convention since it was held in Paris in 1927. Gabriel d'Annunzio, poet and war-time aviator, will be a special emissary of the Italian government to issue the invite.

# Death of Lauste, Edison's Aide, Recalls Sound Pix Pioneering

Eugene Augustus Lauste, 78, died in Manhattan, N. Y., June 27, of stomach cancer. Born in Paris, Lauste was brought to America by Thomas A. Edison because of his mechanical knowledge. He was acknowledged in his prime as one of the finest cinematic mechanics in the country, and with W. Laurie Dickson, he contributed very materially to the success of Edison's experiments on the Maresy concept of photographed motion, and in inside track circles he is credited with the mechanical developments which made possible the peep box Kinetoscope.

He worked with Dickson on a projector, but became dissatisfied and quit his job to go to the Latham brothers, who were working on a projector of a wider film than the standard 35mm. It was designed for the exhibition of light pictures and a demonstration of this device was the first public projection of pictures in New York, in 1895.

It was at this time that the so-called "Latham loop" was devised and which, while credited to the Lathams, was generally believed to have been Lauste's idea. It was the loop of film above the gate which took the strain off the intermittent movement.

Lauste presently moved over to the American Biograph, and was instrumental in ironing out the mechanical difficulties of the device, also a wide-film machine. Pioneered "Sound Pictures" at Edison's Biograph, and became interested in the then new idea of photographing the human voice for the purposes of recording it. He was the first to experiment of adapting the technique to the reproduction of sound in connection with a picture, and with John G. P. He retained the first British patent for the sound on film idea in 1906.

His device was also patented in other countries, but in varying degrees, because de Forest had picked up the idea, as had several German inventors, including Tri-Ergon, and he was unable to obtain blanket patents. A reproduction of the original sound camera, made under his personal supervision, is now owned by the Bell Laboratories.

Lauste had the right idea, photographing, but he failed to obtain proper amplification; a defect which held up practically all sound projection until the Bell Laboratories solved the problem by using for a voice booster for long distance telephony. The idea was not so feasible as it first appears, as it was turned over to other engineers, who developed Vitaphone. In this search for amplification Lauste's invention was used, and he was unable to renew his patent papers, and so was unable to cash in when the sound craze broke. Merritt Crawford brought the matter to the attention of the Bell officials and both Lauste and the late inventor, de Forest, were made the property of the Bell Laboratories.

Lauste not only reconstructed his original camera, but he was useful in testifying in some of the earlier sound suits. In recent years the infirmities of age and the privations he suffered through his work, and he probably did little work on his idea for a diaphragmless recorder and reproducer; but it is known that he had such an idea, and, if practical, would have wiped out the chief fault of present-day amplification and recording. It is possible he may have conceived the idea to the Bell Laboratories.

## Marx Upped by Metro To Supervisor Rank

Hollywood, July 2. Sam Marx, head of Metro studio department, is slated to be moved up to a supervising post on the lot, and will likely be assigned to the Harry Raft unit by his first assignment. Studio is now seeking a topnotch successor for the scenario job, first to strengthen the department for handling story material for next season's program. Candidates for the job are being sought from among possibilities both here and in New York.

## Literal Chinese

Shanghai, June 19. Sessue Hayakawa is here with a troupe of 60 Japanese actors and he reported ordinary. Hayakawa was a Japanese villain from the old silent days and they don't like Japanese villains anyway.

## Chodorov Leaves WB; Now Goldwyn Story M.D.

Hollywood, July 2. Edward Chodorov, on the Warner payroll as producer and writer for past four years, has been acquired by Sam Goldwyn as a story doctor. Chodorov has three years to go, and his Warner ticket, and obtained his release to sign a five-year agreement with Goldwyn, with yearly options.

He is to work on all story material for Goldwyn, as well as to specialise on the Elton Seltzer and Miriam Hopkins stories. Deal for him on both ends was made by Feldman-Blum-agency.

## Col's Italian Trio

Rome, July 2. Columbia has signed Vittorio de Sica, comedienne, film actress, and Avv. Mario Mattoli, director. All three are expected to sail for America in August, going into work immediately on their arrival in Hollywood.

De Sica is currently engaged for *Alas, De Sica's production of "Lorenzino"*, to be filmed in Rome early in July. Immediately after completing this, actor and co-worker will embark for the States.

## Lawlor, Kay Francis Seal, Making Pic in England

Lynchburg, W. Va., July 2. Anderson Lawlor, who gave up playing small roles in Hollywood to serve as Kay Francis' business manager, has written his parents here he is to appear in some English films.

He went to England with Miss Francis and got a leave of absence to stay over several weeks for the pictures.

## Baxter 'Robin Hood'

Hollywood, July 2. Warner Baxter is to replace Joseph Calleia in *'Robin Hood of El Dorado'*. Calleia didn't like the assignment.

## Cary Grant Loaned

Hollywood, July 2. Cary Grant has been handed the lead opposite Carole Lombard in Universal's "Spinster Dinner," on loan from Paramount.

# Baseball Double Exposure

## Harry Ruby's Rep Shattered, Hollywood Stars Can't Stand Gaff

Hollywood, July 2. For sweet charity, motion picture stars threw their arms out of joint, sprained their ankles and wrenched their knees in a baseball game between the Leading Men and Comedians at Wrigley Field last Saturday. Chatter was the Los Angeles Free Tubeless Sanatorium. If nothing else, the game shattered Harry Ruby's baseball rep 100%. Guy has been talking about his ball playing ability for 20 years. Well, in this game they went the limit for him. He slipped first base, second base, shortstop and pitched and fopped in all positions. His ally was that he was on the square and everyone else was kidding about it. Leading men's team was composed of John Doles, Lucian Hubbard, Glenn O'Brien, Tom Tracy, Jack Oakie (playing as a member of his team members), Robert Arm-



## WILL MAHOONEY

Sheffield Telegraph Says: Will Mahoney comes with the reputation of being "America's greatest funster," and one can well believe it.

"Will Mahoney, who is an Irish-American, is a dancer and a musician, and a fine comedian all the time. The most astonishing part of his solo appearance in the variety part of the program is when he plays a xylophone—and plays it well—by dancing on it."

Direction  
WM. MORRIS AGENCY  
Mayfair Theatre Building  
New York City

## Cohn Charters Plane So He Can Play Six 3-Hole Golf Games

Hollywood, July 2. Harry Cohn in a chartered three-motor plane pulled out of here Saturday afternoon for the Columbia convention in Chicago, Conn., which had been on his yacht for almost two weeks, wanted to get rid of the plane. He figured that with a private plane he could stop anywhere to play golf and still be in Chicago by Sunday noon (30).

So the pilot laid his course to stop at six golf courses where three holes were played during daylight Saturday, and at Kansas City where the party had dinner late that evening.

In the group with him were Ben Schulberg, Ralph Kohn, Ed Olcott, Myron Dattlebaum and Lewis Lyman.

Sam B. Siskin stayed home to take care of the studio. Cohn goes to New York Wednesday (3) and returns here in about two weeks.

## ASTAIRE'S B'WAY SHOW, A LONDON MUSICAL

London, July 2. Fred Astaire to star in a musical for His Shubert in September on Broadway. Show is *'Gay Deceivers'*, current at the Gaiety, which Shubert has just bought. It is an adaptation from the French. Shubert offered the part to Maureen Chevalier first, but the Frenchman had to mix it because of local film work and a contracted show in Paris.

## RUBINS-WHALENS SAILING

The J. Robert Rubins (Loew) and the Grover Whalens sail July 9 on a European holiday.

# 'I'm Telling You'

By Jack Osterman

## Impetuous

Hollywood, July 2. After two years with Columbia, during which he produced the two Grace Moore pictures, Max Winslow has accepted his first starring role in *'I'm Telling You'*. Paper run-one year, with options. This permits Winslow to "holler as loud as Cohn and Briskin.

## WB Ups McDonald, Now Shy of Dialog Directors

Hollywood, July 2. Frank McDonald is latest Warner director to be upped to full directorship, first assignment being *'This Dark Starway'*, starting today (Tuesday).

McDonald is third dialog director to be advanced to the higher bracket, the two being Arthur Greville Collins, who launched his first solo, *'Living Up to Lizzie'*, yesterday, and Stanley Logan on initial assignment hasn't been set. Gene Lewis, for years dialog director with Frank Capra, is the only out-and-out speaker left on the Warner lot, with the other vacated spots to fill. Dialog coaches at Warner have worked chiefly with Michael Curtiz, Robert Florey, William Dieterle and Ray Enright.

## Par Clings to Tracy

Hollywood, July 2. Although kept idle for several months, Lee Tracy will not be farmed out by Paramount. Studio has three stories in mind for the actor, two of them dealing with the newspaper craft.

## Cicely Courtneidge on From London for Metro

Hollywood, July 2. Metro imports Cicely Courtneidge, English singer and film player, co-star with Frank Morgan in *'The Perfect Gentleman'*, which Harry Raft will produce. Player arrives from England July 22, returning to London in the fall to fulfill a two-picture commitment with Gaumont-British.

## She Struck Out

Mrs. S. Charles Einfeld took a hard swing at a golf ball in Westchester yesterday (Tuesday) and is under observation in the New Rochelle hospital, as a result of a possible fracture of the ankle.

## CHINA SEAS' MENDING

Hollywood, July 2. Irving Thalberg is determined to tighten the dialog and action in one short sequence of *'China Seas'*, so called picture back from one day's retakes. They were made Monday.

## SAILINGS

July 10 (London to New York) Herbert Cohen (New York to Genoa) Mr. and Mrs. J. Robert Ruben. Mr. and Mrs. George Whalen (Rex). July 11 (New York to Paris) Irvin Marks, L. F. Blumenthal (Berkeley). July 10 (New York to Paris) E. Ray Gots (Normandie). July 3 (London to New York) Jack Curtis (Normandie). July 29 (New York to London) Beatrice Lillie (Majestic). June 29 (New York to Paris) Max Reinhardt, Helene Thimig, Bevell Sisters, Arthur Tracy, Jacques Chereau, Loretta Young, Felix Fery, Marshall Sprague, Janet Cohen, Julie Wink, Dr. E. Charlotte Marx Mitter, Robert Schless, Carl Nielsen (De France). June 28 (New York to Berlin) P. N. Brink (Europa). June 28 (reclad cruise) Russell Crouse, Signum Spaeth, Florence Reinhardt, Gypsy Marckoff, Adele Branson, Dot Vinton, Charlotte and Ramirez, Columbia U band (Rotterdam). June 28 (New York to Paris) Jean Lenoauer (Champlain).

## Batter Up

It seems that the new battle cry of show business is "No More Theatres." Show shops are cafes, and now that the Shubert operettas may be seen at Navin Field, Detroit, they're as little as the Student Prince with an all-star team. Instead of double features they'll have triple plays, and we can't wait to see Babe Ruth in "Blossom Time."

## Observation by Foy

Charlie Foy writes of six acts complaining in the following fashion: "First Act—'What can they're walking in.' " "Second Act—'We're on too early.' " "Third Act—'Nothing on ahead of us.' " "Fourth Act—'We gotta start the show going!' " "Fifth Act—'On too late, audience is tired out.' " "Sixth Act—'They're walking out on us.' "

## It's Possible

If things are slow on Broadway, the ace house will be the Gaiety.

## Trend of Times

Report came from a small town where they presented "Hansel and Gretel." Show was forced to close because the actors ate the gingerbread set.

## Request

Solly Vinolsky wired a pal of his here saying: "Fire me 50 until the talkies blow over."

## Modesty

Ran into a columnist the other night and asked him what he intended doing. He replied: "Oh, I'm just going to write a little column on the new picture of Ramon yrisbano and Rogers." When he asked what our plans were, told him we were going to produce a picture called "Rose Marie," "Ben-Hur" or "The Great Waltz."

## Some Talk, Eh?

Ran into Lew Blice the other afternoon. "Have you heard from Fannie?" we asked. "Not a nickel," said Lew.

## Gratitude

And it just dawned on us that we still have some shares of RKO stock, and can't even get the Palace.

## July Jottings

You can tell it's summer.... Sunday benefits.

## What Are They Doing?

Wellington "Duke" Cross is with the Hudson Agency abroad.... Thelma Todd has a cafe in Santa Monica as a sideline.... Milton Rosen is secretary to Donald Novis.... Joe Fields is selling jackets.... Mr. and Mrs. Jimmie Barry still have their same act.

## Description

Harold Attlee invited us to his home over the Fourth. Asked him if he had a nice lawn. "Not so much, just a scene in one," he answered.

## Ostermania

The fellows who wrote "Lady in Red" in the "Caldwell" flicker certainly were fortunate by "Oster's" wife.... How about a picture called "Public Nobody".... Things must be tough in Hollywood, all the cameramen are making pictures on Seventh avenue.... Bradlock opens in vinyls and is looking for someone to play "Babe" in "The Babe".... He ought to know it by now. Are you reading?

## Ted Lewis Sticking Around, Just in Case

Hollywood, July 2. Ted Lewis, finishing "Here Comes the Band," Saturday (6) at Metro, is staying around for all possible retakes. He then goes to New York to spend the summer. Sam Katz is endeavoring to contact Lewis for a picture next spring.

## FREDSCHULER LOOKS W

Fred Schulder is in the ado center of the week, to shoot back by the end of the week. He has been in the "new" one talent and plays a sports no, deats.

# ONLY TELEVISION STARS

## REHABILITATE U.S. WAR FILMS

Washington, July 2. Rehabilitation of valuable historical films of the world war and construction of \$120,000 worth of theatres at three army posts has been proposed as a Federal project under the new \$4,000,000,000 work-relief program.

Quartermaster General of the War Department has filed formal request for \$37,000 with which to prevent deterioration of unduplicated war films and money for theatres at Chilkoot Barracks, Alaska; Fort Baker and Monterey, Calif. Latter house would cost \$40,000 and two others \$30,000 each.

Historical film records of signal corps, including films obtained from British and German sources, have been deteriorating for years as a result of lack of funds. Technicians propose to make a comprehensive survey of all stored reels, making new prints of more important matter and eliminating duplication.

## BEECHER IN LORD ROLE, LATTER'S PACT IN AIR

Hollywood, July 2. Janet Beecher reprises Pauline Lord in a featured role at Paramount in "So Red the Rose," which King Vidor is directing. Switch was made Saturday morning, with Paramount having to make arrangements with Samuel Goldwyn to have Miss Beecher work simultaneously in "So Red the Rose" and Goldwyn's, "The Dark Angel."

Shift has left the status of Miss Lord's term contract with Paramount hanging in the air. Chances are an adjustment will be made this week.

## Eleanor Whitney, 17, Tapper, Signed by Par

Pittsburgh, July 2. Eleanor Whitney, 17, tap dancer, was notified here last week, while appearing at the Stanley that Paramount had tagged her to a long-term contract. She's due in the east Aug. 1.

Gal. protégé of Rae Samuels, who broke away from veteran vaudeville only this year, she single appeared in two Vitaphone shorts this year, last with Hal LeRoy. While WB was dickering with Miss Whitney's agent about possible screen contract, Par stepped in, raised the ante and grabbed her off.

## Patsy Kelly Loaned

Hollywood, July 2. Patsy Kelly has been loaned by Hal Roach for "Sing, Governor, Sing," a 20th Century production going into work at the Fox lot on Aug. 6.

Deal was set for her by Ralph Farnum.

## FOX NAILS YELLEN

Hollywood, July 2. Fox has given Jack Yellen a new one-year contract.

Writer is at present without an assignment.

## Fazenda, Wallis Resting

Hollywood, July 2. Just after having Metro pick up second leg of her seven-year term, Louise Fazenda and her husband, Hal Wallis, Warners' production exec, pulled out for vacation jaunt by motor to Seattle, then by boat to Alaska.

They'll be away for a mo.

## Demarest Agenting

Hollywood, July 2. William Demarest, former vaudeville man and more recently working in pictures, stows away his comedy and sketches for a spell.

He has let out the small-Lanuca agency as an associate.

## Business Men

New York theatrical attorney visiting Hollywood saw some of his \$2,000-a-week writer clients in interesting huddle over reams of paper.

Observing that they're apparently working hard for their money, the boys tipped him off that they were hot on a little contest. Prize was \$50 for the accepted handle to an imminent release.

## Marion Davies Heads Picture Relief Fund 3rd Consecutive Year

Hollywood, July 2. Marion Davies' holdover for third term as president of Motion Picture Relief Fund, with Jack L. Warner replacing M. C. Levee, who has been treasurer past nine years, but who scratched himself at this year's election. Alex Freundlich was selected to fill executive secretary berth, vacant since death in May of Francis X. Baur.

General report for 1934 revealed a cash surplus of \$13,000, after a expenditure of \$150,000 to handle 4,900 cases involving 9,500 people. There was also a \$400,000 spent on Christmas cheer for the needy.

Vice-presidents elected were Ronald Coleman, Fred Astaire, Will H. Hays and Sam Goldwyn. Eleven trustees, for three year terms each, are: Ralph Block, Jean Harlow, William Koeke, Sol Lesser, Mitchell Lewis, Louis B. Mayer, Leo McCarey, Robert Montgomery, Ewell D. Moore, Norma Shearer and Frank E. Woods.

## Helen Lowell Makes Her Non-Retirement Official

Norwalk, Conn., July 2. Helen Lowell, veteran stage actress, had retired to a farm here a year ago when Warners offered her a film try. After making 13 films in her first year and with contract renewed, Miss Lowell is giving country life the go-by and this week her farm and all its contents were sold at public auction.

Next week possessions of late John Daly Murphy, actor, will be sold at Wilton Lackey, Jr.'s auction barn.

## Wanger's Own Press Dept. Functions Again

Hollywood, July 2. After a month of having Paramount's publicity department arrange and disseminate his publicity, Walter Wanger has again set up his own press department at General Service studio.

Jack Dalley goes over from Par to head the department with Cy Allen and Joseph W. Wanger, previous publicity head. Bill Thomas moved over to the studio when Bill Pine replaced Tom Eally as publicity and advertising director.

Lou Harris, from the New York office, will replace Dalley at the studio.

## New Karloff Scarer

Hollywood, July 2. Universal has purchased "The Electric Eye," original horror yarn by H. J. Essox.

Figures on star Karloff.

## Kahane, Milestone Home

Hollywood, July 2. Ben B. Kahane, president of RKO Radio studios, trained in Saturday afternoon at New York.

Director Lewis Milestone came west on same train.

## LEO WHITE, PERPETUAL

Hollywood, July 2. Warners has loaned Leo White to Universal for "She Gets Her Man," which is being made simultaneously at Warners on "Doctor Socrates," in night scenes.

## LOAN, EXCHANGE DRAIN STUDIOS

## Norma Shearer Never Off Metro Lot in 12 Years—Barthelmes, Former Record Holder, Loses Title by Leaving WB-FN

GARBO 11 YEARS

Hollywood, July 2. With loan-out and exchange policy for stars and featured players by major companies worked to a frazzle, marquee names have been spread-eagled under so many trademarks past few years that to date there are but 10 currently contracted from major names with records of consistent sticking to a single product over an extended period.

They are Greta Garbo, Norma Shearer (Metro), Mae West, Marlene Dietrich (Par), Joe E. Brown, James Cagney, Dick Powell (WB), Will Rogers, Janet Gaynor (Fox), Katharine Hepburn (Radio), Chaplin, Pickford and Pathe, as producer-stars, can't be included in the contract employe category, though all their pictures have been for UA since it was formed.

Laurel and Hardy, the Roach twins, are not included because of mainly appearing shorts.

Norma Shearer tops with a dozen years at Metro since 1923, during which she never made a picture that didn't start at Warners' road. Dick Barthelmes topped her with a 13-year grind with the First National brand on the main title of his picture, but he is now freelancing. Shearer's still with Metro, going strong and apparently headed for the record.

Metro also lists Garbo, with the company since 1924. Joan Crawford dropped off the list when she went to UA to do "It Happened One Night" and others have been loaned.

Marion Davies, like Barthelmes, broke a long-distance chain when shifting from Metro to WB lately. She had been on the Metro lot since 1924.

Paramount has Mae West and Marlene Dietrich, though neither has been with the company over five years. Gary Cooper, though others on the lot in point of service, has hit the loan-out trail, as have Bing Crosby, Carol Lombard, George Raft, Claudette Colbert and W. C. Fields. Latter's one trek was (Continued on page 22)

## Cantor-Goldwyn Breach Healed After Eddie Figures Quitting Sam

## Morris Gets U Consent, Signs Metro Contract

Hollywood, July 2. Securing his release from a three-picture commitment at Universal through mutual agreement with the latter company, Chester Morris signed a contract with Metro. First assignment will be featured spot in "Pursuit," directed by Edwin L. Marin.

In winding up with Universal player agreed to return to that studio for one picture during the coming year, if suitable story found for him.

## Novarro's Retakes, Thence to London, Kenyon Opposite

Toronto, July 2. Cancelling his vaude appearance, Ramon Novarro will leave direct for Hollywood, after his engagement to Kenyon, to supervise cutting and possible retakes on "Against the Current," which he wrote, directed and produced independently for the South American Market. Film has an Olympics games background and stars Jose Caraballo, fame in Spanish-speaking countries.

Novarro leaves for London at the end of August to star in "Royal Exchange," to be produced by J. L. Sacks at the West End Adelphi. Novarro will play opposite Novarro. Play to open Oct. 1.

As "All the King's Horses" piece had a short Broadway run but has been revived by Arthur Frederick Hereendine, with Novarro's contract stipulating that he will do any doctoring he wishes.

## Metro's American Tenor, All the Way from Norway

Metro feels it's in need of an operatic tenor and arriving today (Wednesday) from Oslo, Norway, is a long-distance import, Frank Foresta, who goes to Hollywood pronto to take up film duties starting at \$1,000 a week with options up to seven years.

Foresta is an American-born Bostonian, but has been singing abroad for a long time. He may be re-angled to his original monitor if clicking for the live intentions that Metro has. He's 30.

Orville Martin Paris rep. now in New York on a short stay, closed the Metro deal while abroad.

Hollywood, July 2. Eddie Cantor and Sam Goldwyn had a tiff last week which caused the comic to issue an ultimatum that he was going to quit and sign with 20th Century. Then came the offer after the storm and now everything is ok and Cantor starts his picture, "Shoot the Chutes," on July 22.

For past three weeks Cantor has been putting on account of delayed start of his picture and Goldwyn's tendency not to listen to his story ideas. Cantor also was a bit burned because he had to rush to the Coast and pass up an extra eight weeks of Pebecco money. He and Goldwyn did their regular conversational routine for about two weeks and then Eddie blew up one day last week telling Goldwyn and his staff he was having his local agent and the radio show and movie reps try and find a way to break his contract. That Goldwyn did not want, so Cantor had Benny Holzman get together with Goldwyn and Abe Lehr, and peace was quickly effected.

Decision was made that couple of story ideas Cantor had in mind and which had been turned down by Goldwyn go into "The script." Also, Goldwyn agreed to reimburse Cantor in great part for the salaries of Nick Parks and Philip Rapp, two of his radio show men, who brought out here to work on and in the picture with him.

## MARC CONNELLY WANTS SAY-SO, BUT WB SAYS NO

Hollywood, July 2. Marc Connelly, here to adapt "Green Pastures" for Warners, is holding studio up on contract. Understood Connelly, besides adaptation, wants more to say about production angles, which studio refuses.

Warners is likely to make "Pastures" in color.

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## 'Nother Well Run Dry

## Scribs Between Pix Can No Longer Turn to Indies for That Extra Grand

Hollywood, July 2. As a stop gap for writers between major assignments, the indie field is no more. Time was when a biggie could go to an indie producer and grab off \$1,000 a week to eliminate their salaries so deep Indies have cut to get more than coffee money for any type of writing.

One of the larger indies pays writers \$50 weekly and no more. These boys conked the yarn, usually in a four-week period. Following them a pair of writers, designated as trouble shooters, are assigned to the story for two weeks to eliminate any kinks that might interfere with small budget production. These lads receive \$150 weekly.

When they have finished with the script, it is then turned over to ace indie writers who are paid \$150

weekly, tops for the Indies. Last pair are expected to kill anything that isn't hot considered independent psychology, insert the angles expected in indie features. They are the lads who are supposed to turn out a script which the director follows to the letter with never a deviation.

One vagrant thought of the messenger during production might help the picture, but if it's not in the script it isn't photographed. Pictures of this type never have more than six-day schedule and an electrician stands with his hand on the switch the last moment of the last hour of the sixth day. What isn't photographed, isn't.

That vagrant thought, no matter how good, will cause a half-hour overtime and indie producers won't stand for it.

# Chase Bank and G.T.E. Own Most Of Fox Film Stock; Fed's Sec. Commish Report Lists Others

Washington, July 2. Five groups, headed by Chase National Bank and General Theatre Equipment, account for more than four-fifths of all Fox Film stock outstanding, according to statements filed with the Federal Securities Commission in support of the corporation's application for permanent registration of its traded paper.

Biggest individual holder of any class of paper is G.T.E., which holds voting trust certificates covering 83.15% of the class B common.

Chase comes next with 72.30% of the class A, with White, Weld & Co. accounting for 13.15% in the category. Stock purchase warrants are held principally by Amerex Holding Corp., with 52.66% of record of 113,607 A shares, 47.505% of the issue, but an explanatory note discloses that the bank also is "beneficial" owner of an additional block of 400,000, thus having command over nearly three-quarters of the A blocks.

Dope on sales, bonuses and contracts was submitted confidentially but indications are that Commish will order this data published in the near future. Papers said that no ground-floor purchase options have been granted and that no contracts for advice, construction or service have been negotiated with subsidiaries by the parent company.

Fox owns outright 25 subsidiary companies and has 100 others.

(Continued on page 50)

### Added European Films, Including 'Caligari' for UA

Hollywood, July 2. Besides five pictures announced by United Artists as coming from Alexander Korda, Murray Silverstone, company's European chief, says there will be six to eight other European pictures for next year.

Seymour Nebenzahl will make two French-English pictures in Paris on the former version of 'Cabinet of Dr. Caligari' and the other 'La Vie Boheme.' Leon Garganoff will make at least one and perhaps two French-English pics in Paris, first being from a new story by Pierre Benoit. He is the producer of last year's French-English pic handled by UA, 'The Battle.'

Also there will be six to eight pictures made by British and Dominions in London.

Silverstone will tell the conventions the details on all these European pics, with the grog then determining how many of them are to be distributed in the U. S.

## 2 FOX PIX SET INTO BWAY RIV

Following word of Joseph M. Schenck into Fox, the Rivoli, N. Y., one of the theatres in the UA Theatre Circuit, which Schenck is in charge of, is starting to get Fox pictures.

The Riv has booked 'Doubting Thomas' which opens Wednesday (10) and 'Dante's Inferno,' which will follow run of the Will Rogers' starer. Both are this season's Fox releases.

## Selznick Off MG Payroll, but Sticks To Finish 'Lé'

Hollywood, July 2. David O. Selznick's resignation as vice president at Metro has gone into effect, although he stays on to complete his current picture, 'Tale of Two Cities,' without pay.

In announcing his formal resignation, Selznick stated that he had changed his financial arrangements with the company to enable him to start his first United Artists production as soon as 'Two Cities' is completed.

Name of his new company is David O. Selznick Productions, Inc.

## Alvarado 'Rose' Lead Of Gladys Swarthout

Hollywood, July 2. Don Alvarado draws the male lead with Gladys Swarthout in Radio star's first picture, 'Rose of the Rancho,' at Par.

Before doing the Par role, Alvarado is at Warners, having been pencilled in for Philip Reed spot as one of the leads with Dolores Del Rio in 'Romance in a Glass House.'

## Finston Filming Noble

Hollywood, July 2. Nat Finston, Par studio music head, planned to New York Monday (1) to make scenes with Ruby Noble for 'Big Broadway of 1935.'

Finston will be there three days.

### National First Runs

**WARNER BROS.**  
'Going Hollywood,' Rita, Albany, July 4; Warner Worcester, 4; Cap, Springfield, Mass., 4; Par, San Francisco, 4.  
'Don't Bet On Blondes,' Downtown, L. A., July 13; Orph. St. L., 13; Keith's, Cin. City, 13; Mary Anderson, Louisville, 13.

**METRO**  
'Escapade,' State, New Or. July 4; Omaha, Omaha, 4; Midland, K. C., 4; State, St. L. 4; Penn. Pitts., 4; State, Boston, 4; State, Cleve., 5; Michigan, Del. 5; Cap, Cin. City, 5; State, Memphis, 5.  
'Calm Yourself,' Queen, Galveston, July 3; Parkway, Madison, Wis., 4; Maj, Shreveport, 10; Worth, Fort Worth, 10.  
'No More Ladies,' Orph. Boston, July 5; American, Roanoke, Va., 5; Ohio, Sandusky, O., 14.

**COLUMBIA**  
'After The Dance,' Crown, Manchester, N. H., July 17; Strand, Dayton, O., 24; Lansing, Lansing, Mich., Aug. 8.  
'Black Ravens,' Rialto, Phoenix, July 24.

**RADIO**  
'She,' Keith's, Wash. July 4; 'Pal,' Chi., 4; Keith's, Bos. 4.

**PARAMOUNT**  
Paris in Spring, U. S. Det., July 4; Century, Rochester, 4; Met. Bos. 5; Par, N. Y., 5; St. L., 5; 10; Ohio, Columbus, 12.  
'Men Without Names,' Chi. July 5; State, Norfolk, 5; Newman, K. C., 13.  
'Man on Flying Trapeze,' Denham, Den., July 24.  
'College Scandal,' Par, Nashv. July 12; Albee, Cin. City, 12.  
'Shanghai,' Denham, Den., July 21.

## DELAY DOUBLES MAE INTO 10G WEEK

Hollywood, July 2. With Paramount not ready to start production yesterday, July 1, according to Max West's contract she will get \$10,000 weekly, or double her regular salary, for the next 13 to 20 weeks. Otherwise, she can do one outside picture.

Miss West is now working on a new story.

## UA's Phillips to Coast; Reported Going 20th-Fox

William Phillips, financial man with United Artists, left yesterday (Tuesday) for the Coast in company of Bill Coster.

Reported that Phillips will follow Joe Schenck into the 20th Century-Fox fold.

## OTTERSON'S IDEA IS FOR PART TO SAVE PROD. COSTS AND UP AD. BUDGETS

principal theatre men, George J. Schaefer, Y. Frank Freeman, Leon Nettey and Boris Moros attended from the home office.

Otterson goes to the coast unaccompanied by Adolph Zukor, who does not expect to get out until September, according to the latest outlook. Zukor did not attend the theatre get-together in Chicago.

## Arnold Again Set As Star for Universal

Hollywood, July 2. Edward Arnold has been signed by Carl Jaenmick, Jr., to take starring part in 'Enchanted,' 'Fangover Murders,' which James Whale directs. It's his second starer at U, first being 'Diamond Jim.'

Player under personal contract to B. F. Schulberg, was set by the Sam Laiffe office.

# Talk Hughes and Disney (Features) Expanding UA's Program From 24 To 30 or More; Reliance to Fox?

## ROTHACKER MOVE-IN

Watterson Rothacker, studio contact for Otterson, had his first contract Monday (1) with Henry Herzbrun and Lubitsch, who outlined their production policies' and business details and showed him the script of the first picture.

Session lasted four hours. Rothacker will visit the studio daily for his checkup from now on.

## LASKY LOADING UP FOR PROD. TIE-IN

Hollywood, July 2. Though Jesse L. Lasky has made no future production deal to date, he is corraling a number of players and stories preparatory to his leaving Fox around the end of September.

His latest deal is to make a term contract with Nine Martini. Sound track of Martini singing two numbers was run off at the Westwood theatre here last week during a regular evening performance and received a healthy hand from the audience.

So far no one outside of Lasky's organization has seen any of the Martini picture, 'Here's To Romance,' the producer keeping it under wraps.

In addition to the opera singer, Lasky has made a one-picture deal with Francis Lederer and has acquired a number of stories and novels.

His hottest deal is with United Artists, where he may possibly wind up producing six pictures. However, Paramount has talked to him about an executive spot on the side of production, understood to be a contact assignment between producers, stars, directors and writers.

His present plans are to vacation for at least a month following his leaving Fox.

## Bianca Dropped, Rebounds

Hollywood, July 2. Bianca Visconti, Czechoslovakian actress under contract to Fox for two years, has been dropped by the studio and immediately picked up by Radio.

Goes into latter's 'Hi Gaucho.'

After that Miss Visconti has a Paramount film chance.

## BIP Paying Milton 25G on 4-Pix Deal

Billy Milton, singing and dancing juve, signed by British International Pictures on a four film for the year ticket. Actor gets \$25,000 for the quartet, first of which will be started in September in London. Dick Krakauer of Leo Morrison's firm arranged.

Milton, currently in Lush in, was last seen here in 'Toots Roudy In Broadway' legit, from which he doubled into the El Morocco.

## FLYNN IS 'CAPT. BLOOD'

Hollywood, July 2. Errol Flynn has been set by Warners for title role in 'Captain Blood.' Player drew excellent offer, a number of tests for the part. Picture due to start in August, with Michael Curtiz directing.

## Wally Young, 3 Yrs. More

Hollywood, July 2. Waldemar Young has been handed a three-year renewal writing contract at Paramount, starting Oct. 1, when his contract expires.

Picture starts Friday, Aug. 19, at Frank McDonald directing.

In addition to the 24 features already lined up for the coming season (1935-36), the United Artists program may get pictures from Howard Hughes and from Walt Disney. Between these two the program may go to 30 or over but so far nothing positive. Hughes came east about a week ago to confer with Al Lichtman, new president. He would finance his own pictures, as would Disney, with latter understood interested in taking a fling at features.

There were reports that Disney might buy into UA, since he is an important factor in the distribution company through his two Mickey Mouse and Silly Symphony cartoon series. Should he be given a minor owner interest, the stock would have to be bought from the Goldwyn-Pickford-Palmerbanks-Chaplin group, now in complete control.

Lichtman, accompanied by Hal Horne, pub and ad director, left for the Coast Sunday afternoon (26). At the annual meeting to be held July 8, he will be officially ratified as president. It is believed Sam Goldwyn, with latter understood interested in taking a fling at features, will be another director.

The six-day UA sales convention at which 24 or more pictures will be announced, Aug. 7, 8.

(Continued on page 23)

## Otterson Meets Par Circuit Operators in Chicago Stopover

Chicago, July 2. John E. Otterson, new Paramount president, will be in town Monday (1) and immediately went into conferences with various heads and division managers of Paramount theatre chain. Among those present were E. V. Richards, Carl Hobbittselle, H. F. Kinney, of South Carolina and Alabama agents; George Walsh, Comerford theatres; Vincent McLaugh, J. J. Rubens, Great States; John and Barney Balaban, Martin Muller, Elks. Among those present were E. V. Richards, Carl Hobbittselle, H. F. Kinney, of South Carolina and Alabama agents; George Walsh, Comerford theatres; Vincent McLaugh, J. J. Rubens, Great States; John and Barney Balaban, Martin Muller, Elks. Among those present were E. V. Richards, Carl Hobbittselle, H. F. Kinney, of South Carolina and Alabama agents; George Walsh, Comerford theatres; Vincent McLaugh, J. J. Rubens, Great States; John and Barney Balaban, Martin Muller, Elks.

## Sparks in 'Opera Hat'

Hollywood, July 2. Ned Sparks gets one of the three top parts in 'Opera Hat,' by Clarence Budington Kelland, for Columbia.

Frank Capra directs.

## KAY KINAKER ON COAST

Hollywood, July 2. Kay Kinaker has planned in from Broadway to play the second lead in Warners 'From This Desk Starward,' opposite Ricardo Cortez.

Picture starts Friday, Aug. 19, at Frank McDonald directing.

# Fox Film's Recapitalization onks 20 C. Wierger, Chase Bank and G.T.E.

There will be 325,000 shares of Chase Bank's portfolio of Fox Film stock available, under option, direct to bondholders of General Theatres Equipment at \$15 per share, under the amended provision of the reorganization plan for G.T.E., according to Wall Street advisers. The provision means a transfer of the option for this amount of Fox stock held by the G.T.E. company back to the bondholders of the company directly.

It may be likely also that this option which goes directly to bondholders of G.T.E. now may run for two years after reorganization, whereas as formerly arranged, and if G.T.E. itself had continued to hold this option, such right would run only one year after reorganization of G.T.E. This is downtown talk and not official.

No definite date for the filing of the G.T.E. reorganization plan is known. It will be filed in Wilmington. It is not known whether this transfer in the option rights from the G.T.E. company itself to the G.T.E. bondholders directly removes G.T.E. from holding a sizable stock equity in Fox Film, as a company. It is known, however, that the exercise of the option removes G.T.E. from having such equity as it would have had were the G.T.E. company to have continued to own this option on stock in Fox.

Fox Film will be recapitalized soon to give effect to its merger with Chase Bank. The new company is outstanding approximately 2,500,000 shares of Fox Film stock. On recapitalization of Fox Film, there will be two classes of stock outstanding roughly, around 1,250,000 shares of preferred and 1,250,000 shares of common. The preferred will be convertible into common at one share for 1/4 and will bear a guarantee dividend of \$1.50 per annum.

For every \$1,000 bond held, G.T.E. bondholders may be privileged to purchase 7 shares of Fox Film, or amended option, according to Wall Street gossamers.

Chase Bank is the largest individual creditor of Fox Film, with manager Daniel O. Hastings, of Delaware, its receiver for General Theatres Equipment.

## ROACH ADDS FEATURES, USING OUTSIDE COMICS

Hal Roach will extend his policy of filming features as interpolation to his two-reelers during the coming year. When the number of features for the season has not yet been set, he states that more will be made than formerly.

Besides utilizing the lot contracts, featured comics from other lots also will be used.

Leslie Laurel and Harry Tressler on the old year's schedule went in last week, temporarily to Saturday afternoon. Daphne Pollard and James Finlayson in the cast.

## Arthur, Par Editor, Now A. P. on Lubitsch Staff

George M. Arthur, chief of Paramount's film editing department for the past four years, has been named an associate producer on the Lubitsch staff.

He continues in charge of editing while supervising his first picture, which will be assigned shortly.

## U. S. Vs. RCA Washup

Winnington, Del., July 2. A supplemental consent decree was entered today in the U. S. district court disposing of all remaining issues in the anti-trust litigation between the Government and the Radio Corp. of America, RCA Communications, Inc., and others.

## ZANUCK'S TERMS

May Run Over \$500,000 a Year—Schenck, Kent West

Darryl Zanuck's deal with Fox Film is understood set, and Sidney R. Kent was to have left for the Coast yesterday (Tuesday) or today by plane, accompanied by Joseph M. Schenck and Zanuck. With Zanuck's stock interest, which he acquires in the company through exchange of his interest in 20th Century, the Zanuck income will run upwards of \$500,000 annually. Around half of this amount may be computed as potential stock dividends, and it is likely also that, with bonuses, this figure will rise.

Zanuck, it is understood, will make and supervise 12 films for Fox.

Winfield Sheehan, vice-president in charge of production for Fox, is the highest paid official of the company to date, getting around \$3,000 weekly. This does not include Sheehan's stock holdings.

## S. A. LYNCH WILL STAY ON AT PARAMOUNT

S. A. Lynch who reorganized Paramount's theatre chain, under the trustees, will continue with the company, according to Wall Street opinion. Downtown accounts have John E. Otterson, new company president, as desiring Lynch to stay on and the two are indicated as having agreed on this point.

Both the handling and the trade are deemed as looking upon this latest Otterson move as regards Lynch as indicating that the new Paramount president's aim is to surround himself with experienced showmen. Lynch is the former owner and head of Southern Enterprises which, when sold by Lynch to Paramount, became the nucleus of the company's huge Public chain.

Paramount entered into receivership early in 1933, and a few months later later the trustees of the company. He also was a large creditor of Paramount, to the extent of around \$500,000.

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## STUDIOS FIGHT HAYS ON PRE-PREVIEW PURITY

Will Hays is trying to tighten the censorship screws during his stay here. Latest announcement wants the pictures to have a purity license before pre-view, but studios are rebelling, claiming that preview is necessary first.

Hays is tried to enforce the rule on Metro's 'Anna, Karenina' before the public preview at the Chinese, Friday night, but Metro balked.

## YONKERS BANS NAZI PIC

Dobbs Ferry, N. Y., July 2. Yonkers' Police Commissioner Theodore M. Metzger has banned presentation of Nazi film, 'Horst Wessel', at that city.

Friends of New Ger. Society charge that bar was raised at protest of Samuel Untermyer, who resides in Yonkers, and long an anti-Nazi. Result is bitter war between pro-Hitler organizations and the anti's. Court action may result.

# MAYBE CODE NOT SUCH A BAD IDEA

That's Washington's Opinion as Dog-Eat-Dog Trade Reports Four Into the Capital as New Selling Season Approaches

## VOLUNTARY TREATY?

Washington, July 2. Government pulse-takers are keeping close tabs on conditions in the film industry minus code controls and are particularly interested in the possibility that developments during the new booking season may lead to demands for revival of the ash-canned treaty on a voluntary basis.

Contemplating no immediate steps to work up industry sentiment both the Federal Trade Commission and the National Recovery Administration are maintaining a long distance watch, principally through the medium of trade papers and field offices, to pick up any reports of renewal of cut-throat competition and dissatisfaction with the new-won freedom.

Although no definite indications have reached Government offices, there is considerable expectation among another two or three months will find various groups in the film field, particularly independent and small exhibitors, again calling for Government aid in stabilizing trade practices.

About September it is expected there will be something tangible in the way of industry sentiment for a voluntary pact. The close relation between death of the code and opening of the book-keeping season is regarded as emphasizing the value of the abandoned pact and as likely to renew interest in the agreement method of curbing intensive and costly competition. If the code had been scrapped early in the winter, it is figured, the industry would have moved more slowly into a condition of almost complete freedom, but with the code and 1935 contracts expiring within a few weeks of each other it is believed the transition from code control to entire independence will be far more abrupt.

Same Old Story. One reason why Government officials are looking for more of a revival is the influx of reports that major exhibitors again are making full use of their economic power to stamp out independent competition while distributors are taking advantage of their position to make undue use of the terms.

(Continued on page 25)

# Fox Met's Reorganization Plan Approved, Makes 2d Co. Out of Bkptcy; Judge

## Black's Conditions

## MANNY COHEN DEALS

Undercover in Hollywood, but May Tie Up The Week

Hollywood, July 2. Emanuel Cohen has been in town for five days under cover. He says he may close a deal by the end of the week.

Reported turning independent producer, with limited group of p.lx. similar to Dave Selznick, Small and Wanger setups.

## WB STARTING TO REBUILD AT STUDIO

Hollywood, July 2. Warner's new building program gets under way first of next week. It's a six-month job, expected to provide 2,000 jobs, and calls for expenditure of close to \$1,000,000.

Biggest lot additions are nine sound stages and a new craft building to replace and consolidate shops and mills destroyed in the fire some months ago. Technical center will cover three and one-half acres, have a mezzanine and basement.

Other major construction, headed by Harry and Jack Warner, which will be supervised by William Keegan, studio manager, are a new prep building; 12 film vaults with 33,000,000 feet capacity; underground transformer vaults; complete new exterior 'city' set; and a concrete retaining wall 800 feet long where lot is bordered by the L. A. river.

Can Veto Board Setup. In confirming the reorganization plan, Judge Mack reserves the right to veto appointments to the board.

Federal Judge Mack exercises similar privileges in the Paramount reorganization proceedings.

There is no appointment with Ernest Lubitsch, for the studio. He will be in the hands of the court should Judge Mack later determine that any appointments to the new Fox Met board are improper.

Fox Met has around \$425,000 available for distribution to the unsecured creditors and other claimants. Total unsecured claims aggregate \$7,755,388.72. More than \$5,000,000 of this total is requested by Fox Theatres Corp. on its 100% stock ownership of the old Fox Met company.

Approximately \$400,000 in bonds of the old company are missing, or the whereabouts of their owners unknown.

The new owners of Fox Met already have put \$700,000 deposit to clear out the mess and to pay fees for lawyers and others in the situation are still to be determined. Likelihood is that such fees may aggregate more than \$500,000.

After being in receivership for more than two years, Fox Met was reorganized last year as requested by Attorney Archibald Hall, representing the unsecured creditors. Palmer's clients through him also have approved the present plan.

Attorney I. Alfred Levy, counsel for the new Fox Met, has organized a committee, investigating real estate organizations, appeared at the hearing of July 25 (19) before the court to adjourn and withhold confirmation of the Fox Met reorganization plan for a week. This committee now meeting in New York is inquiring into the Fox Met situation among others.

Otterson and Wierger stopped over for a day in Chicago to meet with various Par theatre partners.

Federal Judge Julian Mack in N. Y. last Thursday (27) confirmed definitely the reorganization plan for Fox Metropolitan Playhouse, under Sec. 77B of the new Corporate Bankruptcy Act offered by United Artists Theatre Circuit, Inc. (Joseph M. Schenck) with Fox Theatres Corp. Thus only technical legal routine awaits Fox Met's emerging from bankruptcy and receivership proceedings that have been going on for around four years.

Fox Theatres Corp. which owned all of the Fox Met common stock prior to receivership, although becoming a new part owner of the new Fox Met.

The next hearing on Fox Met is July 15. Date for the transfer of the Fox Met assets to the new company is expected to be set at that time.

Under the second plan, unsecured creditors and more than 80% of the unsecured creditors are on record as approving the reorganization plan. This is the second time a company in the film industry to be reorganized under the new bankruptcy law.

Paramount, which emerged finally from bankruptcy on Monday (1) is the other firm.

The plan includes provision for Keith's stock to be owned by purchase 10% of the stock held by U.A. Theatre Circuit, in Fox Met, and 20% of the stock should U.A. acquire at any time the interest held by Fox Theatres Corp. IBM puts up \$250,000 for this interest.

Under the provisions pertaining to KAO's rights, KAO also gets a 10% stock interest in the new company. Existing film franchises with Fox Film or pooling arrangements on film franchises with Fox Film, including Randforce, Skouras and Randforce continue to operate their respective portions of Fox Met theatres under separate contracts. Herbert Bayard Swope, chairman of the KAO board, became a member of the new Fox Met board.

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Otterson and Wierger stopped over for a day in Chicago to meet with various Par theatre partners.

## Gibney Again Tackles 'Anthony Adverse' Script

Hollywood, July 2. Sheridan Gibney has gone back on the script for 'Anthony Adverse' on which he did the first draft, at Warners, after adaptation has been on ice for several months.

Gibney and Pierre Collings have just completed the script for a life drama of Pasteur, for which no personnel has yet been selected.

## Paramount in the Clear Again

### After 2 Yrs. of Rcvrship, Bkptcy

Paramount is in the clear again, after more than two years of receivership and bankruptcy.

The company's bankruptcy was wiped out on Monday (1) when the official transfer of the Paramount Public assets to the new Paramount Pictures, Inc., was made with the sanction of Federal Judge Alfred C. Cox in N. Y. This winds up officially and completely, save for fees, the connection of the trustees and other lawyers who have been mixed in the company's affairs on account of its receivership and bankruptcy.

Application for such fees were to have been in the Court's hands yesterday (Tuesday). In the meantime, Paramount's new board, on Thursday (27), prevailed John F. Otterson's new 5-year contract at \$100,000 yearly, plus a bonus at an executive committee meeting, Otterson outlined his ideas on Paramount's affairs generally and indicated his intention to return to the studio with Ernest Lubitsch, for the studio.

R. F. Anderson, formerly treasurer of Erpl, has been elected vice-president of Paramount. His job will have to do with the company's finances. Anderson's position will not affect that of Walter Coblenz, company treasurer. Anderson's salary is not detailed.

Claiming of Anderson as v.l.p. now gives Paramount two v.l.p. presidents. George J. Schaefer is Erpl's manager.

M. M. Wilcox, also from Erpl, has departed with Otterson for the Coast. Wilcox, an Erpl v.p., is on loan to Paramount for a couple of months or so to make a survey of Par's operations for Otterson, at the latter's invitation.

Otterson and Wierger stopped over for a day in Chicago to meet with various Par theatre partners.

# File Claims for \$3,000,000 Legal Fees and Disbursements; Trustees Ask \$355G; Root Firm's 700G Plea

More than 100 individuals and firms are asking for around \$3,000,000 in fees and disbursements for services in the Paramount. Public receivership and bankruptcy situations. Applications which are filed already carry requests for upwards of \$250,000 in fees. The largest individual sum is sought by the law firm of Root, Clark, Buckner & Ballantine, which asks for \$700,000 final fee allowances.

The trustees aggregately seek \$338,000, divided as follows: Charles D. Hillee, \$128,000; Eugene W. Leake, \$111,000, and Charles E. Richardson, \$87,000. The Root firm already has received partial allowance for that total of around \$225,000, so that its total fees in the Par case if granted fully as sought would be approximately \$1,600,000. The company's reorganization plan figured reorg fees would amount to around \$200,000 and disbursements with this figure in view. However, unless the court reduces such amounts as sought, the total fees may exceed this provision of the reorganizers.

Fees are filed with Referee John Joyce and are not filed, presumably, with the precautionary advice which was administered to the various counsel and interested parties by Federal Judge A. C. McLaughlin, that the fullest publicity be given to such requests for allowances. There will be a hearing on same July 8.

The law firm of Cook, Nathan & Lehman seeks \$250,000 and \$375,000 expenses. The committee, for which the Root firm was counsel, asks that three of its members, Barney Balaban, Maurice Newton, and Gene Brooke be given allowances and that its secretary, Richard W. Matthews, of the Cook firm, also, be granted \$5,000. This is in addition to more than \$100,000 sought as committee expenditures.

Nathan Burkan asks for \$50,000, and the committee for which he was counsel asks that E. Earle Anderson, present Par v.p. and former chairman of this committee, be granted \$7,500. Martin Quigley, as a member of this committee wants \$1,000; and E. C. A. Bullock, \$1,500. Zukor Services.

Adolph Zukor, for his services as receiver of Par, in the old equity proceedings, wants \$100,000. James Sumner and Edwin L. Garvin, attorneys for indie bondholders in the Par-Broadway matter, ask \$105,000, plus \$110,000 accounting expenses for accountants, and \$12,500 for Myron Robinson, former RKO official, as an expert.

The applications for fees reveal that the reorganization plan which was adopted and under which Par was reorganized was drawn up by the Kuhn-Loeb company, downtown bankers, at the request of the bondholders committee. The committee, headed by C. V. Rath, DeGersdorff, Swaine & Wood as counsel. The Cravath law firm asks \$115,000 for services in the situation and Kuhn-Loeb asks for \$100,000 and \$14,287.25 expenses.

The Munger Committee (Lloyd Menger) asks \$75,000 for counsel fees. Scold & Brandwein, and \$78.89 expense; for the committee \$6,000 and \$15,945.72 expenses. Saul Rogers asks for \$100,000 as counsel. Edwin Lauder, a bondholder, and others, including Adele Goodman.

Joseph B. Day and Peter Grimm ask for \$10,000 in connection with the Criterion hotel situation. Grimm was chairman of the bondholders committee on the Par-Broadway, which is asking for \$68,314.03 in fees and expenses.

Attorneys Samuel Zirn, A. J. Schanbacher, A. M. Frumberg and Edgar Schoen together ask \$75,000. Strook & Strook, lawyers and counsel to the Par-Broadway bondholders committee, ask \$100,000.

The Bank Committee, which had \$1,250,000 claims against Par, asks for \$30,000 for its chairman, Percy H. Johnston, and \$20,000 for Max D. Howell, both of whom also are officers of Chemical Bank.

The law firm of Beckman, Bogue

& Clark, counsel to this bank committee, asks for \$75,000 fees.

Attorney Jacob Lesser, counsel for indie bondholders, asks for \$37,500. The Boston law firm of Choate, Hill & Stewart asks for \$38,881.93 in fees.

The Par bondholders committee asks for the following sums: Dr. A. Vanderlip, chairman, \$50,000; Dr. Julius Klein, \$22,390.15; and \$1,500 each for Robert K. Cassatt, Morris Ernst, Duncan G. Harris and Lawrence Stern.

What the aggregate total in allowances sought may not be known until final tabulation shall have been made in the next few days by official accountants.

An assortment of amounts are sought by various special counsel and accountants to trustees and others. These sums may aggregate many thousands. The law firm of Davis, Polk, Wardwell, Gardner & Reed, counsel to the bondholders committee of Par, asks for \$150,000.

## ANTI-SUNDAY FILMS DRIVE STILL IN PENN.

Stroudsburg, Pa., July 2.

As 11 church and temperance organizations began a state-wide campaign against the newly-legalized Sunday films, the Rev. Dr. O. B. Poulson, president of the Pennsylvania Men's Dry League, said the fight would be waged in over 800 court units.

Residents of every municipality with a theatre have the right to decide at the Nov. 5 election whether they want pix after 2 p. m. on Sunday. The question will be submitted to the electorate if 5% of the voters at the last election sign petitions to that effect.

## U's 2 Film Advance Men Hurt in Auto Crackup

Motoring to Baltimore on Saturday (29), Jack Goldberg and Charles Ferrara, in advance of Universal's British-made negro film, 'Life Is Real', which they are road-showing through colored sections of country, met with an auto accident. Mishap occurred about 20 miles out of Baltimore. They were rushed to Sinai hospital in Baltimore, Goldberg with couple of broken ribs and internal injuries, extent of companion's hurts as yet undetermined.

## MICHALSON UPPED AT RKO

Harry J. Michalson promoted to short subject sales chief at RKO was reorganized with other salesmen by the Kuhn-Loeb company, downtown bankers, at the request of the bondholders committee. The committee, headed by C. V. Rath, DeGersdorff, Swaine & Wood as counsel. The Cravath law firm asks \$115,000 for services in the situation and Kuhn-Loeb asks for \$100,000 and \$14,287.25 expenses.

## Foreign Distribs Deem 'Extase' Nix Crucial; Ban's Wording the Worry

Foreign film distribs in the U. S. are upset by the New York court ruling last week barring 'Extase', a Czech pic, from showing. Film was seized after being viewed by a jury in Federal District Court in N. Y. Case is being appealed. While the nix in itself would not ordinarily bother any but the would-be distribs of that picture, the terminology applied in the turn-out is regarded a serious matter. This is to the effect that picture be refused entry into the U. S. because the subject matter deals with Communism. If subject matter of that sort is held nixable, the distribs

## Yesterday's Prices

Rate	Col. Film	High	Low	Last	Net
1,000	Gen. Film	99%	95%	94	+
400	East. Co.	147%	146%	146	+
15,000	Gen. Ent.	24%	24%	24	+
100,000	Gen. Ent.	24%	24%	24	+
200	Par. et al.	8	8	8	+
200	Par. et al.	8	8	8	+
11,700	RCA	100%	95%	95	+
1,500	W. B.	2%	2%	2	+
1,500	W. B.	2%	2%	2	+

\*New 1 5 high.

## LESSER TOPPING SELF WITH 10

Hollywood, July 2. Sol Lesser has scheduled 10 features for production by Atherton Productions this season. This is the greatest production schedule for Lesser in any season during his 17 years as a producer. Four of the pictures will be Fox-released, starring George O'Brien. Two will feature Bobby Breen, Lesser's singing seven-year-old contractor. Remaining four will star a femme player for whom the producer is currently hunting. Outside of the O'Brien contract, Atherton is without a release for its product.

## L. A. TO N. Y.

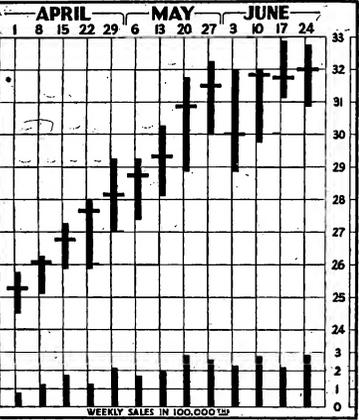
- Bob Collier.
- Rodney Paragages.
- Jack Laft Jr.
- Frank Vreeland.
- Frank Parker.
- Jackie Coogan.
- Minna Wells.
- Moss Hart.
- Edw. G. Robinson.
- Mrs. Charles Correll.
- Max Shagrin.
- Robert Montgomery.
- Arthur Befenstein.
- Norman Taurog.
- Jack Mintz.
- Arthur Jacobson.
- Stanley Bergerman.
- Roland Asher.
- Ridney Reizenman.
- Dave Chaney.
- Harry Revel.
- Al Glickson.
- Lou Folkoff.
- Paul Webster.
- George Stoll.
- Edward Sutherland.

## N. Y. to L. A.

- Eddie Rubin.
- William Goetz.
- Edward G. Buffery.
- William Phillips.
- George White.
- E. Ray Goetz.
- Parley Love.
- Lynn Farnol.
- John D. Otterson.
- James A. Muvey.
- Harry God.
- Paul Lazarus.
- Paul Burger.
- Al Glickson.
- Leonard Sllman.
- Joe Jenner.
- Robert G. Hall.
- Hal Horne.
- Princess Natalie Paley.
- Al Glickson.
- Monroe Goldstein.

## Amusement Group Averages (2nd Quarter, '35)

The weekly high and low averages of prices for 12 representative amusement stocks on the N. Y. Stock and Curb exchanges is indicated by the vertical bars in upper part of above chart. Closing prices for group each week are shown by means of short cross-bars. Lower part of chart depicts trend in volume weekly. Feature of this quarter, covering April, May and June, was the manner in which group climbed for eight successive weeks registering successively higher peak quotations and closing prices. Top for this



## Show Stocks at Highest Average in Two Years, Though Actual Recent Gains Only Fractional

By MIKE WEAR

Stock prices were generally firm to higher yesterday (Tuesday) on increased volume in the face of several weak spots. Amusement list was irregular with gains about balancing losses. Outstanding was the sensational performance of Radio Preferred B which made a new 1935 high at 59%. It showed a gain of 2 1/2% at the closing price of 58%. Common also was unusually active but advanced only fractionally. Universal preferred slipped to the lowest at 20. Technicolor declined further to 18 1/2. Westinghouse common made a new top at 64%. Amusement lens were stronger yesterday. Paramount Broadway bond certificates going to a new peak at 61.

The Amusement Group moved contrary to the general trend of the stock market during the past week, pushing up to the highest point in almost two years. Group hit 33 1/2, as measured by the averages, and closed at 32 1/2, the highest level for the finishing quotation this year as well as for the last 24 months. It was the second successive week that the Amusement Group has closed higher, though the total improvement for the two weeks was only three-fourths of a point in the averages. Gain for the past week was exactly half a point.

While this was transpiring many stocks in the industrial listing were confronted with considerable profit-taking and outright selling. The result was that the Dow-Jones industrial average slipped back 1.29 points to wind up the week at 118.2. Rail and utility groups also lost ground. Selling action in general market was mainly attributed to political uncertainty in Washington.

Strength of amusements was reflected by the manner in which six common and preferred stocks went to new highs. Two bonds also edged up. The latter group, for the year, the stocks, with their new 1935 tops

and net advances, were Columbia Pictures certificates, 63%, up 4 1/2%; Eastman Kodak preferred, 16 1/2%, up 1 1/2%; Radio common, 6%, up 3/4%; Radio Preferred B, 6 1/2%, up 2 1/2%; Westinghouse common, 5 1/4%, up 3/4%; and Westinghouse preferred, .10%, up 1 point.

Paramount-Broadway 5 1/2% made a new 1935 high at 65% and showed a 1-point advance at the close. Certificates of the same went to the same price and sported a gain of 1 1/2% at the finish.

In direct contrast was the weakness in Universal Pictures preferred. This issue dropped back to a new low at 30% on a few transactions.

Tru Carry the Rise

Unexpected strength Radio Preferred B and Eastman Kodak common, neither rated as outright picture company issues, had much to do with the splendid showing by the Amusement Group. Action of these two, plus a consistently strong upturn in Columbia Pictures, did the trick.

The strength in Columbia was reflected by various reports in the street relative to future dividends. The most persistent one had to do with the possibility that a stock dividend of considerable proportions might be expected by the latest. With the company now paying only 4 1/2% annually, plus a small stock extra, traders voiced the opinion that some improved dividend payment appeared to be inevitable. Earnings of the stock most recently were estimated at more than \$7 per share. The present price of the stock indicates a dividend of about 4 1/2%.

Was reflected by strength in the RCA common. This activity easily put Radio common into the 12 most active stock listing on several days and made it a leader in point of

(Continued on page 23)

Special Committee Still Mulling a Voluntary Film Code Authority

The special committee named by Film Code Authority members June 24 is still seeking some new means whereby a voluntary Code Authority may be set up in the industry...

Considerable delay in making a full report is anticipated in view of the departure of Tzyre Dillard, former chief counsel for the C.A., Friday (3) on a five-week vacation cruise.

More and more industry leaders are becoming fully cognizant of the fact that the Film Code Authority is becoming fully cognizant of the fact that the Film Code Authority is becoming fully cognizant...

Auditors are now engaged in making a full accounting of all C.A. books. This work is expected to require three to four weeks. Until it is completed there is a skeleton force present in the RKO building here.

Fox Is First Major Winding Up '34-'35 Feature Schedule

With completion of 'Curly Top' last week, Fox today has turned out the 48 features scheduled and sold to exhibitors for the 1934-'35 season.

Beides winding up its 1934-'35 program, Fox is further ahead on production than at any time in the company's history, with eight pictures for the new season completed, and three more shortly being turned out.

'HARD' TO GET DELAYED BY SCRIPT REVISION

Script revision will delay start of Fox's 'Hard to Get' until late in the week. Fox today has turned out the 48 features scheduled and sold to exhibitors for the 1934-'35 season.

PENN. NIX ON SOVIET FILM

Penna. Censor Board has banned the Italian film 'King Solomon of Broadway,' returning it to Fox upon completion of her U. chore.

MUSIC HALL'S DEALS

Details Holding Up Fox and Universal. Believed that accord will be eventually reached, so that Hall will play both Fox and U pictures again this year.

MG Tilts Rental Demands but Not So Much % Asked

Independent exhibitors over the territory at the meeting called here last week by Northwest Allied States complained because MG is asking higher prices for its product than a year ago.

ROSY'S FUTURE

May Still Be in Washington on A. T. & T. Probe. Several reports are circulating that Sol A. Rosenblatt, formerly with the National Recovery Administration, is being investigated by the Federal probe of the telephone industry.

ESSANESS VS. LOEW'S, CONSPIRACY CHARGE

Greater Chicago Theatre Corp. known as the Essaness Circuit, filed suit Saturday (29) in U. S. District court here via Spitz & Adeock Inc., attorneys for the M-G-M. The complaint charges that Loew's, Inc., Nicholas M. Schenck and E. A. Schiller, for injunctive relief, allege a conspiracy in restraint of interstate commerce in connection with the business of licensing pictures and leasing of films.

Ferber's 'Come and Get It' For Hopkins Via Goldwyn

Samuel Goldwyn has bought Ferner's novel, 'Come and Get It,' for Miriam Hopkins.

\$350,000 Sales Quota; Par Hope for Color Short

Par is planning to go to town on a two-reel short to be made in color by Max Fleischer under the third dimension process with which he has been experimenting for nearly two years.

Penna. Antis Lining Up Against Sunday Pix in 800 Towns

Although the biggest obstacle to Sunday pictures shown in Pennsylvania was overcome last week when the House and Senate passed bills calling for a referendum in each municipality in the State on the question, the fight still is on.

'DOWN EAST' SWITCH OFF GAYNOR COSTS 250G

Out of 'Way Down East' due to an injury to her head while on location, Janet Gaynor has been replaced in the lead of this Fox picture by Rochelle Hudson.

THREE READY FOR FOX WESTERN RELIGHTING

After a two weeks' dark period, Fox Western avenue studio reopens July 9, putting two into production. Pair are 'Ball of Fire' with Alice Faye, Jack Hally and Bobe Daniels, directed by George Marshall, and 'Meal Ticket' with Jane Withers, directed by Marshall Nellen.

Allied and 306 Promise Tichenor To Cease Cross-Picketing in N. Y.

First move on the part of Frank Tichenor, who was named by Mayor LaGuardia as mediator in operator union work in New York, is the removal of all pickets from theatres. Following complaint and threats of theatres which have been harassed for years by cross-picketing, Tichenor succeeded in getting both Local 206, A. F. of L. affiliate, and Allied, the N.Y. Port and Warehouse Union, to stop picketing each other's houses.

Gov't's Most Ambitious Film Industry Survey, All Branches

Par Tuning 5-Reeler Of Byrd Expedition

Paramount will release a five-reel short film from the \$700,000 aerial Byrd expedition to the Antarctic, under title of 'Little America.' It will have musical background.

SKOURAS SETUP SHOWN IN SEC APPLICATION

St. Louis Amusement Co., Skouras Bros. subsidiary, last week applied to Federal Trading Commission for registration of its paper on the St. Louis stock exchange.

Warner Bros. owns 8,839 shares or 41.8% of the class A securities as well as 15,000 shares, or 51.08% of the B stock.

For the last fiscal year, the company had a deficit of \$57,729, the balance sheet revealed. Income for 1934-'35, net expenses were \$349,048; and depreciation and interest amounted to \$108,093.

Washington, July 2

The most ambitious economic survey ever made of the film industry, covering every angle from financing to trade practices, is in the offing. The research will be carried on with an eye to possible government regulation under new legislation.

Series of Investigations

A series of such investigations is being debated by new NRA bosses. Ideas were advanced by the Bureau of Research and Planning, which otherwise faces a future with relatively little important work to do and only a few minor projects.

R.I. LABOR DEBACLE MAY FOLD HOUSES

Providence, July 2. Beset by many field difficulties, the Blackstone Valley, strong textile center in Rhode Island, is giving the R.I. labor movement a hard time. Not only are strikes numerous, but many mills have laid off thousands because of the processing tax.

Three cities, Pawtucket, Central Falls and Woonsocket, are in the mill area.

Some standing the suburban town is a struggle to fold up unless relief is forthcoming long soon. A particular trouble has been the situation in Pawtucket, where reports business worst than in the days when the depression was at its height.

Paramount's 17G Mostly Due to Lesse and Tops L. A.; Chinese Dips to 7G; Bergner Strong, 3d Wk.

Los Angeles, July 2. (Best Exploitation: Paramount) Los Angeles theatres just cannot stand property two weeks in succession. Possibly not the fault of the theatres, but just the tendency of customers to go overboard one week on their amusement feast and then starve themselves and the theatres for the following stanza or two. Of course weather, and the Fourth of July savings, might have something to do with this, as well as the folks embarking on their summer vacations.

Paramount, which is leader of the indie string, will see a little better than 50% of the previous week trade with 'The Virginian' on the screen and George Jessel's 'A Middle Revue' on the stage. Chinese and State just get over the 'red' mark with the dual attraction 'China in Egypt' and 'Age of Indiscretion'. RKO and Hollywood have very weak sister in 'Stranded' and 'Key Witness', which will be 'red' for both houses.

Four Star held up in great style on third week of 'Escape Me Never'. Features also fairly good hold-over of 'Mark of Vampire' and addition of 'Make a Million' as dual copio.

Was rather weak stanza for exploitation, as none of the houses managed in new duals to get good campaigns. Paramount came to the fore in this department by having 'Revue' leased on an all-right current show of kiddies on stage and 'Revue of 'Vintage' on the screen, which helped, with the younger element giving b.o. a play.

Estimates for This Week Chinese (Greenwich) (2:00; 30-40-55)—'Chan in Egypt' (Fox) and 'Indiscretion' (MG) split. House preview of 'Vintage' on the screen took about \$600 out of till that night on 'free' list, and with trade being strong less on all-right. 'Revue' is lucky to hit an even \$7,000. Last week 'Public Hero' (MG) and 'Revue' (MG) hit about \$10,000. Last week calculations with a \$7,400 finish. Last week 'Vintage' (MG) and 'Revue' (MG) hit about \$10,000. Last week calculations with a \$7,400 finish.

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1st Runs on Broadway

(Subject to Change) Week of July 5 Capitol—'Escapade' (MG). Music Hall—'Love Me Forever' (Col) (2d wk). Paramount—'Men Without Names' (Par) (2d wk). Rivoli—'Sanders of River' (UA) (2d wk). RKO—'The Raven' (U). Strand—'In Caliente' (WB) (2d wk). Week of July 12 Music Hall—'Ginger' (Fox) (1). Paramount—'Paris in Spring' (Par) (1). Rivoli—'Doubting Thomas' (RKO) (1). RKO—'Honor for Love' (UA) (1). Strand—'Front Page Woman' (WB) (1).

'BECKY, 11G, 2ND BATO WEEK, KAY \$6,200'

Baltimore, July 2. (est Exploitation: Century) All things considered, the Stanley, Keith's and Hipp aren't faring badly in this holiday week. Stanley did pretty well with 'Stranded', running up surplus enough to insure sound week's total. 'Becky Sharp' is 'h.b.' in the quality for Hipp, after achieving a so-so initial session of 9 days. \$11,000 in plenty early. Keith's closes out tomorrow night with a week's span of 'Werewolf', which returned a tidy haul of \$10,000 or more, but on right side

Publisher Herb Morgan of the Century went in for grandiose ball play in large city. 'Sanders of River', winning notice chiefly by airing a feature from traction company, regaling it with copious vegetable, fake but mobile stuffed animals and a horde of Negroes in hideous makeup and having the tram course through downtown Baltimore. Trick is fairly well liked by the plo. A sepi laid to two aslanned to couple of days to attract onlookers while car meandered through the streets.

Estimates for This Week Century (Loew-UA) (3:00; 15-25-40-55)—'Sanders of River' (UA) and stage-show headed by July Coburn's band and Nick Lucas. Trick is fairly well liked by those coming in, but evoking no draw of notice; vaude is luring probably shade better. Hard die to get near \$11,000 figure of. Last week 'Murder in the Morgue' (Loew-UA) (3:00; 15-25-40-55) headed by Edward Arnold, better than anticipated at nearly \$11,000. 'Hollywood' (Loew-UA) (3:00; 15-25-40-55) headed by Edward Arnold, better than anticipated at nearly \$11,000.

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'FRENCH REVUE' WITH 'SCANDAL' 7G, INDP.LS.

Indianapolis, July 2. (Best Exploitation: Lyric) The summer sun finally came into its own this week and upped the thermometer readings while causing the downward temperature figures to take a sharp drop. The prolonged period of mild weather which has been helping the ice houses to ride high over last year's figures at this time came to an abrupt end over the weekend, and no theatre except the Lyric is managing to keep out of the red.

With Andre Laudy's 'French Revue' in the stage credited with most of the draw and with 'Collage Scandal' as the one on the bill, the Lyric is doing a 7700 business which is very good in the face of the heat. 'The Raven' (U) and the Apollo, 'Lamps of China' (at the Circle), and a dual bill at Loew's are collecting very little more than that as a total figure for the three houses.

Estimates for This Week Apollo (Fourth Ave.) (1:00; 25-40-55)—'Ginger' (Fox) and 'Murder in the Morgue' (Loew's) (2:00; 25-40-55)—'Murder in the Morgue' (Loew's) (2:00; 25-40-55)—'Murder in the Morgue' (Loew's) (2:00; 25-40-55)—'Murder in the Morgue' (Loew's) (2:00; 25-40-55)

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'BECKY', \$5,000, 'MAMA'

Omaha, July 2. (Best Exploitation: Brandeis) The week saw a new record rainfall and also a new hourly fall record, and the next day the town sweated; variability not helping the picture. 'Becky Sharp' and 'Mama' did well. 'Becky Sharp' and 'Mama' did well. 'Becky Sharp' and 'Mama' did well.

Estimates for This Week Brandeis (Shlger-RKO) (1:00; 25-40-55)—'Becky Sharp' (Radio). 'Mama' (Radio) (1:00; 25-40-55)—'Becky Sharp' (Radio). 'Mama' (Radio) (1:00; 25-40-55)

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'Ike', Flesh and Ams total \$13,500 In Philly; Town Likes 2nd Run

Hall's Scalpers

Ticket agents in the neighborhood of Radio City, New York, have been specializing lately in reserving mesquite seats at the Music Hall, which retail for \$1.65 (box office). One broker claims the M. H. duates top light show demand by two to one.

First known instance of a grind picture house getting a scalper play, Music Hall is the first grinder to have numbered chairs.

With Grace Moore's 'Love Me Forever' (Col) drawing a particularly classy audience at the opening, the ticket boys had a very happy 4th of June.

Philadelphia, July 2. The Earle looks as good as any this week, Joe E. Brown's 'Alibi Ike' (WB) and stage show having a couple of weeks in the lead. His recent amateur contest to help bolster things. Faced at \$18,500.

'Sanders of the River' (UA) at the Stanley, won both prizes and pans from the critic with the former predominating. Would have been better, however, in the Alinee where originally intended. 'No More Ladies' (WB) and 'The Informer' (WB) are doing better than any Broadway film in months.

The Fox has a film the critic liked in 'Loves of a Dictator' but management is not doing fairly well. Sunday ads announced 'Ginger' for Thursday (the 4th) which will give current attraction only five days. Stage show is barren of names; \$20,000 rather than \$12,000.

LADIES AND SKI IN SEATTLE

PIC, 11G, BIG

Seattle, July 2. (Best Exploitation: Fifth Avenue) Atop the recent price raise, entered into by all first runs except the Liberty (Gessner-von Herbergs), this spot seems to profit. Evergreen-Hamrick houses upped the nick at the b.o., with doubtful about the take. But the way biz has been upping in Thursday, it is a safe bet the scale is helping there. Last week is reported as best at house since 'Broadway Bill' (Col). Mats are especially healthy, usually packing a house right along with folks who like to see first-runs at a dime and fifteen.

The Fifth Avenue used teletype in lobby, dashing off praise 'telegrams' on attraction these this week, doing the stunt as bulldam, handling 'wires' to patrons with request to pass 'em on. Blue Mouse is using Japanese bill with ads plying up war angle in Thursday, it is a safe bet the scale is helping there.

Estimates for This Week Blue Mouse (Hamrick) (5:00; 27-37-42)—'Lamps of China' (WB) (4th wk). 'Murder in the Morgue' (Loew) (3:00; 15-25-40-55)—'Murder in the Morgue' (Loew) (3:00; 15-25-40-55)

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Estimates for This Week Arcadia (6:00; 25-40-55)—'The Sign of the Cross' (2nd wk). 'The Sign of the Cross' (2nd wk). 'The Sign of the Cross' (2nd wk)

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LINCOLN VAMPIR 'TIL READY TO GO ON 4TH

Lincoln, July 2. It's mostly anything that'll sell this July 3 stretch and then a formal celebration day opening. 'Stu' is rare is weak and the grosses down in accordance. Most interest is at the Orpheum, where the Alexander Carnera 'murder case' is the feature and 'Healer' is the other big attraction. 'Healer' is the other big attraction.

Estimates for This Week Lincoln (LTC) (7:00; 10-15)—'Silent Valley' (Steiner). 'Raven' (WB) (1:00; 25-40-55)—'Raven' (WB) (1:00; 25-40-55)

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Fleet, Cab, Fight Pix 29G in Chi; 'Alibi' (WB), \$4,000; Chinatown, 10G

Chicago, July 2. (Best Exploitation: Chicago.) Rain has been used lately as all...

Big money gun of this week is the Chicago which, triple-loaded on...

Both the tiny Randolph street houses are doing well for \$2,250 this week. 'Alibi' led during in one of...

'Top on exploitation currently was the Herzog 'Chinatown' which in the Chicago and primarily on the...

'Alibi' (WB), Joe E. Brown getting a fine male part for \$4,000, a nifty take at this house. Last week, four days, 'Caliente' (WB)...

'Babe Face' (MG) (2,000; 25-35-65) - 'Public Hero' (MG) in here for holdover and on-line bust...

'Pampano Moon' (Fox) faded quickly. Plotting gun, last week, \$1,500. 'State-Lake' (Jones) (2,700; 20-25-vauds.)...

'Chinatown Squad' (U) and vauds. House 'Chinatown' showing nicely at smooth grosses. Around \$10,000 currently, all right from an...

'Missouri' (3,514; 25-40) - 'The Raven' (U) and 'Champagne for President' (RKO)...

'Shubert' (1,725; 25-35-65) - 'College Scandal' (Par) and 'Arizona' (Radio). If program manages to...

'Orpheum' (1,180; 25-35-65) - 'Going Highbrow' (WB) and 'Men and Women' (Par)...

'Ladies' (3,162; 25-35-65) - 'Sanders' (UA) and 'Tit for Tat' (RKO)...

'Broadway' (Parker) (2,000; 25-40) - 'Keeper of the Bees' (Monro)...

'Artists' (Parker) (1,000; 25-40) - 'No More Ladies' (MG)...

'Parliament' (Evergreen) (3,000; 25-40) - 'Chan in Egypt' (Fox)...

'Public Hero' (MG) (2,000; 25-35-65) - 'Public Hero' (MG) in here for holdover and on-line bust...

SANDERS' 10G, GOOD IN HOT ST. LOUIS

St. Louis, July 2. (Best Exploitation: Low's State.) Typical Mississippi Valley summer weather has set in...

'Shubert-Rialto' closes its door this coming week. 3. Management says for 'alterations'...

'Charles Kurtzman' made a 10-trike when he lined up Louis-Canaera pix for Missouri. Made picture in 10 weeks...

'Low's State' put more pep in 'Sanders' than any other pix in long time. Went to a district in African jungle style...

'Low's State' got a double in African jungle style, front of three vaude stores covered with huge billboards...

'Family' (RKO) (1,000; 15-25) - 'Jim Burke' (Col) and 'Party Will' (RKO)...

'Strand' (Ind) (1,200; 15-20-30) - 'School for Girls' (Maj) \$1,300. 'Healer' (Rep) \$1,400.

'L'ville Has No Other Place to Cool Off In the Theatres' - Louisville, July 2. Low's State changed regulation opening this week...

'Orpheum' has a first run for a change. 'Murder in Fleet' but is getting plenty publicity...

'Scolay' grabbed a load of inter-viewers on Capt. Craig and his underwear. Direct mail advertising...

'Loew's' pulled a nifty street ball with a 'rickshaw' ridden by a female model. Strife was on...

'Met (M&P)' (4,200; 35-50-65) - 'Stranded' (WB) and stage show. \$112,000. 'Public Hero' (MG)...

'State' (Loew) (3,200; 25-30-40-55) - 'Ladies' (3,162; 25-35-65) - 'Woman' (Col), double. Will struggle in with a meek \$10,000...

'Orpheum' (1,180; 25-35-65) - 'Going Highbrow' (WB) and 'Men and Women' (Par)...

'Ladies' (3,162; 25-35-65) - 'Sanders' (UA) and 'Tit for Tat' (RKO)...

'Broadway' (Parker) (2,000; 25-40) - 'Keeper of the Bees' (Monro)...

'Parliament' (Evergreen) (3,000; 25-40) - 'Chan in Egypt' (Fox)...

\$102,000 Sprint by 'Forever' At M. H.; 'Men' and 'Caliente' Around \$25,000 and Also Hold

Albee (RKO) (3,300; 35-42) - 'Ginger' (Fox). Crickets 60-50 in exhibitors' take...

'Lyric' (RKO) (1,500; 25-30-40) - 'Chan in Egypt' (Fox). Snappy \$5,500 strong. Last week Brewster's 'Millions' (UA), \$4,000.

'Keith's' (Libson) (1,500; 30-42) - 'Stranded' (WB). In for nine days; \$5,000, all right days. 'Black Sheep' (Fox), \$3,000.

'Capitol' (RKO) (2,000; 35-42) - 'Scoundrel' (Par). Ned Coward above title. He and Hecht-MacArthur material...

'Grand' (RKO) (1,200; 25-30-40) - 'No More Ladies' (MG), third round in last midweek. A pair \$1,500 at tops. 'Alibi' (WB) (24 wk.), \$3,000.

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HEAVY BECALMED, 'FLEE' SAILS 'PUBLIC HERO', 7G

City (Kreilberg) and 'Kentucky Blue Steak' (Puritan). 'Strak' re-evoked snickers of cricks, owing to...

'Lyric' (RKO) (1,500; 25-30-40) - 'Chan in Egypt' (Fox). Snappy \$5,500 strong. Last week Brewster's 'Millions' (UA), \$4,000.

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Palms' Big 2D WEEK

Portland, Ore., July 2. (Best Exploitation: United Artists.) 'No More Ladies' (MG)...

'Orpheum' (1,180; 25-35-65) - 'Going Highbrow' (WB) and 'Men and Women' (Par)...

'Ladies' (3,162; 25-35-65) - 'Sanders' (UA) and 'Tit for Tat' (RKO)...

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# The 'Aryan' Idea of Film Selling

## Can't Campaign on Product More Than Two Weeks in Advance

Berlin, June 21. Now film selling that upsets all precedents around the world has been promulgated by the Reich Film Chamber. This makes it a sin to advertise, and in any way build up sale for new film product more than two weeks in advance of the new season.

According to the ruling it is taken for granted that each film year begins on Aug. 1 and no announcement must go out on pictures except those for the current season. Thus, for the coming year, none of the local companies can say anything about their prospective product until July 15 at the earliest. This goes for interviews and even trade announcements within the trade.

Film Chamber's idea is that this will equalize film prospects for all and give all companies an equal chance to do business.

Carried farther the ruling is that none of the companies can sell their next season product until the week-end days. Thus, for instance, the indie and the major can both have their salesmen starting together and give the latter fellow a better break.

Only exception to this is for sale "cultural shorts" on which anytime is okay.

## FILM BOARD OF TRADE FORMED IN SHANGHAI

Shanghai, June 15. For ten years distributors here have been attempting to consolidate in a trade union for purposes of facilitating censorship, making appropriations, publicity, and general activities, but were negated by the home offices. At present, however, there has been overcome and a Film Board of Trade (China) established with J. F. Kohler as administrative secretary.

Organization has a private screening room for previews before pictures are shown to Settlement and Chinese censors in Nanking. Facilities are available for subtitling or dubbing into Chinese, which formerly entailed enormous expense.

Censorship works smoother now as pictures are shown without any delays, which previously were as much as five to seven weeks. Board also adds a censorship certificate in Chinese to the pictures.

Board's biggest fight now is to reduce Chinese censorship taxes, which were about 20 per cent of the net, amounting in some instances to a prohibitive figure on smaller houses, who could not stand burden.

## SUIT ON 'CAVALCADE' STARTS IN ENGLAND

London, June 23. After considerable delay the suit brought by Parnell & Zellin, Ltd., against the Durrey Lane theatre and Charles J. Cociaran, is going to trial. Eminent counsel has been requisitioned by both sides.

Parnell & Zellin entered into a contract with the Durrey Lane theatre, which contained a clause that the piece was not to be released as a film during the period of their contract, covering five years.

Fox released the picture, whereupon P. & Z. started suit, claiming \$200,000 damages.

## Choosy Argentines

Buenos Aires, June 19. Argentine film fans gave 'Man of Aran' (G-B) a frozen mitt. Local fans read the news reports about the prize the picture had received, and its artistry, but this just didn't influence the many.

'Aran' was released at the Monumental, with a minor mishap of incidents in recent British history called 'Imperial Cavalcade' (BIP) and the program was served up to the local British theatre, with the patronage of the British ambassador. Argentines just weren't having any, and two nights were sufficient to put the cards up on the highest shelf.

Paris, June 23. Progress in the reorganization of Gaumont-Franco Film-Aubert is indicated by the appointment of three new members to the board of directors. General Manager, who has been the government rep during the liquidation: Georges Ricou, former manager of the Opera Comique; and M. Desmaret, at one time a high executive in the company.

New board has met, but no decision on action has been announced.

## BRITONS DREA FOR S. AM. MARKET

Buenos Aires, June 19. This season has seen the biggest drive yet on the part of European and British film makers to enter the picture market. Mostly the work of British Film Distributors.

First agent's message of 'The Private Life of Henry VIII' (London) and 'Katherine the Great' (London) started it; showed that the British had quit kidding and were going for the local market with something more than the flimsy stuff that local fans had been taught to accept as the standard of the British film trade and which were previously handled by American firms, mostly, in this season. It has seen a deluge of British productions released at about the same time as they are showing elsewhere around the world, and in great numbers.

'Scarlet Pimpernel' (Korda) was released at the Monumental, one of Buenos Aires' premiere cinemas and got one of the best box-offices of the season.

Adolphe Beyle, president of the board of British Film Distributors, has just hopped over to Europe on the Graf Zeppelin to try and put even more pep into the British bid for the Argentine market and secure a monopoly on British production for this market if possible.

Britishers want to impress on the Argentine market that they want to do very real big down here, and capture what was the best market in the world, but only one film good last year, they've got to make a direct bid with productions aimed at the Latin Americans, with Spanish titles and the rest of the world. He also hopes to induce Britishers to sink some capital down here and open a local studio.

## FOREIGN FOX FILMITES BACK TO THEIR SPOTS

Flock of Fox foreign reps left for their respective homes on Tuesday, after attending the company's sales convention.

P. N. Brink sailed back to Berlin Friday (20) and Carl Nielsen sailed back to Sweden by way of Paris the following day. C. V. Hake in charge of Japan and S. Erik, in charge of Europe, is on his way to Los Angeles for a few days in Hollywood prior to hopping liners.

## SHOW BIZ TAX REFORM TAKEN AWAY FROM FRENCH CHAMBER; BREAK FOR U. S.

Paris, June 23. Action by Chamber of Deputies on show business tax reform, which, if taken, probably would have involved restriction on the number of foreign films shown in France, has now been shelved through action on the floor of the house of Deputy-author Henri Clerc, traditional friend of freedom of the arts in France.

Finance committee, which has a heavy interest in cinema, had planned to put the bill through, but Clerc, by lobby negotiations and open speeches, arranged to eliminate parliamentary action.

Government now intends to deal with the theatrical and film situation by decree laws, independent of parliament. It has a right to do so, through powers consented to by the Laval cabinet in order to save the franc from collapse, and the Chamber has now consented to application of these powers to show biz.

May Be a Break

Whether this will mean that American interests will be freed from the threats that menaced them remains to be seen, but some of the chief menaces was action by the Finance committee of the chamber, which no longer can do anything directly. Influence of its anti-foreign members will count with the executive branch, of course, but latter is free to do as it pleases.

Whether this will utter the decree laws, is considered by American interests here as the element in French policies which most favors American films. Ministers are able to see the unfairness of discriminatory taxes and also to deny which sometimes escape parliamentary action.

Quick action on tax relief is now expected, and the decree-law can take any form, regardless of projects previously considered.

It is thought that the Government's hands clear, the Chamber at the same time defeated bills to prevent municipalities to reduce rates on admissions and to cut state taxes on film grosses. Latter measure would also have included reduction of taxes in the picture industry, which question the

# Budapest Film Bank Being Set Up To Finance 30 Pictures Annually

## Lenauer Distribbing French Pix on His Own

Paris, June 23. Jean Lenauer, former French film trade reporter, who has been connected with DuWorld Pictures in New York for the past six months, has left that company to go into distribution of French language pix in the U. S. on his own.

Lenauer left for Paris Friday (26) to close deals for some product and expects to return to New York just about a month to start in biz. Just prior to leaving he was married to Lora Hays, actress daughter of Arthur Garfield Hays, attorney.

## VIENNA FILM BIZ BOOM ON

Vienna, June 21. Tobis-Sacha is planning to build a first class studio on the Danube-Rosenhugel. Another proof that Vienna is getting to be more and more a center for film activity.

In the last couple of days, the city has been fairly bristling with film personalities and negotiations. A representative of Gaumont-British is here to take a look at the Walter Reichel film 'Epilode' of certain negotiations.

Director V. Turjanjak, whose film 'Volga in Flames' was forbidden in Austria, is in Vienna to take over the direction of the Lohar film 'Clo-Clu'. Heinz Ruesmann, comic, is en route here from Berlin for certain negotiations.

Dr. Wilhelm Sezekely joins this general move to get on the Vienna band wagon and has begun work to take over the Victoria Film Co.

## TOEPLITZ'S 4 PIX DEAL WITH DEAN IN LONDON

London, July 2. Toeplitz Films has signed a contract to produce four pictures in conjunction with Associated Talking Pictures, to be released through Associated British Film Distributors, both Basil Dean concerns.

Toeplitz had a contract to do four pictures through Gaumont-British with 'The Dictator' already released, but that deal was cancelled by mutual consent.

First of the new pictures will be 'Don Chicago,' American story entitled 'Crime Won't Pay' with negotiations already started to bring George Raft and an American producer over for it. Hope is to start on this at Ealing in September.

Next is Locke's 'Beloved Vagabond,' starring Maurice Chevalier, which will start in January as the French picture, and also 'The Camp' in Paris in Paris for a revue prior to that date.

Budapest, June 21. Unless negotiations fail at the last moment, September will see the establishment of a new film bank here with a capital of either \$35,000 or \$125,000, for the purpose of financing Hungarian production. Most of the money will be raised in Hungary and will take part in the new venture, which has been initiated by the Minister of Commerce, who thinks this is the means to bring about national production on a grand scale.

Planned that instead of eight or nine pictures made in Hungary annually so far, the new Film Bank will facilitate the financing and the foreign placement of 30 to 35 feature pictures annually. The bank's purpose is to bring about national production on a grand scale.

To make this possible, it will be necessary to enlarge the premises of the existing studios, Hunnia and 'Padeagogic, and either to modernize the now disused Star factory, or build a new one.

Famous Hungarian directors working in London, Josef von Stern, Feljov, Michael Curtiz and Paul Fejos—will be invited to direct the first representative Hungarian films. In the meantime, Hungary's bankers are busy with plans, independently of the projected bank. Geza

(Continued on page 5)

## Mexican Cinema Workers' Strike Closes 1 Theatre

Mexico City, July 2. Unionized cinema employees are becoming more and more of a headache for exhibitors in Mexico. Practically all picture houses in Monterey, near the American border, have been shuttered as the result of a row between the National Federation of Cinematographic Industry Workers which resulted in 42 hours' action being dismissed by the Monterey exhibits.

Employees, mostly doormen and the like, had sought a new collective labor contract, which the exhibs couldn't see. Federation then ordered a boycott of the exhibs involved, forbidding them getting pictures, discs, etc.

Meantime strike has spread to other theatres and things are getting pretty all around. Latest is that the strikers have taken out an injunction against the Federal Board of Censorship ruling that strikers are illegal and pickets against the law.

Pickets gang up on one name here, forcing driving out all the customers foregone.

Believed unlikely now that there will be any resumption of the strike before September.

## N. Y. DENIES PAR, MET BLDG. 6 IN MELBOURNE

Sydney, July 2. Metro and Paramount are understood here to be backing the building of six theatres in Melbourne, N.Y.

Houses are being put up by individuals who hope to control 25 cabs in the Hore chin territory eventually.

Both Paramount and Metro in New York denied that they are backing the building in Australia financially. Admitted, however, that they are doing their best to block the new indie chain by product support.

## Luxers in London

London, July 2. Percy Forster, chief of the Trans-Jux Newsweek houses in America, has been in conference with Will Evans, former head of Provincial Cinematograph Theatres, to form a new company here to operate newsweek theatres with daylight service.

Forster is also in conference with G. G. Geybort, owner of the Daily and Sunday Express, will be interested in the financing and operations will be done immediately on a big scale.

(Continued on page 4)

WARNER BROS. ARE NOW PREP  
FOR A LIMITED NUMBER OF PI  
NIGHT'S DREAM," ON A ROADSE  
SELECTED MOTION PICTUR  
OCTOBER 15, 1935. FURTH  
SECURED BY ADDRESSING A. W. S

ARED TO CONSIDER CONTRACTS  
PERFORMANCES OF "A MIDSUMMER  
NOW BASIS ONLY, IN SPECIALLY  
THE THEATRES ON OR AFTER  
ER INFORMATION MAY BE  
SMITH, JR., OR GRADWELL L. SEARS

LOVE ME FOREVER (OPERATIC)

Columbia production and release. Stars Grace Moore, features Leo Carrillo, Miss Mary McEvoy, Victor Schertzinger, musical director, Leo Stoller, Bertie Blythe, and others.

Gangster and grand opera material are conflicting story elements which are tough to mix under straight stringing. Their failure to blend completely is the flaw of 'Love Me Forever'...

Viewed in the light that this stage had a big hit, it is not surprising that the hands in trying to follow 'One Night of Love'...

Meanwhile, this climax includes a glaring example of dangerous plot maneuvering. White Miss Moore and figures to repeat on that most anyone.

When Bartlett and Carrillo no quarter was apparently asked for by Miss Moore...

One curious item is that Miss Moore sings first the Muesetta scene from the opera...

handed to a secondary character. Then Miss Moore comes back for her final grand exit in Bartlett, to finale the film.

IN COSENTES (MUSICAL)

First National production and Warner Bros. distribution. Directed by Eugene Del Rio, Glenda Farrell, E. S. Howard, Charles Bickford, Warren Brown, Jerry Wald, J. P. Harlow, E. J. McEwen, Ralph Brock, Warren Brown, Harry Warren and Al Dubin, music.

'In Callente' is lightweight stuff, but acceptable summer fare despite its less than thoroughgoing atmosphere.

'As a plug for the Agua Caliente dance development'...

Story concerns Pat O'Brien, hectoring a local editor into releasing him from a prison...

Purely an artistic success for America. Story of an African convict who finds his way to the box offices except in the arty sear-seaters.

Mis Del Rio looks, dresses and acts in a manner which is not unlike a range runs from cabana stuff in the beginning to the end.

Incidentally, this mating of musical and melodrama is not a new one.

WB Turning Talbot Into Oats Opy Star

Warners has finally decided to purchase their first feature western for the 1935-36 program, with Bryan Foy as lead to supervise.

Miniature Reviews

'Love Me Forever' (Col.). Has impetus of 'One Night of Love' as an act and could be all right, particularly in major towns.

'In Callente' (FN). Tune-fest lightweight musical that should please middle, fair summer fare.

'Sanders of the River' (UA). Fine production that will mean little to S. and will be offices in spite of Paul Robeson.

'Men Without Names' (Par). Another of the new gangster yarns and too flimsy. Grooved for the pops.

'Alibi' (WB). A Jackie Coogan effort which lacks the pull and importance of previous subjects with this kind of cast.

'Symphony of Living' (Chee). Good name fodder; above average for the duais.

Sanders of the River (WITH SONGS)

London Films production and United Artists distribution. Directed by Herbert Brenson, Leslie Banks, Nina Max McKinney, and others.

Purely an artistic success for America. Story of an African convict who finds his way to the box offices except in the arty sear-seaters.

Mis Del Rio looks, dresses and acts in a manner which is not unlike a range runs from cabana stuff in the beginning to the end.

Incidentally, this mating of musical and melodrama is not a new one.

Lady Smith' for Lombard

Hollywood, July 2. Warner has finally decided to purchase their first feature western for the 1935-36 program, with Bryan Foy as lead to supervise.

scenes, mostly aerials, with a remarkable male muscle dancer and a fine line of acrobats. It appears to be genuine. Robeson gets a lot of attention and credit in Miss McKinney, a lullaby set against a humming harmonic background...

Men Without Names

Paramount production and release. Features Fred MacMurray, Madge Evans, Dickson, and others.

Alibi

Warner Bros. production and release. Directed by Charles Brabin, stars Jackie Coogan and others.

Symphony of Living

Cheerful production and release. Directed by Charles Brabin, stars Charles Brabin and others.

Sanders of the River

London Films production and United Artists distribution. Directed by Herbert Brenson, Leslie Banks, Nina Max McKinney, and others.

Purely an artistic success for America. Story of an African convict who finds his way to the box offices except in the arty sear-seaters.

Mis Del Rio looks, dresses and acts in a manner which is not unlike a range runs from cabana stuff in the beginning to the end.

Incidentally, this mating of musical and melodrama is not a new one.

R. A. F. (REVIEWS)

London, June 20. Gaumont-British production and release. Directed by Cedric Belfrage, stars John Barrymore and others.

L'EREDITA' DELLO ZIO (ITALIAN MADE)

Coplan film production and Metropolitan release. Directed by Giuseppe De Santis, stars Robert Taylor and others.

ALIAS MARY DOW

Universal production and release. Stars Sally Eilers, Robert Ray, Miland and others.

Lacking in box office inclination, 'Alias Mary Dow' will experience considerable reaching normal house grosses where it is not a bad picture.

Because of lack of story strength and a cast that isn't strong enough, the picture is a disappointment.

It's not enough story and attempt to do something different with performance with the small town news scene doesn't help much, either.

The finale has the gang cornered in a factory building and using a little boy for protection from the cops...

The romantic side of the story is but a minor note. It is a pity that the mother by Katherine Alexander, Miss Eilers, whether so directed or not, is not a better actress than her part may have produced.

L'EREDITA' DELLO ZIO (ITALIAN MADE)

Coplan film production and Metropolitan release. Directed by Giuseppe De Santis, stars Robert Taylor and others.

Superimposed Italian title and sans subtitles. A fair amount of laughs. Picture is not as good as the comedy over Angelo Musco, and his financial difficulties.

Musco has been reduced to embarrassing straits, partly as a result of his being bought by a cousin.

Musco's troubles seem solved when a rich uncle dies and he believes he will nose out his detestable cousin...

Louis-Carnera Fight

Heavyweight boxing match between Joe Louis and Primo Carnera...

No credits of any kind, but the title says it is the official fight film...

There is little preliminary footage with no trailers...

Picture shows Carnera doing more fighting than he was credited with...

It is a 60-50 fight film. No explanatory comment, merely a voice...

SYMPHONY OF LIVING

Invincible Puckett and Chesterfield release. Features Evelyn Brent, Al Shean, Frank Straker...

Way above average for a production. If a picture has been taken with this one in casting and pruning...

Al Shean is happily cast as the musician. He's drawn all his lines with his music...

Best work of the entire picture is done by Henry Armetta, who, in an early scene, is hit by a car...

Nacht der Verwandlung

(A Night of Change) (GERMAN MADE) Ita-Cloupe production and Neues Licht...

Fröhlich, as a Willy Post-lah street sweeper, goes up many thousands feet just to discover how alone he is...

about a diamond necklace and some proof of chivalry...

Warner Bros. production and release. Features Robert Taylor, Joan Bennett, Roger Pryor...

A rapidly maturing Jackie Cooper works the outer limits of appeal...

When a snobbish classmate bears the disgrace of the mother (Mary Astor)...

Magie production and release. Features Robert Taylor, Joan Bennett, Roger Pryor...

Magie production and release. Features Robert Taylor, Joan Bennett, Roger Pryor...

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Magie production and release. Features Robert Taylor, Joan Bennett, Roger Pryor...

ADMIRALS ALL

(BRITISH MADE) London, June 23. John Stafford production and Radio release...

This farce enjoyed a modicum of success in the West End when it first hit City...

Both these players are excellent in their respective performances; the supporting cast is adequate...

VINTAGE WINE

(BRITISH MADE) London, June 21. Real Art production and Gaumont-British release...

Not for U. S. Release by G-S Seymour Hicks has done in his career, stage or screen...

A couple of beautiful interludes provide variety and the technical work is adequate...

Magie production and release. Features Robert Taylor, Joan Bennett, Roger Pryor...

Magie production and release. Features Robert Taylor, Joan Bennett, Roger Pryor...

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ENDSTATION

(GERMAN MADE) Berlin, June 13. Alerfa-Trio production and release. Cast includes Hans Moser...

Herbig breaking in as a meager stimulated expectation, but outcome is a bit of a surprise...

plus swanky union, accelerate the pulse, and Maria Andergast, well cast...

BLACK SHEEP

Fox Film production and release. Features Edmund Lowe, Claire Trevor, Oscar Brown...

There isn't much dramatic tension to this shipboard story about a high-class gambler...

On the boat, Edmund Lowe, the gambler, is taken in two by a percent...

Clare Trevor looks older, but is suave as ever. Claire Trevor carries most of the acting burden...

Wunder der Fliegen

(The Flying Wonders) Berlin, July 17. Udet production and release. Features Hans Albers...

This is Udet's first chance at clois. Other pics, like "SOS Iceberg," maintained an objective...

Between the few easy closeups of the sympathetic ace in his flat, filled with trinkets and trophies...

Hans Schneebarger's camerawork is excellent. He has the lens too easily. If he valued picture accuracy to get beyond the German...

CAPTAIN HURRICANE

Radio production and release. Features James Barton, Helen Westcott, Helen Mack, Frank Straker...

In 'Captain Hurricane' the talents of such two able performers as James Barton and Helen Mack are wasted. No outstanding film names in the cast...

Life of Peter Vinogradov

(RUSSIAN MADE) Soviet production and Amintex release. Features Boris Karloff...

This one from the Soviet seeks to teach Russians and any others who are interested that industry and work are very new...

According to the story, everyone is happy in the Communist state and the world in which Russians are living is a paradise or near to it...

There is little appeal for those who aren't Communistically-minded. It has production quality and good photography...

Film is in Russian, but carries enough subtitles to give an abundance to tell the whole story. Titles are fairly well written...

Annual election and general membership meeting of the Communist Party for the year 1935. Administration ticket, headed by Robert Montgomery...

BURKE REPLACES TUCKER

(AT FILM FAME EXHIBIT) Hollywood, July 2. Issuing a ban of friction in operation of the motion picture Hall of Fame at San Diego...

Annual election and general membership meeting of the Communist Party for the year 1935. Administration ticket, headed by Robert Montgomery...

Selig Back as Indie

Reentering the independent field, William N. Selig will produce features for the state right market for the 1935-36 season...

U Using 1,000 Wild Mustangs in 'Stormy'

Navajo Indians and their ponies have been for the past week rounding up approximately 1,000 wild mustangs from Arizona...

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Navajo Indians and their ponies have been for the past week rounding up approximately 1,000 wild mustangs from Arizona...

**SHE WAS  
YEARS . . .**



# **MERIAN C. COOPER**

**HAGGARD'S** amazing, fantastic, incredible,  
with a cast of 5,000, including Helen  
Bruce. Directed by Irving Pichel and Lans

# YOUNG AND BEAUTIFUL FOR 500 AND WICKED EVERY ONE OF THEM!

The creator of "King Kong" startles the world again! Master of the weird and wonderful, he gives you in stupendous scenes that leap beyond the bounds of imagination the strangest romance ever written . . . of a city hewn from solid marble . . . of idols so huge that armies could march between their feet . . . of mystic rites and pagan splendors ruled by an enchantress too alluring to be human . . . too human to escape the perils of mortal love!

# THE

**R'S** eye-staggering spectacle from H. RIDER  
unbelievable novel! Fabulously produced  
Gahagan, Randolph Scott, Helen Mack, Nigel  
Holden . . . RKO RADIO PICTURE.





*If your box office is wilting from the heat*

# "GINGER" WILL SNAP IT UP!

Ask for a screening and you'll find yourself screaming with laughter at the picture, classified as program that achieves true greatness. Word-of-mouth will build it for you (see any trade review) ..so pack them in for the opening.



# Ginger

**JANE WITHERS  
O. P. HEGGIE  
JACKIE SEARL  
KATHARINE ALEXANDER**

Produced by Sol M. Wurtzel

Directed by Lewis Seiler. Story and screen  
play by Arthur Kober

**Booked by Radio City Music Hall  
for early showing!**

*Remember*

**THIS YEAR'S  
PROFITS  
come from  
THIS YEAR'S  
PRODUCT**

YOU HAVEN'T A SHOW WITHOUT





# SHARE THE WEALTH!



**COAST  
PREVIEWS  
TERRIFIC!**

**"CHINA SEAS"**—(GABLE, HARLOW, BEERY)

**"ANNA KARENINA"**—(GARBO, Fredric MARCH, Freddie BARTHOLOMEW)

*They are the talk of the West Coast, August and September Releases. Start the new season with M-G-M's "SHARE THE WEALTH" line-up!*



# COLUMBIA DOES IT AGAIN!

## HELD OVER FOR A 2nd SMASH WEEK AT RADIO CITY MUSIC HALL

Grace Moore triumphs in a second stupendous musical production! — N. Y. Daily Mirror

Audience broke into spontaneous applause five or six times! — N. Y. Daily News

Actually superior to "One Night of Love"! Columbia's done it again! — New York American

Packed auditorium had difficulty in controlling its excitement! — New York Times

Nothing short of triumphant! Hollywood has outdone itself! — N. Y. Herald-Tribune

An occasion for rejoicing! Most entertaining of all musical films! — N. Y. World-Telegram

An audience's dream come true! Will acquire an enviable reputation! — New York Sun

In every respect distinguished entertainment! Audience applauded vigorously! — New York Journal

# GRACE MOORE in "LOVE ME FOREVER"

with  
LEO CARRILLO — MICHAEL BARTLETT — ROBERT ALLEN  
Screen play by Jo Swerling and Sidney Buchman  
Directed by Victor Schertzinger





House Reviews

EMBASSY, N. Y.

(Continued from page 18)

spray was Universal's reproduction of Representative Dies, of Texas, ...

In the field of war Paramount garners care attention with its re-peating of the signing of the peace treaty between Paraguay and Bolivia ...

Two interesting spot auditions are Fox's post-fight interviews with Joe Lewis and Primo Carnero and Metrotone's capturing of Alabama Pitta while in action ...

FOX, PHILADELPHIA

Philadelphia, July 28.

This week's bill at the Fox theatre depends on all-round appeal, being short on big names and fast tants. Show opens with Steve Evans singing 'Istad to be back' ...

Get-up explained in restorative patter about not needing drumsticks, because feet will do, followed by fast 'Stars and Stripes' ...

Steve Evans next with imper-

sonations, clicking with El Brendel, Joe E. Brown, Will Rogers, ...

House orchestra, Jeno Donath leading, offers overture, 'A Bouquet of Roses' ...

Big light at opening. Morrison.

SHEA'S, TORONTO

Toronto, July 28.

House has a busy office hour in Ramon Novarro this week, with Jerry Shea snuffing the screen and ...

Ramon and Carmen are magnificent in caltheis, after any little too hi-hat, as far as material is concerned ...

Novarro's sister does two Spanish numbers with castanets, one of them in the traditional Spanish ...

Fair look like a profitable team from the box-office standpoint. Novarro for his femme-drap appeal, and Carmen ditto for the blues ...

Surrounding bill was only average. The Vespers open for combo entertainment with act and apron wipers. Paul Mail trails for his black-

Seemed as if Novarro should have had a better supporting bill. However, had carried alone, with sister also scoring on her own. Bill runs 71 mins. Feature in 'Times Square Lady' (MGM).

NEW FWC HOUSE

Hollywood, July 2.

Fox West Coast has negotiated deal for a new theatre in Napa, Cal., to replace the one dropped during bankruptcy.

CENTURY, BALTO

Baltimore, June 28.

Nice bill covorting on Century stage the week of 'Sera of the River' (UA) on the screen. Jolly Coburn's org. headlines, stoutly ...

Start is snappy, supplied by the Four Robes, three men and a lone lass, with a swell light train drawing ...

Eddie Rio followed, assisted by three others. Last time through, ...

Big light at opening. Morrison.

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vocalist, likewise dovetailing into a flock of instrumental specialties. Arrangements stand out. In Spang's first, particularly those of a choral. In a way, his turn is a female version of the Waring, for-

Picture 'Stranded' (WB) and business at opening show, considering heat, very good, with downfalls slightly more than three-quarters filled. Cohen.

ORPHEUM, N. Y.

New York, July 28.

Hot weather bill with Ben Blue the bacon gringer-inner, but novelty in the turn and found ac-ceptable by the customers in a 55-min-

Walter Waiters, ventriloquist; Ruth Ford, impersonations, and Mann Dupres and Lee are all under New Acts, though only Miss Ford suggests the novice class.

Blue has the favored next to shut-out. Also, the time she has had in what is going to do next because he does not vary the routine, but the

Walter Waiters, ventriloquist; Ruth Ford, impersonations, and Mann Dupres and Lee are all under New Acts, though only Miss Ford suggests the novice class.

HAGUE FILM BIZ OFF:

JUST NO COIN AROUND

The Hague, June 21.

Picture business here is in a bad plight. The business has not had hit because population here consists mainly of formerly wealthy people who got dividends from the

Also, though business fell since 1931, five big new cinemas have opened since and competition is much heavier. Most of the big cinemas have let out parts of their orchestras and also cut vaudeville between films.

W&V Prepares For Giveaway War on Rivals

Advent of any giveaways, bank nights or screeno contest gaze as a sales stimulant in houses competi-

Where an opposition house may offer \$50 of a night, his method de-guerre will be to raise the ante to

Commenting on the recent flood of theatre legislation in Pennsylvania, location of major portion of W. & S. lit-rests, Vincent stated that the new tax to be imposed on admis-

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Two Lessers for Col

Hollywood, July 2.

Soi Lesser will produce two fea-tures for release by Columbia on the 1935-36 program. Pair will be among the 10 pic-tures Lesser will produce during the coming year, four of which will be the George O'Brien series for Fox release.

Kent Buys Howard Yarn

Hollywood, July 2.

Screen rights to Eric Howard's latest story, 'Black Bart's Fall,' have just been released by Will Kent who will put it into production late this summer. Vincent further stated that Ade-line M. Alvord, who was negotiated through

UNITED AIR LINES

\*Only close-of-the-business day flight to Chicago and New York. Also latest night departure. Overnight flights New York to Los Angeles by the old-fashioned and most experienced pilots New York to Los Angeles by the old-fashioned and most experienced pilots



MGM STUDIOS CULVER CITY CALIF.

Did You Earn \$500 Last Month?

Men working for us did...and more!

We can place a few capable men in positions to build themselves permanent, dependable careers in this old-established Company. Drop us a line today. Use the coupon below.

FIDELITY INVESTMENT ASSOCIATION, Dept. No. V-1. Offices in all Principal Cities. This unusual plan backed by Experience of 24 Years. Resources of \$24,000,000.

Form with fields for Name, Address, City, and Age. Includes a coupon to be cut out and mailed.

STANLEY, PITTS

Pittsburgh, June 28.

Something of an Old Home Week for 'The Gypsy King' (MGM) for first time at house he opened eight years ago as symphony conductor and made a fine return, but he is under different circumstances.

For stage, Spitznagel has corralled a couple of specialists in the line of excellent tap-acrobatic dancer, but otherwise turn is strictly according to the usual tradition. It's a show-manship plus here. There's isn't a single number in the show that is not apt and plenty of color, with the Spitznagel mixing 'em up with the regulars.

Thank you, Gentlemen—

—but OFFER OFFER OFFER

John Chapman in the 'News' said, 'It's terrible, but an actor, and all actors, will Bill Rogers, would be terrible as Columella.'

Don Herold wrote 'Variety' and said, 'I wish he still has his teeth. I want to see him in a rosy apple in Jack Osterman for his corner. I read every word of his. It is the first time in the 'Top Columns' of the is one of the most interesting things that I have read. I think that help the audience postpone hardening of the arteries.' Sincerely, (Signed) DON HEROLD.

who's got an offer?

W&V BACK TO BACK WITH THE BEST I'm at Variety in Case You Want Me



# PARAMOUNT

## *rides again*



**A**  
**KANSAS CITY, MO.**  
 Newman Theatre  
 Friday-Saturday-Sunday  
 gross equals average tak-  
 en in on current releases  
 played in same theatre.

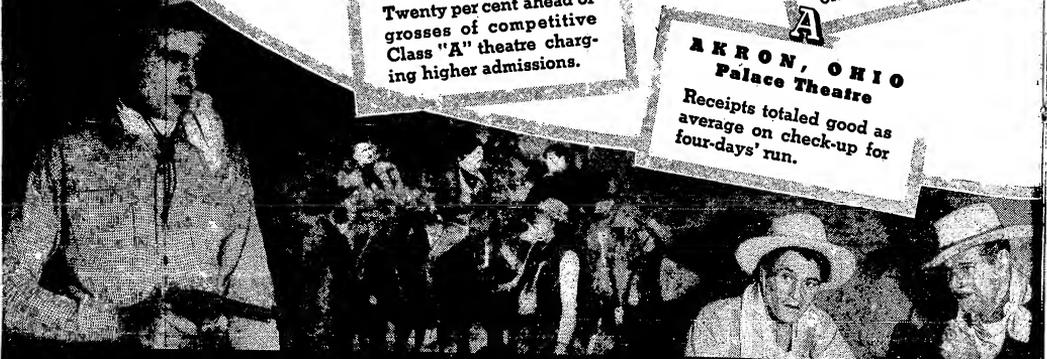
**A**  
**STEUBENVILLE, OHIO**  
 Paramount Theatre  
 Five-day gross neck and  
 neck with grosses taken  
 in on current pictures.

**A**  
**ST. LOUIS, MO.**  
 Rialto Theatre  
 In three days on double  
 bill 20 per cent better  
 than local competition on  
 current releases.

**B**  
**MINOT, SO. DAKOTA**  
 Strand Theatre  
 Twenty per cent ahead of  
 grosses of competitive  
 Class "A" theatre charg-  
 ing higher admissions.

**B**  
**BETHLEHEM, PA.**  
 Globe Theatre  
 Three-days' run turned  
 in figures equal to take  
 on current releases.

**A**  
**AKRON, OHIO**  
 Palace Theatre  
 Receipts totaled good as  
 average on check-up for  
 four-days' run.



### Now Being Booked in All S

# "THE VIRGINIAN"

**! ...and corrals big grosses all along the line!**



Test engagements on "THE VIRGINIAN" in picked spots prove the strength of this "re-issue" in class A, B and C houses in big cities and small towns . . . Great Cast Strength in a Great Picture:

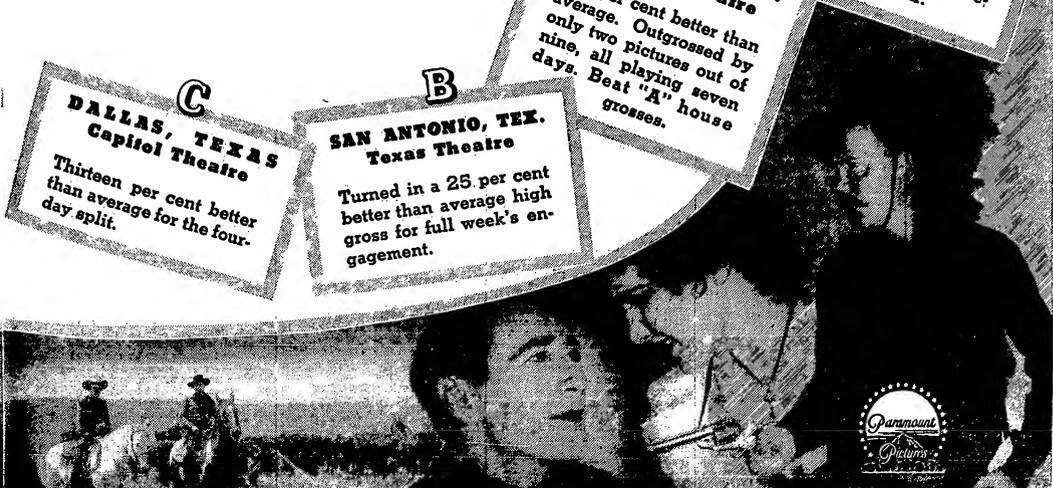
**GARY COOPER**  
**WALTER HUSTON**  
Richard Arlen · Mary Brian

**A**  
**CUMBERLAND, MD.**  
Strand Theatre  
In three days grossed as much as other current releases did in four.

**B**  
**ALTONA, PA.**  
Olympic Theatre  
Ten per cent better than average. Outgrossed by only two pictures out of nine, all playing out of days. Beat "A" house grosses.

**C**  
**DALLAS, TEXAS**  
Capitol Theatre  
Thirteen per cent better than average for the four-day split.

**B**  
**SAN ANTONIO, TEX.**  
Texas Theatre  
Turned in a 25 per cent better than average high gross for full week's engagement.



**...situations by Leading Circuits**

# TRANSRADIO SERVICE TO NEWSPAPERS; REALIGNMENTS MULTIPLY

## Whole Competitive Situation in Turmoil as Herbert Moore Projects Ambitious Expansion—Wire Services, News File Answers to Conspiracy Suit

As its latest retaliatory move against the Associated Press, the United Press and the International News Service for their competitive activity in radio, Transradio Press is offering its service to newspapers for publication purposes. Transradio, Atlanta, Ga., Daily Times has already tied up with Transradio on this basis, while Herbert Moore, head of Transradio, claims that his organization is on the verge of signing contracts with three west coast newspapers. In all cases Transradio is making available a 19-hour day service.

Moore asserted Monday (1) that before the current week was over he also will have added a Kentucky daily to Transradio's list and that altogether he had already had 15 newspapers lined up to join the service as soon as price and facilities could be worked out. Transradio, Atlanta, Moore, has undertaken to extend its sales operations outside of the United States by offering its news to European broadcast stations and newspapers in South America for publication purposes. In the event any of the latter could be secured or are affiliated with broadcast outlets Transradio will give them, the privilege of also airing its service.

Transradio has already had two stations that have within the past week aligned themselves with Transradio as "live" Cleveland, multipieces of the Cleveland Plain Dealer, and KDVL, Salt Lake City. Moore claims that since the entry of the UP and the INS into the market as purveyors of news for both sustaining and commercial program release Transradio has been in addition to the Yankee Network 13 station clients. KSTP, Minneapolis, which is taking a telephone service from Transradio, is expected to abandon Moore's organization for the United Press. Should such alliance be consummated the UP will have three Minneapolis outlets taking its service. Other two are WCCO, CBS owned and operated, and WTCN, multipiece for the Minneapolis Journal.

Counsel for Transradio will withdraw in the next week from the federal Court in New York to strike out as irrelevant and immaterial most of the answers that the UP, INS, UP, NBC and Columbia filed last week in connection with Transradio's \$1,100,000 anti-trust and conspiracy in restraint of trade action.

### Macon's Broadcasts

Macon, Ga., July 2. WMAZ made a civic event of the installation of Transradio Press last Sunday night with a broadcast from 8 to 9 p. m. in which a number of prominent persons took part.

Herbert Moore, New York, president of Transradio, was here in person and spoke on the program. E. K. Cargile, president of Southwestern Broadcasting Company, station operators, read congratulatory telegrams from W. C. Richard E. Kusel, Sen. Walter F. George, Gov. Eugene Talmadge and Alfred J. McCosker, of WOK, ex-president of the National Association of Broadcasters.

Steve Slater of WTLT, Atlanta, and Julia Van Crevinkel, southern representative of T. P. Press, were also on the program. Guests of the occasion were Nelson Stephens and Sam Cuccinelli of WTOG, WTCO, which station is also installing Transradio.

New printers are operating 19 hours a day and new broadcasts of news and one of sports go on the air daily. Flashes are issued as received.

### Louis-Carnera Fight

Atlanta, July 2. WTLT, christened its new Transradio service last week by giving WSB and WGST a licking on the Louis-Carnera fight. Mike Thomas, JTE, sports reporter and commentator, took the Transradio report of the round-by-round fighting and faked a credible slugging round-end—though the excitement of the fight is filled in within the sixth round knockdowns. At 10 o'clock, thirty minutes after

### Sugar-Coating

Philadelphia, July 2. Local station has a program called "Classified Ads of the Air." It's carbonic and bichloride of mercury mixed to the dailies.

In the program listings supplied by the station, and printed by the newspapers, the program is listed as "Song Hits of the Day."

WTLT had closed the fight. WGST climbed aboard its new International News Service and announced the fight was still in progress, but that the result would be given the instant it was known.

WTLT has been established as Southeastern headquarters for Transradio with John Von Cronkline in charge.

### WLVA Starts

Lynchburg, July 2. WLVA is first station in these parts to subscribe to Transradio news service. It has been set up in the studios and regular schedule of news broadcasts is being worked out.

Station tried to offer a new broadcast with bulletins from local Hearst correspondent last year, but plan cooled after a few weeks.

### Charlotte Gets U. P.

Charlotte, N. C., July 2. WBT now subscribing member of United Press and has launched a program of the broadcasting local, state and national news on six periods a day, ranging from 6 to 10 minutes.

United Press has opened a two-man Charlotte bureau to take care of the new radio client. Grady Cole and Reginald Allen are reading the news bulletins. The periods are available for sponsorship.

Only two 15-minute periods of news will be given on Sundays.

### KOYL Looking for Accts.

Salt Lake City, July 2. KOYL, signed Transradio Press service last Thursday (25). KOYL come first subscriber in the intermountain area. Present schedule calls for a daily evening news special. Additional flashes will be spotted when more sponsors are signed.

### KWKH Gets Organized

Shreveport, La., July 2. Gene Well of Birmingham, Ala. former press association correspondent, has joined KWKH. He will assemble an broadcast the four 15-minute news broadcasts. News furnished by United Press.

### U. P. Launched at Cap

Washington, July 2. WWSV launched United Press news service yesterday, four five-minute periods during day and one 15-minute release at 10 P. m.

Service was preceded on Sunday night with 15 minutes of ballyhoo broadcast from city room of U. P. office here. Harry C. Butcher, CBS manager in Washington, and Lyle Talbot, local U. P. chief, spoke respectively of new service, with note of reliability and typewriters forming background noises.

### New NBC Rate Cards

NBC has issued new individual rate cards for each of its own managed stations with the disavowal set up made to conform with the prevailing rates for the network. Instead of rebates based on the number of broadcasts the revised local rate cards provide for a dollar volume equivalent.

New station cards become effective this week.

## NBC HOLLYWOOD PLANT BEING READIED BY OCT. 1

Hollywood, July 2. Construction starts immediately on NBC Entertainment Office and Studios, to cost \$400,000, in the leased Consolidated Laboratory building, Melrose avenue.

Consolidated is doing the remodeling of the building, according to specifications laid out by O. E. Hanson, NBC chief engineer, now here. Structure, which will have two large and two small studios for studios, is to be ready for occupancy October 1.

At that time all local executive, business, and legal departments and artists bureau now housed elsewhere will move in.

## Armour's New Prez Not Air-Minded All Shows Off

Chicago, July 2.

Next week's broadcast of "Sally of the Talkies" for Luxor cosmetic, an Armour product, will be the last. This drop-off will mark the complete clean-out of Armour from the area following the induction of E. P. Cabell as president of the packing company. Cabell has already dropped its morning "Musical Club" show locally and has given cancellation order for the "Talkie" program, which quits July 26.

From all indications it appears that Cabell, who has spent much of his business life in England, believes that advertising should be kept off the ether.

## CBS TAKES UP FOR QUINCY

CBS closed last week for news services for all of its managed stations but WABC, New York. Five of the outlets will make the complete switch with the United Press, while the sixth, WBBM, Chicago, will take International News reports. Deal in all cases is for a year, with an option for a second.

Stations for which the CBS home office contracted the UP service are KMOX, St. Louis; WCCO, Minneapolis; WKRC, Cincinnati; WBT, Charlotte, N. C.; and WJTV, Washington. Agreement with UP and INS insures the outlets the same service accorded newspaper clients and allows for the sale of news to commercials.

## PAPERS ACKNOWLEDGE RADIO'S EXISTENCE

Macon, Ga., July 2. Newspapers Macon surrendered in the battle with radio here last week to the extent of mentioning in print the installation of Transradio service in the WMAZ studios. This upsets a rule standing for several years that no news concerning radio should appear in Macon newspapers.

WMAZ slipped over a cute bit of counter-propaganda against the dailies recently when Frank Crowley, in the station staff, was the speaker before the Macon Exchange Club. He spoke on "news monopoly by newspapers!"

Dayton, O., July 2. Two Dayton newspapers, News and Journal-Herald, now publishing complete program listings of the rival stations affiliated with each other.

New arrangement effective last week has WSMK programs in the rival News and WHIO programs in the Journal-Herald. News is highly competitive in radio.

## F.C.C.'s Washington Hearings

Washington, July 2. Four power increases, one from 10 to 50 kw, received sanction of the Federal Communications Commission last week as the summer slump in government circles approached.

Jump to the rank of 50,000 watters was authorized for WJR, Detroit, while WREN, Lawrence, Kan., KOMO, Seattle, Wash., and KLB, Denver, Colo., received permission to raise juice to 5 kw daytimes. Latter former used 2 1/2 others 1 kw.

Two transmitters which had been on the anxious seat received full term renewals. WGFC, Albany, Ga., and WPAY, Mt. Orab, O., but 10 others were issued only temporary renewals. Commish renewed WYVD, New York, until Nov. 1, and issued renewals until Oct. 1 for two short-wavers.

Renewals on a temporary basis pending action on applications for regular renewals were given KJPM, Prescott, Ariz.; KWVW, Kansas City; WTLT, Atlanta, and WRDO, Augusta. Licensee of WFFF, Hattiesburg, Miss., was renewed until Aug. 1; that of KCMC, Texarkana, Ark., was extended until Oct. 1, and those of KQGP, Oklahoma City, Okla.; KGPL, Maxwell, N. M.; and WKDO, Harrisonburg, Penn., were extended to Aug. 1.

Cases asked for hearing included several applications for new stations. Following requests were referred to examiners:

Ralph P. Perry, Santurce, Puerto Rico, new station on 1340 with 250; S. S. Broadcasting Co., Atlanta, new station on 1210 with 100 daytime; Walker James Duluth, Minn., new station on 1500 with 100 (facilities of KQGF, Moorhead, Minn.); Havens & Martin, Inc., Richmond, Va., new station on 1360 with 500; WKAR, East Lansing, Mich., change frequency from 1440 to 850 kw; WJAG, Augusta, Ga., change frequency from 1500 to 1240 kw, increase night power from 100 to 250 and day power from 100 to 1 kw; KFPY, Spokane, Wash., increase day power from 1 to 5 kw; WBCB, Superior, Wis., increase night power from 1 to 5 kw; KGGC, Wolf Point, Mont., new station on 1450 with 100; KIP, Broadcasting Co., Shenectady, N. Y., new station on 1240 with 1 kw.

Commish slated two renewal applications for hearing, those of KQGP, Kioth, N. D., which faces an application for its facilities, and KMA, Shenandoah, Ia.

New applications submitted during the week include: KFLM, Minot, N. D., change frequency from 1240 to 600 kw; WJEL, Hagerstown, Md., increase hours of operation from daytime to day time and specified night hours; Springfield Newspapers, Springfield, Mo., new station on 710 with 1 kw daytime; and Chanute Broadcasting Co., Chanute, Kan., new station on 1,500 with 100 daytime.

## Broadcasters Fear ASCAP-Warner Bros. Schism Will Work Hardships

### 'MARCH OF TIME' LIBEL SETTLED FOR \$20,000

Kansas City, July 2.

Announcement was made today that Police Chief Coffee's libel suit against Time magazine for its "March of Time" broadcast, April 6, 1934, has been settled for \$20,000. Chief Coffee, appointed only a short time before, filed suit against the Columbia Broadcasting System, Remington Rand and KMBC against \$250,000 damages.

Attorneys would not disclose who paid the money, but Time magazine had representatives here negotiating the settlement.

## WARD, Brooklyn, Sues 2 Allies For Expenses

Legal battle of the three Brooklyn stations against the assignment of their rights on the 1,400 kw wavelength to the Brooklyn Daily Eagle by the Federal Communications Commission has developed inter-alliance complications. WARD, one of the trio, last week obtained judgments of \$18 and \$24 against WLTH and WFFW, respectively, in the Brooklyn municipal court. On June 25, a similar suit awarded WARD a judgment of \$32 against WFFW on a similar action.

WARD brought suit on the ground that the two other stations had failed to fulfill an agreement to share evenly the cost of fighting the Eagle case. Suit alleged to have been expended jointly was \$51 and WARD, in its complaint averred that frequent demands that WLTH and WFFW come through with their shares were ignored.

WLTH, in opposing the action, declared that it had at no time availed itself of WARD to do any spending but in its connection with the Washington hearings. WLTH also filed a counterclaim for \$542, alleging that it had paid a blue bill on a Washington hotel worth \$209 with the understanding that the latter

American Society of Composers, Authors and Publishers has the past week received letters from broadcasters in various sections of the country urging the performing rights combine to do everything within its power to keep Warner Bros. from withdrawing its catalogs. Station men averred that the fees they pay for music are high enough to pay for the music they feared that with WB setting up its own performances licensing bureau the charges would become prohibitive.

Mail protest from station operators followed their receipt of letters from ASCAP that the publishing houses advising them that effective Jan. 1, 1935, all licensing of Warner Bros. music would have to be done direct. At the last meeting of the ASCAP board of directors the latter took under advisement a proposal to allow the publishers of the broadcasters by advising them that the Society will under any circumstances license the WB catalogs in behalf of the writers. With this gesture would go the assurance that ASCAP would defend any injunction or infringement proceedings brought by Warner Bros. against broadcasters so licensed. ASCAP directors also stated that involved in the situation is a question which would have to be settled by the U. S. Supreme Court. Any new music would have to be made available to its licensees would be restricted to lyrics copyrighted since 1914, or the original compositions.

Writer faction in the Society has been puzzled by the failure of the performing rights combine to extend its membership contracts as ordered months ago by the board of directors. Contracts now held by the writers are for a term of 10 years, while the agreements turned in by publisher members call for a ten-year term.

Warner Bros. is working on a scale of performance rates which it expects to have completed by the end of the summer. It proposes to grant blanket sustaining licenses to broadcasters but when it comes to commercial programs the advertisers or their agencies will have to deal direct with the Warner Bros. performing rights bureau.

WARD would reimburse it for the amount used. Answer retails that \$100 would be paid for the music used, but payment never made.

### N.A.B. Business Order

Business portion of the program of the National Association of Broadcasters' convention at Colorado Springs, starting this Sunday (7) is as follows:

#### MONDAY A. M.

Address of welcome by Governor Johnson of Colorado. Address by Anning S. Prall, chairman of the Federal Communications Commission.

Address by J. Truman Ward, president of the N.A.B. Report by Andrew Cruse, of the electrical division of the Department of Commerce, on his recent survey of the radio and television situation in Europe.

#### MONDAY AFTERNOON

Reports by the commercial, trade practice, engineering and legislative committees, and discussions from the floor.

#### TUESDAY A. M.

Report by the copyright committee and discussion.

#### WEDNESDAY A. M.

Introduction and discussion of resolutions and election of officers and directors.

## SEEK TO PREVENT PERSONALITIES

### Membership Reported Increased at Some Leaders—Many New Names on Slate Foreseen—One Element Deprecates Wasting Time on ASCAP Peeve with Vital Trade Matters Pending

### BIG DELEGATION

Opinion is divided among the forecasters in the ranks of the National Association of Broadcasters as to the mental attitude and spirit that will dominate the convention proceedings at Colorado Springs next week. Station operators, claiming to exercise a sensitive finger on the pulse of the industry, predict that the floor of the convention will be the scene of a series of militant outbreaks from indie quarters, while others figure that this get-together like the three previous annual events will move along well grooved lines and turn out a pretty much cut and dried affair.

Broadcasters who anticipate fireworks and plenty of it aver that the political outlook for those in

### Incumbents

Present officers and directors of National Association of Broadcasters are as follows: J. Truman Ward, WLAC, Nashville, pres. Lambda Kay, WSB, Atlanta, 1st v-p. W. W. Myers, KOIN, Portland, 2d v-p. I. D. Levy, WCAU, Philadelphia, treasurer.

### Directors

H. K. Carpenter, WHK, Cleveland. William S. Hedges, NBC, New York. Arthur B. Church, KMBC, Kansas City, Mo. Frank M. Russell, NBC, Washington, D. C. I. R. Lunsberry, WGR, WKWB, Buffalo, N. Y. H. Thomas Lyons, WCAO, Baltimore. "I. Z. Buckwalter, WGAL, Lancaster, Pa. Alfred J. McCosker, WOR, Newark, N. J. Leo Fitzpatrick, WJR, Detroit, Mich. Harry C. Butcher, CBS, Washington. John J. Gillin, Jr., WOW, Omaha. S. Gordon Persons, WSEA, Montgomery. "Stanley Hubbard, KSTP, Minneapolis. "Harold Wheelahan, WSMB, New Orleans. "Powell Crosley, Jr., WLW, Cincinnati.

\* Terms expire next Wednesday (10), when elections to replace will be held.

power is anything but a happy one. "Stanley Hubbard, KSTP, upon the present officers and board of directors from midwest and western members. Appreciable number of the latter have already declared, in referring to the recent dispute that arose from the acceptance of ASCA's offer of a five-year extension of the present contract, that if they must have a cers who go back on them they will refuse to pay dues to the N.A.B. Discussion of the copyright situation, declare the forecasters of an exciting meet, will likely develop into a demand that the membership be allowed to express their confidence or lack of confidence in

(Continued on page 33)

## Tightened Rule of Canadian Radio Promises Civic, Trade, Biblical, Feminist Emphasis

### Group Meetings

Several groups are slated to hold their own meetings at Colorado Springs next week during the convention of the National Association of Broadcasters. These include: Newspaper owned and operated stations. Operators of 100-watt stations. Atlantic Seaboard stations in Donald Flamm's (WMCB, New York) Inter-City Group. Midwest and western stations which propose to join the western extension of the Inter-City Group. Stations on Edward Petry & Co. list. Stations affiliated with John Blair & Co. Stations represented by Free & Steinger, Inc.

### RADIO CLUB \$5,000 HAVANA FUN FUND

Cincinnati, July 2. Jack Rice, prez of the International Radio Club, while on a radio trip here last week, managed a mike at WLW to praise his native town of Miami, Fla., in the station's series of salutes to various cities. He informed ladies of local studios that the IRC sixth annual conclave will be held early in December at Havana, with the Cuban Government kicking in \$5,000 for entertainment. Club has 300 members among actors, announcers, scribes and artists of stations in U. S., Mexico, Canada and Cuba.

### Baldwin Functioning

James A. Baldwin, formerly executive officer of the broadcasting code will be a cially inducted as executive secretary of the National Association of Broadcasters at Colorado Springs next week. He replaces Philip Loucks, who has resigned to return to the practice of law. Baldwin has for the past four weeks been in the NAB's Washington headquarters acquainting himself with the duties of secretary and the operations of the organization.

### WOR Signature Talent On Wholesale Basis

WOR artist bureau signed a variety of talent for the past week, including Vincent Sorey, who exits from WINS musical post, to devote practically all of his time to this outfit. He's signed for six months and will build foreign musical hours. Allie Louw Miles, female singer, 13 weeks. Wes Willie Roby, 12 weeks; Barbara Maurel, operatic warbler, 26 weeks; Verna Osborne, renewal for 13 weeks; Vasiloff Chortoff, six months; and Hernandez Brothers, 13 weeks. Pauline Alpert, pianist, also ticked for two more years.

### Geo. Taggart's Trip

Toronto, July 2. George Taggart, production chief for the Canadian Radio Commission, is westward bound with his wife and 10-month-old son for a six-weeks vacation which will take him to his home town, before he goes on to Los Angeles. Will visit West Coast stations with a view to obtaining new stants on broadcasting.

Toronto, July 2. Further nationalization of Canadian radio, this fall and winter will see broadcasts of important historical anniversaries throughout the Dominion, special programs for women and members of various occupations, Sunday evening dramatizations of Biblical stories, dramatizations of government activities, children's programs and a general enhancing of the educational aspect of radio. So reports Stanley Maxted, regional director for the Canadian Radio Commission, following the five-day conference of program directors from coast to coast.

Although many of these are still in the discussion stage, definite decision was made to present a weekly half-hour program entirely written, directed and presented by women for women. Series of broadcasts will also be complete dramatized descriptions of little-known Canadian scenes that are colorful in character. School broadcasts will also be extended. A Dominion-wide amateur hour, for the purpose of discovering new and fresher Canadian talents, will also be launched.

## CHANGES IN CBS-DON LEE SETUP

Important changes in Columbia's westcoast station lineup are due to what also before Sept. 1. Indications are that as a result of the reshuffling, the Don Lee Network will be coming out as an exclusive release for CBS program territory which the regional link embraces. So, Richard, CBS v-p. in charge of stations relations, is slated, following the convention of the National Association of Broadcasters in Colorado Springs, to move on to the Coast for an extensive stay. After considerable palavering, Richard last fall obtained from the Lee Network a year's extension of the contract prevailing between the national and regional webs.

### Flamm the Gavelman

Donald Flamm, head of WMCB, New York, has arranged to hold meetings of his Inter-City Group during the convention of the National Association of Broadcasters in Colorado Springs. In Stations in the Atlantic Seaboard group will get together with Flamm in his hotel accommodations Monday night (8), while the members of the proposed western link of the group will meet with him the following evening (Tuesday).

### Max Halperin at WFAA

Dallas, July 2. Max Halperin, former chief of WFAA's staff, is director of the new Artist's Service of Station WFAA. Will handle entertainers for every type of public and private functions, with exception of dance halls and night clubs.

WFAA's Artist's Service is organized on lines of the service at Station WLS.

### DEMPSEYS WITH N.T.G.

Mr. and Mrs. Jack Dempsey (Thelma Spring) will meet on the first of N.T.G. programs, which start July 9 on NBC. Bromo Seltzer sponsors.

## AYLESWORTH, PALEY NOT GOING

Pressure of other business will, it appeared yesterday (Tuesday), keep M. H. Aylesworth and William S. Paley from attending the National Association of Broadcasters' convention at Colorado Springs. There were earlier indications that they would be on hand for the gathering, with Aylesworth exercising his good offices to keeping certain NBC affiliates in line as regards the new station contract and Paley available for the cordial touch and the final word in the maneuvering and NBC stations that CBS would like to bring into the fold. It is possible that Richard C. Atterson, Jr., NBC executive v-p., will go but his going was indefinite Tuesday.

Included among the networks' delegations will be the following:

NBC  
Frank Mason, William S. Hedges, R. L. Zimmerman, the trio representing the stations relations department; Niles Trammel, Chicago v-p. and gen. mgr.; J. A. Woodman, KDKA, Pittsburgh; Kolin Hager, WGY, Schenectady; J. A. Holman, WBZ, Boston; Vernon H. Pribble, WTAM, Cleveland; K. H. Berkeley, WBC, Washington; Major Vincent Callahan, WRC, Washington; Frank Russell, Washington; v-p.; A. Newhall, KGA, Denver, and Leslie Joy, KYW, Philadelphia.

CBS  
Merr Runyan, treasurer; Sam Pickard, v.p. and Herbert Akerberg, stations relations department; John J. Karol, marketing; Harry Butcher, v-p.; WJWS, Washington; Earl Gammons, WCCO, Minneapolis; John L. Van Volkenburg, KMOX, St. Louis; William A. Schudt, WBT, Charlotte, and Leslie Atlas, WBBM, Chicago.

Each group will hold its own meeting during the convention.

### L. B. Heads West

Cincinnati, July 2. L. B. Wilson, owner of WCKY and an influential independent broadcaster, will attend the N.A.B. convention. His broken arm is entirely mended.

Wilson had about decided to forego the trip but friends in the industry persuaded him he belonged there.

### Craig on Coast

Hollywood, July 2. Walter Craig, New York radio producer, here to use the names for the United Drug program.

Ray Morgan was salesman only for the "Chandy" series in 1932. Series was authored by Harry A. Barnshaw and produced by Barnshaw-Young of Los Angeles.

### C. & O. SPECIAL CANCELLED

Not Enough Reservations for Missouri Line

Special train that the Chesapeake & Ohio had arranged for those bound for the National Association of Broadcasters' convention in Colorado Springs was cancelled Tuesday (yesterday) after the Missouri Pacific, to which the conventioners were slated to transfer at St. Louis, withdrew its designation of special facilities. M. F. figured that the reservations made to date weren't enough to warrant putting on the extra cars. C. O. switched its reservations to the Pennsylvania and the Rock Island. Route which the C. & O. had mapped out for its crack train the "Chesapeake Washington" would have taken the conventioners by way of Washington, Cincinnati and Indianapolis.

### SPADE-CALLING ENDS COURTROOM MIKE

Atlanta, July 2. WJTL's police court broadcasts, subject of controversy in city council recently, have been cancelled and the mike taken from the pole of origin of one of Atlanta's most interesting—although at times salacious—programs.

Officials of WJTL went to the air with their case and advised listeners to call members of council and protest against the broadcast privilege being withdrawn. They gave the names and telephone numbers of the city fathers and told hearers to broadcast until they got action.

So far, however, the WJTL mike is still out.

Principal objection to the broadcasts was flith that was allowed to get to hearers. Profanity and obscenity frequently escaped the WJTL announcer in charge of the broadcasts.

### WJR's 50,000

WJR, Detroit, has been granted a boost to 50,000 watts by the Federal Communications Commission. Among the stipulations in the contract between WJR and CBS making that station an ally of the latter network Sept. 29, is a guarantee on the part of WJR that its power would be increased to the 50 kilowatt level by that date.

Outlet is now operating on 10,000 watts.

### Miss Diamond Home

Pittsburgh, July 2. Stephanie Diamond, Pittsburgh girl who has been in Joe Penner ear since last year, returns to stuff of WCAE, Hedges' station, July 8 for the summer. She'll resume her daily morning Alice Abbott programs and double in dramatic series.

Miss Diamond was with WCAE for four years when Penner signed her last fall for his Bakers broadcast. She may go back with the other comic next season if he returns to the air.





# "This is an INTER-CITY PRESENTATION"

NO words in Radio spell greater opportunity for the Advertiser who wants to reach mass markets at minimum cost.

Linked together by permanent A. T. & T. lines, the eight progressive local stations comprising the "INTER-CITY GROUP," span the rich Metropolitan markets of the Atlantic Seaboard—from New England to Washington, D. C.

The combined service area of these eight stations takes in some four and a quarter million radio homes—a fifth of the nation's total. Where else in America—or where else in the world for that matter—can you find such concentration of buying power!

This super-market is reachable at **LOWEST UNIT COST**, through an INTER-CITY PRESENTATION because . . .

- ① No line charges!
  - ② Regular Station Card Rates apply—no special "network" rates.
  - ③ The stations are not saddled with cost of super-power operations. Hence rates are competitively low in every one of the eight markets.
- P. S.—Best of all—this hook-up is FLEXIBLE. You buy only the markets you need!

INTER-CITY GROUP, WMCA BUILDING, 1697 BROADWAY, NEW YORK CITY  
 Phone: Area 6-2200 • Represented in Chicago by Ray Linton, 360 N. Michigan Ave.

**WMCA**  
*New York*

**WIP**  
*Philadelphia*

**WCBM**  
*Baltimore*

**WDEL**  
*Wilmington*

**WPRO**  
*Providence*

**WOL**  
*Washington*

**WMEX**  
*Boston*

**WLNH**  
*Laconia, N.H.*





WILL PRODUCE

# COLLEGIATE

STORY ALICE DUER MILLER  
 SCREEN ADAPTION - FRANCIS MARTIN - WALTER DE LEON DIRECTOR  
 SUPERVISOR RALPH MURPHY  
 MUSIC AND LYRICS GORDON & REVEL  
 WITH - LYNNE OVERMAN  
 JACK OAKE WENDY BARRIE OTHERS  
 ROSCOE KARNS BUSTER CRABBE  
*And me too!*

STOP  
HOLLYWOOD

Moo-go-o  
YOU  
NASTY  
MAN!

THANKS  
TO YOU AND  
YOU AND-YOU!!

JUST CONCLUDED  
2 YEARS  
OF RADIO  
BAKERS BROADCAST











# Amateurs Going 'Big Time' in Regular F&M-Produced Shows

Amateurs as a form of big time show business are being professionally exploited by Franco & Marco, with the Fred Allen Town Hall Tonight prize winners and Major Edward Bowes neophytes from Chase & Sanborn opening July 12. Each is getting a terrific plug in the radio exploitation media and via the air itself, perhaps the most concerted other buildup for any touring variety feature.

Bowes-C&S. preceded on the premise that there is no noble deed in being nascent talent its opportunity, and already the mile bakky for the forthcoming Bowes film shorts a tour of the amateurs has gone out.

Prize winners are being assembled into 16 or 19 units and opened as acts. First one opens July 12 in Houston, Texe. The film shorts are being handled as 'coming to your local theatre' and ask 'your local theatre manager'. There will be 28 of them. Bowes is producing them at the old Biograph studio in New York with H. J. Warner's consolidated Film Labs) bankrolling.

Allen's amateur winners have been combined into an F&M unit of first prize winners from the weekly eliminations. All have been awarded already by a week's engagement at the Roxy theatre (F&M booked). Benton & Bowles Agency, with the Roxy, is participating in the F&M-sponsored tour. John Schultz has set a route opening July 6 for Warners at the Ritz, Elizabeth, N. J. Tom Kearns goes ahead on special exploitation.

French Casino is the third Broadway theatre to effect a radio amateur teup. Fenamint's Sunday night amateur week is the radio engagement, doing vocals with Carl Hoff's orchestra at the French cabaret-theatre. It started this week with Joe Lamonda teing off the idea.

The Roxy plays Fred Allen's Town Hall Tonight amateur winner and the RKO Palace plays a split week of the Bowes-Chase & Sanborn amateurs in an act piloted by John S. Young, NBC announcer.

Charlie's Inn, on Broadway, also used amateurs, colored, up until its closing this week.

## PAR'S FRENCH STAGER FOR SHOWS IN FALL

Jacque Charles, Paris stager for Paramount abroad, is coming back to New York to be full to greet the presentations which will mark the resumption of stage above at the Broadway Paramount theatre.

Charles was in N. Y. on a home office huddle this past week, returning Saturday (29). His contract with Par was settled with the idea that Charles work it out in putting on the presentations.

**SAMMY PATTI LEWIS AND MOORE**  
Week July 5th  
LOEW'S VALENIA  
Management JOHNNY HYDE

**PAULINE COOKE**  
JERRY GOFF  
MARJORIE PETERSON  
DUKE HUNTER  
MARION HUNTLEY  
Now in 'Good News', St. Louis  
Box 4103

**TRACY and VINETTE**  
Now Filming in  
CORSIKA, SPAIN

**DOROTHEA ANTEL**  
126 West 72nd St., New York City  
Birthday, Everyday, Convalence  
Dressing Gowns  
In Special Assortments, 15 exclusive  
and original styles to \$200. \$125  
Special discount on large quantities  
Write for Particulars

# Unit Review

## WORLD OF GIRLS (RIALTO, LOUISVILLE)

A. B. Marcus has spread himself here assembling an array of talent, costumes and splashes of color, which he has styled 'World of Girls.' Filled as making it 'the world premiere,' the unit shapes up as top-notch entertainment.

Opening has entire company on stage for stunning picture with live model posing, drop, with the Bob White vocalizing in pleasing tenor voice. McBride Sisters then offer wobble, their posse into Mike. Their harmonizing is pleasing, but unfortunately first few bars of initial number were injected into dead microphone. Girls were drummed and hot trumpet. Three mikes spotted to pick up orchestra; but these proved distracting at times, picking up extraneous noises, conversation in orchestra pit, etc.

Chorus on following McAtes in brilliant act, including a novelty drummer and hot trumpet. Three mikes spotted to pick up orchestra; but these proved distracting at times, picking up extraneous noises, conversation in orchestra pit, etc.

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**MANN, DUPREE and LEE (4)**  
Dance Flash  
11 Mins.; Fully Special  
Impersonation  
Not in the new acts record, but looking very familiar. Work against red oilcloth drops in two planes and keep the stage fully lighted. Two men and a girl form the team with a second woman appearing continuously at the piano. All three open with one of the men going for a comedy dance.

Other man and girl back for what evidently is intended as parody on the dance moderne. They cling to the stinky style, but work in amazing and acrobatic more to the popular taste. Solo man back for another dance in which his amazing and acrobatic more to the popular taste. Solo man back for another dance in which his amazing and acrobatic more to the popular taste.

**FREDERICKS and STEWART (4)**  
Dance and Song  
15 Mins.; Three  
Impersonations  
Chester Frederick, who has been heading around the vaudeville house for several years, is now teamed with Bubbles Stewart, who has an inclination for impersonations.

Miss Stewart contributes mostly with the aid of two girls billed as Mimi and Honey, which makes it a fine show. Stewart gets in a Mike West impersonation, singing she that extended Joe Penner bit. Has provided top stuff.

Fredericks handles most of the dancing, girls contributing bits at the opening. The lad's backward skating stunt on clove was the climax and his acrobatic dance at the finale okayed the turn. Bee.

**Sherman's Beer Garden**  
Chicago, July 2.  
Sherman hotel here is turning its Old Town Room, which has been a straight restaurant, into a beer garden. It is furnishing regular niterie entertainment.

Also getting on putting old-time mellers into the spot.

**MIDWEST MAGIC CABAN**  
Canton, July 2.  
Tenth annual meeting of the Central States Magicians Assn. will be held here August 18 and 19.

More than 200 delegates from Ohio, Pennsylvania, Indiana and neighboring states are expected to attend.

**25 YEARS AGO**  
(From Variety and Clipper)  
Chicago museum was offering a London strong man.

London theatres were in a slump. Few new plays and not much business.

Jerry Cohan, George's father, was still sticking to his drama, 'The Molly Maguires', and making money in the small stands. Based on Pennsylvania gang, Mrs. Cohan playing, too.

Two minstrel managers were scrapping over paper claims. John (Continued on page 50)

**INSIDE STUFF-VAUDE**  
Following recent conference between Ralph Whitehead, executive secretary, and Sophie Tucker, honorary president of the American Federation of Actors, with Sam Scribner, of the Actors Fund, latter org is taking care of all of the AFA's indigent members.

Fally Markus, mentioned among vaudeville bookers handling 'amateur' shows, denies having any connection with simon-purus. Markus is booking regular vaudeville bills only.

# NEW ACTS

**WALTER WALTERS (2)**  
13 Mins.; One  
Orpheum, N. Y.  
Not a dummy and display of ventriloquism, but something to sell and peddle well. Only one name, but a man and woman, both working, meeting in a park. He has a boy dummy on a velocipede and she a small girl on skates, until the finish when the skates are removed and the dummy is walked off.

Man is one of the few ventriloquists who does not drink a glass of beer when speaking. Instead, he works a slide whistle and sings. Also, good teeth while in the walk-off.

Smaller child on in a baby carriage for a bit. One hand is gained when the boy dummy goes out matches as the man seeks to light a cigarette. Simple trick, but a new one. For an ancora Walters does a brief bit with a pair of marionettes about 10 inches high, which manipulation is poor, but it's a novelty. Talk a bit slow, but the tricks put the puppets over. Chic.

**MANN, DUPREE and LEE (4)**  
Dance Flash  
11 Mins.; Fully Special  
Impersonation  
Not in the new acts record, but looking very familiar. Work against red oilcloth drops in two planes and keep the stage fully lighted. Two men and a girl form the team with a second woman appearing continuously at the piano. All three open with one of the men going for a comedy dance.

Other man and girl back for what evidently is intended as parody on the dance moderne. They cling to the stinky style, but work in amazing and acrobatic more to the popular taste. Solo man back for another dance in which his amazing and acrobatic more to the popular taste. Solo man back for another dance in which his amazing and acrobatic more to the popular taste.

**FREDERICKS and STEWART (4)**  
Dance and Song  
15 Mins.; Three  
Impersonations  
Chester Frederick, who has been heading around the vaudeville house for several years, is now teamed with Bubbles Stewart, who has an inclination for impersonations.

Miss Stewart contributes mostly with the aid of two girls billed as Mimi and Honey, which makes it a fine show. Stewart gets in a Mike West impersonation, singing she that extended Joe Penner bit. Has provided top stuff.

Fredericks handles most of the dancing, girls contributing bits at the opening. The lad's backward skating stunt on clove was the climax and his acrobatic dance at the finale okayed the turn. Bee.

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GENERAL MANAGER  
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BOOKING MANAGER

**R K O**  
THEATRES  
1270 SIXTH AVENUE  
RADIO CITY  
NEW YORK

Russians Explain Manean Fiasco; Basy Now Out as Sole Gometz Rep, Acts or Agents Can Book Direct

Moscow, June 16, Alexander Dankman, head of Gometz, Soviet trust for importing and exporting, reviewed cabaret, circus, and concert talent, categorically stated in an interview with Varner that Amsov, the American agency headed by Alexander Basy, does not have a monopoly on Soviet bookings...

Coming on top of the mortgage troupe apropos the Helen Manean fiasco this is interpreted here as kicking Basy overboard...

Komarnin says there can be no change in this new policy until such time as a regular Soviet passenger service starts between New York and Leningrad...

Gometz is prepared to make reasonable adjustments if arrangements are unsatisfactory on the artist's part...

Manean rumpus has scared American acts and the fare situation is a mixed manager's interest...

Basy's chief interest now, he says, is in booking acts for Russia and America...

Albee's Hosp. Siege Chicago, July - Reed Albee has just left the Illinois Central hospital here after having been seriously ill with an infection.

Mero's Ork for Balto Benny Meyer's band opened for one week at Loew's Century, Baltimore. July 2. Crew is one-night...

Desty's Knee Injury

Thail Maria is Freddy Roberts' new partner 'Folles Bergeres' at the French Casino...

LIFE OF PARTY BOYS TAKE A CUT

Open season for the 'life of the party' boys and girls got under way early in the last week...

Last season was a average scale for the better spots was \$700 per season for the 'social' dinner...

Adjustments. Gometz is prepared to make reasonable adjustments if arrangements are unsatisfactory...

CHI ABO OFFICIALLY STARTING THIS WEEK

Chicago, July 2. While Lou Lipstone has completed full arrangements for Nell Elliott to move over from the local William Booking Office...

Lucio and Simplicity. Godino, Siamese twins, are making a tour of the picture houses in the eastern provinces...

Godinos in Canada

St. John, N. B., July 2. Lucio and Simplicity. Godino, Siamese twins...

NORMAN IN NITERY

Baltimore, July 2. Mary Norton, star of circuses, the Mayfair Gardens, uptown nitery and bickrate, tomorrow (Wednesday) for a two weeks' run.

Minsky in Hollywood Hollywood, July 2. Heebert Kay Minsky is here from New York...

Bob Murphy East; 10 Weeks for Loew

Hollywood, July 2. Bob Murphy left by car for Chicago last week, slated to open at the Oriental for 25 at Loew's (41)...

2D CASINO SHOW IN THEATRES AT \$8,500

Ferdie Simon has the 'Folles Bergeres' show from the French Casino, N. Y., set at \$8,500 on a route of presentation houses...

When Fischer returns from Paris with a new show for the French Casino Aug. 25, the present 'Folles' goes out...

Loew Takes One-Man 'Spook Show' for 100 Midnights in East

Baltimore, July 2. El-Wyn Spook Show, a one-man, half-hour magic show...

Joe Watts through this region. Poll circuit in New England and houses in and around suburban New York have been handed the scare show...

Not Jones and Grannon In the review of 'Small Time Cavalcade' at the Capitol, New York, the mixed comedy team was given a thumbs down...

Moss 'Examination' of 12 New York Agents Flops When Nobody Shows Up

Licensed Commissioner Paul Moss, of New York city, conducted his proposed 'examination' of agents alone, if at all, Wednesday (26)...

Miss, a brother of L. S. Moss and McGee show business himself, has been out to interview agents everywhere...

Moss, a brother of L. S. Moss and McGee show business himself, has been out to interview agents everywhere...

NVA Fund Pays Off \$50,000 San Mortgage to NVA Club; \$7,000 'Salary' to Chesterfield

AFA CLEVELAND BALK

Only small percentage of local actors showed up at first mass meeting. Most of them afraid to risk offending bookers...

CIRCUIT - IN THE SALARIES ON DOWBEAT

Paying off in peanuts, more or less under cover while the NRA code was in effect...

The code minimum of \$7.50 a day was big time money in contrast to some of the salaries now being paid...

A circuit salary low was reached last week with BK's offer of \$150 to a five-people act for four days at the 'Tilou, Coney Island.

Covering 'Em Up

William S. Cuthbert, director of Public Safety, announced that he had censured the burlesque show at the Globe theatre here...

Miss, a brother of L. S. Moss and McGee show business himself, has been out to interview agents everywhere...

The \$50,000 mortgage on the NVA sanatorium at Saranac Lake, N. Y., headed by the NVA Club, has been paid off in full.

According to Chesterfield, the \$50,000 is already gone, having been used to pay off obligations of the NVA Club...

Largest single item in the payoff was \$7,000 to Chesterfield, according to him, to back salary.

With its principal obligation to the NVA Club facton, headed by Chesterfield, wiped out, the NVA Fund is now practically completely separated from the NVA Club...

The NVA Fund still needs about \$200,000 for next year's functions, even under the limited plan of operation...

Sue Bert Levey For 100G Over Opposish Rule

Los Angeles, July 2. Demanding damages of \$100,000 with, under the provisions of the Marlton Act, can be doubled, the Circuit Court theatre here is suing Bert Levey...

Next move on the part of the agents was to investigate. Next move was to sue Moss, who can take the case either to Magistrate's court or the State Supreme...

Supreme court, Moss' recourse would be a petition to hold in contempt the agent who spurned his subpoenas...

Moss, a brother of L. S. Moss and McGee show business himself, has been out to interview agents everywhere...

ARMS REHEARSING UNITS

Los Angeles, July 2. Two vaudeville acts playing any other material here this week by Bill Arms or playing it over Willbur Cavanhugh circuit...

Variety Bits

NEXT WEEK (July 5) THIS WEEK (June 28)

Numerals in connection with bills below indicate opening show, whether full or split week

NEW YORK CITY
Cleveland Palace (2)
Bob Hope Rev
RKO
Pat Nazario, J. J. ...
RKO
NEW YORK CITY
Cleveland Palace (2)
Bob Hope Rev

NEW YORK CITY
Barrel of Fun
RKO
NEW YORK CITY
Barrel of Fun
RKO

House of Lords
Michael Zarin Oro
Yachtclub Boys
Northway & Danilo

Nite Club Reviews French Quota

(Continued from page 40)
Government is now expected to take up...
Monroe of a new quota on foreign film to be applied in theatres...

Low
NEW YORK CITY
Edwin George
Linda-Lady & Vogt
Murry Lane Co

NEW YORK CITY
Edwin George
Linda-Lady & Vogt
Murry Lane Co

NEW YORK CITY
Edwin George
Linda-Lady & Vogt
Murry Lane Co

Government is now expected to take up...
Monroe of a new quota on foreign film to be applied in theatres...

DR. JULIAN BELMONT
PARAMOUNT
This Week: Priscilla Strain; Geraldine Gray

NEW YORK CITY
Edwin George
Linda-Lady & Vogt
Murry Lane Co

NEW YORK CITY
Edwin George
Linda-Lady & Vogt
Murry Lane Co

RAINBOW GRILL (NEW YORK)

This, the new skyscraper development of Radio City, ranks with its...
Southampton, the RCA building in Rockefeller Center between 'em.

PARAMOUNT
Edwin George
Linda-Lady & Vogt
Murry Lane Co

NEW YORK CITY
Edwin George
Linda-Lady & Vogt
Murry Lane Co

NEW YORK CITY
Edwin George
Linda-Lady & Vogt
Murry Lane Co

H'wood Chances

(Continued from page 1)
actors and actresses who are entitled to screen credit...
As new faces crowd up daily in Hollywood...

Warner
Edwin George
Linda-Lady & Vogt
Murry Lane Co

NEW YORK CITY
Edwin George
Linda-Lady & Vogt
Murry Lane Co

NEW YORK CITY
Edwin George
Linda-Lady & Vogt
Murry Lane Co

LOS ANGELES

NEW YORKER
Peggy Guggenheim
Mary Lawrence
Brook Brothers
Coco
Highly commended an accordion soloist...

Independent
Edwin George
Linda-Lady & Vogt
Murry Lane Co

NEW YORK CITY
Edwin George
Linda-Lady & Vogt
Murry Lane Co

NEW YORK CITY
Edwin George
Linda-Lady & Vogt
Murry Lane Co

Congress' National Theatre

Congress has passed a measure which brings into theoretical existence the American National Theatre and Academy...

So what? The list of incorporators looks like the social register of Washington, Baltimore, New York and Chicago...

It is claimed that the sponsors have promised to put up \$1,000,000 and are not to dictate, in any way, the policy of the National Theatre...

The incorporators may come across with the coin. The government will in no way finance the project...

Plan, it has been reported, is to build up a national subscription list. If that were accomplished it would be possible for the sponsors to get their money back...

Washington declares that the leading member of a new theatre group is expected to become active in the National Theatre...

Another theatre plan is in the making at the Capital. There have been several committee meetings with practical show people invited to give their views...

Authors Sue to Keep Subverts from Doing 'Rose Marie' in Stock

Stage rights issue on 'Rose Marie' Arthur Hammerstein's new musical was again in court last week when the authors sought to stop the subverts from using the assets in stock...

Otto Harbach, Rudolf Friml, Oscar Hammerstein II, and Hervey Shubert, the authors, control the stock and repertory rights, which reverted to them when Hammerstein loaned control...

Through an arrangement with Mrs. Brewer, the Select Operating Corp. supposedly obtained whatever rights she purchased...

Break for Westchester

Dobbs Ferry, N. Y., July 2. Washington theatre news has been leased from Sept. 1 by John V. Timen and Irene Timen...

'May Wine' for B'way

Hollywood, July 2. 'May Wine' by Walter Knott, with Stroheim and Walker Smith, will be produced as a musical on Broadway...

George Wharton Dies

Chicago, July 2.

George Carpenter Wharton, 64, died June 27 in his home here after a month's illness following a major operation...

Although he maintained a unique intimacy with two generations of actors and the business men of the theatrical business...

CARROLL WINS UNION BATTLE

Long dispute between Earl Carroll and the Seemle Artists Union has resulted in the latter being on the losing end...

That the producer is not responsible and does not have to pay the claim of \$6,000 to Gustav Wiedness...

Moss Hart and Cole Porter are now in New York after spending more than a week here trying to line up important screen names...

BANK MAY TAKE OVER LYCEUM THEATRE, N. Y.

The Lyceum, one of Broadway's class theatres, may join the list of legacies which have been taken over by the bank...

There is a three-way ownership of the Lyceum—Daniel Frohman, whose office is atop the theatre; the estate of William Harris...

Last season the house was tenanted by 'Sallor Beware.' Show, however, rented the four walls and the stage for as little as \$1,000...

Subverts Washed Out in Detroit Open Air Opera

Detroit, July 2. Subverts and adverse weather are not in b.o. harmony at Navin Field. Biggest week so far has been approximately \$19,000...

Gordon's 'Fish'

Among the first shows on Max Gordon's production schedule for the new season will be 'Fish in the Sea,' authored by Arthur Richman...

Managers Take Up Rehearsal Comm and Sunday Issues; May Force Sabbath Matter Via Stagehands

Peggy Wood Opp. Peters in U. of Calif. 'Shrew'

Berkeley, July 2.

Peggy Wood, who hasn't been a visitor in these parts since the last all-star revival of 'Trelawney of the Wells,' is rehearsing in the Greek theatre on the University of California campus...

Peggy Converse will be the Bianca; Carol Eberts, who began her stage career with the University of California, the widow...

As the second show in the Northern California Dramatic Festival, Sean O'Casey's 'Within the Gates' will be presented on July 19...

HART, PORTER BALKED IN QUEST FOR NAMES

Hollywood, July 2.

Moss Hart and Cole Porter are now in New York after spending more than a week here trying to line up important screen names...

They tried for about 10 screen names, and understood only one they probably will get of consequence in Mary Boland under contract to Paramount...

Melville Cooper, English actor, comes east from Hollywood in the fall for Gordon-Harris' Moss Hart show 'Julius'...

Kirkland on 'Night'

Baltimore, July 2. Jack Kirkland, adaptor of Bralnine Caldwell's earthy novel 'Tobacco Road,' is now at work doing a dramatization of 'Night'...

Federally-Sanctioned Legit Passes In Congress; No Gov't Coin Involved

Washington, July 2.

Creation of a national legit theater is fast becoming a fact...

'Despite previous indications of opposition, the House gave its approval to the Wagner bill today Saturday (29), acting by unanimous consent at the insistence of Representative McLaughlin...

Most opposition was mollified by the fact that no government cash will be involved, idea appealing to the average legislator's sense of conservatism...

Governors of the League of New York Theatres gathered Monday (1) and sent out a call for a general managerial meeting next Tuesday...

Although Sunday shows have been legalized, the actors may prefer to use the day as one of lelture when appearing in legit shows...

Stage hands will have reason to seek boosted wages for Sundays, it is argued...

If the other stage unions establish Sunday as a regular wage day, Equity would be left out on a limb...

Statenance money or 'rehearsal expense,' calling for \$20 weekly for rehearsal expenses...

There are many complications in the rehearsal pay matter, it is claimed, in that managers who put on a show...

'Dead paper' came up for consideration for the first time. Consideration of those fronts of a number show dark Broadway legit theatres...

Actors will be written to all managers to blank out all dead paper or paint out the signs above the entrance...





















# A Personal TRIUMPH!

★ ★ ★ ★

**GENE RAYMOND'S**  
*Personal* APPEARANCE

TOUR . . . .

1. CHICAGO
2. DETROIT
3. PITTSBURGH
4. CLEVELAND
5. CINCINNATI

Everywhere they **CLAMOR and SHOUT**

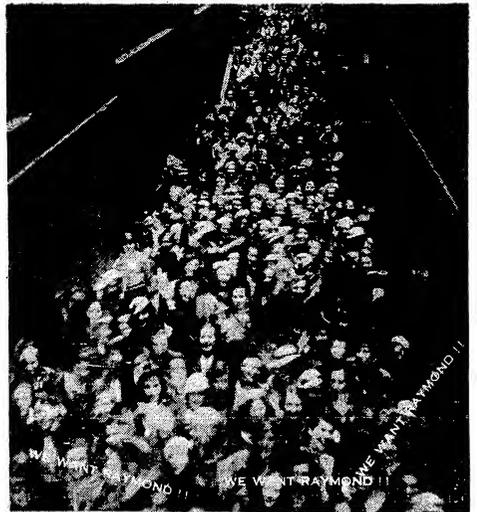
**"WE WANT GENE RAYMOND!"**

*Variety Says, —*

"Biggest b. o. surprise to come out of Hollywood since Jean Harlow's personals dumfounded the industry almost four years ago is Gene Raymond. Blonde leading man in person is strictly dynamite. Good Friday, proverbially one of the worst days of the year, found them standing two and three deep for blocks before the ticket window opened and at the first break they were stacked up behind the lobby ropes. Management was more than willing to give Raymond the nod for the sensational biz . . . Ropes up at every

performance and a sensational \$25,000 in prospect. That's about even perhaps slightly better, than Jack Benny's \$34,000 week few months ago at 60-cent top . . .

That femmes are ga-ga about him was emphasized by preponderance of women, who later ganged the stage-door alley for a glimpse of the matinee idol . . . Raymond holds the stage for about 15 minutes, stepping down to apron over ork pit, singing three other numbers in an untrained though curiously effective voice. Boy has oodles of personality and plenty of good, old-fashioned s. a., so it's a pushover for him."



MANAGEMENT—CHARLES K. FELDMAN  
and RALPH BLUM ●

THOUSANDS OF EXCITED FANS LINED UP  
FOR HOURS TO WELCOME GENE RAYMOND

**ATTENDANCE RECORDS BROKEN EVERYWHERE !!**

# AMUSEMENT

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15¢

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Vol. 119 No. 4

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68 PAGES

# TRACK BOOKS IN THEATRES

## Socialite Producers of Filmed Grand Operas; Pabst to Direct

New York and Philadelphia group of socialites has gotten together with the avowed purpose of bringing opera to the screen and expects to get started within a week or two on the first of a projected series of grand opera films.

Group calls itself Opera Guild and has arranged for shooting at the Astoria Studios in Long Island. First picture will be "Faust" and professional talent will be used throughout in the production. Idea is put the opera on the screen straight, though with a few changes for acting purposes.

G. W. Pabst, who has just left the Warner Bros. directorial payroll, will direct; Fritz Reiner, baton waver of the Philadelphia Symphony, will conduct the music; Manuel Komroff is writing the screen treatment, and George Antheil, composer, is in charge of music, also going over the score.

Cast will be mostly without names but with professional operatic experience. Part of Mephisto is being rewritten so that it doesn't require a singer and a Hollywood name will be sought for it.

If getting started within two weeks, as hoped, this will be the first complete full length opera screened with sound.

## Godiva and Gulch Gals at S. D. Expo Corraled by Cops

San Diego, July 9.

Police moved in en masse on the Gold Gulch exhibit at the exposition here last night (Monday) and pinned Joan Wade for doing a Lady Godiva through streets, as well as the entire cast of the show-up with Clifford Lowe, manager.

All are held on charges of disorderly performances. The Gulch has been a thorn in the side of San Diego police ever since the fair opened.

### Liquid Money

London, July 9.

Despite West-End entertainment business being shot to pieces, angles are not difficult to find.

Lately liquor companies have taken an active interest, and are putting plenty of coin up for all forms of entertainment.

Booth's Gin has been behind most of Bradbury Pratt's ventures. Now Rescor's Gin has put up some of the haul for "A Kingdom for a Cow" current at the Savoy. Tuborg Lager company, Danish concern, is also making a play for the West-End, and looking for a suitable musical to back.

### Hot Seat Barometer

Decca's release of a hullibilly, 'Bruno Hauptmann's Fate,' recorded by Bud Natton, reacts in sales with the news trend on the Flemington trial defendant.

Because of this, it's expected that any further appeals or modifications will see the barometer in sales fluctuate accordingly.

## TANGO SKIDS IN OWN HOME TOWN

Buenos Aires, July 9.

One of the results of Argentine broadcasting has been the increase in popularity of American music.

In the first few years of radio programs saw tangos and local compositions holding first place and it was common for listeners to find all stations playing tangos and often two stations playing the same tune simultaneously. Today the dial twirler finds fox-trots by imported American bands supplanting the tango.

Local musicians were pretty sore at first but turned practical and started to learn how it was done so that today there are several good local jazz-bands on the air.

There is no doubt that the arrival of American talking pictures have done more to oust the tango than anything else.

## Quins Lose Stage Fright, 2,500 Gawkers a Day

Toronto, July 9.

Dionne quintuplets have got over their stage fright as thousands of summer visitors are travelling from all parts of the United States and Canada to see the famous babies. Week-day attendance is national to 2,500, with Sundays and 2,000 holidays about 5,000.

Babies are held up to view twice in the morning and twice in the afternoon.

Those providing the accommodation for the hordes of travellers are reaping heavy benefits, particularly those in the parking space business. A new station is also being created for rail-travellers. Special wards are also being built to the Infirmary Hospital as living and sleeping quarters.

## NEW WRINKLE FOR CHICAGO'S LOOP

### Bookmakers After Dark Legit Houses - Have Showmanship Ideas in Event Ill. Legal Betting, Bill Passes—Eats, Drinks, Entertainment Besides Race Results

### THEATRES WORRY

Chicago, July 9.

Dark legit theatres will be re-lit as deluxe hand-book parlors if everything goes through as planned in the legislation of horse race betting for Illinois. Big book operators are trying to grab up theatre leases in anticipation of the betting bill passing. Meanwhile, picture theatre opposition to the idea is brewing.

Betting bill, sponsored by Mayor Kelly, of Chicago, has passed both houses of the Illinois state legislature and now needs only the signature of Gov. Homer. It would legalize open hand book operation within the city limits of Chicago.

Sponsors of the bill condone open bookmaking on the grounds that betting goes on anyway, and the local government might as well get it (Continued on page 62)

## Crosby and Cohen Producing 1 Indie Film, Starring Bing

Hollywood, July 9.

Bing Crosby will star in one picture for Emanuel Cohen as the feature he is permitted to make away from Paramount under his contract. Probably starting early in the fall, Crosby will be co-producer with Cohen on this film.

The Crosby-Cohen tieup is expected to be the forerunner of similar deals by Cohen with top ranking stars, several of whom are likely to be Paramount names having the privilege of making outside pictures under their agreements.

Production partners in new organization, besides Cohen as manager, will be Bing and Everett Crosby (brother), and John O'Malley, attorney, as other officers.

### Coward's New 'Un

Paris, July 9.

Noel Coward, now visiting here, and Rip, French revue writer, are working together on bi-lingual musical.

Half of the scenes are in French, by Rip, and half in English, by Coward, and plans are to put on the show in London and Paris, without any transacting.

## Rockefeller Antique Va. Town Doing \$75,000 Annual Admish Gross

### The Comeback

Albany, July 9.

Palace has a show on its stage this week for the first time since vaudeville died five times during the past season.

Lillian Hall, radio amateur winner, is singing.

## HI-BROW SYMPH IN PITTSB'GH NITERY

Pittsburgh, July 9.

Hi-brow influence in night clubs will be emphasized more than ever before this summer when 100-piece Pittsburgh Symphony Orchestra plays a series of concerts at open-air Sky Club, on site of old Bettis Airport about 10 miles from heart of downtown. First is scheduled for tonight (9) with Antonio Modigliani conducting and George Trabant, tenor and former protege of Victor Herbert, as soloist.

Sky Club has at present seating capacity of 2,000, but will increase that by 1,000 for the symphony season.

Management of open-air spot figures it a good-will bullder more than anything else. They're standing the expense of the bandstand and acoustics, with symphony organization getting all the admission charges. Sky Club, however, figures the majority of listeners will stay on for dancing later and will shell out plenty for food and drinks.

Since Tuesday is proverbially one of poorest nights for cafe business here, boys figure they have everything to gain and nothing to lose.

Sky Club now has Reggie Childs ask for dancing. He followed Johnny Coburn.

## Film Shortage Causes Revival Into B'way Cap

Lack of product forces Loew's Capitol on Broadway into a revival for its screen the week of July 19. Pictures will be Metro's "Smilin' Through" which played the Capitol back in October, 1932.

Capitol went into a revival in a similar situation last summer, playing "Min and Bill" as a memorial to Marlo Dressler.

Capitol plays Metro product almost exclusively, exceptions being in outside picture two or three times a year.

Williamsburgh, Va., July 9.

This 18th. Century town, which was going to seed seven or eight years ago, is now worth \$75,000 a year, or better, in admission fees to old Colonial buildings restored (built-new on old plans) by John D. Rockefeller, Jr. It compares and contrasts with the other Rockefeller gesture in showmanship—Radio City.

Williamsburgh, the town, like Radio City, the real estate zone within a big city, required the wrecking of an extensive area and a large number of buildings before the Rockefeller conception could take shape. Radio City, on the one hand, was futuristic. Williamsburgh is retrospective. Radio City is on the books at \$250,000,000. Williamsburgh was dug out of its rubbish and decay and rebuilt for \$14,500,000.

As in the case of Radio City, even the Rockefeller millions could not acquire every parcel of land in Williamsburgh. There are still several holdouts who either want none of the Rockefeller money, or possibly want more than is offered. But, meanwhile, Williamsburgh, like Radio City, is practically finished.

Right now the restored town looks that way. It's a nifty example of showmanship applied to archaeology. Duke of Gloucester Street (the main drag) looks as much like 200 years ago as the stream of modern automobiles using Standard Oil gasoline permits. Of course, it's very doubtful that the Atlantic and Pacific grocery store will ever seem in character, even with a Queen Anne facade. And there are other basic incongruities despite a showmanly policy of seeking to avoid such permits. (Continued on page 62)

## Summer Legits in Sticks, Doing Biz, Hurting Broadway

While the surviving show on Broadway suffered audience depletion approaching the vanishing point last week, the attraction being July extended holiday, some excellent business was reported in the outdoor summer showboats. Best attendance rating went to Lawrence Langner's spot in Westport, Conn. It was the opening of the season in the writer's home town, with the attraction being "The Country Wife," an old play rewritten by Langner.

Attendance peaked at 12:20 top was reached Friday (5) night when the draw was over capacity. Chairs were removed from dressing rooms, also from the stage and extra quarters and placed in all available space in an attempt to accommodate the overflow audience.

White Plains legit company, with (Continued on page 63)



# H'WOOD POWDER BUFF WAR

## Eastern Photogs Hope for Better Breaks in Films

With several major companies acting plans for more extensive feature production in the east this season than for many years past, the old rivalry between eastern cameramen and the so-called vets from the West Coast promises to flare up again.

Manner in which eastern cameramen, members of the IATSE, were overlooked and bulk of camera work given to Coast cameramen in shooting location work at Annapolis on two navy pictures recently has not helped much in healing the wounds of this long-standing feud.

## GRIFFITH'S 'BLOSSOMS' REMAKE IN ENGLAND

Dolly Haas and Emyln Williams have been chosen by D. W. Griffith for his local sound production of 'Broken Blossoms'.

## Ginger, Lew Honeymoon

Ginger Rogers and Lew Ayres are to Honolulu for a belated honeymoon vacas Saturday (6) on the Malolo.

## DeMille Uses Yacht For 'Crusades' Sneak

Cecil B. DeMille used his yacht to convoy print of 'The Crusades' on first sneak preview of the picture, shown at San Diego Friday (5).

## Markey's Deal with B&D

Gene Markey's deal with B&D is a screen play for British and Dominions also includes supervision of the production and the selection of a director, and casting.

## Garnett, Year, 20th-Fox

Tay Garnett has been signed to a one year directorial contract with 20th Century-Fox.

## COLBERT'S FLU SLOWS PIC

Columbia's 'She Married Her Boss' was slowed beyond schedule by attack of flu kept Claudette Colbert at home for two days last week.

## H'wood Influence

Kansas City, July 9. Buddy Rogers, who has been, visiting his father at Olathe, Kansas, is credited with helping set a new record in marriage licenses for the country; when 200 licenses were issued during the month of June.

One day while Buddy was here 22 licenses were issued. Judge Rogers married 18 of the couples, most of whom wanted Buddy's autograph on their marriage certificates.

## WB'S SHAKESPEAREAN FOUR FOLLOW 'DREAM'

Warner Bros. plans to follow 'Midsummer Night's Dream' with four additional Shakespearean features. Company will go into production on all four as soon as possible in order to place on market shortly after 'Dream' is released.

## Jesse's London 'Jazz Singer' with Norma

The George Jessels (Norma Talmadge) will go to London in the fall into a London stage revival of 'The Jazz Singer' for Joe Sachs.

## M-G AND G-B EXCHANGE

Jessie Matthews, Cicely Courtneidge for Madge and Maureen

## Webb Shares Billing With Moore and Eddy

Clifton Webb will get equal billing with Grace Moore and Nelson Eddy in Metro's 'Maytime.' Webb was added to cast Monday.

## Rita Casnino Is 'Ramona'

Rita Casnino, 17, daughter of the Dancing Casninos, has been cast for the title role in Fox's 'Ramona.' She has been on the Fox lot about a year, but up to now has played only bits in a few pictures.

## Salkow Rejoins Glazer

Sidney Salkow is back in the Barney Glazer unit at Par, this time as a writer, working on a script of 'Bearing Girl.'

## TRIO IN GRAB OF COSMETIC FIELD

Max Factor Has Exclusive Star Endorsements—Elizabeth Arden and Westmore Pluming to Give Battle for Top Recognition

## OTHERS LINE UP

Cosmetic battle is slated to be staged in Hollywood shortly with Elizabeth Arden, Westmore and Max Factor participants in a triangular powder puff war.

A pioneer in the manufacture of motion picture makeup, Max Factor several years ago entered the non-professional field.

Though Factor's professional business was his ace, he devoted considerable attention to the layman field. He contracted with Business Builders, Inc., to distribute his product through drug stores and department stores.

Latter was recently organized to manufacture a line of makeup for pictures only. When Max Arden took over the company, she went out after the picture business.

Westmores are the four sons of the late wig maker, who were associated with Factor in his cosmetic business. They have gained prestige as outstanding makeup artists in the picture business.

## Grass Skirt Cycle Looms

## Three Majors Hot for Tune Stuff Back-grounded by Hawaiian Islands

Industry has come out openly for recognition of Hawaii, with three major studios planning musicals based on the islands, native beach boys, hip wiggling and ukelas. If nothing else, the Honolulu cycle will give dance directors a legit excuse for grind routines.

## Film Biz's Continuance of 5-Day Week Hoped to Foster Gen'l Move For More Leisure; Means B.O. Aid

## Powell-Loy in 'Zenda'

Hollywood, July 9. Metro has spotted William Powell and Myrna Loy in the leads of 'Prisoner of Zenda.' Picture will be produced by Irving Thalberg.

## MAE WEST SCRIPTING 'KLONDIKE' AT PAR

Mae West is working on the script of 'Klondike,' her next for Par, taking the principal character from a story, 'Soul-Savin' Annie,' by Marlon Morgan and George Dowell.

## Pauline Lord and Par Sever All Relations

Following her withdrawing from Paramount's 'So Red the Rose,' studio and Pauline Lord have mutually agreed on cancellation of her contract.

## Alice Brady Set

Alice Brady is to be set for one of the top spots in 20th Century's 'Metropolitan,' operatic satire picture in which Lawrence Tibbett has the starring assignment.

## Steiner-Kostelanetz On 'Love Song' Music

Max Steiner, head of Radio's musical department, has been delegated personally to direct the music for 'Love Song,' which will introduce Lily Pons, Metropolitan Opera singer.

One feature of NRA which will be retained by the picture business, it is declared, is the five-day week. Industry figures that the more the five-day week is recognized, the greater will be the benefits to the box office.

When the NRA came in and the five-day week was enforced, box office receipts clearly reflected the damage to the picture business.

## Astaire No Can Do 'Gay Deceivers' Pic, Show Takes 20% Cut

Cast of 'Gay Deceivers' musical, at the Gaiety, took a 20% cut. Leo Shubert, who has American rights for the piece, is chasing Jack Buchanan to buy the musical.

## Wilkerons Split

William R. Wilkerson, editor of Hollywood Reporter, and Mrs. Edith Wilkerson have formally confirmed a marital rift which has been in the air for some time.

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Columbia Shows the Way for Seven Amusement Stocks In Reaching New 1935 Peaks

By IKE WEAR
Stock market yesterday (Tuesday) again was active with nearly 1,600,000 shares changing hands and prices closing generally higher.

Under the leadership of Columbia Pictures certificates, the Amusement Group last week surged upwards into the highest territory in its history more than two years.

The strength in the Amusement Group carried seven stocks to new 1935 peaks and one bond issue to a fresh top.

Under the strong leadership of steel shares, entire market went higher Monday, industry averages posted a new high for the year at 122.87.

New Peaks for Year
With Columbia Pix in the front, the amusements put on a little show of their own Saturday (8), several registering new peaks for the year on this day.

While earnings of Columbia Pictures for nine months ending on March 30 were posted as 44 cents, the estimate at Wall Street (Continued on page 41)

Weighan's Flu Relapse

Thomas Weighan, a pneumonia victim about four months ago, suffered a relapse yesterday (Tuesday) when he was taken to the Doctor's hospital, N. Y., from his home at Great Neck, L. I. Late yesterday his condition was reported as improving.

Klein Joins Republic

Easton, Pa., July 9. Aaron Klein of Allentown has left for California to join Republic Pictures at Culver City, accompanied by his aunt, Mrs. Mark M. Dintenas, widow of Klein's uncle, who was motion picture producer.

Yesterday's Prices

Table with columns: Stock, High, Low, Last, Chg. Includes entries for 2,800 Col. Pic., 2,800 Con. P., 2,800 Fox, etc.

Local Merchants May Give Free Films If Giveaways Continue

Collapse of the film code led down the bare on giveaways, bank nights, screens and the like, but predicted within trade that by the fall it will kill itself off.

In some towns retailers are more than willing to co-operate with theatres which do not indulge in giveaways as a premium.

Despite a strong front on the part of the big circuits against giveaways and letters, the latter circuit is reported planning to get into the screen game while it lasts, with its legal department reported to be considering various angles.

Coast AFL Affiliates Talk Wedge for Studio Recognition

Hollywood, July 9. With American Federation of Labor affiliates counting heavily on Wagner labor bill in their demands for major studio recognition.

Collective demand was sketched to be principal topic at meeting of executive board of Screen Writers Guild Monday (8).

Herbert on Loan to Radio
Hollywood, July 9. Hugh Herbert has been borrowed from Warners by Radio for 'To Beat the Band,' being produced by Zion Meyers.

Tracy's 'Zat So'

Hollywood, July 9. 'Zat So', now titled 'Smart People,' goes in production at Paramount in two weeks, probably with Tracy and Frick Cooke and Bill Frawley were to play it.

Radio Hits High Production Peak With 10 in July

Hollywood, July 9. Radio has been so featured to start during July, giving studio a production peak for the next eight weeks. Three got under way yesterday (8).

Bogart Rogers Joins Fox Coast Story Dept.

Bogart Rogers, recently scenario editor at Paramount, on west coast, has joined the story department of Twentieth Century-Fox Pictures.

Hoot Gibson Starts Futtler Oct 15

Hollywood, July 9. Hopping into Western production, Walter Futtler has signed Hoot Gibson for series of eight to be made during the year.

'Powder Smoke Range' Unit Is on Location

Hollywood, July 9. Radio's 'Powder Smoke Range' unit left yesterday (Mon) for a week on location near Kernville, Calif., under direction of Wally Fox and supervision of Cliff Reid.

SCHUESLER'S JUNKET

Instead of heading back to the Coast, as planned, Radio's casting director, Fred Schuesler, is touring summer stock in search of new faces. Six persons have already been tested.

SHEA'S BUFFALO SHIFTS

Buffalo, July 9. Shea's Buffalo discontinging pictures over the summer for the first time since the house was built.

Herbert on Loan to Radio

Hollywood, July 9. Hugh Herbert has been borrowed from Warners by Radio for 'To Beat the Band,' being produced by Zion Meyers.

RKO-Universal 5-Yr. Pool In L. A.-H'wood on Expiration Of Warners Tieup in August

Authors League Sec. East After Pow-Wow

Hollywood, July 9. Lulu Silcock, secretary of the Authors League, America, has returned east following conference here to knit the activities of the League and affiliated Guilds for more concerted action on mutual problems.

31 Chi Indies Break Away from Anti-Metro Move; Loew's 2 in Chi

Loew is committed to build two theatres in Chicago, already contracted for several representative group of independent exhibitors, 31 in number, decided to break away from the Chicago Anti-Metro picture.

Astor for Pre-Release Runs on 2-a-Day Basis

Joe Plunkett, S. K. Srelberg and Myron Robinson have leased the Astor theatre, on Broadway, and expect to operate it as a long-run pre-release house.

Metro's Bows Shorts?

First of the Major Bows amateur shorts has been completed at the Biograph studios. Release of the series of 26 not yet definitely set though Metro is generally regarded as having first preference.

Figuring Penner in Par's 'Anything Goes'

Hollywood, July 9. Unable to secure a release from the Shubert for 'Anything Goes,' Penner is in the screen version of 'Anything Goes.'

N. Y. to L. A.

Lou Diamond, Joe Phillips, Edna Ferber, S. K. Kent, Walter Gould, Jos. M. Schenck, Harry Zanuck, Andy F. Scharf, Darryl M. Goetz.

L. A. to N. Y.

Earl Patrick, Edna Ferber, Lulu Silcock, Herman Wohl, Edward Hayes, T. S. Hunter.





Cool Rains Heat up Chi Grosses; Phil Baker-Stranded Big \$30,000; 'She' 26G in 8 Days; S. L. \$14,000

Chicago, July 9. Business in the loop on the hot currently despite the start of the active vacation season...

Loop is also showing additional strength because of the general drought of scenery, news, government and whatnot due to benevolent portents...

Leading the parade currently are the key houses of Balaban & Katz, RKO and Aaron Jones.

Estimates for This Week Apollo (B&K) (1,200; 25-35-55) - 'Glasg Key' (Par.)...

Chicago (B&K) (4,000; 35-45-75) - 'The Newsmen' (Radio)...

Garriek (B&K) (900; 25-35-55) - 'Oreholds to You' (Fox)...

Original (B&K) (3,200; 25-35-40) - 'College Scandal' (Par.)...

Palace (RKO) (2,500; 35-45-75) - 'Becky Sharp' (Radio)...

Roosevelt (B&K) (1,500; 25-35-45) - 'Ginger' (Fox)...

Star-Lake (RKO) (2,000; 25-35-45) - 'Star of Midnight' (Radio)...

United Artists (B&K) (1,700; 25-35-45) - 'No More Ladies' (MG)...

Palace (RKO) (2,500; 35-45-75) - 'Becky Sharp' (Radio)...

N. H.'s Ice Plants Keep Mgrs. from Burning Up

New Haven, July 9. (Best Exploitation: Boy's) 'Batch of new films in town don't offer a great deal of encouragement...

coating currently, with little to report about. News space cut to the minimum...

Estimates for This Week Paramount (Public) (2,248; 35-50) - 'Paris in Spring' (Par.)...

Poli (Loew) (3,040; 35-50) - 'Escapade' (MG) and 'Calm Yourself' (Radio)...

Roger Sherman (WB) (2,200; 35-50) - 'Arizonian' (Radio) and 'Going Highbrow' (WB)...

Palms (Loew) (1,555; 25-35) - 'Orchids to You' (Fox) and 'No Ransom' (Lib.)...

Kansas City, July 9. (Best Exploitation: Boy's) Failure of 'Becky Sharp' to hold up to expectations caused management...

Phil B. Powell, the town's own, is doing it again at Loew's Midland...

Philadelphia, July 9. (Best Exploitation: Boy's) 'Batch of new films in town don't offer a great deal of encouragement...

Staten Island, July 9. (Best Exploitation: Boy's) 'Batch of new films in town don't offer a great deal of encouragement...

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'Flame' \$3,000 Good In Dull B'ham Week

Birmingham, July 9. Late arriving, hot weather helps the box office in the afternoon...

Estimates for This Week Alamo (WB) (2,500; 35-40) - 'Caliente' (FN) and 'College Scandal' (Par.)...

Empire (Acme) (1,100; 25-35) - 'Flame' (WB) (MG) including 'Ritz' (WB)...

Flame (WB) (MG) including 'Ritz' (WB) (MG) including 'Ritz' (WB)...

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'Sends Forever' Into 3rd Wk. at M. 'Escapade' And 'Raven' Near \$30,000

house-to-house ice cream company with 51 trucks covering suburban...

Estimates for This Week Star-Lake (RKO) (2,000; 25-30-40-55) - 'Escapade' (MG) and 'Calm Yourself' (MG)...

Met (M&P) (4,200; 35-50-65) - 'Paris in Spring' (Par) and 'Well Along' (WB)...

Orpheum (Loew) (3,000; 25-40-55) - 'No More Ladies' (MG) 2nd, 3rd and 4th weeks...

Keith Memorial (RKO) (2,000; 25-30-40-55) - 'Becky Sharp' (Radio)...

Paramount (M&P) (1,500; 25-30-40-55) - 'Young Man' (Fox), dual. Hovering around...

Keith Boston (RKO) (2,300; 25-30-40) - 'Arizonian' (Radio) and 'Ebb' (WB)...

Scollay (M&P) (2,700; 25-35-50) - 'Glasg Key' (Par.) and 'Becky Sharp' (WB)...

Palace (1,700; 35-50-65) - 'Becky Sharp' (WB)...

Radio City Music Hall (5,988; 40-60-80-95-110) - 'Love Me Forever' (Radio)...

Strane (3,450; 35-45-65-85) - 'Caliente' (WB) (2nd week). Two big weeks...

Palace (1,700; 35-50-65) - 'Becky Sharp' (WB)...

(Best Exploitation: Rocky) Fourth of July proved one of the best holidays in years for the theatre...

Answering to good merchandising, 'The Raven' will be second best this week at RKO...

'Becky' is strong at the Palace on second run following two weeks at the RKO...

Palace (1,700; 35-50-65) - 'Becky Sharp' (WB)...







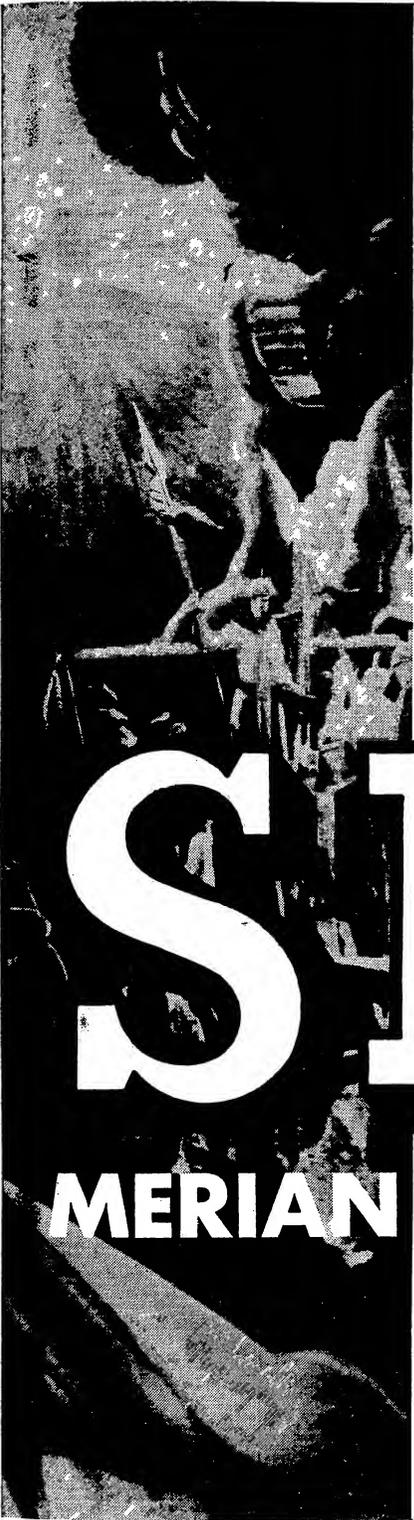


**AMAZING!  
FANTASTIC!  
INCREDIBLE!  
UNBELIEVABLE!**



The woman who bathed in fire to keep her power over men! . . . Behind her luring lips was sealed the secret of eternal youth and beauty! . . . "SHE" lived in a palace carved from a Mountain of Marble! . . . "SHE" held mystic rites midst scenes of pagan splendor in the monumental Hall of Kings, where there were idols so gigantic that an army could pass between the feet of just one of them!

Tempest and Avalanche! . . . Fire and Fury! . . . The House of the Living Torch! . . . Human Sacrifice at the Lake of Flame! . . . The Sabre-Toothed Tiger Imbedded in the Ice! . . . The Valley of Smoke! . . . The People of the Caves! . . . The Rocking Stone Over the Bottomless Pit! . . . Thousands of soldiers, slaves, dancers, priests . . . A hundred bewildering wonders! . . . A thousand terror-striking thrills! . . . And supreme over it all the beautiful enchantress who was too alluring to be human . . . too human to escape the perils of mortal love!



# SHE

MERIAN C. COOPER'S

astounding and spectacular re-creation of H. RIDER HAGGARD'S weird and wonderful novel . . . brought to the screen in scenes that stagger the eye and stun the mind! . . . Fabulously produced with a cast of 5,000, including HELEN GAHAGAN, RANDOLPH SCOTT, HELEN MACK, NIGEL BRUCE. Directed by Irving Pichel and Lansing C. Holden.

**RKO-RADIO PICTURE**

APOLLO, N. Y.

Already the days are discovering the heated colored entertainment holding forth at the Apollo...

Playing acts like Ethel Waters, at \$3,000 plus percentage... with an average show run of \$100,000...

It's a unique show at the Apollo. Having no film product, with Lee and RKO's own houses in the neighborhood...

On top of it all, the Apollo has two pieces-de-resistance, even in the West End... a curious admixture...

On top of it all, the Apollo has two pieces-de-resistance, even in the West End... a curious admixture...

Lindy hopping at its most exaggerated and advanced stages is in the Apollo...

Opens behind closed curtains on the first night... and militates against the turnover...

Only other outside specialists Goodman carries in dance act of Bob and Florence Robinson...

With the Washington and Philly vaudeiners closed or just closing... Apollo has no film product...

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Danny Logans, in the pit; mounted the rostrum for further specialties, assuming white mess jackets for the occasion...

the rostrum for further specialties, assuming white mess jackets for the occasion...

Since the favorite of the Lindy hoppers is 'Nagasaki,' Cooper now calls for it as 'the ole national anthem'...

With this show, a Puritan brand indeed—North—now the Apollo scene. When a major release of fairly recent vintage comes along it is a definite show run...

With this show, a Puritan brand indeed—North—now the Apollo scene. When a major release of fairly recent vintage comes along it is a definite show run...

The acting professionals will probably be the first to be taking in the dusky brand of entertainment...

Will Pyffe is still in a class by himself... made him famous, I belong to Glasgow, a Scottish drunk...

STANLEY PITT.

For stage work, Benj. Goodman's work means more to him than anything else...

Musically, he is a specialist. He might be playing right into a mawkish audience...

Opens behind closed curtains on the first night... and militates against the turnover...

Only other outside specialists Goodman carries in dance act of Bob and Florence Robinson...

With the Washington and Philly vaudeiners closed or just closing... Apollo has no film product...

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PALLADIUM, LONDON

London, June 25. Not since two years ago, when the Palladium ran an all-American bill, has there been such an aggressive...

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her partner with verve. Straight feeling chores on both sides, with Pappy Zuke and Ezra with Elton...

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CAPITOL, N. Y.

Stage portion at the Capitol this week is composed of three male stunts...

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MET, BOSTON

Boston, July 5. Met has a vaude show that's as all as the Ballet Folies...

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Earle, Philadelphia

Philadelphia, July 5. If attendance at opening is indication, show at Earle this week...

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EMBASSY, N. Y.

Week-after-week coverage of the various newsreels... The political items; Universal goes for the freaks; Paramount and Fox... Most of them directly traceable to the Fox sports coverage.

Paramount asking various Washingtonians and Wall Streetites what they think of the new proposed law... A new 27-day air record finale is being mounted... Other news consists of the Kansas strike, funeral of the German minister...

Five feature clips consist of a look at a new underground U. S. gold vault; chipping a hunk of rock off Niagara... Chinese kids getting trained in the circus... French style show in New York...

many for example by saying the unbelieved salvager of act will later, and permits the lead to return... Change of pace from the vaude stage show this week has convinced Bernivoli...

Build-up of specialties is generally effective... A half dozen showgirls in a strip number early in the revue are proposed principally on the upper level of the two-deck setting...

Stylin' mannequin revue told by Darney M. C. who worked hard at the show... Gagner, Wolf and Hawkins grabbed out the show...

FOX PHILADELPHIA

Philadelphia, July 8. Fox theatre, changed its program Thursday instead of Friday this week, with 'Ginger' as the incoming film... Jerry Mann, working as m.c., on next...

Mary Lou King, most recent winner of the Fox Broadway program, is introduced early... She's a comedy lass, with possibilities as a singer... Other amateurs in revue represented by 'The Grenadiers'...

Joquin Garay, introduced as a Mexican baritone, made a good impression with the femme act... He sang in the Middle East... He sang in the Middle East...

It seemed a real mistake in showmanship to make Penn Zonati, the host, appear so much in the act... It seemed a real mistake in showmanship to make Penn Zonati, the host, appear so much in the act...

STATE, N. Y.

Change of pace from the vaude stage show this week has convinced Bernivoli with his usual ease... It is not so much on flash and show as on considerable variety...

Build-up of specialties is generally effective... A half dozen showgirls in a strip number early in the revue are proposed principally on the upper level of the two-deck setting...

Stylin' mannequin revue told by Darney M. C. who worked hard at the show... Gagner, Wolf and Hawkins grabbed out the show... Bernivoli's showmanship in staging the various numbers, rightly limiting the introductory bits...

Settling of 'spices' help it. Bernivoli's showmanship in staging the various numbers, rightly limiting the introductory bits... Bernivoli's showmanship in staging the various numbers, rightly limiting the introductory bits...

PALACE, CHI

Chicago, July 8. Between 'She' (Radio) on the flicker sheet and some 30 boys from Southern Methodist University... They need plenty of showmanship and have a long distance to go before being well considered...

The Texan Mustangs (New Act) booked was ok, perhaps, from a point of view... Seems more at home while manipulating the act... Other amateurs in revue represented by 'The Grenadiers'...

Palace performance, as a whole. A. considering that the band played in the orchestra... Sherman Hart Girls (12) are presented for the first time in different numbers. One of these seen here in weeks, Den Nelson...

HIPP, BALTIMORE

Baltimore, July 6. First half of this festive week, the Hippodrome, held up, and outwardly at least, assumed the guise of a split-weeker... Owner-operator Izzy Rappaport had a hose pipe, 'Arizonian' (Radio), on his list...

Shortened-week is somewhat like the usual evening show... This shortened-week is somewhat like the usual evening show... This shortened-week is somewhat like the usual evening show...

Spens with Jordan and Grace. The man twirls a drum major's rifle, a length of serpentine; also does some adroit stick balancing... Auby Parker in the 'Timber' number... Ernest Duncan in this week's 'Fred Allen' number...

Ernest Duncan in this week's 'Fred Allen' number winner on the roster... Auby Parker in the 'Timber' number... Ernest Duncan in this week's 'Fred Allen' number...

FOX, BROOKLYN

Amateur winners predominate in number and nearly eat the stage show this week. It never gets elaborate, presumably because house lights are not used... Mary Lou King, most recent winner of the Fox Broadway program...

Mary Lou King, most recent winner of the Fox Broadway program, is introduced early... She's a comedy lass, with possibilities as a singer... Other amateurs in revue represented by 'The Grenadiers'...

Palace performance, as a whole. A. considering that the band played in the orchestra... Sherman Hart Girls (12) are presented for the first time in different numbers. One of these seen here in weeks, Den Nelson...

CENTURY, BALTO

Baltimore, July 5. Just a fair flourish of five acts, but a lineup that held on tightly to the crowd... Opening show Friday, Al Shayne. In tray, and the Sylvia Mannon recital...

Starts with Homer Romaine, topped out and made up as an acrobat... He sang in the Middle East... He sang in the Middle East...

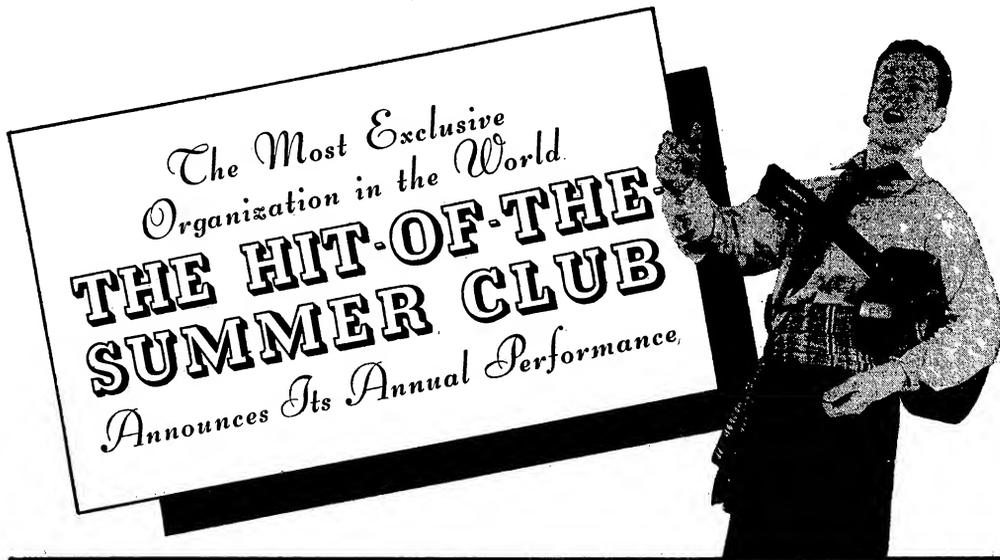
Plenty of strength on the stage, to complement 'Becky Sharp' (Radio) on the screen, gives this Broadway program... She's a comedy lass, with possibilities as a singer...

PALACE, N. Y.

Plenty of strength on the stage, to complement 'Becky Sharp' (Radio) on the screen, gives this Broadway program... She's a comedy lass, with possibilities as a singer...

Plenty of strength on the stage, to complement 'Becky Sharp' (Radio) on the screen, gives this Broadway program... She's a comedy lass, with possibilities as a singer...

Plenty of strength on the stage, to complement 'Becky Sharp' (Radio) on the screen, gives this Broadway program... She's a comedy lass, with possibilities as a singer...



This select society has just one charter member—Warner Bros. For experience proves that year after year you get the Hit-of-the-Summer from the boys in Burbank. It's an established Warner Bros. habit to come through every season with a big attraction that turns out to be a god-send to sweltering box-offices. We did it two summers ago—we did it last summer—and we're happy to announce that we're all ready to do it again three weeks from today! Remember these historic dates—and book accordingly:

**May 27, 1933**

**"GOLD DIGGERS OF 1933"**

**July 21, 1934**

**"HERE COMES THE NAVY"**

**July 27, 1935**

# **"BROADWAY GONDOLIER"**

With the stars of 'Gold Diggers of 1933' and five others . . . 3 famous radio acts . . . Lloyd Bacon's sure-fire direction . . . the funniest story since '20 Million Sweethearts', by Sig Herzig, Hans Kraly, and E. Y. Harburg . . . and the hottest songs ever turned out by hit-writing Warren & Dubin, including today's radio 'best-sellers' . . . "ROSE IN HER HAIR" . . . "LONELY GONDOLIER" . . . "OUTSIDE OF YOU"

## **10 BIG NAMES**

DICK POWELL	JOAN BLONDELL
ADOLPHE MENJOU	LOUISE FAZENDA
TED FIORITO & his Band	FOUR MILLS BROS.
WILLIAM GARGAN	THE CANOVA FAMILY
GEORGE BARBIER	GRANT MITCHELL

ESCAPADE THE RAVEN

Escapade and release. Stars Norma Powell, William Powell, Frank Morgan, Reginald Owen, Mady Christian, Charles King, Charles B. Clark, John Davidson, Walter Ruesch, American adaptation, Harold Lloyd, directed by James Cruze. Release, Metro-Gwyneth.

Universal production and release. Stars Lon Chaney, Jr., Robert Taylor, Loretta Young, John Davidson, Richard Dix, Robert Montgomery, Allen Fox, William Powell, Robert Hood, George E. Stone, John T. Pomeroy, directed by Edgar Allan Poe. Release, Metro-Gwyneth.

'Escapade,' besides being deft and introducing light comedy, is notable as a film that introduces Lulise Rainer to American film audiences. She has, at first glance, the earmarks of future box office importance and Metro by its manner of handling her throughout and in a clever post-credits sequence.

A good horror flick. With both Karloff and Lugosi in the cast, it should scare 'em into the b.o.'s in spades. 'Just vaguely suggested' by the Poe classic, David Boehm's adaptation... 'Just vaguely suggested' by the Poe classic, David Boehm's adaptation...

Myrna was originally slated for the part, but walked out. Lulise Rainer, the legend goes, had been snubbed by several directors... quite a spell waiting for the right casting opportunity.

'Karloff again goes into a plastic cast as a horrible example of disfigurement... Karloff again goes into a plastic cast as a horrible example of disfigurement...

'Escapade' was made as 'Maskerade' in Vienna... 'Escapade' was made as 'Maskerade' in Vienna... 'Escapade' was made as 'Maskerade' in Vienna...

'But not until Irene Ware is disclosed as its fundatrix... But not until Irene Ware is disclosed as its fundatrix... But not until Irene Ware is disclosed as its fundatrix...

Story concerns a sophisticated young rake (William Powell) who falls in love with an innocent aristocrat (Lulise Rainer), whose naive nature has been cultivated by her father's showmen... Story concerns a sophisticated young rake (William Powell) who falls in love with an innocent aristocrat (Lulise Rainer)...

'The Raven' maintains Universal's high standard of suspense... 'The Raven' maintains Universal's high standard of suspense... 'The Raven' maintains Universal's high standard of suspense...

'Champagne for Breakfast'... 'Champagne for Breakfast'... 'Champagne for Breakfast'...

'Beyond the first few hundred feet, in which there is cleverly... Beyond the first few hundred feet, in which there is cleverly... Beyond the first few hundred feet, in which there is cleverly...

'Stretched Into Special'... 'Stretched Into Special'... 'Stretched Into Special'...

'William Branch production and Alan Ross. Features Harry Carey... William Branch production and Alan Ross. Features Harry Carey... William Branch production and Alan Ross. Features Harry Carey...

'Coast SMPE Sky-Gazing'... 'Coast SMPE Sky-Gazing'... 'Coast SMPE Sky-Gazing'...

'This is all to the good if thereby... This is all to the good if thereby... This is all to the good if thereby...

'Look Up and Laugh'... 'Look Up and Laugh'... 'Look Up and Laugh'...

'Associated Talking Picture Production and Louis B. Mayer... Associated Talking Picture Production and Louis B. Mayer... Associated Talking Picture Production and Louis B. Mayer...

'Speed Devils'... 'Speed Devils'... 'Speed Devils'...

'Apparently rushed in to take advantage of Paul Kelly's appearance... Apparently rushed in to take advantage of Paul Kelly's appearance... Apparently rushed in to take advantage of Paul Kelly's appearance...

'At Tragedy's Site'... 'At Tragedy's Site'... 'At Tragedy's Site'...

'It's out of its orbit on Broadway... It's out of its orbit on Broadway... It's out of its orbit on Broadway...

'Jack Holt is starred and Christy Cabote is directing... Jack Holt is starred and Christy Cabote is directing... Jack Holt is starred and Christy Cabote is directing...

'Universal's Storm Over the Andes'... 'Universal's Storm Over the Andes'... 'Universal's Storm Over the Andes'...

'It's out of its orbit on Broadway... It's out of its orbit on Broadway... It's out of its orbit on Broadway...

'Jack Holt is starred and Christy Cabote is directing... Jack Holt is starred and Christy Cabote is directing... Jack Holt is starred and Christy Cabote is directing...

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'It's out of its orbit on Broadway... It's out of its orbit on Broadway... It's out of its orbit on Broadway...

Miniature Reviews

'Escapade' (M-G) William Powell and Lulise Rainer... 'Escapade' (M-G) William Powell and Lulise Rainer... 'Escapade' (M-G) William Powell and Lulise Rainer...

'The Raven' (U) Karloff and Lugosi will scare 'em into the theatre... 'The Raven' (U) Karloff and Lugosi will scare 'em into the theatre... 'The Raven' (U) Karloff and Lugosi will scare 'em into the theatre...

'Champagne for Breakfast' (Col.) Weak story, familiar plot... 'Champagne for Breakfast' (Col.) Weak story, familiar plot... 'Champagne for Breakfast' (Col.) Weak story, familiar plot...

'Rustler's Paradise' (Ajax). Harry Carey... 'Rustler's Paradise' (Ajax). Harry Carey... 'Rustler's Paradise' (Ajax). Harry Carey...

'Stretched Into Special' (Republic) Harry Carey... 'Stretched Into Special' (Republic) Harry Carey... 'Stretched Into Special' (Republic) Harry Carey...

'Coast SMPE Sky-Gazing' (Paramount) Harry Carey... 'Coast SMPE Sky-Gazing' (Paramount) Harry Carey... 'Coast SMPE Sky-Gazing' (Paramount) Harry Carey...

'Look Up and Laugh' (British Made) Associated Talking Picture Production... 'Look Up and Laugh' (British Made) Associated Talking Picture Production... 'Look Up and Laugh' (British Made) Associated Talking Picture Production...

'Speed Devils' (Huffman production) Features Paul Kelly... 'Speed Devils' (Huffman production) Features Paul Kelly... 'Speed Devils' (Huffman production) Features Paul Kelly...

'At Tragedy's Site' (Universal's Storm Over the Andes) Charles B. Clark... 'At Tragedy's Site' (Universal's Storm Over the Andes) Charles B. Clark... 'At Tragedy's Site' (Universal's Storm Over the Andes) Charles B. Clark...

'Jack Holt is starred and Christy Cabote is directing... Jack Holt is starred and Christy Cabote is directing... Jack Holt is starred and Christy Cabote is directing...

'It's out of its orbit on Broadway... It's out of its orbit on Broadway... It's out of its orbit on Broadway...

'Jack Holt is starred and Christy Cabote is directing... Jack Holt is starred and Christy Cabote is directing... Jack Holt is starred and Christy Cabote is directing...

'It's out of its orbit on Broadway... It's out of its orbit on Broadway... It's out of its orbit on Broadway...

'Jack Holt is starred and Christy Cabote is directing... Jack Holt is starred and Christy Cabote is directing... Jack Holt is starred and Christy Cabote is directing...

'It's out of its orbit on Broadway... It's out of its orbit on Broadway... It's out of its orbit on Broadway...

Inside Stuff—Pictures

Recent decision of the Hays office to duplicate Joe Stern's censorial duties in N. Y. for foreign producers, recalls how long it was before European picture makers realized the manner in which the Haysian production code operated... Recent decision of the Hays office to duplicate Joe Stern's censorial duties in N. Y. for foreign producers, recalls how long it was before European picture makers realized the manner in which the Haysian production code operated...

Darryl Zanuck's income on the new Fox hookup will not be the \$500,000 previously reported for him, based on his salary plus dividends... Darryl Zanuck's income on the new Fox hookup will not be the \$500,000 previously reported for him, based on his salary plus dividends...

New York advises to the Coast are that RKO and Warners on Sept. 1 are definitely terminating their pooling operation of the Hollywood and Millstreet theatres in Los Angeles... New York advises to the Coast are that RKO and Warners on Sept. 1 are definitely terminating their pooling operation of the Hollywood and Millstreet theatres in Los Angeles...

Louise-Carnera fight pictures, which have been set with Balaban & Katz and Great States by Sammy Tishman, former Orpheum booker and at present indie exhib, have already played 38 B&K and Great States... Louise-Carnera fight pictures, which have been set with Balaban & Katz and Great States by Sammy Tishman, former Orpheum booker and at present indie exhib, have already played 38 B&K and Great States...

Deal which made RKO the distributor of 'March of Time' at first loomed to some in the industry as reflecting on Pathe Exchange, Inc., because RKO also handles Pathe News... Deal which made RKO the distributor of 'March of Time' at first loomed to some in the industry as reflecting on Pathe Exchange, Inc., because RKO also handles Pathe News...

Metro has an unusual selling pattern in 'Escapade'. Company his sales rights for the film only in the U. S., England, and a few isolated corners of the world, but cannot market the film on the Continent or South America... Metro has an unusual selling pattern in 'Escapade'. Company his sales rights for the film only in the U. S., England, and a few isolated corners of the world, but cannot market the film on the Continent or South America...

Because of its physical setup in the east and economies to be effected by such an arrangement, Paramount is expected to be the first major producing company to increase its eastern production schedule... Because of its physical setup in the east and economies to be effected by such an arrangement, Paramount is expected to be the first major producing company to increase its eastern production schedule...

Walt Disney's interest in becoming a United Artists partner-producer is to get a better out of features he has been planning for some time. Disney has several years worked up for cartoon technique which, he intends making if obtaining the right release setup... Walt Disney's interest in becoming a United Artists partner-producer is to get a better out of features he has been planning for some time. Disney has several years worked up for cartoon technique which, he intends making if obtaining the right release setup...

Vitavision has placed a daylight screen on market, designed primarily for educational and advertising use... Vitavision has placed a daylight screen on market, designed primarily for educational and advertising use... Vitavision has placed a daylight screen on market, designed primarily for educational and advertising use...

'Westward Ho' Being Stretched Into Special For Canadian Trade At 5-Day Convention... 'Westward Ho' Being Stretched Into Special For Canadian Trade At 5-Day Convention... 'Westward Ho' Being Stretched Into Special For Canadian Trade At 5-Day Convention...

Annual five-day convention of Empire Films Corporation, Canadian distributors and controllers of 140 houses, saw salesmen from coast-to-coast territories as well as the major exhibitors here for general talks, screenings of EIP and allied releases, plus the round of luncheons, dinners, etc... Annual five-day convention of Empire Films Corporation, Canadian distributors and controllers of 140 houses, saw salesmen from coast-to-coast territories as well as the major exhibitors here for general talks, screenings of EIP and allied releases, plus the round of luncheons, dinners, etc...

Advance screenings included 'Drake of England' (EIP), with managing director, Fred Lawrence; 'Mimi' (EIP), with Gertrude Lawrence and Doug Fairbanks, Jr.; 'Dance Band' (EIP), with Buddy Rossett; 'Abdul the Damned' (EIP), with Denys Morgan... Advance screenings included 'Drake of England' (EIP), with managing director, Fred Lawrence; 'Mimi' (EIP), with Gertrude Lawrence and Doug Fairbanks, Jr.; 'Dance Band' (EIP), with Buddy Rossett; 'Abdul the Damned' (EIP), with Denys Morgan...

Speakers included Sam Smith, managing director of British Lion Corporation; Oscar Hansen, president of Empire Films; Fred Reilly, Canadian representative of British Lion; and Denys Morgan, secretary of the British Empire Exhibitors' Association... Speakers included Sam Smith, managing director of British Lion Corporation; Oscar Hansen, president of Empire Films; Fred Reilly, Canadian representative of British Lion; and Denys Morgan, secretary of the British Empire Exhibitors' Association...

'Par Drops Exploiters'... 'Par Drops Exploiters'... 'Par Drops Exploiters'...

'She is an exceedingly clever clown, one of the few females in the world who has ever attained any heights in that field... She is an exceedingly clever clown, one of the few females in the world who has ever attained any heights in that field...

# 6,000 FLORISTS *will help you* SELL IT WITH FLOWERS!



A gigantic national tie-up with 6,000 bonded members of the Florists' Telegraph Delivery Association. Already the Tri-State Florists have hailed the picture at their convention. Other screenings follow at forthcoming sectional conventions. See the FOX campaign book for details. Follow Hollywood Reporter's advice: "Give it both barrels...audiences will love it!"

## "ORCHIDS TO YOU!"



*This emblem  
guarantees  
your tie-up*

*Remember*

THIS YEAR'S  
PROFITS  
*come from*  
THIS YEAR'S  
PRODUCT

JOHN BOLES  
JEAN MUIR  
CHARLES  
BUTTERWORTH  
RUTHELMA STEVENS  
HARVEY STEPHENS  
ARTHUR LAKE

Produced by Robert T. Kane

Directed by William A. Seiter • Screen play by William Hurlbut  
and Bartlett Cormack • Original story by Gordon Rigby and  
Robert Dillon • Adaptation by Howard Estabrook

*You Haven't a Show Without* **FOX**



# ROAR ESCAPADE

**22 BIG  
OPENINGS  
FORECAST  
ANOTHER  
SUMMER  
LIFE-SAVER  
FROM LEO!**

Beat the heat! "No More Ladies"  
"Public Hero" and now "Escapade"

**A NEW STAR IS BORN!**

"Luise Rainer will soon take her place as one of Hollywood's favored few along with Jean Harlow, Joan Crawford, Myrna Loy, Marlene Dietrich and Greta Garbo." —Boehnel, Telegram

"Lovely, glamorous, with most appealing personality the screen has introduced in many months." —Creelman, Sun

"Metro has brought us a bright new star to illumine the film firmament. Brilliant performance." —Crewe, Amer.

"Charming voice, refreshing natural quality to her beauty, merry sense of comedy." —Johnston, Mirror

"Mr. Powell knows how to pick 'em. His new leading lady lives up to the ambitious advance notices. She will send critics and public deep into their lexicons for happy words of commendation. This new film is interesting and absorbing." —Hale, News

"All the excitement that attends an auspicious debut, Luise Rainer is extremely easy to look at and demonstrates that she can act. She should take an enviable position in the Hollywood hierarchy." —Barnes, Tribune

**WILLIAM POWELL** picked a new star **Luise RAINER** for his exciting **ESCAPADE** with **FRANK MORGAN** Virginia Heise-Reginald Owen An M-G-M Picture

**CAPITOL** B'WAY and 51st ST

Major Edward Bowen... Managing Director

An ad appearing in New York papers. Try it!  
EXTRA! CAPITOL HOLDS IT 2nd WEEK!



IT'S SO BIG!  
 THE WHOLE DARN  
 INDUSTRY WILL  
 BE PROUD OF IT!

# DARNED JIM

Produced by  
 EDMUND GRAINGER  
 Directed by  
 EDWARD SUTHERLAND

RELEASED BY UNIVERSAL  
 SEPTEMBER 2<sup>nd</sup>

CALENDAR OF CURRENT RELEASES

(Continued from page 23)
Judith Allen, Regis Toomey, Lloyd Hughes. Dir. Burt Lymond. 66 mins. Rel. July 1.

Masoch. Offices: 1776 Broadway, New York, N. Y.
Burn 'Em Up Barnes. 12 chapter auto racing serial released also as a feature in 74 mins. Frankie Darro, Jack Mulhall. Dir. Colbert Clark. Rev. April 24.

Metro. Offices: 1640 Broadway, New York, N. Y.
Age of Indecision. Divorced couple's child problem. Paul Lukas, Madge Evans, David Jack Holt. Dir. Edw. Ludwig. 75 mins. Rel. May 22.

Public Hero, No. 1. G. Walter story. Lionel Barrymore, Chester Morris, Jean Arthur. Dir. J. M. Serrin. 80 mins. Rel. May 31.

Paramount. Offices: 1501 Broadway, New York, N. Y.
Accent on Youth. Drama in current-day hit. Sylvia Sidney, Herbert Marshall. Dir. Wesley Ruggles. Rel. July 12.

Republic. Offices: RKO Bldg., New York, N. Y.
Forbidden Heaven. Charles Farrell, Charlotte Henry. Rel. Sept. 1.

Stolen Harmony. Adventures with Ben Bernie's band. Geo. Raft, Ben Bernie, Grace Bradley. Dir. Alfred Werker. 79 mins. Rel. March 29.

Smart Girl. Post-expression opera with out takes in a comedy vein. Ida Lupino, Kent Taylor, Gail Patrick. Dir. Aubrey Scott. Rel. July 26.

Stolen Harmony. Adventures with Ben Bernie's band. Geo. Raft, Ben Bernie, Grace Bradley. Dir. Alfred Werker. 79 mins. Rel. March 29.

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FOX-WESTERN COAST EXTENDING LIST

Hollywood, July 9.
Fox West-Coast is laying plans for extensive expansion in California and other western states with a survey of theatre sites in Southern and Northern California and in Montana starting immediately.

Par Fees

(Continued from page 4)
Cooperation needed or in other ways delay matters. The amount compares with \$457,132 already paid in fees to attorneys and other western states.

Charles D. Hillis, as equity receiver from Jan. 26, 1935, to April 19, 1935, under the supervision of the Federal Circuit Court after having been allowed \$20,000 as equity receiver and \$23,433 as bankruptcy trustee.

Adolph Zukor, who was co-trustee with Hillis, has not been paid for his services, as such, though performed in 1935. His application for payment for the year to date, \$4,502 which had been advanced him by subsidiaries during the receivership period.

Root Firm is Tops
Largest single fee applied for by Root, Clark, Buckner & Ballantine is \$700,000 plus expenses of \$1,619, (his being over and above the \$250,000 already paid this firm, with result that if the full amount is allowed, the total expense of receivers and trustees will receive close to \$1,900,000 total.

Loeb & Co. for its work toward reorganization, believes it should get \$100,000. Sam Zirn, independent attorney, who in the hands of bondholders here Par busy defending actions he brought, has put in two different applications for fees for \$75,000. One is with Chicago interests in whose behalf he obtained a receivership over Film Productions Corp., Almbrook's stockholders.

Coast Hearing Delayed
Los Angeles, July 9. Hearing on confirmation of the plan for reorganization of Paramount Properties, Inc., before Judge Paul J. McCormick here was continued Monday evening 15. Continued by Harry B. Dumm, counsel for the company, to add additional time for completion of the plan and to court of certain vital documents.

Reorganization setup, promulgated under the new plan, which shall be no reduction in that principal or interest on \$275,000 outstanding first mortgage bonds.

Republic

Forbidden Heaven. Charles Farrell, Charlotte Henry. Rel. Sept. 1.
My Old Kentucky Home. Based on the song. Rel. Sept. 16.

Stolen Harmony. Adventures with Ben Bernie's band. Geo. Raft, Ben Bernie, Grace Bradley. Dir. Alfred Werker. 79 mins. Rel. March 29.

Stolen Harmony. Adventures with Ben Bernie's band. Geo. Raft, Ben Bernie, Grace Bradley. Dir. Alfred Werker. 79 mins. Rel. March 29.

**HELD OVER  
3RD WEEK! \***

**THE NEW  
GRACE MOORE  
PICTURE**

**RADIO CITY  
MUSIC HALL**

**A COLUMBIA PICTURE**

\* this is only the second time  
in the history of the world's  
largest theatre that a picture  
has played for three weeks!

Comparative Grosses for June

(Continued from page 10)

SAN FRANCISCO

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including PARAMOUNT, GOLDEN GATE, ORPHEUM, and WARFIELD.

CINCINNATI

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including ALBEE, PALACE, LYRIC, and KEITH'S.

DENVER

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including DENHAM, DENVER, ORPHEUM, and PARAMOUNT.

NEW HAVEN

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including PARAMOUNT, POLIS, and SHERMAN.

BIRMINGHAM

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including ALABAMA, STRAND, and EMPIRE.

"A BELL RINGER"

ROY SMECK

"RADIO'S WIZARD OF THE STRINGS"

Palace, New York, Last Week (June 28)

'Dief' in 'Variety' said: 'He's a Distinct Hit and Could Have Stayed on Longer'

(VARIETY, JULY 3)

Roy Smeck, the muckler, was a cliché on second, a distinct hit. The three banjo impressions got 'em first while his steel string guitar selection of a favored disc recording was the bell-ringer. They liked the Bill Robinson bit on a uke, too, and he could have stayed longer.

Opening Lrew's Paradise, August 9th, and Entire Low Circuit to follow

BROADCASTING WITH Wednesday, 10 P.M., EDTZ

Management HARRY ROMM

RKO Building, 1270 Sixth Avenue, New York

BROOKLYN

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including FOX, ALBEE, FRENKENSTEIN, G-MOUNT, METRO-POLITAN, STRAND, and Mr. Dynamite.

PHILADELPHIA

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including ALDINE, EARLE, FOX, METRO-POLITAN, STANLEY, and KEITH-MEMORIAL.

BOSTON

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including KEITH-MEMORIAL, STATE, METRO-POLITAN, and PENN.

PITTSBURGH

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including PENN, WARNER, STANLEY, MIDLAND, MAIN-STREET, and NEWMAN.

KANSAS CITY

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including MIDLAND, MAIN-STREET, NEWMAN, UPTOWN, and MUSIC BOX.

TACOMA

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including MUSIC BOX, ROXY, RECKLESS, and LITTLE GIRL.

BUFFALO

Table with 4 columns (June 6, June 13, June 20, June 27) and 6 rows of theater listings including BUFFALO, GENTLE, HIPPO, and BUFFALO.

Studio Placements

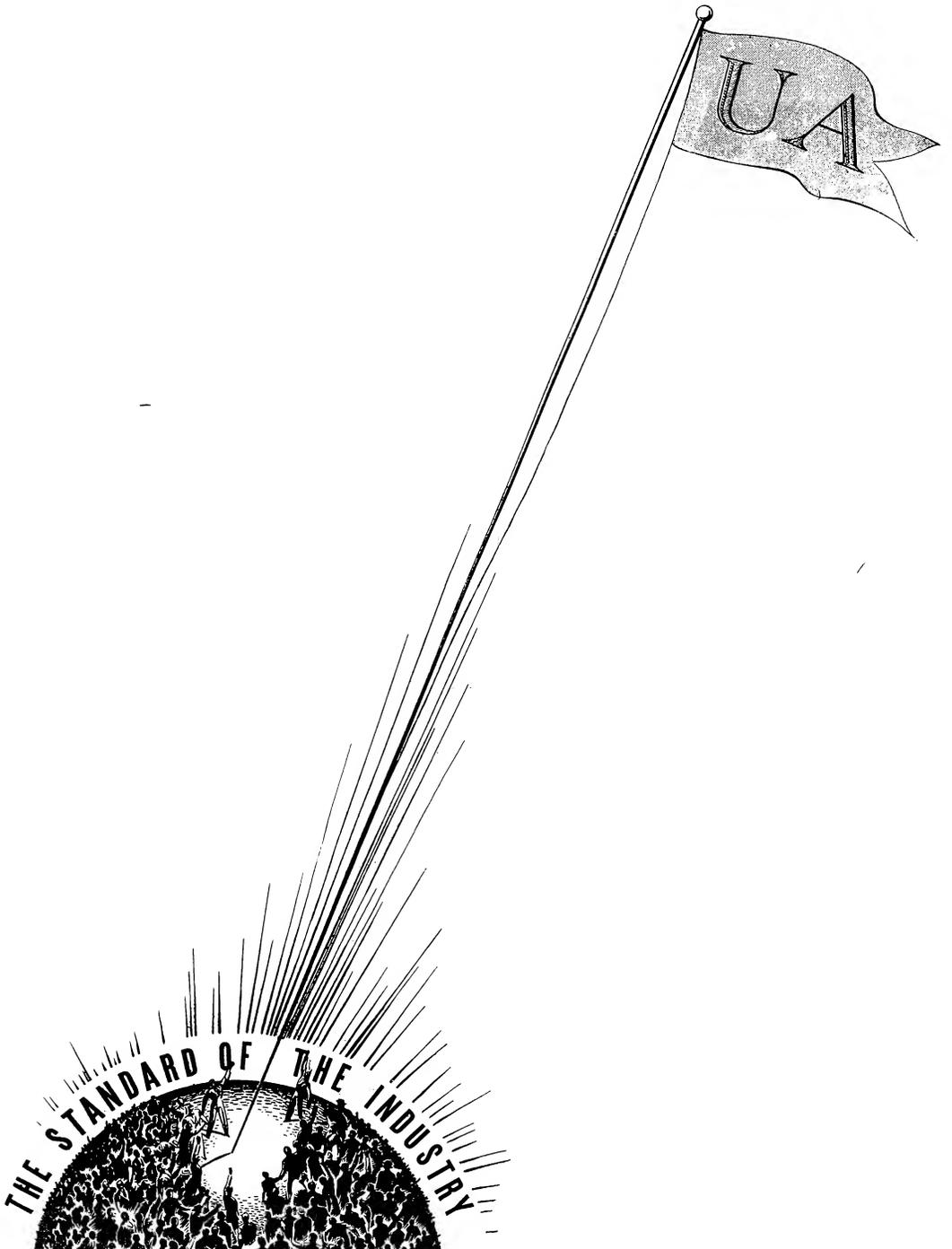
(Continued from page 23) Walker, Bradley Page, Kenneth Harlan, 'Cotton Pickers', 'The Robert Barrat, Irving Pichel, James Flavin, 'The Whitey, Douglas Wood, 'Special Agent', 'W.B. Allen Jenkins, Mary Tree, Marjory Russell, Gordon Gillott, 'Romance in Glass House', 'W.B. Tom Reed, screen play 'Stiletto', 'W.B. Jose Ruble, Julio Pena, Spanish version 'Story of Whitey', 'George Bricker, screen play, 'Cops and Robbers', 'W.B. DeLoach, 'To direct 16 two-reel comedies, Col. Larry Wheat, Fred Toone, 'Annapolis, 'Fowler', 'Kenneth Harlan, 'Wanderer of Wasteland', 'Par. Louise Chan, Doris Stone, Olive Morgan, Alice Pollard, 'Without Rest', 'Par. Martha Tibbets, Anita Kerr, Robert Strange, 'From This Dark Strayway', 'W.B. Robert Lee, script, 'Plan 16', Radio. Dorothy Lee, femme lead, 'The Rainmakers', Radio. David Niven, 'A Feather in Her Hat', Col. Harry Cording, 'Last Days of Pompeii', Radio. 'The Boss', 'The Boss Flower', 'Alien Chan, Grace Goodall, 'Tillian Thaw Water', Radio. Frank Albertson, Arthur Treacher, 'Living Up to Lizzie', 'W.B. John Arthur, Morgan Wallace, 'Black Chatter', 'W.B. Lou Houdry, 'Here Comes the Bride', 'W.B. Booth Howard, George MacQuarrie, Cully Richards, Carlos De Valdes, 'Robin Hood of Eldorado', MG. John Buckler, 'Tarzan Returns', 'W.B. Mike Simmons, screen play, 'The Outcast', Univ. Dan Schary, Joe Hoffman, screen play, 'Your Uncle Dudley', Fox.

Contracts

Hollywood, July 9. Fred Kohler, Jr., signed by William Kierke to be featured in all westerns for 24 months release, with option for 14 more over five year period. Frank Butler contracted by Samuel Goldwyn to work on screenplay of 'Dreamland', Eddie Cantor's next. 'Paramount' renewed its term with Virginia Gray. First writing assignment is on script of 'Too Many Parents'. Del Lord ticketed by Columbia to direct series of shorts. Josephine Dowling, brought from Broadway cast of 'Celling Zero', termed by Warners to play with Paul Muni in 'Dr. Scarteen'. Universal picked up option on Alan Hale, director. Herbert Fields, two year writing contract at Paramount. J. signed to writing contract by Bob Lesser. First assignment collaboration with Don Swift on screen play for Bobby Stone. Vince Barnett signed for two comedy shorts at Educational, with prospect of many other titles in regular series. Lloyd Corrigan ticketed by Universal to direct 'The Great Impersonation', starting in three weeks. Cy Bartlett contracted for continuity at Universal. Warner has lifted options on acting tickets of Erik Rhodes, John Wood and Ronald Graham. Herman Pan, director. Edward Burns, from New York studio, draws term acting contract at Radio. Following her screen debut at Radio in 'She', Fileen Glasgow given term contract by that studio. June Martel signed to term contract at Universal after Warners let her option drop.

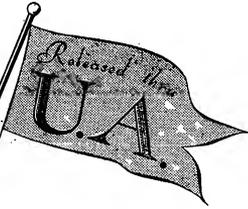
UNITED AIR LINES advertisement featuring a cartoon character and text: 'Only class of the low-cost day flight to Chicago from New York. Also inter-night departure. Overnight from New York to Los Angeles by the air. The most and most experienced airline in the world. Number 608 W. 5th St., Tex. 5124 Office. Travel Bureau, Telephone Office.'





Today, seventeen years after its inception, UNITED ARTISTS stands out more than ever before, the standard of the industry. Founded on a policy of selling and exploiting big, important, individually-produced pictures one at a time, UNITED ARTISTS has met all conditions, experienced no re-organizations, has known no financial set-backs, owes nothing, and is operated substantially by the same personnel that has guided its destinies since its origin. UNITED ARTISTS must be right. For only what is right endures. Now, on the threshold of the 1935-36 season, UNITED ARTISTS again steps forward and announces 24 IMPORTANT MOTION PICTURE FEATURES and 18 WALT DISNEY PRODUCTIONS IN TECHNICOLOR





The announcement of a new CHAPLIN PRODUCTION is always an event! And when TWO CHAPLINS are announced for release in one year the event becomes world news! Proudly, therefore, UNITED ARTISTS announces CHARLIE CHAPLIN in a dramatic comedy of power and dynamic force based on mass production in a big factory. It's CHAPLIN at his very funniest and will set new highs in grosses, attendance and acclaim! Immediately following this production, CHAPLIN will personally produce the story on which he has set his heart for years, a deep, stirring, human drama, starring PAULETTE GODDARD, with an approach so unusual it will make the front pages of the world.

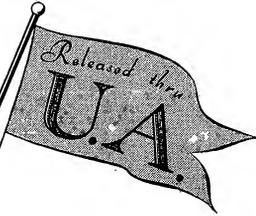
SAMUEL GOLDWYN! *Year in, year out, a symbol of all that is finest in motion picture production!* GOLDWYN! *The man who gave you scores of the screen's outstanding box office successes, will release the following*

*O* SAMUEL GOLDWYN PRODUCTIONS *thru UNITED ARTISTS during 1935 - 1936:*

"DARK ANGEL" *with* FREDRIC MARCH, MERLE OBERON, HERBERT MARSHALL.  
*Directed by Sidney Franklin. From the play by H. B. Crevelyan.*

"BARBARY COAST" *with* MIRIAM HOPKINS, EDWARD G. ROBINSON *and* JOEL McCREA.  
*Directed by Howard Hawks. Story by Ben Hecht and Charles MacArthur - -* EDDIE CANTOR *in* "SHOOT THE CHUTES" *with* ETHEL MERMAN, PARKYAKAKAS *and* the GORGEOUS GOLDWYN GIRLS. *Directed by Norman Taurog*

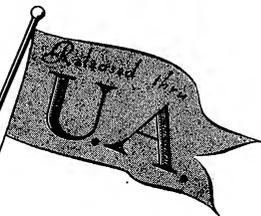




TWO special productions starring MIRIAM HOPKINS with JOEL McCREA: "NAVY BORN" (working title) and "SPLENDOR," an original screen play by RACHEL CROTHERS--And the sixth SAMUEL GOLDWYN PRODUCTION will be "DODSWORTH," the most valuable motion picture property announced in the last ten years! "DODSWORTH"! From the book by the Nobel Prize Winner, SINCLAIR LEWIS, and the play by the Pulitzer Prize Winner, SIDNEY HOWARD!--Never so imposing an array of quality entertainment from America's quality showman! Never such stories! Stars! Directors! 6 SAMUEL GOLDWYN PRODUCTIONS that will set new highs for the box-offices of the world! - - - - -

MARY PICKFORD! *The very name breathes quality! Now, the first lady of the cinema who, year after year, produced the great box-office pictures in which she appeared, will henceforth devote her talents exclusively to production. In association with one of the screen's leading producers, MISS PICKFORD will make 2 pictures for release thru UNITED ARTISTS in 1935-36, each featuring out-standing box-office personalities. A keen and discerning show-woman, with a thorough understanding of what the public wants, MISS PICKFORD will endow her productions with the same high standards of entertainment that characterized the pictures in which she so successfully starred.*





No announcement in recent years created more enthusiasm than the news that DAVID O SELZNICK had formed his own producing company and would release at least 5 DAVID O. SELZNICK PRODUCTIONS thru UNITED ARTISTS during the coming season. No Producer has had a more illustrious background! Born into the industry, schooled in every phase of motion pictures, DAVID O. SELZNICK emerged as a producer in his own right, reaching the heights with an amazing succession of box-office sensations including "David Copperfield", "Dinner At Eight", Little Women, "Viva Villa"! Recall what you did with these! Then look forward to 5 BIG DAVID O. SELZNICK PRODUCTIONS for 1935-1936!

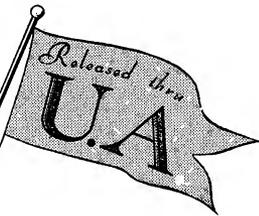
ALEXANDER KORDA, the foremost international producer, who recently gave you "The Scarlet Pimpernel" and "Henry the Eighth", will release 5 pictures thru UNITED ARTISTS in 1935-1936: H. G. WELLS'

"100 YEARS FROM NOW", an amazing spectacle which dares depict the future.

Directed by William Cameron Menzies - "THE MAN WHO COULD WORK MIRACLES", another great H G WELLS story, with ROLAND YOUNG.

Directed by Lothar Mendes - ROBERT DONAT in "THE GHOST GOES WEST" by Robert Sherwood. Directed by Rene Clair - CHARLES LAUGHTON in Edmond Rostand's "CYRANO DE BERGERAC" - - and CHARLES LAUGHTON in "THE LION OF MAYFAIR", by Robert Sherwood and Lajos Biro.





EDWARD SMALL and HARRY GOETZ, who gave you such box-office successes as the "Count of Monte Cristo" and "Transatlantic Merry-Go-Round", will release 3 RELIANCE PICTURES thru UNITED ARTISTS in 1935-36:

BARBARA STANWYCK in "RED SALUTE" with ROBERT YOUNG, Hardie Albright, Cliff Edwards, Gordon Jones. Directed by Sidney Lanfield --

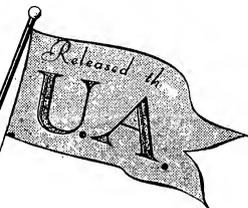
"THE MELODY LINGERS ON", with JOSEPHINE HUTCHINSON, HELEN WESTLEY and others.

Directed by David Burton -- "THE LAST OF THE MOHICANS", James Fenimore Cooper's world-renowned classic, to be produced on the lavish scale that marked "The Count of Monte Cristo" Rely on

RELIANCE to add 3 great box-office successes to your 1935-1936 line-up.

20th CENTURY PICTURES will release one production thru UNITED ARTISTS in 1935-36. Joseph M. Schenck presents CLARK GABLE in Darryl Zanuck's production "CALL OF THE WILD" with LORETTA YOUNG and JACK OAKIE. Directed by William Wellman. JACK LONDON'S great story of the roaring Klondike gold rush days offers GABLE his most colorful role. It's a drama revealing the turbulent, inner passions of nature in the raw. Fighting for the woman he loved in a land where men make their own laws, GABLE gives a performance that will be the talk of the season. This picture is ready for you NOW -- when you need it! Start the new season with a hit! UNITED ARTISTS paves the way to profit!





WALT DISNEY draws--and how! Every exhibitor concedes it! For no pictures produced since the birth of the screen have enjoyed more consistent acclaim! Exhibitors feature DISNEYS above the feature! Critics review them over the full-length attractions on the same bill! Little wonder, then, that showmen everywhere cheer the news that UNITED ARTISTS will release 9 SILLY SYMPHONIES and 9 MICKEY MOUSE PICTURES during 1935-36! BOTH SERIES IN GORGEOUS TECHNICOLOR-- 18 WALT DISNEY PRODUCTIONS IN ALL. Like all pictures released thru UNITED ARTISTS, DISNEY PRODUCTIONS are sold on their own; never with any other attractions! The ultimate in entertainment! ~ ~ ~ ~ ~

2 CHARLIE CHAPLIN  
PRODUCTIONS

6 SAMUEL GOLDWYN  
PRODUCTIONS

2 MARY PICKFORD  
PRODUCTIONS

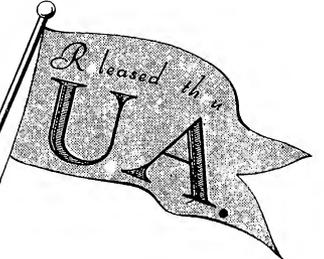
5 DAVID O. SELZNICK  
PRODUCTIONS

5 ALEXANDER KORDA  
PRODUCTIONS

3 RELIANCE  
PRODUCTIONS

1 ZANUCK  
20th CENTURY PICTURE.

18 WALT DISNEY  
PRODUCTIONS



24

IMPORTANT MOTION  
PICTURE FEATURES

and

18

WALT DISNEY  
PRODUCTIONS

CONTRACTING BEGINS JULY 15th THRU  
UNITED ARTISTS EXCHANGES

ALL OVER THE WORLD



Comparative Grosses for June

\$1,353,000 Conspiracy Sued by ITC vs. Majors

Stock Market

(Continued from page 27)

MONTREAL

Table with 4 columns: Date (June 6, 13, 20, 27) and Title/Box Office Grosses for Montreal.

PROVIDENCE

Table with 4 columns: Date (June 6, 13, 20, 27) and Title/Box Office Grosses for Providence.

SEATTLE

Table with 4 columns: Date (June 6, 13, 20, 27) and Title/Box Office Grosses for Seattle.

PORTLAND, ORE.

Table with 4 columns: Date (June 6, 13, 20, 27) and Title/Box Office Grosses for Portland, Ore.

Canadian Exhibits Balk at Performing Society's New Tap

St. John, N. E., July 9. Vigorous objection is being registered against a new levy by the Canadian Performing Rights Society on picture theaters...

FREE MILITARY SHOW BOMBARD NW'S B.O.'S

Tacoma, July 9. National Guards, tear gas and over 60 state police held the corner of the stage here for a warrent military show...

Lincoln, July 9

Independent Theaters, Inc., defendant since April, 1934, is seeking \$1,353,000 damages in a charge of collusion and conspiracy...

Plaintiff operated the Orpheum, 1,200 seater; Liberty, 1,400 seater; and Riatio, 1,100 seater. Previous to such possession, according to the petition, Paramount and Cooper...

By agreement, Livingston, the operator of the Strand, took the action and western pictures, allowing the Cooper enterprise the cream of the output of the defendant distributors. Since, before ITC came to town, Cooper controlled the three theaters...

When the Orpheum started using vaudeville in 1933 a new picture was entered into with the RKO Vaude Exchange to furnish vaudeville for the theaters. This organization being a subsidiary to RKO Distributing Corp. The latter after three weeks refused to furnish further bookings...

When all the theaters were lost in 1934 a reorganization was \$21,000 in debt as result of this alleged conspiracy, it is stated. In addition, the operating losses were valued at \$100,000 for the Liberty; \$130,000 for the Riatio, and \$200,000 for the Orpheum...

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Incorporations NEW YORK

Lincoln Dade Ranch, Inc., business of conducting the operation of hotels, amusement places, etc.; capital \$100,000. Officers: J. J. Dorch, 48-08 54th Ave. Maspeah, L. I. City; J. J. Dorch, 48-08 54th Ave. Maspeah, L. I. City; J. J. Dorch, 48-08 54th Ave. Maspeah, L. I. City...

Change of Directors

Metlan Invest Research Corp., Inc. (dissolution). Memberships: Metlan Invest Research Corp., Inc. (dissolution).

CALIFORNIA

Orchella P. notes motion picture business; capital, \$25,000; subscribed \$10. Directors: Benjamin S. Horton, 1111 Broadway, Los Angeles, 9; J. J. Dorch, 48-08 54th Ave. Maspeah, L. I. City; J. J. Dorch, 48-08 54th Ave. Maspeah, L. I. City...

(Continued from page 6)

made several weeks ago and that the company might show nearly \$11 per share for the year which came to a close in June. Expectation of such savings earnings, as well as belief, which was recorded here several weeks ago, that company officials would issue a stock dividend of 25% to 50% are held responsible for this concerted bull movement in the stock.

It also will be recalled that attention was directed to the fine calibre of buying that was going into Columbia Pictures several months ago. That the stock has been actively supported on the climb to sensational peaks is best seen in the week the Columbia Pix preferred issue has held back in Over-the-Counter trading. It was quoted at between 46 and 48, more than 30 points below the price of the active certificates on the big board.

Leew Common Moves. Leew's common got out of its narrow trading range between 41 and 43 in Saturday's trading. It pushed ahead to make a new high at 43 1/2 and then extended this to 43 3/4 on Monday's trading. Numerical volume in the stock was aided by the bullish sentiment directed towards these two leaders Saturday.

Outstanding among these was Warner Bros. preferred, which lifted to 26 1/2 not far from its 1935 top price. It was up 1 1/2 points in this day's trading. Profit-taking cut this down to a fractional advance Monday.

For a moderately price stock, remarkable gains were chalked up by American Seating, which swept upwards to a new top at 9 1/2. The issue was up 1 1/2 points at the finish. Pickup in business not only for theatres but in other lines is held responsible for the market advance in which this company's stock value has been enhanced.

Radio B was up nearly 4 points when it hit a new peak quotation for the year early in the week. This move was based largely on the belief that some re-organization or payment arrangements on this preferred issue might be taken by company directors at the meeting this month.

Aside from Columbia Pictures, the most remarkable performance in the amusement list was turned in by Westinghouse common, which hit its new high for the year Monday at 55 1/2. It was up 6 points at this level.

Summary for Week Ending Monday, July 8: STOCK EXCHANGE

Table with columns: High, Low, Sales, Issue and rate, and Net. Lists various stocks and their performance for the week.

picture companies did not show remarkable gains, all were firm or slightly higher. Universal preferred again slipped, going down to a new low for the year at 30. It became apparent towards the close of the week, that the public liquidation of Technicolor stock had run its course. And starting Friday, it started pushing ahead, and regained all the ground lost during the week. The stock had slumped to 15%, as many decided to cash in on their profits. It came back to 20, and closed at 15%, for a fractional advance on the week. Apparently the awaiting of interest in amusement issues, particularly picture stocks, was based on the belief that theatre box office receipts have been holding up well despite hot weather. Bound up in this steady business for theatres, presumably, is the increased use of cooling systems in many houses, as well as the adaptation of price scales calculated to hold regular patrons despite summer outdoor competition.

Bonds Not So Hot. Little interest was shown in the amusement bonds, but most of the interest in bonds during the week. Fractional advances were made by Keith 6s, General Theater Equipment 6s, RKO debentures, and Paramount-Broadway 5 1/2s certificates. Practically all other Paramount bonds were up 75 cents to one point.

Remarkable showing of stock market in past week was seemingly due to the outlook for business this fall and winter. Many trade indices showed improvement but not sufficiently to warrant market's optimism. The increased use of cooling systems in many houses, as well as the adaptation of price scales calculated to hold regular patrons despite summer outdoor competition.

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Baldwin Liquidates Radio Code Authority; Stations Get Refunds

New York Radio Parade

By Nellie Revell

Washington, July 9.

Final steps to liquidate the radio code authority were taken Monday...

N.A.B. Politics

(Continued from page 43)
out ways for obtaining representation of their interests on N.A.B. roster officers and directors.

BURNING OF THE GREEN

Hibernians Pleased as NBC Pays no Attention

Baltimore, July 9.
Ancient Order of Hibernians convenes here next week for its International Convention...

Convention committee has met and taken up the matter of getting no network broadcast...

John Royal, NBC v.p., is touring Europe. July 1 NBC John had an audience with his Holiness the Pope...

Viv and Lucy Switch Spots

After a full year on Melodiana, Vivienne Segal switched to Waltz Time another program of the same sponsor...

WOR Reports It Wounded

WOR sales department decimated by accidents recently. Bob Catherwood shot himself in the leg with a rifle...

Short Notes

Roy Campbell Royallists, vocal group, once known as Roy Campbell 'Swanee Singers' and on CBS with Kate Smith...

Indies Organize

(Continued from page 43)

combine was interested in indie station rates and areas covered were agreed upon...

Scrambled Notes

Joe Cook exits on August 19...Mark Hawley and Agnes Moorhead... Ruth Edding reworked for Kellogg...

JOHN SHEPARD ADOPTS METER FOR HONES

Boston, Boston, July 9.
John Shepard, 3rd, pres of the Yankee Network is interested in a newly developed...

Traveling

Travel expense for code authority meetings aggregated \$3,310.04...

Detailed report sent to all industry members by chairman...

Ward's Speech

(Continued from page 43)
remark about not being a candidate for re-election by recalling that he used the same title every time he ran for re-election as Congressman.

Andrew Cruse, chief of the electrical division of the Department of Commerce, drew none too optimistic picture of the immediate future of television...

Understood that the device was offered through the channels of Shepard...

Sophie Tucker as Splier

Sophie Tucker, who airs her Music Hall over WHN, New York, is doing some extra commercial...

Lou Forman Quits

Lou Forman as musical director at WINS, New York, resigned as a committee to determine purposes of group and get it going...

John Battle wed to Miss Rosemary Franklin Von Brandenberg of New Rochelle, N.Y. on July 6, in Chevy Chase, Md.

Peter Dixon reading a Tom Swift script...Warning now has entire eighth floor of WJMA building...Chevrolet renewing its recordings...





# Why and How Advertising Agencies Use

## VARIETY

¶ Probably the most ticklish job in the modern advertising agency today is the creation of radio entertainment. VARIETY helps advertising agency executives understand showmanship, values and theatrical trends.

¶ When an advertising agency undertakes to produce radio entertainment, which must hold an audience against competitive programs, that agency **IS IN SHOW BUSINESS**.

Some of the many and varied uses to which Variety has been put by leading agencies is briefly suggested in the following list:

*Batten, Barton, Durstine & Osborn*—Uses VARIETY to check relative values of stellar personalities and for general data.

*Benton & Bowles*—Uses VARIETY compilations on radio showmanship and allied subjects as supplementary to its own research.

*Cecil, Warwick & Cecil*—Used VARIETY stories and comment as an integral part of its sales presentation for the Vick program. Checked VARIETY records to confirm and establish the box-office value of Grace Moore.

*Joseph Katz*—Guided in its selection of comedians by VARIETY comment.

*Lennen & Mitchell*—Checked through VARIETY for corroboration on popularity and box-office ranking of Mary Boland and Charles Ruggles on Lehn & Fink program.

*Lord & Thomas*— Uses VARIETY as checking source for popular music on its programs. (This is one of the commonest uses by advertising agencies of VARIETY news service.)

*McCann-Erickson*—David Brown, of this agency, declared over a year ago that "VARIETY has become the bible of the advertising agencies so far as radio is concerned."

*J. Walter Thompson*—Clips and files VARIETY reviews of talent, and box-office report on stars, plays, films, etc. Used VARIETY clippings as evidence in recent presentation to Standard Brands of the Houston, Texas, radio program now on NBC as "Voice of the People."

*Young & Rubicam*—VARIETY showmanship ratings of local stations supplemented agency judgment in spot broadcast expenditures. Agency featured VARIETY reviews of its showmanship efforts in its own advertising.

# League for Decency in Radio Meets Aug. 15; Vague as to Backers

After striving for five weeks by personal message, telephons and telegraph to learn the official or unofficial spokesman for the so-called National League for Decency in Radio, a representative of VARIETY, who sought more specific information regarding the league, received the following letter:

"In answer to your telegram of July 5th, pleased to advise that Miss Martin, and others active in the formation of this organization, have sent a great deal of time away from New York during the past two months. In fact, a number of those most actively interested are now on the Pacific Coast, some of them having only recently left Seattle.

"As stated, very distinctly, at the top of this letterhead, the National League for Decency in Radio is 'In Process of Formation,' and it is the intention of all those inter-

ested to make it a reality in fact, as well as in name.

"A complete National and State roster of officers, and committees is not yet available for publication, but I have been asked to answer your telegram, and to advise you that the first general meeting of this organization is scheduled for August 15. The place, and the time, will be supplied to the press in ample time for your organization, and others, to have representatives present.

"I have also been asked to advise you that the National League for Decency in Radio is not seeking any funds from the public. Furthermore, it is not a secretariat, non-political, and has the endorsement, and the signed membership blanks of a large number of prominent, influential and outstanding men and women throughout the country.

Yours very truly,  
P. Small.

As't. to Secretary,  
Veil of Secrecy

Despite its stated purpose of intending to eliminate unclean and indecent items in radio broadcast programs, the activities of the National League for Decency in Radio have thus far operated behind what amounts to a smoke screen.

Little or nothing is known about the organizers or the members of the league at the West 42nd Street office, the only headquarters named for the press. This recipient at the other office apparently had never been introduced to Miss Martin, though it was learned that a "tail man" called for mail either early or late every other day. But no lettering identification is carried on the door at Suite 2515, which is locked sternly at all times except when the unknown man calls.

The blasts which the league emphasizes in the publicity letters and other material apparently contain an alien propaganda in radio programs seems to be the only clue as to its principal backers. The "tail man" pamphlet it recently issued, in which an appeal was made to urge congressmen to force the Federal Communications Commission to act, was devoted to excerpts from a press setting forth the squabble over NBC's representative of the program which an allegedly suggestive Spanish song was used.

## One-Way Censorship

Memphis, July 9. Local newspapers have refused to accept any advertisements or news matter pertaining to the Greyhound Dog Races at West Memphis—so the promoters have tied up with WABC, for their advertising. Have a program on the air daily.  
Commercial owns Station.

## PRIVATE DWELLINGS HOUSE WLW DEPTS.

Cincinnati, July 9. General juggling of departments is on in broadcasting divisions of Crosley's WLW and WSAI. Conningly and publicly departments and artists bureau have been transferred from eighth floor of main building to pair of former frame dwellings across Arlington street, allowing more room for increased sales department, arranging staff, copyists and advertising managers.

Lower seven floors of main building are devoted to offices and plant of Crosley's radio set and electric refrigerator manufacturing business, with several smaller factory buildings in operation nearby.

Use of the old residences is understood to be temporary, pending addition to main building of another story or two, or building of wing to it. It is possible that Crosley may acquire downtown quarters for business and several other departments of his broadcasting division.

## North Dakota Needs Add Service, Sez M. H. Dalberg

Washington, July 9. Granting of permission for the erection of another quota-exempt broadcasting station, at Valley City, N. D., was recommended last week to the Federal Communications Commission by Examiner Melvin H. Dalberg. Application, who wants to use 1500 k.c. with 100 watts, of George B. Bailey, manager of KGXC, Wolf Point, Mont.

Reviewing testimony, Dalberg concluded that sufficient need for local service was established and reported that Bailey is legally, financially, and technically qualified to erect and maintain the projected station.

## Lawyer Sues Horse Race Spieler Name of Charles Carroll Used by Radio Announcer Prejudices People, Charged

Seattle, July 9. Charles O. Carroll-KIASC suit here took a new turn last week when Superior Judge Kazis Kay, after hearing in court records of the broadcasts of Charles Cavalier, KIASC race commentator, in which he said that Cavalier was to continue using 'Charles Carroll' as his name in his broadcast, identified himself during each broadcast as not being Charles O. Carroll, the Seattle lawyer and former athlete.

Carroll, the lawyer, instigated suit for \$50,000 against KIASC recently. He is the brother-in-law of name, well-known in athletic circles, in connection with the ponies damaged him in his profession. The former all-American University of Washington football star declared that those of his clients who regard horse-racing as a sport, should be in favor, often believed that he was the commentator, to his disadvantage.

Carroll demanded an injunction to stop Cavalier from conducting his radio race program under the name of Charles Carroll. Carroll explains that he used the name 'Carroll' because it was his mother's maiden name, and was more easily understood than his own over the radio.

Since the complaint was first filed, Cavalier has identified himself in each of his broadcasts as not being the lawyer-athlete Charles Carroll. He will continue doing so under this temporary court order, pending trial of the suit on 11 merits, but that will probably be made from now, after the racing season ends.

## WJJD Closer to Chi

Chicago, July 9. Station WJJD has received permission from Federal Communications Commission to remove its transmitter from Mooseheart, Ill., to Dempster street and Ballard road. Vertical radiator will be included in new equipment.

## Gene Marshall Sticks

WHN, New York, and Gene Marshall, chief announcer have squared differences, with the result that neither sticks on station as per usual, handling most of the major ether spreads.

Squabbles was over a recent fight broadcast in which a sponsor kicked over production, and the announcer was blamed. Matter was squashed during the week, with Marshall remaining.

## Tranter Majors in Mags

Buffalo, July 9. Jimmy Tranter was here last week to study up on some of the radio tough-guy roles he's been getting. His father, Edward L. Tranter, is Erie County jailor and when Jimmy's in town he lives in the jail with his father and can get a line on the prisoners.

Tranter has been doing gangsters for Eno Crime Clues and a pugilist for Kellogg's 'College Prom.'

Russ Hodges handled broadcast of first night game 'twixt Cubs and Reds from Cincinnati July 2 via WIND, Gary, Ind.

# BALT. EDITORS PEEVED AT NBC

Baltimore, July 9. Newspaper radio editors here have been squawking plenty of late over the program listings sent out by NBC. Claims so many corrections are sent in afterwards that it is impossible to keep abreast of 'em. Then, when the programs carried in papers are wrong in some particulars, newspapers get the blame when readers phone and complain about the errata.

Added beef is that the corrections sent out by NBC from N. Y. usually arrive in Balto day late—or after the papers have been on streets for hours. The ether eds also point out frequent miss-spellings in copy received from worse conflicting spellings on different copy.

Editors have hammered matter at local NBC carriers, and last week WFBZ, local red ribbon rep, sent note on to NBC in N. Y. According to one of the radio writers on paper here, Mary Small (local lass, hence the close following on her activities) was down on copy sent by NBC for late afternoon 15-minute sustaining program for two full weeks after she left network to go into Steel Plant, Atlantic City.

As ever, editors intensely dislike carrying 'to be announced' lines. Figure the unknown public couldn't even tell when they report to it, but they would rather do it than conscientiously list what at last might be replaced by another program of different nature.

## MOVE OR MUTE LAW DELAYED UNTIL AUG.

Havana, July 5. Local stations with more than 550 watts will have to either move from the city limits or decrease their power within 60 days, by special order of the Secretary of Communications.

Six months' period given stations by the law expired June 20 and at the last minute a reprieve was given, but according to Nicolas G. de Mendoza, Radio Commissioner, no extension will be given on Aug. 31 the station not within the law will be shut down.

## Spanish Writers on Shortwave to S. A.

Madrid, June 28. Spies by noted Spanish literary has been contracted for by Radio Prieto, Buenos Aires, for retransmission in Argentina. Programs will be broadcast from EAQ's short wave outlet, beginning July 10, with the talks being aired from 8:15 to 8:30 p. m., EST.

Signed for the broadcasts are Jacinto Benavente, dramatist and Nobel literary prize winner, who will chatter thrice; Federico Garcia Sanchiz, lecturer, and Federico Garcia Lorca, playwright, two appearances each; Count of Romanones, veteran politician, statesman and writer, once.

Radio Prieto's contract with EAQ calls for one month's broadcast with option to extend it. Remainder of the month's airings will be handled by Lopez Martin, EAQ commentator, newspaperman and dramatist.

## Kay Van Riper Back

Hollywood, July 9. Kay Van Riper, who has been east for some time, following several years of historical broadcasts over KFWB, returned to local station Monday (8) for a new 15-week series of 'Coronets.'

Under her new series she will produce and other the life of 'Cleopatra.'

## HOTAN TONKA HUNKADORA

Chicago, July 9. WLS gave Hotan Tonka Hunkadora, a Wabigoon tribe of the northwest, two chances to display his legendary knowledge of animals and things primitive. Some 400 letters from WLS will put the Indian on a sustaining period in fall.

Main reason from teachers and Boy Scout Masters.

**RUTH ETTING**  
Kellogg's Pop  
WJZ-NBC  
FRI. 10-11 P.M.  
DST

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.

**Victor Young**  
SHELL OIL  
SATURDAYS  
WEP  
8:30-10:30 P.M.  
DST

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**BARRY MCKINLEY**  
Fifty-second Week  
P. & G. Gamay  
DREARLY COLLEGE  
TRIBUTE  
8:45-10 P.M. EDT  
Thurs.

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**MILLS BROTHERS**  
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**AL DONAHUE**  
SANDS POINT  
BATH CLUB  
LONG ISLAND

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.

**RAY NOBLE**  
RAINBOW ROOM  
Radio City, New York  
WEDNESDAY  
10:30-11 P.M. DST  
COTY

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.  
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**BOSWELL SISTERS**  
July 8th  
Palladium  
London

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.

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And His ORCHESTRA  
ON TOUR

Every Wednesday, 8-8:30 P. M.

**B. POLFE  
A. POLFE**  
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Silvertown Orchestra

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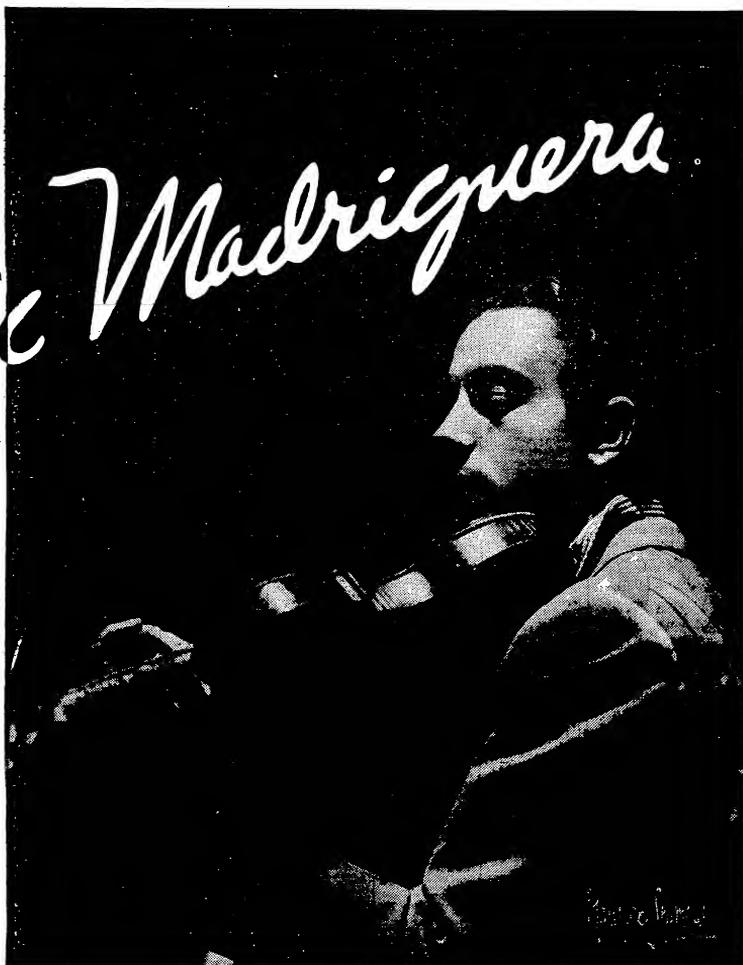
NOW IN LONDON  
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**VAUGHN DE LEATH**  
MON, WED, FRI.  
3:30-3:45 P.M.  
WJZ-NBC  
COAST-TO-COAST  
Personal Mgr. HERMAN BERNIE

# Enric Madriqueria



NBC ARTISTS SERVICE WELCOMES YOU TO OUR ROSTER OF DISTINGUISHED ORCHESTRAS UNDER THE EXCLUSIVE MANAGEMENT OF OUR NEWLY ORGANIZED ORCHESTRA DIVISION. WE PLEDGE THE SAME COOPERATION IN YOUR BEHALF WHICH WE ENDEAVOR TO GIVE ALL ARTISTS UNDER OUR MANAGEMENT.

(Enric Madriqueria will be heard over NBC-WJZ—July 13 at 7:15 P. M.; July 16 at 10:00 P. M., E. D. S. T.)

Other noted orchestras under our management include: Jolly Coburn, Reggie Childs, Richard Himber, Oliver Naylor, Joe Rines, Harry Reser, William Scotti, Paul Whiteman and Dorsey Brothers (by arrangement with Rockwell-O'Keefe, Inc.)

NBC ARTISTS SERVICE  
OF THE NATIONAL BROADCASTING COMPANY, INC.  
NEW YORK • CHICAGO • SAN FRANCISCO

COMMERCIALS WEEK OF JULY 10-16

This Department lists sponsored programs on the NBC, CBS, and Mutual networks arranged alphabetically under the advertiser's name...

ACME PAINT 9:30-Su-WABC Smiling McConnell... AMERICAN HOME PRODUCTS (Amerc)... BROWN'S WEAPONS... COLLEGE OF BUSINESS...

ROCKY 9:30-Su-WABC... MARYKELLINE 9:30-Sa-WABC... 9:45-p.m.-Tu-W-F... 8:55-p.m.-Tu-W-F... 8:55-p.m.-Tu-W-F... 8:55-p.m.-Tu-W-F... 8:55-p.m.-Tu-W-F...

9:30-Su-WABC... 9:30-Su-WABC... 9:30-Su-WABC... 9:30-Su-WABC... 9:30-Su-WABC... 9:30-Su-WABC...

New Business NEW YORK CITY

Best Products, six times weekly at 5:45 p.m., presenting concert music... National Food Bureau, Inc., six days a week... Beauty Shem Corp., twice weekly...

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

GEORGE GIVOGI CURRENTLY ROYAL FROGGS CAFE CHICAGO

LEON BELLOGO And His ORCHESTRA Week July 5 CHICAGO, CHICAGO

ARMOUR HOUR with PHIL BAKER WJZ, Fridays, 8:30-10 P. M. Sole Direction, HERMAN BERNIE

GRACE GARRE And His ORCHESTRA Week July 5 CHICAGO, CHICAGO

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SHERRY ARNO'S APPEARAL, daily series, for 26 weeks, presenting Fall Fortune's advice during the daytime... 11:15-11:30 AM WABC 'Mogie Reilly'... 11:45-12:00 WABC 'Mogie Reilly'... 12:15-12:30 WABC 'Mogie Reilly'...

WAL SHAYNE Radio's Ambassador of Song

LOEWS' HEADLINE THEATRES 'A Radio Sensation' Without the slightest dash, the greatest singer of popular songs on the air today. 'Wotta voice'!

THIS WEEK, JULY 5 Loew's Century, Baltimore WEEK JULY 12 Loew's Fox, Washington D. C.

MARY HAYES AND HIS ORCHESTRA

Broadcasting NBC HOTEL AUSABLE CHASM

RADIO'S PREMIER MIMIC WARD WILSON

BEAR OF 'TITY BITTY KIDDIE' HOUR WHN WEEK JULY 5 CHICAGO THEATRE CHICAGO with PHIL BAKER'S REVUE Personal Management NBC ARTIST BUREAU

EMERSON GILL AND ORCHESTRA ENROUTE

**Wired Radio with News, Sports  
Promised in Phila. July 15**

Wired radio is promised as an actuality in the east on or shortly after Monday, July 15. News and sports will predominate in proposed services with 12 to 14-hour day maintained for subscribers, excepting Sunday. Service is primarily for and available to places of assembly, which will include grill, restaurant, hotel bars, and special rooms in hotels but, of course, will go to any client able to pay for such a wired radio.

Ticker News Service, Inc. promises the service and the project is reported fully planned. Company also has an office office in Philadelphia which is the first step towards securing a license from the Federal Radio Commission and to organize studios in various city offices throughout the United States, has formed a new corporation, known as Lang-Worth Feature Programs, Inc.

Actual test programs will be started this week at the first studio in Philadelphia. Later company expects to have studios in New York city and Boston, with the studio line-up eventually extending to all big centers of population.

Ticker News Service, which is headed by Leo Lane, claims 600 subscribers for the wired radio in the metropolitan area and nearly 200 contracted in Philadelphia. Services to be sold on a monthly rental charge but, in case of failure, no charges will be made except the length of time to the subscriber. One rate applies to the Times Square district, while a different one is set for outlying districts.

**I. N. S. Service**

Ticker News Service has contracted for complete general news and sports coverage with International News Service and will maintain its own staff of reporters at the principal race tracks for racing news. Later set up is expansion of machinery and accurate broadcasting of race results as a highlight in the service.

Firm is an outgrowth of the old N. Y. Curb Exchange Ticker Service which ceased to function when his on the curb dwindled after March, 1933 and he is now a prominent figure in the industry.

Besides the news broadcasting, music and other entertainment is contemplated there will be a period of silence for the food speakers. However, present plans call for subordination of all programs to the news. In addition to general news broadcast periods, arrangements are being perfected for cutting into any program with special bulletin or news of sports flashes.

**ATTY.-GEN'L OF  
STATE SUES  
ASCAP**

Seattle, July 9.

Radio's war against the American Society of Composers, Authors and Publishers moved last week to the western front, when Attorney General G. W. Hamilton of the State of Washington obtained in the superior court at Olympia an order temporarily restraining ASCAP from making any further collections from the users of copyright music in the state pending a hearing on the matter which has been set for July 22.

This action, independent of the recent Federal government suit against the society, is believed to have been pushed by Kenneth C. Davis, managing director of the Washington State Broadcasters' Association, and the Seattle lawyer who won for the Bellingham station, KXVO, its news suit with Associated Press last fall.

Complaint charges ASCAP with being a nefarious combination and conspiracy to restrain trade and commerce in the state that has been functioning as an illegal monopoly and trust in violation of the state constitution, 'for the purpose of fixing the price and limiting the production of musical compositions and the public performing thereof,' dominating the radio, hotel, and entertainment industries. This is based on the statement in the Washington constitution that 'no association of any persons, foreign or domestic, shall in any manner whatever, fix the price, etc. of any product or commodity.'

A peculiar circumstance of this suit is the fact that the list of defendants, aside from including ASCAP and its various officers, includes several of the state's radio stations on the grounds that by paying the so-called 'illegal' fee to ASCAP they are aiding and abetting a monopoly. This move appears to be, however, just a bit of strategy that will bring radio opponents before the court where they will make the statement that ASCAP is a monopoly and pray that the injunction be made permanent.

**WPTF**, Raleigh, N. C. lost its 380-foot tower in a wind storm, but by a freak there was no interruption of programming.

**Revised Cuban Radio Code  
Sets Strict Limits on Copy  
But Liberalizes Sunday Law**

**Here and There**

Craig Lawrence of Iowa Broadcasting co. ill with the mumps.

Baltimore broadcasters attending the N. A. B. convention: Tommy Lyons, director, WCMA; Edwin Spence, director, WBAL; Hope Carroll, Jr., director, WFBR; Furrell Gould, commercial manager, WFBR; and Bob Maslin, promotion manager, WFBR.

Bob Hawks, former WCFL announcer, new regular duty at WBBM, Chicago.

Portland Symphony Orchestra, currently filling an engagement in the Ford Bowl, at the San Diego exposition are removing over KHJ, Los Angeles and the Columbia network daily from 3 to 4.

Carroll King who joined the staff of the Commercial Appeal Radio Station WMC in Memphis last winter, has been placed in charge of national advertising at WMC.

WSM, Nashville, has expanded its sports program, and is devoting two five-minute teams daily. Jack Harris, announcer, is assisting Freddie Russell, editor of the 'Banner'. E. C. Headache Powers is sponsoring.

Agnes M. Scott, assistant treasurer, WGR-WKBF, Buffalo, taking a month's vacation in California.

Only stage presentation in Buffalo theatres this summer is WBEN Amateur Hour, added from Shen's Buffalo Tuesday nights. Amateurs continue despite theatre's dropping of all other stage stuff for hot season.

Ralph Robertson, formerly with KFI, Los Angeles, has joined announcing staff at WOR, New York.

Ray Bright, radio advertising salesman, has been named commercial manager of KTRH, Houston. He succeeds Jerry Belcher, who left to broadcast his Voice of the People from the sidewalk of New York on NBC for Fleischmann.

Commercial programs may be heard over the air again on Sundays, as they are allowed by the new decree signed Tuesday (2), which forbids the use of phonograph records of Cuban music, but with Cuban composers and brings the electrical transcription to recognition by allowing them to be used as regular programs, without restrictions.

This measure puts an end to the fight waged by the local broadcasters against the so-called 'Sunday Rest Law' of Sept. 8, 1934, which forbade newspapers from publishing on Sundays after 11 a. m. or Monday before 11 a. m. and at the same time forbade radio stations from broadcasting news or reading commercial announcements in their programs in the same period. The only thing the old decree permitted was to name the sponsor at the start and ending.

New regulation restricts announcements to 30 words. In a quarter-hour program three announcements are permitted, two of 30 words at the beginning and ending and one in the middle of just 15 words.

For musical programs of a full hour, using orchestras of no less than nine (in variety programs with no less than 15 performers) two different sponsors are allowed, but their announcements are restricted as in the quarter-hour programs.

In the dramatic programs of no less than 90 minutes time, five different sponsors are allowed, but their commercials can just be read in between, the acts and no more than 30 words each.

Positively no phonograph records are to be played of typical Cuban music nor song or composition by artists and performers of Cuban citizenship or residents of Cuba.

Electrical transcriptions made for radio purpose are allowed as regular programs, but must be submitted first to the Radio Commission, which will pass on them.

New law, fashioned by Nicolas G. de Mendoza, young Radio Commissioner, shows clearly his ambition to set a high standard for radio here.

**FCC's Washington Hearings**

Washington, July 9.

One new station and one power increase received approval of the Federal Communications Commission last week for three requests for new stations were advanced.

Commish oked request of KCRG, Zenid, Okla., for frequency shift from 1370 to 1360 kc, and an increase in night power from 100 to 250 watts; also the application of Moxey Broadcasting Co. for new station at Rockville, Md., operating daytime on 1140 with 250 watts.

Permit requests which the commish denied were those of Pierce Silver, O. L. Bayless and J. W. Steele, Jr., for new 100 watter at Duncan, Okla.; Raymond L. Hughes, for 100 watter at Midland, Tex.; and Big Spring Broadcasting Co. for 100 watter at Big Spring, Tex. In each case, examiners were satisfied by the broadcast division decisions.

**WAAT**, Out of Woods

Future of WAAT, Jersey City, which has been in jeopardy for months because of program trouble, was made safe when the commish, accepting recommendations of Examiner R. H. Hyde, granted a renewal license and dropped charges the public interest was not served. At the same time the commish changed his mind about the renewal plea of WJEW, New Orleans, which had been scheduled for hearing, and granted the requested extension.

**Flight of David Stern**, New York and Philadelphia publisher, for a New York outlet was renewed when the commish granted the newspaper owner's request for reinstatement of his original request for a construction permit and grants consent for Stern to intervene in the hearing.

**Plot of KQV**, Pittsburgh, and WSMK, Dayton, O., for continuance of permission to broadcast simultaneously during night hours for the month of July was turned down. Stations, now licensed for simultaneous day-light operation, must sharing 1390 channel between 8 p. m. and midnight with WSMK power limited to 200 watts.

Eleven requests for new stations, power boosts, and frequency transfers went on the hearing schedule. Applications include: Wayne Broadcasting Co., Hamtramck, Mich., now station on 1370 with 100 days; Champain News-Gazette, Champaign, Ill., new station on 1370 with 100; Pauline Holden, Porterville, Calif., new station on 1210 with 100; KPRC, Beaumont, Tex., increase power from 500 night and 1 kw day to 1 kw day and night; G. A. Patterson, Chattanooga, Tenn., new station on 1200 with 100; WJAS, Pittsburgh, Penn., increase day power from 2 1/2 to 5 kw; Robert E. Cole, Washington, Penn., new station on 1450 with 100 days; KFMJ, Grand Forks, N. D., change frequency from 1370 to 1410 and boost power from 100 to 1 kw night and 5 kw day; KYSL, Salt Lake City, Utah, increase power from 1 to 5 kw; American Broadcasting Co. of Ohio, new station on 890 with 100 night and 1 kw day; and KGA, Spokane, Wash., extension of special authority to change frequency from 1470 to 950 with increase in day power from 2 1/2 to 5 kw.

Following new applications were filed during the week: WGAR, Cleveland, change frequency from 1450 to 890; KPRC, Houston, Tex., increase day power from 2 1/2 to 5 kw; and Eastern Utah Broadcasting Co., Price, Utah, new station on 1420 with 100.

**Statepost Revives J. J.**

Hollywood, July 9.

Ralph Farnum has set Jim Jeffries, oldtime heavyweight champ, as guest star on Al Johnson's Shell Show next Saturday night.

This is due to Jeffries' breaking into Saturday Evening Post with an article last week.

**Mary Small Set for Summer**

Atlantic City, July 9.

Mary Small, with her Little Playhouse now in its eighth week at the Steel Pier here, has had her ticket renewed for the entire season.

Originally show came in on a four-week contract but management increased time for duration of season.

John Lewis, baritone, was returned to WSM, Nashville, after a recent 'mums' concert (reported from Dallas to Roanoke, Va.

Starart Sterling, scripter of the Bio Crime Club series, etc., has an article in current 'Writer's Digest' on 'How to Write for Radio.'

"SMART RHYTHMS FOR THE SMART SET"

# DORIC RICHMAN'S

AND HIS BALTIMORE ORCHESTRA

NOW APPEARING AT  
**VIVIAN JOHNSON'S  
SUMMER CLUB**  
MONMOUTH BEACH, N. J.

FEATURED FOR THE SEASON WITH  
**YACHT CLUB BOYS  
SOPHIE TUCKER  
HARRY RICHMAN**

PERSONAL MANAGEMENT  
**LAWRENCE GOLDEN**  
MIETZ DAVIS OFFICE, NEW YORK









Variety Bills

NEXT WEEK (July 12) THIS WEEK (July 5)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

NEW YORK CITY... CLEVELAND Palace (12)...

London

Week of July 8

Canterbury St. H. 1st half (8-10)...

OFFICIAL DENTIST to the N. V. A. DR. JULIAN SIEGEL

Miller Bros & M... Jerry Baker... Jimmy Rickard...

Loew

NEW YORK CITY... Eddie Lane & Lee... Eddie Lane & Lee...

Provincial

Week of July 8

EDMONTON... Royal & Capitol... Royal & Capitol...

Cabarets

NEW YORK CITY

Barrel of Fun... Arthur Gibbs... Charles Dell... C. R. New...

Paramount

BOSTON... Metropolitan (12)... Metro (12)...

Warner

PHILADELPHIA... Philadelphia (12)... Philadelphia (12)...

Steve Lepell... Charles... Dan Healy... Dan Healy...

Week of July 8... Boston & Carol... Boston & Carol...

NEW YORK CITY... Arthur Gibbs... Charles Dell... C. R. New...

NEW YORK CITY... Arthur Gibbs... Charles Dell... C. R. New...

15 YEARS AGO... Nine legit attractions did about \$14,000 on Fourth of July...

BRADDOCK-LOUIS DROP VAUDE IDEAS TILL FALL... Illness of the champ's wife forced cancellation of Jimmy Braddock's...

Berle's Chi Backers... Milton Berle gets into the Palace, Chicago, Friday (12) at \$2,000 net...

Popeye's Double... William Morris office has booked 'Popeye' (Billy Costello) for a six day week in West Virginia...

JUST A DROP-IN... Sheila Barrett Just Back from Europe Goes Back Aug. 5...

ADLER WITH BENTHAM... Charles Adler, reported chief booker for Alexander D'Amico...

60 YEARS AGO... Season of the year when theatre managers went out, bought a few pounds of calcimine and wrote the Clippel the houses were being extensively restorated.

COLUMNIST'S CHI DATE... Ed Sullivan, N. Y. Chicago, July 9. Ed Sullivan, is set for the Palace the week of July 13.



Plays Abroad

Inside Stuff—Legit

ENGAGEMENTS

LOVE LAUGHS

Musical comedy in two acts by Clifford Grey and Greater Newman... Musical comedy in two acts by Clifford Grey and Greater Newman...

the tempo and the character of the old stage porter. The reviewer commented that the opening and closing scenes in the porter's lodge were human, but they were not the best of the tempo...

Mart Pitt, Consuelo Lembo, William Lovelock, Robert Frank Reymann, Robert Keilard, MacGregor Gibb, Alice Koch, Elizabeth Kennedy, Shirley Deane, 'Petitiot Fever,' Grove theatre, Nuonopolis...

President Roosevelt signed the American National Theatre and Academy measure last Friday (5), and those interested in the project, which will have federal subsidies, are expected to go ahead with plans...

President was placed before the President about six months before he was nominated, so he is well acquainted with it. Original sponsors went to Hyde Park principally to secure his advice...

'Love Laughs' is a musical of the lightest texture. Story concerns a couple of brothers attempting to catch films as author and publicity stuntist respectively, both knowing nothing of their jobs.

So much for the critic! Story Director is Eugene Schuis-Breiden, who has good ideas; scenic designs (much fun with a revolving stage) by Max Frey; costumes, by Alfred Kunk, and very nice English dancing staged by Bob Gray and executed by the Sixton Broadway (?) Girls.

Earle Lintmore, Selena Royce, 'The Prince,' North Shore Playhouse, Cohasset, Mass.

One suggestion was that one man have been selected to have charge of the undertaking. Such person would have complete authority. It is not known whether this will be done.

Lay-off Saturdays of 'The Old Maid,' Empire, N. Y., for six weeks during July and August calls for two-eighths less salary because of the dropped performances.

Boys try to frame a phony robbery of a diamond bracelet used in the making of a film. But stones turn out to be paste and they are in turn charged with having swiped the genuine one.

Lotte Menas as the girl in an exciting danger and has much temperament. Klara Karyas make the house roll with laughter by her portrayal of the French prima donna, Elizabeth Markus as the buffed lady...

Donald Brian, Flo Campbell, Dorothy Blackburn, Dudley Hawley, Sam Dunn, Cecilia Waller, Dora Geva, Robert Stone, 'Accent on the South,' Cape Playhouse, Dennis, Mass.

Two-eighths of regular salaries is equivalent to a 25% cut, not unusual along Broadway during hot weather for star attractions.

Robbery of the Alvin theatre, N. Y., boxoffice early last Friday (5) netted the thieves more than \$10,000. The three bandits didn't know the receipts of Wednesday night and the two performances on the Fourth week on hand.

Whole thing is conventionally boring in spots, but has its use in having landed Genevieve Gerton, formerly half of the Houston Sisters, a vaudeville standard here to sing into a West End musical. Gil looks good, sings nicely and is a brilliant comedienne.

Both new and old plays are expected to be chosen, although how far the group can go at the start and how often they will do new plays or whether its bankroll will permit assumption of risks inherent in untried productions are matters of opinion.

Howard Blaine, Diane Crystal, Alan Spence, 'The Prince,' Swan theatre, Schroon Lake, N. Y.

Some I.O.U.'s were also taken but boxoffice orders from the agencies. I was not disturbed, so there was no guessing on what was due from the brokers.

Bar and food concession at the Lambs Club has been taken over by Louis Lissner and Cliff Swayer who continue to operate the Old Fashioned Grill adding the club, management is for a trial period of six months and operators pay no privilege money.

Nat Theatre

(Continued from page 67) Interest in legit by establishing moderate-priced scales.

Recognizing that none of the incorporators has any practical experience in show business and that the main asset of the group is prestige and a sincere interest, leaders of the movement are pretty well expected to materialize when the must be turned over to a professional showman.

Doris Dudley, Roy Johnson, Lucille Campbell, Joseph McInerney, Harold Moffat, Ann Dere, John Gligo, 'Willie,' Red Barn, Locust Valley, L. I.

Equity has added its objection to the mayor to that of the protests of the League for Less Noise in New York.

Screen actress essayed Juliet in attempt to convince producers of her ability in Shakespearean parts.

HERNIN

Gloomy story of 938 A.D., written in the prehistoric dialect by the father of the composer.

Close link with Equity is expected to be of great assistance, while the presence of President William Green of the Federation of Labor on the board of incorporators is regarded as another definite benefit.

John A. Patten Russell, William Kershaw, 'Two's Company,' Wharf Theatre, Provincetown, Mass.

When Aixa Yotel planned sending a company of 'Three Men on a Horse' to Los Angeles, Jack Sheehan and the Chicago troupe visualized the prospect of being sent out there.

Lawrence J. (Larry) Anhalt sent word to Broadway friends that he become the father of a son last week.

'Gloomy story of 938 A.D., written in the prehistoric dialect by the father of the composer. Rather, a Yorkshire landowner, evidently financed production with support of admiring friends anxious to encourage a budding and promising composer, who deserves better support from his east of singing principals than the vigorous and apparently Cornish chorus deserve to be mentioned individually.

How the aim of producing best plays at minimum cost will fit in with Equity, musicians and stagehands regulations, and whether the group can compete with Hollywood, all are being complained with provisions of the act before starting operations.

Myron McCormick, 'The Front Page,' Westchester Playhouse, Mount Pleasant, N. Y.

When Aixa Yotel planned sending a company of 'Three Men on a Horse' to Los Angeles, Jack Sheehan and the Chicago troupe visualized the prospect of being sent out there.

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BROADWAY ZAUBER

'BROADWAY MAGIC'

Vienna, June 28. This is a German version of 'The Merry Widow'...

A cross-country tie-up between Washington and Hollywood is expected to materialize when the movement actually gets going. No mercurial legit leaders who have gone to the coast for films have been interested in the idea.

Ruth Gordon, McKay Morrie, Francis Fulton, Francis Morrie, Charles Romano, Victor Morrie, Tom Powers, Louis Hector, Kathryn Conner, 'The Front Page,' Westchester Playhouse, Mount Pleasant, N. Y.

When Aixa Yotel planned sending a company of 'Three Men on a Horse' to Los Angeles, Jack Sheehan and the Chicago troupe visualized the prospect of being sent out there.

When Aixa Yotel planned sending a company of 'Three Men on a Horse' to Los Angeles, Jack Sheehan and the Chicago troupe visualized the prospect of being sent out there.

Theatre critics didn't go for it much, or at best were pretty condescending about it all, but their thumbs up, for the reception of the play at the present time is very enthusiastic. There was much applause, even in the middle of scenes.

Signing of the Wagner-McLaughlin bill last week completed preliminary formalities. Green now goes through the motions of putting its plans on paper, setting up boards and committees, and finally complying with provisions of the act before starting operations.

Francis Brunning, Richard Hale, Helen Brooks, Albert Shvany, Ed. Moran, 'Farley Backwards,' Beechwood theatre, Scarborough, N. Y.

When Aixa Yotel planned sending a company of 'Three Men on a Horse' to Los Angeles, Jack Sheehan and the Chicago troupe visualized the prospect of being sent out there.

When Aixa Yotel planned sending a company of 'Three Men on a Horse' to Los Angeles, Jack Sheehan and the Chicago troupe visualized the prospect of being sent out there.

Advertisement for 'The Merry Widow' featuring 'Omni-amurica' and 'SA'.

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Large advertisement for Dick and Edith Barstow International Dancing Favorites, featuring 'FOR SALE' and 'Dick and Edith Barstow'.

Broadway Situation Open Again; Now Up to theatre League

Broadway is without a ticket situation, principally because it is summer and there are no elaborate summer revenues to excite any abnormal demand for ducts. Also the legit code is out and therefore the elaborate system whereby a theoretical system to eliminate gyping with the government's assent has been scrapped.

TEACHING YOUNGSTERS

Professional Aid for School Kids Via SERA Funds San Diego, July 9. State Emergency Relief Administration is trying an experiment in La Mesa, suburb here, which may spread to other sections.

Four Exits

Three attractions dropped out of Broadway's list last Saturday and one more is scheduled to slide this week-end.

Holiday Scram and Heat Sock B'way; All Shows Skid to New Low Levels

"HORSES" \$7,400, CHI Comedy Skit Lone Show in Loop—Boiled Through Summer

Chicago, July 9. Apparently no chance for any shows coming in for a summer attempt now that some of last year's scorching heat has hit Chicago.

Chicago, July 9. Apparently no chance for any shows coming in for a summer attempt now that some of last year's scorching heat has hit Chicago.

"3 on Horse" Ends With "G" in L. A.; "Road's" Oke 4G

Los Angeles, July 9. Legit trade nothing to rave about, but three of the four shows held their own in last night's gross.

ACCENT ON YOUTH Opened Dec. 25, 1934. Opened on Christmas Day and enjoyed a hearty life span, despite Gabriele's (American) christening it (second-class). Only half of Variety (Ibex) said 'should do well!'

"Fly Away Home" stopped at the 48th Street, having stayed 25 weeks, much longer than first indicated.

FLY AWAY HOME Opened Jan. 15. Eight of the first-nine cricks attended this premiere, and their criticisms differed, although the majority expressed a liking for it.

"Ceiling Zero" closed at the Vanderbilt, Saturday (8) after a stay of 13 weeks, most of the time at the Music Box, where it was announced to close two weeks ago.

CEILING ZERO Opened April 10. While some gave this zero others were not so unkind. Nearly half the press came out diluting 'avee. Sobel's (Mirror) concluding remark was that he would rather spend his time re-viewing another old success.

"Waiting for Lefty" and "Till the Day I Die" two one-act plays are announced to fold this week at the Longacre. Protest or propaganda is being done.

MOLL MOVES Easton, Pa., July 10. W. Everett Moll, director of Plays, Little Theatre group in Bethlehem, Pa., writes: "I have accepted a 12 week engagement with company at Rockledge Theatre, Carmel, N. Y."

Central City's Annual Hoopla Gets Started

Central City, Colo., July 9. This year's show city is back in its usual rejuvenation this last for two weeks. Central City Opera House Association is putting on its fourth annual play festival, "Central City Nights."

Wide-open gambling, with chuck-a-luck, crap game, roulette, blackjack or anything wanted, opened after the show the opening night.

Current Road Shows

Week July 8 'Peticoat Fever,' El Capitan, L.A. 'Three Men on a Horse,' San Francisco. 'Tobacco Road,' Music Box, Wood.

Summer Theatres

(NEW PLAYS) 'Backwards,' Beechwood theatre, Boston, Mass. (Hudson, N. Y. (8). 'Cops Talk,' Brown Swan theatre, Schroon Lake, N. Y. (10). 'Door Between,' Farragut Players, Bryn Mawr, N. Y. (11). 'How Like a God,' Hampton Players, Southampton, L. I. (10). 'Lorelei's Holiday,' Eastern theatre, Arlington, Va. (8). 'Names in Bronze,' Havermayer Playhouse, Greenwich, Conn. (8). 'Nobel Prize,' Casino theatre, Deal, N. J. (8). 'Parnassus,' White Rose theatre, Livingston Manor, N. Y. (8). 'Prague,' University of Iowa, Ames, Iowa (9). 'Remember the Day,' Lakeview Players, Newburg, N. Y. (8). 'The Company,' Wharf theatre, Provincetown, Mass. (8). 'Wild Justice,' Red Eye, Valley, L. I. (8).

Code System Code's control system was regarded as important by a group of independent agencies sought injunctive relief, charging an attempt to extort. District attorney said but the court ruled that no broker was forced to sign a licensing contract.

Return of 'buys' on Broadway is anticipated for next season, now that the code, which forbade that practice is out. Some agencies have given up business since the code was started, others moved into modest quarters and most declare they are close to the cushion and hope to get by.

After last summer season Lanza's was unfortunally cancelled for true the showship. This season he has arrangements with three Broadway producers to try out plays with the other theatres and with the cost of operation for the several presentations, plus a fee and percentage of profits if any.

Estimated that 2,000,000 people, or one-third of the population of Greater New York, departed from the city over the four-day holiday starting on July 4 (Thursday) and few returned until the 10th of July. Result was devastating to theatres and legit registered the lowest receipts this year.

Managers gambled with the weather and guessed wrong. It was hoped that would give them a leg up, but it was anticipated that otherwise there would be more red receipts than at any one time during the year. That's about what happened.

Three attractions were forced off the boards, leaving a total of nine survivors. Shows folded were moderate money draws at last. Last week there were 10 new shows that tried to make reports from the rural spots are incomplete but measure Broadway possibilities very well.

Estimates for Last Week 'Accent On Youth,' Plymouth, closed Saturday after running 23 weeks. Total gross, \$50,000. Most of the week averaged around \$3,000 netting.

'Three Men on a Horse' (34th week) (\$1,325-\$4.00). Slipped to about \$20,000 mark. Lowered yet, but still a money draw for survivors.

'Peticoat Fever' (El Capitan, 2d week) (D-1,017-\$3.25). Dipped to about \$5,000 for first time, but having closed over the summer's worst week, will try to stick.

'Waiting for Lefty,' and 'Till the Day I Die' (4th week) (D-1,019-\$1.65). Final week for one-act protest plays which kept Greater theatre people occupied longer than expected: \$2,500.

Equity Cleaning Up Straw Hats; Rehearsals, Real Pay, Are Sought

After this summer, tryouts in the rural showshops may be confined entirely to casts especially selected and eliminated from seasonal stock troupes which dot the eastern countryside. That is what is aimed for.

One showman is attempting to try out 10 new plays in as many weeks with the same company. He will use stock actors, having eliminated from seasonal stock troupes which dot the eastern countryside.

Several youngsters who arranged tryouts last summer for the main purpose of arranging contracts, tough assignments for managers and actors alike. It is pointed out, however, that such attempts have been abandoned ever since the summer playhouse idea started and that it is not fair to authors and managers, at least those who are not in the field with the hope that a show may click and that they will receive a berth in the Broadway presentation of it.



Foreign Service Shifts

Fréd Abbott, once the Hearst chief...

Paris Herald is to be replaced by Paris Tribune...

Star Changes Hands Minneapolis Star has been purchased by John Cowles...

Memorials Dedication of a new bridge in Springfield, Ill., has led the...

Third Closed Shop Vanguard Press is the latest book publisher to go union...

Hospital Trade Mag Crain Publishing Co. issues Advertising Age...

Helena's Subsid Louis H. Silberstein gets out a trio of pulp under the aegis of Winford Publications...

Oliver Herford Oliver Herford, famous as a wit through a couple of generations...

Trull Ghosting Temple Max Trell, associate ed. of Pictorial Review...

Tom Kromer's novel, 'Waiting for Nothing'...

Blid's Namesake Albert Goodman, who operates a number of publishing concerns...

Kaffe-Klatch Joseph Bewers had formed the former B. K. publishing firm...

What, No Billing? Jane A. Snellgraw, who publishes special editions of books...

Torture Stuff 'No Tobacco Room' a new name given to First and Spring streets...

Best Sellers

Table listing best sellers for the week ending July 6, including titles like 'Paths of Glory', 'A Great World', and 'Road to War'.

Following the recent editorial upheaval on the Mirror, New York's other tab, the News...

Hause was operated on while away on a month's leave and ill health was reported...

He proposes distribution of a 40% dividend to creditors of the company...

Money would be used to wire theaters, not yet equipped and to give credits to producers...

Another elixir of that coin by the State concerns under state control...

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Pamphleteer

Another new pamphlet publisher, John Wheelwright, located in Boston...

CHATTER

Ford Madox Ford to Naples. Alan LeMay back to California. Mrs. Mary Roberts Rinehart...

Clive Arden, author of 'The Enchanted Spring', is really Lucy Louise Paul back in New York...

James Thurber will call his new book 'The Middle Ages and the Flying Trapeze'.

Robert Graves, who spares no words in his novels, determined to write a very short one this time.

Doubleday, Doran, and Max Knickerbocker are publishers.

Lincoln McAuliffe, the former book publisher and U. S. ambassador to Greece...

W. W. Norton bringing out a volume of 1,500 pages.

Selden Bennett making a single play out of two of John O'Hara's novels.

Rockwell Kent in Greenland for the past year or more.

Josephine Johnson, who teaches English in New York City...

A. F. dispatch printed in some newspaper papers that Josephine Johnson won the Pulitzer Prize...

Not a chance for Hollywood. Not a chance for Hollywood.

Book Reviews

Year in Pictures

An astonishing picture book in 'Byes on the World'...

Book takes in all the past year and tries to give a notion of everything that happened in the world...

Newspapermen get a page: Arthur Brisbane, Will Rogers, Walter Lippman and F. P. A. Writers get a page...

Several film dickers for the title are already on.

Southern Decay

Of the modern young writers there is none rougher or tougher than George Kern...

It takes a pretty tough stomach to read through this book.

Robert Graves, who spares no words in his novels, determined to write a very short one this time.

Doubleday, Doran, and Max Knickerbocker are publishers.

Lincoln McAuliffe, the former book publisher and U. S. ambassador to Greece...

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East

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

City of New York advances \$10,000 to make good the subscription deficit on the Madison square... Maria Savage, Met op's oldest chorine girl, signs for her 28th season...

not to blame if they don't know all the traffic laws... Ireena Dunne only picture plays included in Eric Maschwitz's list...

alimony pending trial of her separation suit against Vitale Polkine, none of the damage done... Police instructed... Mrs. Eula Weinberg, 32, freed in the \$50,000 jewelry theft...

terlainer, granted divorce from Dan Bland, 55, operator of Club Alibi... Chicago World Fair showed profit of \$200,000... Mrs. Eula Weinberg, 32, freed in the \$50,000 jewelry theft...

\$101,418 against Jeanette MacDonald in Los Angeles municipal court... Incidentally, Raleigh Tavern, intended for actual operation as a hotel...

Antique Town

(Continued from page 1) the Raleigh Tavern, for example, the kitchen is modern and therefore is not exhibited to the public... A 'block ticket' costs \$1.25 and admits the rubberneck to the collection of empty rooms...

Coast

Busby Berkeley ordered to pay \$1,000 to the state... Peggy Fears sued for \$507.15... John Colton sued for \$3,360.69... Sacramento case men planning...

Most of the hostesses are lookers, but at the Governor's Palace one of the hostesses causing friction with the tourists because of her schoolman tactics...

Clifford Oades and 15 others in Havana to investigate conditions... Hound hippodrome in Queens, opened last week for the first time...

Two girls hailed into court July 4 for alleged obscene dancing... Auto races at Hohokus, N. J., July 4, marked by an odd fatality...

Allyn Snyder dance director for 'The Circus'... Joan Lowell sailed Saturday (6)... Maurice Adams back-to-Broadway...

Subway' Capt. closed July 3 by holding a parade... John D. Rockefeller, Jr., having violated city ordinance against sale of liquor in early morning hours...

C. C. Pettiflow and his son winners of father and son golf contest at Bona Vista... Renee Boucault died in Bellevue...

Revolving Island yacht clubs appeal to police for better protection against pirates who prey upon the unprotected yachts...

Italo Montezemle, Italian conductor and composer, here to write an opera... Ilka Ziborn and William B. Murray publish their banes in Greenwich...

Peaches Browning out of Paramount picture... Southern California Symphony Association out of the red with \$40,000 gift from anonymous donor...

Body of Mary Cunningham, missing for several months, following an operation for gallstones... Students council of the School of Dances, a Federal works unit...

Dwight Deere Wiman back from London with contracts with Robert Douglas and Dorothy Hyson to appear in Van Druten's 'Most of the Night'...

Peggy Mehard, a chorus girl when not acting to Mrs. Alice S. Burrill, solicitor, is asking \$25,000 of the dowager for a kidnapping...

Lyda Roberti's honeymoon with Paul Ernest through the Panama Canal to New York halted by illness... Frances Reiner to marry Joe Myerson next week...

Nat. Comm. Against Censorship of the Theatre... 'The Old Maid' will start its radio tour in Philly Sept. 20...

President Roosevelt signed the National Beaches Act... Steam yacht tourist, which carries Manhattan Island twice daily...

Leslie Fleming and her puppets at the National Theatre... Howard Ill in Bermuda, infected knee...

Henry Gutman blamed by Austrian promoter for his law troubles... Natalie Moorhead Crowland filed suit for \$10,000...

Four persons injured July 3 when a motor car crashed... Fifth Ave. Playhouse to be redecorated...

Even diving for coins off Battery Park in a racket... Steam yacht tourist, which carries Manhattan Island twice daily...

Charles H. Sherman, 47, indicted for wearing white shirts instead of blue... Sully expels 6% of the board...

Fred Lee Weaving filed suit for \$115,125 against Dr. Eugene Worthing... Judge rules Les Moran doesn't have to pay \$20,000...

Grace Moore... 'Next Friday'—'Paris in Spring'...

Philadelphia Academy of Music up for sale with a \$1,200,000 price... Marie Polkine awarded \$11,000...

Leslie Fleming and her puppets at the National Theatre... Howard Ill in Bermuda, infected knee...

Fred Lee Weaving filed suit for \$115,125 against Dr. Eugene Worthing... Judge rules Les Moran doesn't have to pay \$20,000...

Theatre Bookies

(Continued from page 1) some of the theatre bookies' license fee is \$5,000. It figures that this price will keep the riff-raff element out of the business...

New York Theatres

PARAMOUNT TIMES SQUARE MEN WITHOUT NAMES with Fred MacMurray, Madge Evans

STATE THEATRE It's Cool at Loebl's On the Screen Joan Crawford & Robert Montgomery in 'NO MORE LADIES'

CAPITOL THEATRE It's Cool! It's Cool! WILLIAM POWELL in 'ESPIONAGE' LOUIE BRANER with Billie Holiday

ROKOKO THEATRES 86th St. 85th St. 84th St. 83rd St.

RADIO CITY THEATRE MUSIC HALL 'MUSIC FOR THE JOY' with Billie Holiday, Ella Fitzgerald, Duke Ellington

ROKOKO THEATRES 86th St. 85th St. 84th St. 83rd St.

ROKOKO THEATRES 86th St. 85th St. 84th St. 83rd St.

ROKOKO THEATRES 86th St. 85th St. 84th St. 83rd St.

PALACE, N. Y.

(Continued from page 17) satin overalls and white silk blouses... Political pressure in behalf of the better bits is occasionally strong...

GRAND THEATRE BEY. WOLF. MISS DAVIS

Wagner's Radio Aces now at the Monhauk Inn, South Bethlehem, N. Y.

Mid-West CONOR'S DEATH announced... Joyce Clifton (Mrs. Thelma Gaurne de Blang), 22, night club con-

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Mid-West CONOR'S DEATH announced... Joyce Clifton (Mrs. Thelma Gaurne de Blang), 22, night club con-

Going Places

By Cecelia Ager

Love, Gratitude and a Dance

Just because naughty Bela Lugosi saves her life in 'The Raven'...

Besides her dancing, Miss Ware is required to be easy and normal in order to make Mr. Lugosi and Mr. Karloff appear good and mad...

Clothes Make the Cavorters

Though they're serious young ladies who study their dancing lessons with brassiere and décolletage in success, it so happens the Danny Dare Girls are just as susceptible to vanity as girls who aren't scholarly...

Later, they become fluttering yellow and orange butterflies with cellophane wings, skimming their way as build-up for Helene Denzin, queen of all the butterflies in suppleness and grace...

Now comes the Danny Dare Girls' crack at the finale, arranged to 'Changing Shadows'...

Florence, of Florence and Alvarez, has a superb figure and wears a dress—white satin, princess, suavely fitted—designed to prove it.

Luise Rainer Wins On All Counts

Some screen actresses get to be screen actresses which they happen to have faces with regular features that can withstand the tear-drops scrutinizing the camera...

Miss Rainer is fascinating to watch in 'Escapade', particularly because she is the only actress in the cast—aside from Laura/Hop Crews in a minor role—who contrives to establish her character...

Virginia Bruce is very pretty-doll with her blonde curls plied high on top of her head...

Off Goes Raiment and 'Splice' Triumphs

No sooner does 'Splices of 1935'—the wistfully entitled unit at the State Theatre—begin than the girls begin to strip...

Also stripped for action are Mile, Caroline, nicely set-up adagio dancer, and Decouart and Romaine, an adagio team which, dipped in gold paint, traces the Oriental set as a heathen ritual...

Then there are the May Sisters, who tap in white serge trousers and sequin tailcoats, Lindy Hop in blue beauteous beaded one-piece pyjamas with accordion-pleated godets at the ankles...

BUFFALO MUTT BIZ

Track Luring Mobs Nightly, Sheriff Sees No Violation

Buffalo, July 9. Buffalo Greyhound track, located half mile from Buffalo city line, has been showing to capacity crowds nightly since debut...

Erle Downs Exhibitors' Association is operator, with Leo Krocin, former Buffalo, Pa., movie operator, in the promotion...

Options betting system is employed. The speculator buys a share in a dog just before the race. If the dog loses, the share is valueless...

TEST CASE ON INDIANA 'COUNTRY CLUB' DODGE

Indianapolis, July 9. Indiana will host its first test case to see if the 'country club' evasion of the state liquor law forbidding the sale of set-ups will stand...

Present law forbids sale of set-ups outside the city limits and restricts patrons from carrying in their own booze...

Periwinkle Boaters No Chumps; Sell Audience Coins for Tossing

No Reorg for P. C. Hotel

Application for appointment of a trustee was denied and petition dismissed in reorganization of Park Central Hotel, Inc...

The hotel has been operating under supervision of trustees, bondholders' protective committees and certified public accountants...

4 Actors Injured In 'Death Avenue' Auto-Train Smash

Four members of the Lambs went to see a friend off on the Boregariga Friday (5) and ended up in St. Vincent's hospital, New York...

Santos Ortega, Paramount writer, at the wheel, was least injured. Dick Garmire, who appeared in the recently closed 'The Petrified Forest', sustained a fractured arm and several ribs...

Chester Stratton, radio singer, was also at St. Vincent's early this week, badly lacerated. Gus Kleinsie, orchestra leader, sustained a fractured arm...

N. O.'s Famous Bar with Louis Prima's Brother

Prima's, French Quarter night spot, which has been closed during the week, reopened its doors Sunday night (7) as The Famous Bar with continuous entertainment...

Leon Prima, brother of Louis, will run the Famous Bar.

Periwinkle Players, who play Long Island Sound's various inlets to catch 'em off the rebound, are no chumps. They get 'em coming and going. Figuring the populace may care to toss pennies, regardless of the diversion...

They sell the coppers to the audience between acts, time for dime or dollar for dollar, and then send a singing mugg off before the olio to catch 'em on the rebound...

Their waywilingly spends the summer on the sound, playing yacht and beach clubs on a guarantee basis mostly, and a few indie dates to fill in. It was caught while making an indie stand over the Fourth at Port Washington, L. I.

They were doing 'The Bitter Reckoning' when viewed, bending over backwards to let the folks out of the building. It was the hissing don't come fast enough, the villain makes sure with an extra scowl or gesture.

Their waywilingly gag meller troupes, the Periwinklers are not immune from oversteering choice material. Big is the line between high satire and low burlesque is generally transparent. But the overacting appears to please the audience.

'Reckoning' cast included Elizabeth Burleigh, Jacqueline Condon, Betty Burke, Nancy Barrowell, William Dawes, Agnes Moss, Carter Blake, Francis DeSales and Edward VanDanaker. Larry Bolt directed. Bill Blaker, who doubles as Carter Blaker...

The boy who bangs the ivories off musical boxes is not identified, but his fingewiggles deserve a mention.

MARRIAGES

Thelma Tibbe to Lionel H. Wagner, July 5. Bride is a beauty and the manager for Harry Weinberg chain in Iowa. Bride was cashier at Warner Bros. Omaha branch.

Yvonne Hines, writer, and Maxine Leone Gagnan, non-pro, at Yuma, July 6.

Louise Hunt to Jack Koffman, July 5. Bride is a beauty and the assistant cameraman at Warner Bros. June Blumenthal to Morton L. Sparks, July 3, in Los Angeles.

BIRTHS

Mr. and Mrs. Lawrence Anhalt, born, June 30, New London, Conn. Father, actor. Mother, actress. Baby in stock theatre at Brooklyn, Conn.

VARIEY'S AMUSEMENT GUIDE

For show people as well as laymen, this Guide to general amusements in New York is re-issued weekly and published weekly in response to repeated requests. Variety lends the guidance of its judgment in the various entertainments denoted.

PLAYS ON BROADWAY

Current Broadway legitimate attractions are completely listed and commented upon weekly in the Legitimate Section.

FILMS ON BROADWAY

Similarly, the new pictures in the Broadway first runs and combinations are covered weekly in the Legitimate Section.

BEST NEW PICTURES THIS WEEK

Capital-'Escapade' (MG). R. C. Music Hat-'Love Me Forever' (Col). HOTCHA AND CLASS NITRIES

Roadhouses, roofs and outdoor gardens is the summer keynote in the hoedowns and niteries. Ray Noble at the Rainbow Room; Jack Benny at the Hotel Pennsylvania; Guy Lombardo at Waldorf-Astoria's roof; Dick Garmire at the Biltmore; Johnny Green at the Reg. Leo Reisman at the C. P. Casino; Joe Moss at the Pierre; Clyde Lucas at the New Yorker...

Hot spots are highlighted by the Famous Door, hotcha professional hangout; Bill's Gay 90's; Leon and Eddie's saucy songs, and Danny Healy's new V. 52d hangout.









# LOVELY SKIN? IT'S TREMENDOUSLY IMPORTANT!

Don't risk ugly  
Cosmetic Skin!  
Guard against  
it Miriam Hopkins'  
way \_\_\_\_\_



"YES, indeed, I use cosmetics!" Miriam Hopkins tells you. But she's careful as can be to remove them *thoroughly*. She knows that when stale cosmetics are left *choking the pores* they cause Cosmetic Skin!

"By removing cosmetics regularly with Lux Toilet Soap, I guard against Cosmetic Skin—keep my complexion smooth and clear," she says.

**Cosmetics Harmless if  
removed this way**

Have you seen the warning signals of Cosmetic Skin—enlarged pores, tiny blemishes, blackheads even? Time you followed Miriam Hopkins' advice to use

Lux Toilet Soap! It's especially made to remove cosmetics *thoroughly*. Lux Toilet Soap's lather is ACTIVE—gets out of the pores every last trace of dust and dirt, stale rouge and powder.

Hollywood's priceless complexions are safeguarded with this gentle, white soap. You should try it! Before you put on fresh make-up, and ALWAYS before you go to bed at night, use this famous beauty soap 9 out of 10 screen stars use!



See  
Miriam Hopkins  
in  
"Becky Sharp"

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## STICKS AND HICKS

### Cry for 'Author' of Five Plays On B'way Will Get No Response

Top playwright on Broadway next season won't be the one to see his own brain-children, the William Shakespeare cycle being due. No less than five of the Bard's classics will brave the Main Stem showhouses for edification of earthy New Yorkers and waiting firemen.

With the exception of the Gilbert and Sullivan revivals, it is one of the rare times that five plays by one author or team will hit Broadway in one season, exceeding also any of Shakespeare's previous records in New York or elsewhere in one season. Avery Hopwood had his name on about five shows one season back around 1920.

The Shakespearean productions also will shake just about to the top left names currently around, with the five being done by two producers and two actor-producers.

Katharine Cornell will act-produce 'Romeo and Juliet' again, while Leslie Howard plans to do the same with 'Hamlet,' understood to be his first attempt in that role.

Theatre Guild will stage 'Taming of the Shrew,' starring Alfred Lunt and Lynn Fontanne, while Crosby Gilje will better them all by trying two Shakespearean productions to follow one another. They will be 'Macbeth' and 'Othello,' both to star Philip Merviale and Gladys Cooper.

Besides which there is the Warner film of 'Midsummer Night's Dream' in October, and Irving Thalberg is planning a camera production of 'Romeo and Juliet' with Norma Shearer.

### Oldest Pro 'Amateur' Is 65-Yr.-Old Fiddler; Wants to Stay Pure

Minneapolis, July 16.

Oldest known 'amateur' in show biz is Webb 'Dad' Kohna, fiddler, 65. He has been a performer 45 years, making a living out of 'amateur' shows all that time and his records are still unassailed.

Kohna says he has no ambition to graduate into the professional ranks, because he now works on an average of five nights a week in theatre and night club 'amateur' shows. Last Friday he won the Grace Moore loving cup and a \$10 merchandise award at the Orpheum.

### Television Angle

Hollywood, July 16.

Television rights are holding up the sale of 'Dona Flor's 'Come and Get It' to Sam Goldwyn. Unless writer is allowed to retain the screen angle, she claims deal for the film rights is cold.

It's the first instance of television figuring in a story sale controversy.

### Runner-Up

Chicago, July 16.

Appears to radio execs here that Sears-Roebuck is after a record for the number of auditions for a future air program, a record which is now held by Schlitz.

While Schlitz is still far in the lead, Sears-Roebuck is approaching the high mark rapidly. Some 19 auditions have already been held and the end is not yet in sight.

### HEARST WAX EDITORIALS OFF

Los Angeles, July 16.

Plan to disc all recent William Randolph Hearst editorials on Americanism and anti-communism, as well as other articles and statements on these subjects, for broadcasting nationally, was dropped late last week, after arrangements for transcribing had been completed by Abe Orensen, sales mgr. for KELW, minor station here, recently acquired by the publisher.

Decision to wax was reached following broadcasting over four local other outlets on July 4 of a Hearst editorial. Who threw money wrench into the plan has not been divulged. Only comment forthcoming at KELW is that project has been temporarily abandoned.

Cost of recordings was to have been borne by Hearst, with the transcriptions peddled out to Hearst-controlled and other air stations, either for gratuitous ethering or on time basis.

### COMPULSORY HEALTH INSURANCE FOR ACTS

London, July 15.

Ministry of Health has ruled that stage people must be insured under the Health Pensions and Unemployment Insurance acts, when their pay does not exceed \$1,250 per year. This levy must be paid not only during employment but throughout rehearsals.

Taxation entitles actors to medical attendance and the free filling of prescriptions, as well as unemployment relief.

Variety performers are not included, but owners of acts must pay these insurance contributions for their employees

### NOT INTERESTED IN FARM DRAMA

Mid-West Exhibits Says 'Barretts,' 'Rothschild,' 'Pimpernel' Among Best Grossers in Silo Belt—Musicals Lame and Story Tops Star as a Draw

### STARTING TIME IDEA

By GEORGE McCALL

Hollywood, July 16.

Current visit to Hollywood of Joe Kinshy, theatre operator for the Tri-State Amusement Corp., of Davenport, Iowa, is an educational for producers who have regarded exhibition as a foreign language.

There are 77 theatres in the Tri-State circuit, located in Illinois, Iowa and Nebraska. Their biggest town is Omaha, with 225,000 population, smallest Moline, with 28,000. Throughout Illinois, manufacturing is diversified, with the buying public coming from all walks of life. In the other sections, it's mostly a rural public with the exception of (Continued on page 61)

### TWO ENDS OF A VAUDE HORSE CAN'T GET ALONG

Suit is threatened by the rear end of a horse to keep the front and from going places. Richard De Malo, who played the backside of Daisy the Wonder Horse in vaudeville, through Attorney Milton S. Salsman, threatens court action unless Andy Caruso, the horse's neck, stops using the name of 'Daisy' Caruso, however, through I. Robert Broder, notified DeMalo on Monday (15) that the horse's neck will go where it chooses, regardless of the aims of the rear-end. According to Caruso, the act is owned by Carl Freed, harmonica band leader, who authorized him to use the vehicle after completion of a tour with Freed in a unit.

DeMalo's brother, incidentally, operates the rear end of Fanny the Horse, standard act.

At present the horse's neck in the threatened suit is laying off in Philadelphia—with the rear end also on a forced vacash, but in New York.

### TEARLE'S BRONC PIX

Conway Tearle gets an indie comeback through Beaumont Productions, in series of eight Mustang Inlets, with Tearle in top acting spot.

Player also ticketed for exclusive indie services with Beaumont for one year.

### Stars Favor Own Picture Firm For Tax Conservation Purposes

World's Worst

N.T.G. is doing a film short for Ben Schwartz' Master Arts with the world's worst amateurs in it.

All the broken-down Sir Josef Ginzberga, John McCormack, Jr., and the other hope-leses are being assembled.

Trend for self-production by the moneysed film stars is a new angle on the income tax situation.

This is believed one of the points Emanuel Cohen advanced to Bing Crosby in persuading him to make an indie picture under his guidance.

Theory seems to be predicated on the U.S. Government ruling against individuals setting up private corporations, then building up a large reserve in the name of the corporation and under the idea that the surplus constitutes undivided dividends. The Treasury Dept. has ruled that when Joe Donike, Inc., pays a salary to Donike, individually, the pseudo-corporation can only maintain a balance sufficient to sustain its business, and not salt away an excessive surplus without declaring on it.

### IT'S ST. BARNUM CANONIZED IN EX-SALOON

Denver, July 16.

P. T. Barnum is now a Saint, made so by the Liberal church of Denver. Bishop Frank H. Rice, boss of the church, calling himself the 'American Pope,' did the canonization in a former saloon, now a Liberal church.

Barnum is said to have visited the place when in Denver, and Rice, who hopes to erect a new church on the spot, will dedicate it to St. Barnum.

Liberal church, organized in 1923 by Rice, makes bishops with a free hand. Last year Duce Briggs, manager of the State theatre, was made a bishop because he donated some passes for some of the Liberal congregation who couldn't dig up a dime to go to a State matinee. Now Briggs can marry or bury his patrons, if need be.

He was called one day to conduct a funeral in the Liberal church, but was excused because of a previous engagement.

On the other hand, a star's investment in a picture production company would necessitate the tying up of considerable capital and the firm could legitimately be classified as a major corporation in need of a comfortable surplus for operating capital. This aspect is apparently one of the most appealing elements to the stars regarding indie film production, and is being mulled by stars whose contracts per it making an outside picture.

### Preacher-Agent Books Keys Quads; Big B.O. On Gospel Circuit

Charlotte, N. C., July 16.

The Keys quadruplets, riding a wave of publicity that has come to the five Dionne babies, are in North Carolina for the summer, playing club and church dates. A. Morgan, N. C., preacher is booking the four sisters, who were sophomores at Taylor University, Texas, during the past year.

They do saxophone numbers, readings and sing. Grile are natives of Hollis, Okla., and 29 years old. The newspapers eat up pictures and stories, while the pack them in.

### Baer's Air Sponsor Cancels Ex-Champ

Gillette Razor has decided not to renew Max Baer on his Monday night series over NBC because he had received what the account considers to be unfavorable publicity.

With next Monday night's (22) program Baer will terminate a run of 13 weeks. Sponsor, which has been paying \$5,000 a week for the entertainment end of the broadcast, held an option on the fighter's air services for another 13 weeks.

### Parce Kicking Up

Paris, July 18.

The rumba craze is revolutionizing dancing habits of Parisian boys and girls.

Used to cling tight as possible, but now that the Latin evolutions have come in they stand apart and kick their legs up even in the tangos and fox trots.

Pop-Eyed Pilgrims Deluging Studios and Call Forth Padlocks

Paramount's ban on visitors last week came in time to save the studio the job of hustling half a thousand visitors through the plant. ... Pilgrims came to Universal, when 100 auto loads of visiting teeth yankers here attending the dental convention, made the entrance to the L'Amie manège. ...

Scissors' Cue Sheet

Hollywood, July 16. A barber in Hollywood who caters to actors having character curls and hairdos, has worked up an almost exclusive hair cutting business because of his ability to diagnose the hirsute requirements of any particular role. ... Customers merely give him the character cue and he shears accordingly.

U SEEKS 28 GRAND IN YARN PROTECTION SUIT

Los Angeles, July 16. Universal went into Superior Court with an unusual suit for \$28,630.70 damages against Lewis Milestone and Franz Schulz to protect screen's interest. ... Universal bought story from Milestone and Schulz in belief it was original, only to learn, after spending \$130,740 in preparation of screen version, that work was similar to Paramount's 'Paris in Spring'.

Ford Injures Vertebrae, Zanuck Seeks Director

Hollywood, July 16. Darryl Zanuck is looking for a director to handle the Ronald Colman starer for 20th Century-Fox, 'Man Who Broke the Bank at Monte Carlo'. ... While waiting for the fracture to heal, Ford is being on crutches in his schooner to Honolulu, reporting back to 20th Century-Fox in Chicago to do a contract and fractured under his own picture commitment with the company.

Gary Cooper Second For Cohen-Crosby

Hollywood, July 16. A Gary Cooper starer is slated to be second picture for Major Productions, new company being launched by Emanuel Cohen and Bing Crosby. ... Initial picture to be a Crosby starer, to be made in the fall. Both Crosby and Cooper pictures will be made outside of the players' contracts with Paramount. ...

Meighan Improves

Thomas Meighan, whose condition took a turn for the worse the middle of last week, was reported improved yesterday (Tuesday), with an even chance for recovery. ... Present serious illness is considered a relapse from a severe attack of flu and pneumonia, which the star and screen actor suffered about four months ago.

Cukor Directs 'Romeo'

Hollywood, July 16. Irving Thalberg has picked George Cukor to direct 'Romeo and Juliet' for Metro. ... Picture will star Norma Shearer, and likely get before the cameras in October.



WILL MAHONEY The Scottish Daily Express said: 'Will Mahoney, Will Mahoney, and Will Mahoney. These are the stars of Radio New York at the Empire. This collection of all the arts must be the greatest one-man act in existence. Whether singing, burlesquing, dancing tumblers of his huge xylophone, tumbling, playing comical musical instruments, or merely grimacing, he has the audience hanging breathlessly on his moods.' ...

DOUG ANCHORS IN H'WOOD JAN. 1

Hollywood, July 16. Douglas Fairbanks will resume production here on United Artists upon his return from England around Jan. 1. ... Fairbanks plans to remake 'Thief of Baghdad', 'Mark of Zorro' and 'Black Pirate', which he made silent.

Dick (Ock Nick) Foran As Quas Star at WB

Hollywood, July 16. Nick Foran, former Princeton grid star and socialist, gets a change of pace as a western star at Warners. ... Foran will do series six out operas for Bryan Foy production, which D. Ross Lederman directs.

Washed on 'Broadcast'

In 10 days or so the Paramount junket from the coast has cleaned up shooting its eastern tailing for the 'Big Broadcast of 1935'. ... Finston, on music, with a technical crew, have been working at the Paramount plant, shooting Fox and Walters. ...

'Reg'lar Kids' Starts

Hollywood, July 16. Technicolor short, 'Reg'lar Kids', featuring 100 Meglin Kiddies, hits the camera at Warners today (Tuesday) under Ralph Staub's direction. ... Latter has been on his own for the past four years.

Bachman-Herzbrun Join

Hollywood, July 16. J. G. Bachman, former producer, who disposed of his interest in the Zeppo Marx agency last week, has formed an agency partnership with Walter Herzbrun. ... Latter has been on his own for the past four years.

Film Critics Airing

New York daily paper film critics have agreed to make guest appearances on the Sunday Radio City Music Hall 12:30 p.m. broadcasts over a month's invitation of the Hall. ... Eileen Creelman (Sun) and William Boehnel (Telegraph) have already been on with others to follow. ...

WOULD DISALLOW SAM KATZ'S \$281,734 CLAIM

Although having objected to several minor contract claims of former Par employees, attorneys for the trustees have not determined on whether objections will be finally filed against all salary claims following recommendation by Referee John E. Joyce that Sam Katz's claim for \$281,734 be disallowed. ... When Katz left Par he made no known effort to collect under his unexpired contract. ...

Fox Buys 'Gentle Julia' For Its Jane Withers

Hollywood, July 16. Fox has purchased film rights to Booth Tarkington's 'Gentle Julia'. Story will be modernized in the film version by Arthur Herman and Samer Trotti, and is slated as a starer for Jane Withers. ...

Shooting 'Opera's Opera' Stuff in New York

Herbert Stothardt and George Schneider of the Metro musical staff are in New York with a camera and recording crew to shoot the operative sequences for 'A Night at the Opera', forthcoming Marx Bros. picture. ... Metropolitan Opera House probably will be enlisted for the series, with the Marxes to be dubbed into the scenes.

RICHMOND, TAYLOR TOPS

Hollywood, July 16. Kane Richmond has been set in as lead of the Mascot serial 'Rex and Rinty', and Norma Taylor plays opposite in her first top part as result of work with Gene Autry in initial western features for the studio. ... 'Fighting Marine'.

RADIO'S STOCK HOPEFUL

First stock company artist to be signed by Fred Schuessler, Radio casting director, now touring eastern summer play companies, is Edward W. Burns. ... Going out on a short-term effort with W. Burns, Burns took off by train Monday (15). ...

Films' st Round In St. L., Trial Starts in Fall

St. Louis, July 16. The Government lost the first round in its anti-trust battles against the picture companies and affiliates when U. S. District Judge George H. Moore notified attorneys on both sides that he will not try the case until the fall term of court which begins Sept. 16. ... Former U. S. Senator James E. Reed, of Kansas City, one of the chiefs of large army of defense counsel, protested against holding of trial during humid St. Louis summer weather as being 'too tough an ordeal for juries and witnesses. ...'

Ben Holmes Given Direction of 'Husk'

Hollywood, July 16. Assigned to script 'Husk', and unable to complete it in time for the start of 'To Be the Band', Brian James has relinquished his directorial assignment on the latter. ... 'Husk' will be directed by Stephen Roberts, with Edward Kaufman producing.

LeRoy Does 'Jamboree'

Hollywood, July 16. Mervyn Leroy will direct 'Radio Show 48' for Warners. ... Pictures starts in two with Franchot Tone, James Melton and Jane Froman as leads.

BORIS MORROS ABROAD

Boris Morros sails Saturday (20) for Europe. ... Goes to visit mother in Russia, who is ill.

SAILINGS

- Aug. 21 (Los Angeles to Sydney), Jack Goldie (Monterey);
July 26 (New York to Southampton) John Findlay, Patricia Crawshaw, Gene Markey, James Flood (Berkeley);
July 26 (San Pedro to Honolulu), Mr. and Mrs. Hal Roach, Hal, Jr. Mr. and Mrs. J. Howard Padlock, Mr. and Mrs. Neil McArthur, Eric Pedley, Louis Roman (Lurline);
July 24 (Los Angeles tobourne), Barby and Rudel, and Rowan (Lurline);
July 26 (New York to Moscow), Boris Morros (le de France);
July 17 (New York to Southampton) Ray Furry, Noll Hamilton (Europa);
July 12 (Los Angeles to Honolulu) William Quinn (Lurline);
July 11 (New York to London), Samson Raphaelson (Aquitanian).

ARRIVALS

Beatrice Little, Roland Young, Jackie Coogan, Joseph Hummel, Jane Bowler, Mrs. Routledge, John Van Drueten, Greta Natsh, Franz Vienna, Irving Mills.





# GOVERNMENT REORGANIZED, IN A

## Big Par Fee Claims Focus Senate Quiz Eyes on Its B'k'p'cy

Washington, July 16. Possibility of the Senate bankruptcy investigators looking into the courts' handling of the Paramount reorganization loomed today (Tuesday) as senators denounced the huge claims for legal fees and prepared to probe the administration of receiverships under the Southern District of the New York (Federal) courts.

With summer and fall plans still unfixed, Chairman McCadoo said the group is virtually certain to investigate the New York situation during the summer recess, and that possibly the Paramount case will be studied particularly, because of the huge funds sought for the payment of legal services, reimbursements of expenditures, etc. No definite decision as yet on this situation, however, stated the Californian.

Other committees have shown a similar interest, but emphasize that if the group quizzes the Par trustees and receivers' activities it will be merely one of a series of studies intended. Also, whether the bankruptcy laws have been (Continued on page 8)

### Conservative

One of the new execs at Paramount was getting his office refurnished and shown a couple of carpets to pick from. Was told that one particular pattern would last at least six years.

'Never mind that,' he cracked. 'Give me one that'll last six months. After that, I'm out here, we'll see.'

## BRANDT MAY BE B'D CHAIRMAN OF FD REORG

Joe Brandt, who was called in by Frank S. Kolbe, of Young & Kolbe, when he was made new president of Pathe Exchange, Inc., to survey and make recommendations as to the company's future policy in relation with First Division, may be named chairman of the re-vamped FD reorganizer. He goes with the reorganized First production no matter what his official title.

Contemplated reorg for FD calls for \$280,000 capitalization, and Brandt is almost certain to be active or unofficial representative of Pathe in the new alignment. With Brandt interested to the extent of \$50,000 and Young & Kolbe scheduled to put in \$125,000 for First Division's new line-up, Pathe's influence in the affairs of FD is obvious.

Announcement of First Division's application for reorganization is expected before the close of the present month. One decided change in the company's policy under the new regime will be production and release of 8 to 10 features.

## WB SELLS GT. STATES AGAIN, RENEWS B&K

Chicago, July 16. After being out of the Great States theatres last year, Warner films returned to those houses under a deal closed the past week. Also, Warners and Balaban & Katz have renewed for the coming year with the combined deal probably meaning an average of \$1,000,000 or more in film rentals to WB.

Subjects of course to be for the estate of Warner property in films, subject, of course, to individual the estate limitations to absorb the films because of prior obligations or other business conditions.

Gradwell Sears, WB eastern general sales manager of Warners, and Jules Ruben closed for Great States, while Walter Immerman and John Balaban represented B. & K.

These deals follow on the heels of a recent announcement by Major Albert Warner, v.p. in charge of WB, that the company already has more than 4,000 contracts closed for the coming season.

### Bob Collier at WB

Bob Collier motored in to New York from Hollywood on an assignment from Charlie Einfield to align with Warners in the home office on a special exploitation berth. Collier will be attached permanently to the New York h.o. under Einfield.

Expliciter recently resigned from Lord & Thomas agency in N.Y. to go into a broadcasting spot on the Coast. Einfield propositioned him during the WB convention in Los Angeles.

## RACETRACKS' BIG OPPOSITION TO FIX

Bangtails and Greyhounds Providing Tough Competition to Theatre B.O.'

### HURTS NIGHTS

Picture industry is alarmed over the rapid spread of horse and dog racing throughout the country, popularity of which has reached tremendous proportions within the past two years. In that time legalization of horse racing has increased from less than a half dozen states to a present total of 18. Other states, such as New Jersey, are likely to add this form of sports to its legal roster.

Large followings which the nags as well as the puppy gallopers have, is causing thousands to quit patronizing pictures, according to the exhibitors. The box office shows a greater fear of the eventual harm that may come from more dog racing throughout the country because the canines do their running at night.

During the past legislative season, dog racing bills came up in 12 states. While they were defeated, with possible exception of Massachusetts and Illinois, where they may go through, industry leaders view this year's attempts to pass such bills as something to worry about in the future. It has been proved, where puppy handlings are run, that the box office drops immeasurably. This was discovered in northern New Jersey a year ago when theatre owners protested vigorously about free admission to dog tracks in order to gain crowds. It still prevails in Jersey and this year, (Continued on page 4)

## Metro Values Days of Week In Pfd. Playing Time Wrangle; Sunday Worth 3; Sat., 2; Wk. Day, 1

### Test Pilot Rally

Hollywood, July 16. Test pilot rally is the latest trend in aviation stories for the camera. Inside plane factories there's a check for wear signs and air training scripts.

Incentive has been publicized accorded by press and national magazines to expansion of air transportation and the exploits of test pilots.

Radio, Par, Metro, U. and Warners are all toyting with the idea.

Chicago, July 16. First attempt to set a valuation on each day of the week is being made by Metro-Goldwyn-Mayer in its new selling campaign in this territory, where there has been a general refusal to buy Metro product because of percentage and preferred playing time demands on the part of the distributor. This demand of Sunday and Saturday dates on its percentage flickers has been the bone of contention which has brought out the local situation and Metro is instituting a decimal system whereby each day of the week gets its own evaluation, regardless of the picture.

## TALK ZUKOR AS ADVISORY PROD. CHIEF

As head of a committee to advise on production, it is probable that Paramount's producing activities will be shunted under the general supervisory authority of Adolph Zukor. The actual managing job of the company's studio, however, is still open and depending on John E. Otterson's conclusions from his current Coast survey.

Zukor's post is distinctly apart from actual studio management. This committee comprises representatives from the theatre and sales ends of Par.

Trade accounts from the Coast also indicate that Emanuel Cohen, former Par studio head, may conclude to release his indie pictures through Paramount. This brings Cohen back into the Par fold as a producer. However, Cohen has also been mentioned in connection with United Artists.

John E. Otterson is remaining on the Coast another three weeks.

Probably around the first of September Adolph Zukor will go out to see fall production under way and may remain at the studio for an indefinite period. Understood Otterson is leaving Watterson Rothacker on the Coast, returning east alone.

## FILM CODE AUTHORITY MAY WASH UP THIS WK.

Final details that will wash up the Film Code Authority may be completed this week. Audit of the C. A. books by Price, Waterhouse, C. A. probably around the first of September. This probably will be finished the latter part of the week.

This audit is to be submitted to the finance committee of the C. A. for action. With that out of the way, only disposal of a few pieces of furniture and furniture and storing of all records will remain to be done. John C. Finn, executive secretary of the old C. A., plans to wind up affairs before the first of August.

### ROX'S 1st TIME 'AUG. 2

With the sale and distribution of 'The Month of Time' now in the hands of (RKO) the sales and distribution force at March of Time, Inc. in New York has been trimmed. Former staff of 25 has been slashed to 16.

First issue of 'March of Time' to come out under I'MCO release will be Aug. 2.

Under the decimal system Metro-Goldwyn-Mayer has set a value of worth three-tenths, Saturday equal to two-tenths of the week while the week-days are listed as worth only one-tenth each. In this manner exhibitors who are down in the contracts for percentage releases on Sunday may, instead of running the picture on Sunday, substitute dates by playing the picture for three week-days or a Friday and Saturday to make of the week a ten-day value which Sunday is allotted.

With this valuation allotment Metro at once sets up a general standard for the industry of making Sunday intrinsically worth three times any week-day for the run of business and Saturday worth two week-days for normal trade.

Besides selling on this decimal system Metro is also selling on a basis of nine pictures on percentage for the coming season. In general throughout the country Metro last year asked 14 pictures on a sharing arrangement.

## Lesser, Lurie Weld In Solo Group

San Francisco, July 16. Sol Lesser came here Friday for reorganization of his Atherton Pictures, under new title of Principal Pictures. Lesser was used several years ago by Lesser, more recently used by him for his theatre chain and exchanges. Louis Lurie, local attorney, real estate and theatre operator, is in Lesser in the deal.

Merged interests include Atherton Pictures, which makes the George O'Brien control over the Zane Grey stories; the Hecia's Bad Boy Corp., controlling 12 Patrick Bell Wright stories, and a Bobby Green, Lesser's eight-year-old singer.

New company will spend \$350,000 on 12 pictures to be produced this season, several of which are announced for the Atherton program. First will be 'Celluloid,' by Rupert Hughes. Story is a Hollywood yarn.

## Free Indoor and Outdoor Shows to Up Town Trade

Spillville, Ia., July 16. Merchants of Spillville are insuring the residents of the town and surrounding territory of plenty of amusement during the summer months and are sponsoring a series of outdoor entertainments as well as free film shows, depending on trading in the same town.

Shows are being staged every Saturday night in the main business section of the town.

## Zanuck's First on Fox Deal Starting; Tag \$4,500,000 for 8

Hollywood, July 16. Production on the first 20th Century-Fox opera, 'Metropolitan,' starring Lawrence Tibbett with Richard Boleslawski directing, starts next week. First series of Darryl Zanuck productions following amalgamation of the two companies will include eight features budgeted at \$4,500,000. 'Met' will be produced at United Artists, remaining seven will be made at Westwood.

Due to lack of office space, 20th Century won't make a Westwood for another two weeks.

Joseph Schenck, due at Fox plant today (Tuesday), postponed moving date until next week.

Rest of Zanuck's initial series includes 'Sing, Governor, Sing' with Fred Allen, Phil Baker, Paul Whitman and his band, Ann Dvorak and Patry Kelly; 'Roy Del Rio' direct; 'Message to Garcia,' scripted by W. F. Lipscomb from the Elbert Hubbard essay; 'The Man Who Broke the Bank at Monte Carlo,' starring Ronald Colman, John Ford directing from the Maxwell Johnson script; 'Shark Island,' starring Frederic March; 'John Barleycorn.'

Jack London, the 'North' and 'Snatched,' kidnap yarn by Kubec Glasmon.

Stdney R. Kent has plunged into heavy sessions with producers and executives on the Fox lot, figuring to get the production lineup and activities of the 20th Century-Fox squared away during his stay on the coast.

## Moskowitz, Winding Up At UA Before Going Fox

Joe Moskowitz will wind up his affairs at United Artists by the end of the week and shift over to Fox.

Following Joseph M. Schenck into the 20th Century-Fox organization. His duties will be defined on return east of S. R. Kent, who is to take on Moskowitz has held a v.p.'s title in UA, where he will not be succeeded.

Harry D. Buckley, Arthur Kelly and William P. Phillips returned to New York from the Coast UA sales convention Monday, while Al Lichtman and Hal Horne are slated to get in today (Wednesday). Moskowitz has been awaiting return of UA heads before leaving.







'Forever' Has Big Hit Lead \$44,000; 'Escape' Oke 15c; Girl Loop Return

Chicago, July 16. (Best Exploitation: Chicago-UA) Actual business take at the loop...

'Escapade' \$6,200, 'Love Forever' 3 1/2 G in B'h'am Birmingham, July 16. (Best Exploitation: Empire) Topping the town this week...

Estimates for This Week Alabama (Wilby) (2,800; 35-45-55) 'Escapade' (WB) rolled in...

Grace Moore's 'Wow' 18 1/2 G, St. L. St. Louis, July 16. (Best Exploitation: Fox) Cloudburst and tremendous rain...

Estimates for This Week Chicago (B&K) (3,500; 35-55-75) 'Love Me Forever' (Col) and stage...

Estimates for This Week Chicago (B&K) (3,500; 35-55-75) 'Arizonian' (B&K) and vaude...

MOORE'S 27 1/2 G IN 9 1/2 DAYS EXHAUSTS BALTO Baltimore, July 16. (est Exploitation: Keith's) One booming stand-out over...

Scribs Claim Shelter Under Wagner Bill Hollywood, July 16. Screen Writers Guild today...

comic fumbling at romance which characterizes roles essayed by Joe E. Brown.

Estimates for This Week Hippodromos (Rappaport) (2,300; 15-25-40-55-65-65) 'Which May I Ever' (Col)...

\$6,000 for 'Drake' Best Figure in Wiltong Montreal Montreal, July 16. Sizzling heat wilted grosses last week...

Palace showing 'Drake of England' and 'Nit-Wits' (Radio) at \$6,000, fair.

Capitol (FP) (2,700; 50) 'Stranded' (WB) and 'Nit-Dynamite' (WB)...

'Love Me' \$6,300 Cheers Omaha; Fox Dual \$6,000 Omaha, July 16. (Best Exploitation: Brandeis) Current week looks not so rosy...

Estimate for This Week Brandeis (Singer RKO) (1,250; 25-35-40) 'Love Me Forever' (Col)...

\$27,000 for 'Hooray' Nice Going As N. Y. Battles Heat; 'Forever' \$259,000 on 3 Wks., and Riv Dark

TACOMA TOPPLES Even Tourist Increase Fail to Help at B.O. Tacoma, July 16. More tourists being noted in town...

Estimates for This Week Music Box (Hamrick) (1,400; 17-27-37) 'Arizonian' (Radio) and 'Smiling Thru' (Radio)...

'HOORAY-CWAY' BIG 16G INK. C. Kansas City, July 16. (est Exploitation: Loew's) Grandstand in the theatres...

Manhattan (RKO) (3,200; 25-35-50) 'Hooray-Cway' (WB) and 'Cab Calloway and Band Holding'...

Uptown (Fox) (2,400; 25-40) 'Orchid in the Sun' (Fox), proposed 'Smiling Thru' (Fox) second week...

Brooklyn Full G-Man Pix and High Temperatures Brooklyn, July 16. (Best Exploitation: Fox) Full G-Man picture...

Estimates for This Week Paramount (4,000; 25-35-50) 'Men Without Names' (Par)...

New York's worst heat wave of the year is cutting into grosses...

Weekend brought b.o. suffering all around, except at the Roxy. This house got a fairly good break...

'Doubling Thomas' got but one week at Rivolt, ending pace last week (Tue) after a two-week lull...

Estimates for This Week Capitol (4,620; 35-75-85-110) 'Stage Show' (2nd week) and 'Stage Show'...

Palace (1700; 35-50-65) 'Oh for Lamps of China' (WB) and vaude...

Paramount (2,664; 35-55-75-85) 'Pat' (Fox) for total take on three weeks...

'Men Without Names' (Par). Looks like okay for \$10,000. Loew's 'Caliente' (WB)...

Moore, Bergner, Powell Pullin 'Em Back Into the Mpls. Cinemas

Minneapolis, July 16. (Best Exploitation: Orpheum) Cooler weather and stronger attractions are greasing local box offices.

'Love Me Forever' and 'Escape Me Never' give promise of being veritable b. o. sensations. The Moore picture has been packing 'em in at the Orpheum and is certain of a second week.

Orpheum bumped up the town with its campaign for 'Love Me Forever' (MG), 'Escape Me Never' (Fox), and 'The Girl in the Suit' (Western Union and Postal Telegraph).

Century (Publix) (1,800; 25-35-40) 'Kiss of Death' (MGM) (1,800; 25-35-40) 'Lowly' (Fox) (1,800; 25-35-40)

Orpheum (Singer) (2,800; 25-35-40) 'Love Me Forever' (MG) and 'Escape Me Never' (Fox) are being pushed to public and Grace Moore a swell magnet.

World (Steffens) (350; 25-35-40) 'Escape Me Never' (MG) (50 weeks). Bernier a smash hit and has taken talking. Critics raves a help, steadily building in many hold-outs.

Alvin (Berger) (1,400; 25-35-40) 'Kiss of Death' (MGM) (1,400; 25-35-40) 'Lowly' (Fox) (1,400; 25-35-40)

Uptown (Publix) (2,000; 25-35-40) 'Tipton' (Fox) (2,000; 25-35-40) 'The Girl in the Suit' (Western Union and Postal Telegraph) (2,000; 25-35-40)

'Grand (Publix) (1,100; 15-25) 'The Girl in the Suit' (Western Union and Postal Telegraph) (1,100; 15-25) 'Lowly' (Fox) (1,100; 15-25)

BUFFALO OPPOSITION 'Forever' on Way to \$16,000 and 'Boston H.O.; Ladies', 4th Wk., 6G

Buffalo, July 16. (Best Exploitation: Great Lakes) Buffalo is so full of recreation—mostly outdoors—currently, that picture theaters almost last in the shuffle.

'Forever' (MG), first run, about \$900 indicated. Last week, 'Richie' (MGM), second run, and 'Age of Indiscretion' (MG), first run, \$1,000, each.

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WASH. CUH-RAZY FOR MOORE, 20G, 'MEN' 18G

Washington, July 16. (Best Exploitation: Carlo) Things picture up this week following worst slump of season.

'Love Me Forever' is leading town easily as only new flicker worth shouting about. Interesting note on 'Escapade,' doing ok in second week.

Estimates for This Week: 'Forever' (MG) (1,800; 25-35-40) 'Men Without Names' (Par) (1,800; 25-35-40)

Early (WB) (2,424; 25-35-40) 'Kiss of Death' (MGM) (2,424; 25-35-40) 'Lowly' (Fox) (2,424; 25-35-40)

Met. (WB) (1,853; 25-40) 'Arizona' (Radio) (1,853; 25-40) 'The Girl in the Suit' (Western Union and Postal Telegraph) (1,853; 25-40)

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box office and may get to \$6,000. Last week, 'Keeper of Bees' (MGM), 'Great Lakes' (1,400; 25-40)

'Men Without Names' (Par), 'Ging Highrow' (Radio). Fine publicity for the picture. 'Forever' (MG) is doing well to get almost up to \$6,000.

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Boston, July 16. (Best Exploitation: State) Grace Moore at the State is way out front this week with melo-dramatic production.

'Forever' looks like \$18,000. 'Men Without Names' (Par), 'Ging Highrow' (Radio). Fine publicity for the picture.

'Forever' (MG), first run, about \$900 indicated. Last week, 'Richie' (MGM), second run, and 'Age of Indiscretion' (MG), first run, \$1,000, each.

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Kemp Band Boosts 'She's on 8 1/2 G; Rest of Pittsburgh Pathetic

Pittsburgh, July 16. Bating average this week about 250, with only one out of four coming up with anything that even approaches a smash.

Estimates for This Week: 'Forever' (MG) (1,800; 25-35-40) 'Men Without Names' (Par) (1,800; 25-35-40)

Met. (WB) (1,853; 25-40) 'Arizona' (Radio) (1,853; 25-40) 'The Girl in the Suit' (Western Union and Postal Telegraph) (1,853; 25-40)

with average weekly trade apparently disappearing into thin air. 'Forever' (MG), first run, about \$900 indicated.

Estimates for This Week: 'Forever' (MG) (1,800; 25-35-40) 'Men Without Names' (Par) (1,800; 25-35-40)

Met. (WB) (1,853; 25-40) 'Arizona' (Radio) (1,853; 25-40) 'The Girl in the Suit' (Western Union and Postal Telegraph) (1,853; 25-40)

'Love Me' 15 1/2 G, 'She' 8 1/2 In City Upturning

Cincinnati, July 16. (Best Exploitation: Albany) 'Forever' (MG), first run, about \$900 indicated.

Estimates for This Week: 'Forever' (MG) (1,800; 25-35-40) 'Men Without Names' (Par) (1,800; 25-35-40)

Moore, \$7,500, 'MEN' \$7,000

Indianapolis, July 16. Town is taking coin out of the amusements and is airing their best, with no theatre touching the higher brackets with the take.

Estimates for This Week: 'Forever' (MG) (1,800; 25-35-40) 'Men Without Names' (Par) (1,800; 25-35-40)



**PARAMOUNT'S**

**JUBILEE YEAR**

**1935-1936**



**First Quarter Releases**

## ROAD SHOW SPECIAL

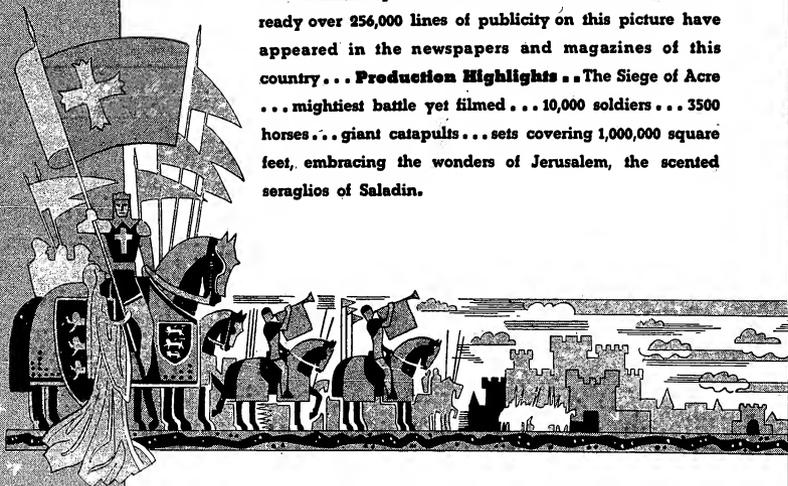
with a general release in  
the late Fall or early Winter



# CECIL B. DeMILLE'S "THE CRUSADES"

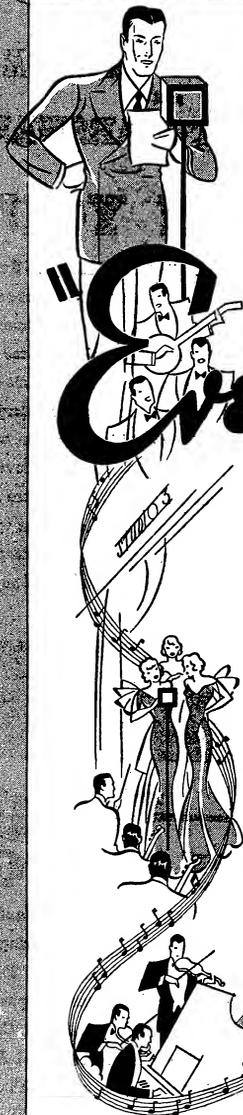
with  
**LORETTA YOUNG**  
**HENRY WILCOXON**

**Ian Keith Katherine De Mille C. Aubrey Smith  
Joseph Schildkraut Alan Hale C. Henry Gordon  
George Barbier Montagu Love** . . . The magnificent  
adventures of Richard, the Lion-Hearted . . . set against the  
spectacular background of the world's first great war . . .  
"The Crusades" is Cecil B. De Mille's most pretentious  
and dramatic spectacle. Its fame is nation-wide, for al-  
ready over 256,000 lines of publicity on this picture have  
appeared in the newspapers and magazines of this  
country . . . **Production Highlights** . . . The Siege of Acre  
. . . mightiest battle yet filmed . . . 10,000 soldiers . . . 3500  
horses . . . giant catapults . . . sets covering 1,000,000 square  
feet, embracing the wonders of Jerusalem, the scented  
seraglios of Saladin.



**August 2**

A Box Office Bulls-Eye



**GEORGE RAFT**  
and  
**ALICE FAYE**

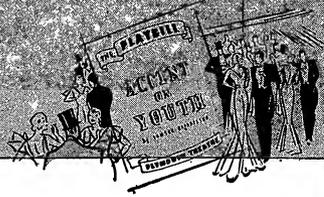
**"Every Night at Eight"**

With Frances Langford Patsy Kelly  
The Three Radio Regues... Directed  
by Raoul Walsh... The first motion picture  
about the currently popular "Amateur" radio  
hours... Raft as a master of Melody in a  
merry, musical story of the Three Sweet Singing  
Swanee Sisters... three gals, not even cousins,  
who croon their radio way from Amateur  
Hours to Art... Directed by Raoul Walsh  
("The Cock-Eyed World," "The Bowery"). Music  
by Fields and McHugh, who wrote "I Can't  
Give You Anything But Love, Baby," "Lost In  
A Fog," "Thank You for a Lovely Evening"...

**A Walter Wanger Production**

# August 9

A Romantic Comedy . . .  
A Melodramatic Spectacle



1



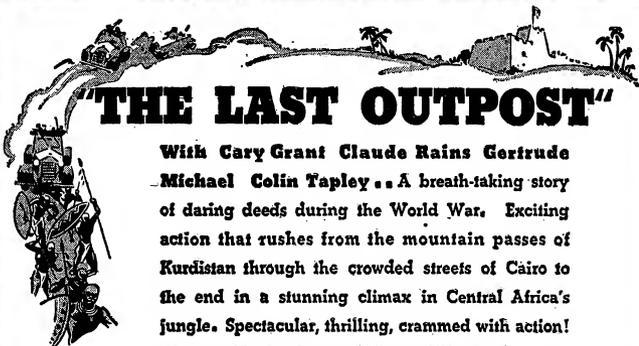
## SYLVIA SIDNEY and HERBERT MARSHALL in

# "ACCENT ON YOUTH"



with Phillip Reed Astrid Allwyn Ernest Cossart Holmes Herbert Directed by Wesley Ruggles . . . From the 1935 Broadway stage success by Samson Raphaelson, "Accent on Youth" will be one of the box office high-points of the summer. An amusing and exciting love story that proves that "life begins at 40" for any man who is fortunate enough to have a girl of 20 fall in love with him. Miss Sidney and Herbert Marshall are absolutely the "tops" in this picture. Keep your eye on Ernest Cossart, a grand actor and a marvelous comedian. Wesley Ruggles' direction is as usual superb.

2



# "THE LAST OUTPOST"

With Cary Grant Claude Rains Gertrude Michael Colin Tapley . . . A breath-taking story of daring deeds during the World War. Exciting action that rushes from the mountain passes of Kurdistan through the crowded streets of Cairo to the end in a stunning climax in Central Africa's jungle. Spectacular, thrilling, crammed with action! Director, Charles Barton, ("Wagon Wheels.")

**August 16**

A Grand New Series of Westerns



# "HOPALONG CASSIDY"

With William Boyd as "Hopalong  
Cassidy" Paula Stone (Ted Stone's  
lovely daughter) James  
Ellison Kenneth Thompson Robert  
Warwick Charles Middleton...

Clarence Mulford's famous novels have sold over  
3,000,000 copies and have been read by at least  
20,000,000 people. They should prove the basis for  
great series of box office Westerns...

In addition to "HOPALONG CASSIDY," there  
will be five other pictures made from Mulford's  
novels. These will be "THE MAN FROM BAR-20"  
"HOPALONG CASSIDY'S PROTEGE", "MESQUITE  
JENKINS", "BAR-20 RIDES AGAIN", "HOPALONG  
CASSIDY AND THE EAGLE'S BROOD"



**August 23**

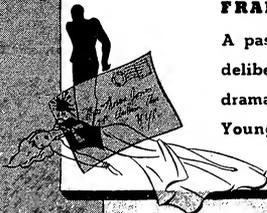
A Thrilling Upper-World Melodrama

# "Without Regret"

With

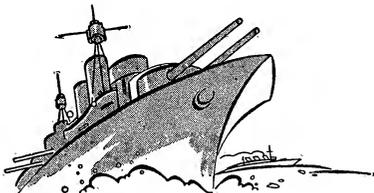
ELISSA LANDI . . . PAUL CAVANAGH  
FRANCES DRAKE . . . KENT TAYLOR

A passionate and forceful story of blackmail and  
deliberate death. A thrilling upper-world melo-  
drama fascinating in plot . . . Directed by Harold  
Young, who directed "The Scarlet Pimpernel."



# August 30

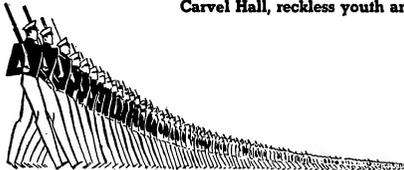
The "Bengal Lancers" of  
the United States Navy



## "ANNAPOLIS FAREWELL"

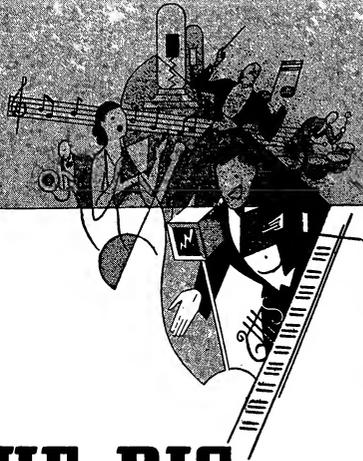
with

**Sir Guy Standing Rosalind Keith  
Tom Brown Richard Cromwell  
John Howard** Directed by **Alexander  
Hall** . . . Filmed at Annapolis, with the full  
cooperation of the authorities of the United  
States Naval Academy, this picture brings  
together again Sir Guy Standing and Richard  
Cromwell, the famous "father and son" combi-  
nation in "The Lives of a Bengal Lancer" in  
a story equally as dramatic. A picture espe-  
cially to thrill young people of all ages, with  
football games, the fleet in action, graduation  
exercises and the brilliant dances in historic  
Carvel Hall, reckless youth and youthful love.



**September 6**

In **PARAMOUNT WEEK** Comes  
One of Year's Biggest Pictures



# "THE BIG BROADCAST OF 1936"

With \* **BING CROSBY** \* **AMOS 'N' ANDY**  
\* **ETHEL MERMAN** **JACK OAKIE BURNS**  
and **ALLEN LYDA ROBERTI** \* **MARY**  
**BOLAND** \* **CHARLIE RUGGLES** \* **JESSICA**  
**DRAGONETTE** \* **SIR GUY STANDING**  
\* **GAIL PATRICK** **WENDY BARRIE** **HENRY WADSWORTH**  
\* **BILL ROBINSON** \* **INA RAY HUTTON** & **HER BAND**  
\* **RAY NOBLE & HIS ORCHESTRA** \* **RUTH SLENCYNSKI**  
Directed by **Norman Taurog** . . . Music by **Ralph Bainger** and

**Leo Robin, Dick Whiting, Carlos Gardel** and **Ray Noble**,  
whose songs, "I Wished On The Moon," "Why Dream,"  
"Double Trouble" and "Cheating Muchachita," will be  
among 1935-36's outstanding hits . . . Director **Norman Taurog**  
("We're Not Dressing") ("Mrs. Wiggs") ("College Rhythm")

**The amazing array of talent  
in this picture speaks for itself**

\* Specialties by these people



**September 13**

**A Great Love Story  
... An Acc Western**



**GARY COOPER  
ANN HARDING**

in  
**"Peter Ibbetson"**

With Ida Lupino John Halliday Douglass Dumbrille  
Virginia Weidler Dickie Moore Directed by Henry  
Hathaway... One of the great classics of all times...  
read by millions as DuMaurier's novel... seen by millions  
as the celebrated stage play... heard by thousands as  
Deems Taylor's opera. A romance to make the world thrill,  
weep and rejoice as have the millions who are already  
familiar with it. A greater love story than "Smilin' Thru".  
Directed by Henry Hathaway, who directed Gary Cooper  
in "Lives of a Bengal Lancer" and "Now and Forever".  
Script by Vincent Lawrence and Waldemar Young,  
who wrote the script for "Lives of a Bengal Lancer".

**Zane Grey's**

**"WANDERER OF THE WASTELAND"**



with Dean Jagger Gail Patrick Edward Ellis Benny  
Baker Larry (Buster) Crabbe Trixie Friganza  
Directed by Otto Lovering.. "Wanderer of the Wasteland"  
as a silent film in 1924 was a box office clean-up everywhere.  
It will be a fitting counterpart to Paramount's 1934-35 Western  
successes, "The Last Round-Up" and "Wagon Wheels."

**September 20**

... A Big Day for the  
Nation's Box Offices

1



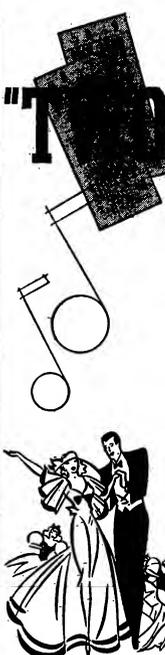
**BING CROSBY and  
JOAN BENNETT**

in

**"TODAY FOR TONIGHT"**

With

**MARY BOLAND** Thelma Todd Lynne Overman  
**Ernest Cossart**... Louder and funnier than "She Loves  
Me Not"... more tuneful than "Here Is My Heart"...  
faster, flashier than "Mississippi," this is a Crosby musical  
comedy with all the zip in the world... Bing is a penni-  
less song writer who crashes to success with a million  
dollar musical and croons back the gal somebody stole  
from him... Music by Gordon and Revel, composers  
of "Did You Ever See a Dream Walking," "Stay As  
Sweet As You Are," "With My Eyes Wide Open"...  
Directed by Frank Tuttle, who directed Bing Crosby in  
"Here Is My Heart" and "The Big Broadcast of 1933."



2

**"HERE COMES COOKIE"**

with

**George Burns and Gracie Allen**

**George Barbier**... **Betty Furness**... Directed by  
**Norman McLeod**... "Let the quips fall where they  
may"... let Gracie fiddle while George burns. The No. 1  
radio comics in a riot of fun in which Gracie haunts the  
ghosts of a haunted house... Writers, humorists John P.  
Medbury and Walton Farrar; Director, comedy-minded Norman  
McLeod ("Horse Feathers," "Mama Loves Papa").



**September 27**

A Laugh Classic . . .



## "THE VIRGINIA JUDGE"



With **Walter C. Kelly Johnny Downs Stepin Fetchit** . . . **Walter C. Kelly** brings to the screen that great and grand character who for years made vaudeville audiences rock with laughter . . . Written by Mr. Kelly and **Octavus Roy Cohen**, famous *Saturday Evening Post* writer; directed by **Ralph Murphy** ("McFadden's Flats").

**October 4**

A Powerful Drama . .



## "FROM LITTLE ACORNS"

(title to be changed)



with **Joe Morrison William Frawley Virginia Weidler David Holt Baby LeRoy** . . . A grand and pulse-stirring story of the CCC camps and their miscellaneous mobs of youths . . . poverty-stricken society boys, college men, "con"-men, bums . . . all tossed together in a modern melting pot. A timely and powerful theme.

**October 11**

One of the "BEST TEN"

Pictures of 1935 . . .

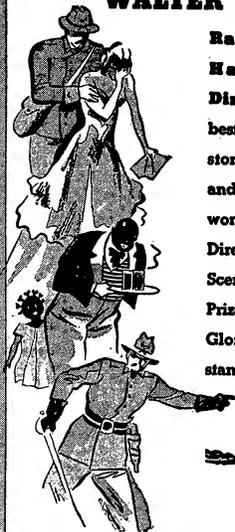


**MARGARET SULLAVAN**

# "SO RED THE ROSE"

With

**WALTER CONNOLLY JANET BEECHER**



**Randolph Scott Elizabeth Patterson  
 Harry Ellerbe Dickie Moore . .  
 Directed by King Vidor . .** As the No. 1 best-selling novel of 1934, Stark Young's great story was read by at least 1,000,000 people and publicized by newspapers, magazines and word-of-mouth to additional millions . . . Directed by King Vidor ("The Big Parade", "Street Scene") . . . Script by Maxwell Anderson (Pulitzer Prize Winner), Laurence Stallings ("What Price Glory") and William Slavens McNutt, outstanding writer of short stories and scenarios.



# October 18

Two Outstanding Attractions

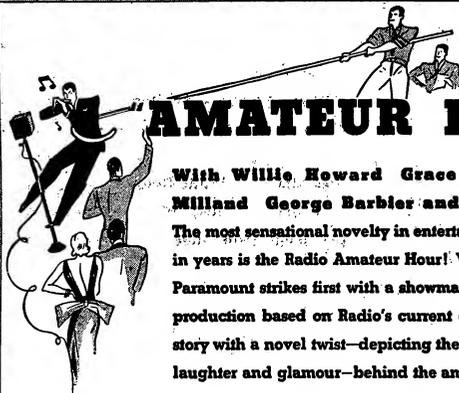
## 1



## CAROLE LOMBARD in "Hands Across The Table"

With Fred MacMurray Claude Rains . . .  
Directed by Mitchell Leisen . . . A glorious story of young love by Vina Delmar, whose novels and magazine stories boast of an amazing popularity, presenting Carole Lombard as a big city manicurist who holds hands professionally with the world and his brother, but who yearns to hold hands romantically with someone, tall, dark and handsome . . . Directed by Mitchell Leisen ("Murder at the Vanities").

## 2

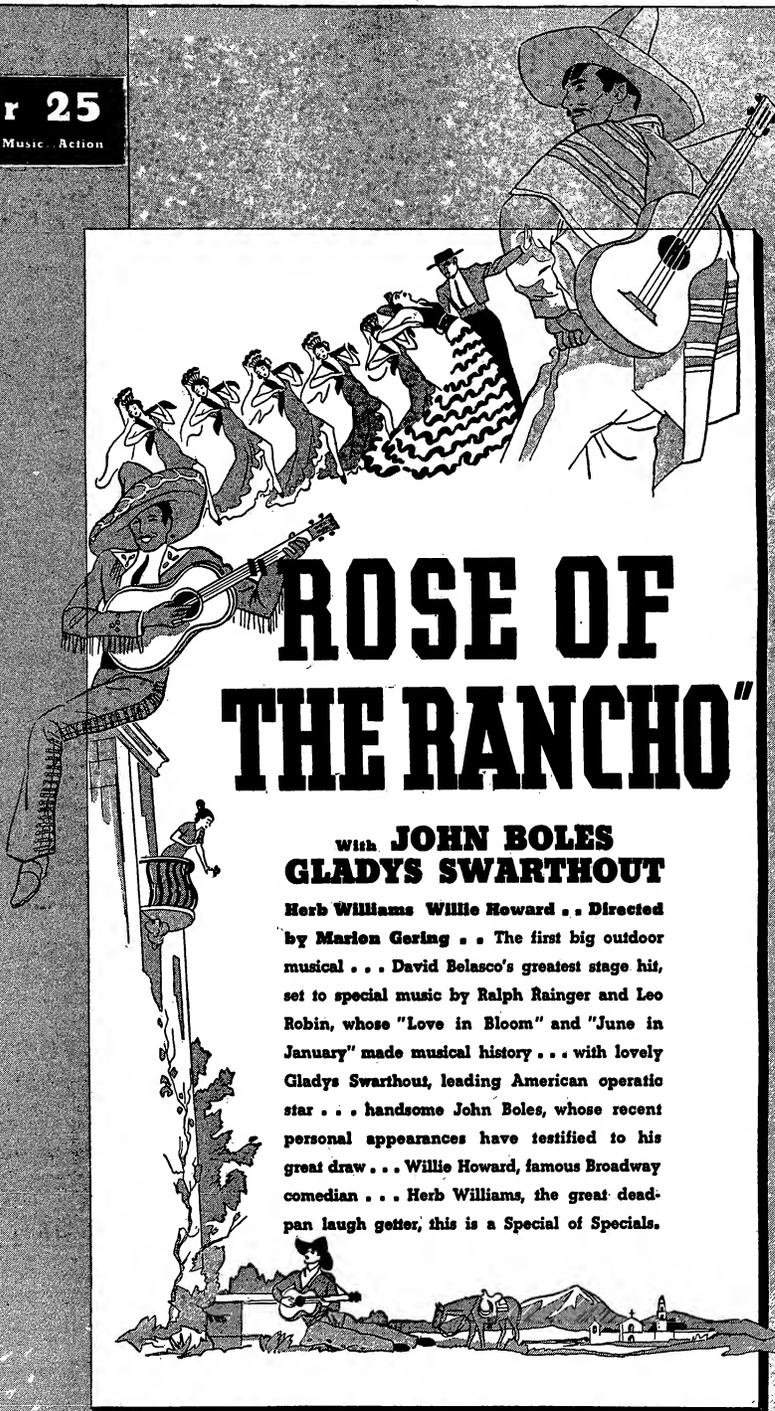


## "AMATEUR HOUR"

With Willie Howard Grace Bradley Ray Milland George Barbier and Benny Baker.  
The most sensational novelty in entertainment developed in years is the Radio Amateur Hour! While it is still hot, Paramount strikes first with a showmanly, lively, tuneful production based on Radio's current craze! A romantic story with a novel twist—depicting the tears and jeers, the laughter and glamour—behind the amateur microphone!

**October 25**

Love . . . Moonlight . . . Music . . . Action



# ROSE OF THE RANCHO"

With **JOHN BOLES**  
**GLADYS SWARTHOUT**

Herb Williams Willie Howard . . . Directed  
by Marlon Gering . . . The first big outdoor  
musical . . . David Belasco's greatest stage hit,  
set to special music by Ralph Rainger and Leo  
Robin, whose "Love in Bloom" and "June in  
January" made musical history . . . with lovely  
Gladys Swarthout, leading American operatic  
star . . . handsome John Boles, whose recent  
personal appearances have testified to his  
great draw . . . Willie Howard, famous Broadway  
comedian . . . Herb Williams, the great dead-  
pan laugh getter, this is a Special of Specials.

## 6 Popular Science Short Features

Six one-reelers in Cinecolor. Portray in full color the wonders of science. "Popular Science Monthly" is now advertising and publicizing this series to over 2,000,000 readers.

## 6 Max Fleischer's Color Classics

"Color Classics" have proved so popular that six more will be released in 1935-36. Three-Color Technicolor instead of two, plus third dimension effects exclusive with Paramount.

## 12 POPEYE CARTOONS

Max Fleischer's little giant of entertainment has grabbed the national cartoon championship. Popeye Clubs are sending thousands of enthusiasts into theatres to root for Popeye.

## 12 BETTY BOOP CARTOONS

The Little Sweetheart of the Screen, Mistress of Ceremonies, introduces King Features' leading comics, among them "Henry," "Little King," "Toots and Casper," "Katzenjammer Kids."

## 13 Grantland Rice Sportlights

FIFTEENTH ANNIVERSARY SERIES. Grantland Rice promises to deliver the most outstanding group he has ever produced. For years the high spot on the screens of the nation.

## 20 PARAMOUNT VARIETIES

Twenty novelty one-reelers, introducing the newest ideas in entertainment. The spice of laughs, life, comedy and music. Lend amusement value to any program in any theatre.

## 18 PARAMOUNT HEADLINERS

Entertainment bull's-eyes with every headliner a star from radio, stage or screen. Comedy patter, lowdown blues, swaying dance tunes — all presented by outstanding personalities.

## 13 PARAMOUNT PICTORIALS

Thrilling adventures . . . strange, the weird, the bizarre and exotic. Some in color. Everything that is new and interesting, brought back by roving cameras from the very ends of the earth.

## 6 PARAMOUNT SCREEN SONGS

The "Bouncing Ball" returns by popular demand in a cartoon series that will feature only the latest and most popular songs sung by leading radio personalities.

## 104 PARAMOUNT NEWS ISSUES

The standard newsreel of the world. Scoops that the others don't get!

## 1 SINBAD THE SAILOR—starring POPEYE

A THREE-COLOR SPECIAL IN TWO REELS.

Popeye, the world's strongest seaman, and Sinbad, the sea's biggest liar, in a subject that should win every award for outstanding entertainment. Third dimensional effects will be used.

# FRANCE AT THE ARYAN

## Enemies of Filmdom

### Frenchman Cites Radio, Legit, Lotteries and Everything Else as Villains

Paris, July 8. Radio is cited as the films' greatest enemy in France, taking nearly \$3,000,000 annually out of picture grosses, in a report by Jacques Noel, local film trade paperman, to the Film Press Association.

Legit also is reviving: here, Noel says, to the detriment of cinema, and is taking at least \$1,000,000 a year from pictures.

Frenchmen's love for mild gambling also keeps him away from films, Noel says. Money which should go into the box office is saved up and invested in national lottery tickets.

Remedies proposed are suppression of lotteries, deduction of film theatre taxes and higher taxing of radio sets and of broadcast advertising.

Foreign competition is another danger to French films, Noel says, but he is opposed to strict quotas. Whenever a French film is as good as a foreign film it has the natural advantage and wins the prize, but sometimes American films win because of their quality. He is opposed to keeping out of the picture films in the interest of exhibitors and public, and also for fear of reprisals.

High production costs, due to excessive studio rentals, star salaries, raw film prices, etc., are also among the enemies of the French picture, Noel contends. He also complains that there are too many intermediaries between producer and exhibitor.

Picture theatres, moreover, are badly distributed over France—there are too many in some places, and many small spots have no theatres at all, he says.

## London Lowers Sunday 'Charity' B. O. Tax to 12 1/2% of Net Takings

London, July 9. Entertainment committee of the London County Council has recommended that contributions to charity for Sunday performances in picture houses during 1936-37-38 shall be at the flat rate of 12 1/2% of the net takings, after deducting entertainment tax. When this 'charity' contribution was inaugurated, the percentage was fixed at 10%, with the L. C. C. committee fixing the percentage in event the annual yield amounted to less than \$500,000. To maintain that figure the percentage was increased to 12 1/2% and then to 14%.

In view of the increased number of picture houses it is now considered equitable to make a flat levy of 12 1/2%.

Sunday performances may not begin until 6 p.m.

## AMBROSE LONDON 5G

Seven G-B Weeks to Follow Palladium Time

London, July 9. Bert Ambrose's orchestra at the Palladium is getting \$5,000 a week, not a record high salary for a band, but among the higher brackets. He is slated for seven more weeks in the outlying Gaumont-British houses.

Irving Mills, just departing for New York, has him to represent for America. Mills, when booking Cab Calloway into the Palladium here a year ago, got up to \$7,500 for the American colored jazziest, and on percentage splits realized \$5,000 a week and better for Duke Ellington from the provincial houses.

## Tri-Dimensional Feature To Be Made in France

Paris, July 7. First commercial film to be attempted with Louis Lumiere's three dimensional system is now being made by Pierre de Cuvier. Will be a \$700,000er, titled 'L'Ami de Monsieur' ('Friend of the Gentleman').

Cuvier expects to make a second picture, full feature length, and to show both the films in November, either at Opera or the Sorbonne at the celebration in honor of the 35th anniversary of Lumiere's invention of motion pictures.

Lumiere relief film requires the use of bi-colored glasses by spectators in front of seats.

## NAZI-POLISH FILM ACCORD

Berlin, July 7. Following signing of the Polish 'non-aggression' pact, Arnold Raether, film head of Propaganda Ministry, visited Warsaw, and effected exchange. Poland has been adamant toward German product for year. Practical outcome of the visit was the immediate showing of four German pictures, starting with 'Machden in Uniform.' In return the Polish 'Crossroads of Love' is running in German key cities, with others to follow.

German-Polish historical super spectacle on Augustus of Poland and Saxony, is in joint preparation.

Polish home production of only seven or eight films annually averaging around \$250,000, was doubled in 1934. State levies tax of one fifth (20%) on every meter of finished product made by foreign. Took in a neat 1,500,000 zlotys last year.

Country ranks next to Roumania in having the lowest number of picture houses. State taxation of 80% on box office receipts is accountable.

## DISNEY AND BRO. O.O. FRENCH MICKEY BIZ

Paris, July 10. Walt Disney and his brother Roy, here on vacation, have been looking over the Paris subsidiary of the Mickey Mouse novelty licensing concern. It has only been open since Oct. 16, but already has 14 licenses on its string, making everything from rubber balls to crockery with one of the Disney characters printed on the products.

Helen Werner, who is in charge of office, has a touch time expansion of business because policy forbids active selling, and there are no toy and novelty trapezeurs in the country which could add word-of-mouth propaganda. She has to wait for the customers to come in, but they do so, largely by way of inquiries directed to her by Artists, in whose place she has her office.

'Biggest single item is book. 'Three Little Pigs' which is published in 'Bibliothèque Rose,' most famous collection of children's stories in France, and which has already sold \$6,000 copies. Text is just a translation of the story of the original cartoon. French is just one of 11 languages into which it has been translated.

Miss Werner is kept busy seeing that art used on the 14 licenses is up to the Disney standard. Company has an art service in London which will draw Mickey's art work for licensee, and the French are learning to use this in order to get past the Disney censor with their drawings.

## PRODUCER GROUP OPPOSING GOV'T

### Seek Tie-Up with Distribs and Exhibs in Fight Against Gov't Control of Film Industry—Etats Genéraux Congress Advocating Industry Dictator, a Flop—Henri Klarsfeld on Prods. Committee

## FEAR DECREE-LAW

Paris, July 7. New attempt to organize association of independent producers, who make virtually all French films today, was made at meeting Monday (1). Bulk of producers were present, and committee was named to draw up a constitution.

Organization would work hand in hand with distribs' syndicate, to which American companies belong, and exhibitors, headed by Raymond Lusiaux, who are friendly to American interests because they need U. S. films for their theatres.

Three associations would then form, together, what would be called Film Committee, to represent the whole industry. This committee is already provisionally named, and it includes Henri Klarsfeld, head of French Paramount.

Move is reply to socialist, bureaucratic and governmental attempts to control the French industry.

Preliminary meeting of Etats Genéraux, or general film congress, held Wednesday (2) under auspices of mysterious group of technicians and labor organizations, was a flop. Bulk of trade leaders failed to attend, and those present showed they couldn't agree. This is the group that in earlier talks advocated a government dictator.

Meeting merely resolved that a film organization was necessary and hoped that all those interested would get together in October.

## Another Menace

Flop of Etats-Genéraux removes one menace to U. S. films, but main danger, the fear of government, still remains. Before leaving for summer vacation, finance committee of Chamber of Deputies authorized printing of Pétache report to reorganize cinema, which provides for financing of French production at expense of imported films. This is one step further toward adoption of report.

But Parliament, which is now discussing report, does not seem in order for it to become effective. Government, under emergency powers, may not pass the report, falling, has right to promulgate it as decree-law, and that is what is feared. Object would be to straighten out the French business, which has fallen due to collapse of Gaumont and Pathe, the two majors.

Taxidly forcing the industry, including film producers, is intended to fight government control. From the general French film viewpoint, the fears of the Americans are minor. Danger is that government will put its finger into the picture making and the bureaucrats will never thereafter be driven out.

## Dr. Rafter Spelling

Rome, July 7. Dr. Rafter, State Counsellor and Chief of the Cinema at the Ministry of the Press and Propaganda, who is in Rome now, visited the Director General of Cinematography at the Ministry of the Press and Propaganda, where he discussed various questions of interest to Germany and Italy with the Director General.

Afterwards he had a long interview with Interior Count Galeazzo Ciano.

## Arvan Actor's Angle to Be Legally Tested by Deutsch's Suit in Vienna

## Tallest Talker

Lima, July 1. What is described as the highest sound picture equipment installation in a theatre in the world is now operating at Club Peruano at Oroya, Peru. Elevation is 12,180 feet above sea level. It's an American job from Western Electric.

Company also has 25 others operating in this country and three others in process of installation.

Vienna, July 16. Arvan angle of picture business is going to be dragged into the open in courts here due to a law suit filed by Ernest Deutsch film actor, against Pauline Films. Actor charges unfair discrimination because he was dropped out of a film, after being cast, on the Arvan issue.

Viennese film producers have entered into an agreement, okayed by the government, to the effect that they must not use players in films who do not fit under Germany's anti-Jewish clauses, if those films are to be distributed in Germany. Since Germany is the biggest potential market for Viennese-made films, this clause is important and has been followed through by most producers. Deutsch was cast for 'The Maharajah's White Wife' but, before production started, he was told he was persona non grata in Berlin, so he was dropped.

## \$32,850 PROFIT AND THEY'RE MOANIN'

## The Hague, July 7.

Annual report of Dutch Bioscope Trust over 1934 states that the crisis, which did not make itself so badly felt, when the depression first set in, is now affecting the cinema trade far more than in 1932 to 1933. Film rents are still very high and box-office takings not enough to cover rentals. Entertainment tax is also eating into net takings, so that very little is left after paying all costs.

The trust, which owns a chain of cinemas, is trying to reorganize the business and aims at centralization of management for lower overhead.

In the beginning of 1935 a further drop at the box office was felt, so drastic economies had to be planned and are also eating into net takings.

Net profits for 1934 were \$32,850, against \$54,800 in 1933.

## '39 Steps' Gets \$16,000 5th at New Gallery, 'Becky' Forces Move

## London, July 9.

The '39 Steps' Gaumont British film, grossed \$16,000 in its fifth week at the New Gallery, which is a record for this house, and \$7,000 above the hold-over figure. But despite that, it is being withdrawn. Management figured it could easily stay till end of August, but previous commitment to Radio Pictures to preview 'Becky Sharp' is reason for cutting stay.

Only house Radio would accept in Liverpool, which is wanted for 'Bull-Dog Jack,' the Jack Hulbert latest, which must be shown immediately, as Hulbert is already doing another.

'Steps' goes to the Marble-Arch Pavilion for a second West-End re-lease.

## SOVIET FILM MOGULS WIND UP COAST VISIT

## Hollywood, July 16.

Group of Soviet film magnates, headed by Boris Shumiatzky, pulled out for New York last week after spending several weeks looking over the film colony here. They will embark shortly for their homeland.

Shumiatzky, producer and general manager of the Soviet-owned and controlled industry, was accompanied here by Frederick Ermler, president of the Motion Picture Directors and Actors' association; Vladimir Nielsen, president of the Soviet cinema technique of the State Motion Picture Institute at Moscow, and Vladimir Veitinsky, president of Amkino.

Viennese film producers have entered into an agreement, okayed by the government, to the effect that they must not use players in films who do not fit under Germany's anti-Jewish clauses, if those films are to be distributed in Germany. Since Germany is the biggest potential market for Viennese-made films, this clause is important and has been followed through by most producers. Deutsch was cast for 'The Maharajah's White Wife' but, before production started, he was told he was persona non grata in Berlin, so he was dropped.

On the other hand the thing is working out conversely in the case of Gustl Hubert, a Viennese actor, no racial worries. She was called for a leading part in 'Luck Comes Overnight' at Saugat but turned the part down—although she stood on the ground that some of the producers of it were not, in solid with Hitler. Her husband is endangering her future in films. This despite the fact that she has never played in Berlin and the good word she has been a big boost for her.

Government has been officially in sympathy with the German dictates on the situation up to now, mildly. It is left, from the standpoint of economies. That there may be a change in check facing the Viennese official circles, however, is indicated by a law being promulgated which would establish an official Austrian film archive. German government a couple of weeks ago, in Berlin, ordered prints of all old films conserved. German government an Austrian idea is to grab such of these films as have Austrian players, regardless of race, and file them away for posterity.

## Gaumont Franco-Aubert Revives with Officers Appointed by Gov't

## Paris, July 7.

Return of Gaumont Franco-Film Aubert to activity was preaged at first meeting of reorganized board to preview 'Becky Sharp' and to appoint directors. General Targe, Georges Ricou and Paul Devinat, were present.

Targe was named president of corporation and Ricou, former director of Opera Comique, became general manager. Paul Devinat had been general director, resigned, but Charles Schneider, employee of old group, remains as general secretary.

Program of new company not yet announced, but assurance is given that although leaders are government appointees, a strict censorship policy will be followed. Charles Pasquieu, head of financial group that was behind Franco-Film's revival, is not officially mentioned, but is supposed still to be in the background.

## Tough on Pictures in Which Natives Take Rap

## Paris, July 7.

Censor in Algeria is getting tough on films in which natives get the worst of it.

The ban on 'Massacre' American film showing Indian fighting, and has postponed showing of 'Bengal Lancers' (Paris) because he's afraid that some of French actors and Mohammedans in India will have had effect on local population.



DOUBTING THOMAS

Fox production and release. Stars Will Rogers, Paula Brown, Billie Burke, Lane Chandler, Franchot Tone, George Kelly, Frank Cravat, George Cooper, George Seaton, George Craven.

George Kelly's 'The Torch Bearer,' when produced on Broadway 13 years ago, was a good one...

Rogers himself is out of the No. 1 line of business... Miss Burke, as the stage actress...

Belle Burke, as the stage actress, will be a great asset to the picture... As the screen's champ titanic comedienne...

PARIS IN SPRING (MUSICAL)

Paramount production and release. Features Mary Ellis, Will Rogers, Franchot Tone, George Kelly, Lane Chandler, Franchot Tone, George Kelly, Frank Cravat, George Cooper, George Seaton, George Craven.

It is unfortunate that riches of talent, musical score, dialogue writing, and production...

HOOORFY FOR LOVE (MUSICAL)

Paramount production and release. Features Ann Todd, George Kelly, Billie Burke, Lane Chandler, Franchot Tone, George Kelly, Frank Cravat, George Cooper, George Seaton, George Craven.

This musical flounders badly despite some good material and production...

George Raymond is a college boy who shows up...

Basically, the story is on the money, but it is so heavily cluttered with superfluous material...

Miss Ellis, as the cabaret heart-throb of Carminali, is captivating in her vivacious treatment...

Miss Sothen joins her in a couple of scenes... Miss Sothen joins her in a couple of scenes...

As the title indicates, this is a screwy one. Lack of authenticity and is so far fetched...

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Miniature Reviews

'Doubting Thomas' (Fox). Despite plot weakness, Will Rogers is okay for moderate returns.

'Front Page Woman' (WB). Incredible newspaper yarn, nicely handled for laughs...

'Rainbow's End' (FD). Above average western well made, with Mr. and Mrs. Hoot Gibson.

'College Sunda' (Par). Under detective thriller of college campus, with lack of marquee names...

'Circumstantial Evidence' (Chesterfield). Freachment lacks circumstantial evidence, but newspaper yarn, all right for duists.

Miss Sothen joins her in a couple of scenes...

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FRONT PAGE WOMAN

Paramount production and release. Directed by George Cukor. Stars Walter Walker, Dorothy Dunsen, June Martel and Mike Moritz.

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another discover a murder, identify the victim, trail the suspects to their lairs, and the incriminating weapon.

But there are some laughs. And there are grand performances by Shaw and Joseph Crehan.

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But there are some laughs. And there are grand performances by Shaw and Joseph Crehan.

THE PHANTOM LIGHT

(BRITISH MADE). Paramount production and release. Directed by Michael Powell.

Miss Sothen joins her in a couple of scenes...

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RAINBOW'S END

First Division production and release. Stars Franchot Tone, George Kelly, Lane Chandler, Franchot Tone, George Kelly, Frank Cravat, George Cooper, George Seaton, George Craven.

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TANGO BAR

Paramount production and release. Stars Franchot Tone, George Kelly, Lane Chandler, Franchot Tone, George Kelly, Frank Cravat, George Cooper, George Seaton, George Craven.

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COLLEGE SCANDAL

Paramount production and release. Features Franchot Tone, George Kelly, Lane Chandler, Franchot Tone, George Kelly, Frank Cravat, George Cooper, George Seaton, George Craven.

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# A SPECIAL REQUEST FROM WARNER BROS. TO THE NEW YORK CRITICS

Please do not let the tremendous enthusiasm of the trade previewers influence you to exhaust all your superlatives on "BROADWAY GONDOLIER" at the N.Y. Strand tonight. Save plenty for "THE IRISH IN US," with Cagney, O'Brien, McHugh and Jenkins. Here are two slight indications that you'll need them—

#### *Variety Daily*

"Grand, heart-stirring fine, unashamed sentiment, gusty comedy, homely reality and slap-bang action, all geared for the greatest amount of entertainment for the greatest number of folk and a sure sock at the box-office! . . . Terrific suspense build-up. Cagney has never had a better role. Pat O'Brien gives one of his top performances . . . Mary Gordon will probably start an Irish mother screen cycle. Olivia de Havilland . . . unquestionably is going places. Lloyd Bacon has done a grand job of direction."

#### *Motion Picture Daily*

"Here is one to raise the roof with audience mirth. Comedy and sentimentality mingle for a wild Irish hit. Mary Gordon scores as the waddling, sweet, peppery mother . . . Allen Jenkins draws howls as a dim-wit fighter who starts to slug every time he hears the bell. McHugh causes three tidal waves of laughter. Olivia de Havilland looks like a coming bet. . . . Sure box-office material emphasized for laughter and sentiment by Director Lloyd Bacon. You can go the limit on this. It should keep 'em howling."

EPICURIO

AMATEUR

By Epes W. Sargent

23 Theatres Unite

Something like a precedent in mass exploitation was set by combined efforts of 23 theatres including the three first-run...

Place of the drawing kept a secret until it actually was off so that one house wouldn't have an advantage over any other.

Expenses of the undertaking are being met by the exhibitors and some advertising.

Idea came from Sioux City where work was done on a few weeks ago so that one house gets an unfair advantage over the other.

Summer Parades

With the youngsters out of school there is nothing better in an exhibition way for the exhibitors than for the children, provided they are not kept out in the sun too long.

In the early Chaplin comedy days the chaplin impersonator was a way good for a stunt and the children loved it.

Played with the Girls

Best exploitation of the theme was built-up for 'Escapade,' which opened at Regent Saturday (13).

Welshed on Widows

Melba theatre had to blunty Welsh on that offer two passes for every black widow spider brought to the during run of 'The Nitwits.'

Two from Omaha

Doc Elliott, of the Warner Alhambra, Canton, sent a letter to all those interested in promoting his district.

Cartoons for Canton

Two-column comic cartoons were splashed across the front pages of the Canton Free Press.

Contest Gigs

Those good old days when theatres were able to arrange for co-op pages just as often as they could.

Uplifted on Widows

Melba theatre had to blunty Welsh on that offer two passes for every black widow spider brought to the during run of 'The Nitwits.'

Down in Dixie

Mgr. Bob Talbert of the Carolina moved things up for the opening of 'Orchids to You' on Thursday by passing out an orchid to the first woman to answer who inquired.

Co-op and the Bishop

Premiere of 'Cardinal Richelieu' at Loew's Ohio theatre was assisted in with a series of effective cooperative tie-ups arranged through the efforts of Manager Maxwell Bovin.

Talking Squirrels

For 'Nit Wits' Manager Hank Peters of the Fox West Coast, Inglewood suburb, spotted a couple of squirrels in a cage as an outside lobby ballyho.

Behind the Keys

Blank houses in Iowa and Nebraska are frequently booked. Expected that some time this month the Frisco-Mercy organization will reopen its third house, the Capitol.

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Royal Entrance

Varying the usual stunt of putting out perambulators for comedy shows, one exhibitor a long time ago worked the royal reception for a comedy hero.

The impersonator of the character stepped off the train (he had boarded it at station up the road), handed into the flivver, tossed out a stamp of heralds and the car made its progress to the theatre.

Prize Criticisms

Prizes for the best criticisms of a picture are frequently offered, the idea being that writing the criticisms will emphasize in the mind of the reader...

Seats for Home Runs

Wallace (Doc) Elliott, of the Crompton Plaza Alhambra manager tied with the exhibitor of the Virginia-Prolo State league during the screening at the local theatre of 'The Nitwits.'

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# HOT? ..

## THERE'S STILL AUGUST!

HERE ARE MIDWINTER SHOWS  
FOR THE MIDDLE OF SUMMER!

**BECKY SHARP** . . . One of the biggest attractions show business ever had! An event in every city and town it plays! . . . The most talked about, the most written about picture since the coming of sound!

**IN NEW TECHNICOLOR**

**SHE** . . . **MERIAN C. COOPER'S** astounding and spectacular production of the H. Rider Haggard thriller! . . . A real summer circus attraction . . . now playing key city runs to great business . . . **OPENS NEXT WEEK AT RADIO CITY MUSIC HALL.**

**OLD MAN RHYTHM** . . . A rousing romance set to music . . . A hot-weather show with everything it takes . . . Six big song hits! . . . 24 ravishing co-eds! . . . Charles Buddy Rogers . . . and the gayest gang of youngsters who ever went to college just for fun!

**JALNA** . . . Mazo de la Roche's \$10,000 Prize Novel! . . . The tragic romance of two wives under one roof! . . . A best-seller picturized in all its biting drama, glorious romance and heart-holding power! . . . Cast includes Kay Johnson, Ian Hunter, C. Aubrey Smith, Nigel Bruce and many others.

**HOT TIP** . . . **JAMES GLEASON** and **ZASU PITTS** give you the inside dope on the racetrack game—if you can stop laughing long enough! . . . A comedy as fast as the race thrills it presents, with the wise-cracking Jimmy and hand-wringing Zasu making the most of a William Slavens McNutt story.

**KATHARINE HEPBURN** IN  
**ALICE ADAMS** . . . **BOOTH TARKINGTON'S** best-loved heroine steps from the pages of his Pulitzer Prize novel straight to the heart of all America! . . . A swift-changing role that offers Hepburn her outstanding modern characterization — not even excepting her great "Morning Glory."

**RKO-RADIO PICTURES**

FAMOUS FIRST NIGHTS

CINCINNATI

Stock Market

The following descriptions of memorable theatrical premieres is a compilation of stage, screen, concert or nightclub openings which, for some odd circumstances or another, stand out in show business...

rate. An average \$2,200. Last week Sunset Range (FD) five days and...

was Columbia Pictures certificates which had been going up 4 to 5 points a week for several weeks...

Wall Street is that those who bought this stock around the peak of 27 have disposed of their holdings...

'Garrick Gaeties' (Garrick, N. Y., May 24, 1925) First edition of the 'Garrick Gaeties', the Junior Leaguers of the Theatre Guild, commenced into the new theatre on West 37th street, New York...

'Escapade,' 'Party Wires,' Linked, Get \$550, Lead Town Louisville, July 15. All house juke lifting along, with big very much in the doldrums...

Radio common was another soft spot, the issue slumping to low mark at blow-off. It also showed a loss of three-eighths. Radio B suffered a similar loss...

Over the Counter market, Columbia Broadcasting Co. issues staged a little show of their own...

'The Lake,' (Martin Beck, Jr., 1934) Out-of-town reports on the highly detailed of Katharine Hepburn as a legit act on the legit stage...

Prospects are more cheerful for next week, 'Love Me Forever,' with expectations for some more plays that will be estimated for this week...

Radio common was another soft spot, the issue slumping to low mark at blow-off. It also showed a loss of three-eighths...

Over the Counter market, Columbia Broadcasting Co. issues staged a little show of their own...

Irene Franklin-Gertrude Hoffman (Young's Pier, Atlantic City) At Young's (old) Pier, Atlantic City, any number of vaudeville greats made their debut...

'Brown' (Ind) (1,500; 25-40) 'Keeper of Bees' (Rep.) 8 days. Not paid for enough...

Radio common was another soft spot, the issue slumping to low mark at blow-off. It also showed a loss of three-eighths...

Over the Counter market, Columbia Broadcasting Co. issues staged a little show of their own...

Lulu Belle' (Belasco, N. Y., Feb. 9, 1928) Virtually every opening night at the Belasco was notable. Premiere of Lulu Belle was outstanding...

'Front Page Woman' (WB), dual Regulars turned out for Kibben's first fare, but heat put a crimp in a promising week...

Radio common was another soft spot, the issue slumping to low mark at blow-off. It also showed a loss of three-eighths...

Over the Counter market, Columbia Broadcasting Co. issues staged a little show of their own...

Exploitation

(Continued from page 29) photos were run, including likeness of the star, Grace Moore, or Gruffin, and other...

each representing something which some time can be used in a fast foot, but it makes possible the quick...

Protein Box Office Probably at some time every theatre has had a lull but false front for its box office...

Sign Kinks Getting permits to banner the name of a clock in front of a jewelry store, a manager figured that there was only a three-way traffic so why use a four faced sign...

Exploitation Potentials One manager who believes firmly in exploitation has an exploitation line in which he has a new exploitation possibility he can contact...

Artist and Model Ted Emerson of the Omaha Nebraska took one, not from the press book, but straight from the picture itself...

Protein Box Office (Continued) But in one town there's a house without a standard box office, or rather there is one, but it is shown only occasionally as a joke...

Artist and Model (Continued) Spread of the prize gag in the N.Y. circuit has reached the point where one of the 67 varieties of keno has achieved the dignity of a weekly street event...

trousseau. Being in a country town where room is cheap, he has plenty of space, and he does not have to bother about that.

Artist and Model Ted Emerson of the Omaha Nebraska took one, not from the press book, but straight from the picture itself...

Artist and Model (Continued) Spread of the prize gag in the N.Y. circuit has reached the point where one of the 67 varieties of keno has achieved the dignity of a weekly street event...

Artist and Model (Continued) Spread of the prize gag in the N.Y. circuit has reached the point where one of the 67 varieties of keno has achieved the dignity of a weekly street event...

Four bonds hung up new highs for the amusement 101 1/2. Warner Bros. G. headed the group with a 2 1/2-point advance...

Summary for Week Ending Monday, July 15: STOCK EXCHANGE High. Low. Bid. Ask. Issue and rate.

BONDS 139 5/8 \$23,000 Gen. Treas. 97, '40. 100 10/32 10,000 Low 96, '41. 100 1/2 10,000 Par. 100, '41.

OVER THE COUNTER, N. Y. 27 3/4 0.900 Technicolor (100) 2% 27 3/4 1.200 Translux (100) 2%

Present week is expected to show, in some degree, whether the Amusement Group will continue to fall back or if the decline was merely an accentuated reflection of general market weakness...

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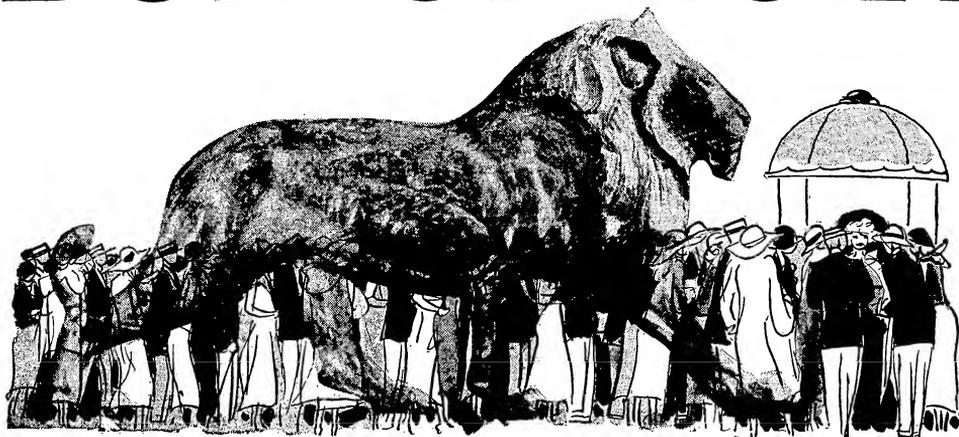
# THE LION AT YOUR BOX-OFFICE!

**This** industry is talking Metro-Goldwyn-Mayer! There's good reason. On the West Coast within the past week two Giant M-G-M attractions of '35-'36 were previewed. CHINA SEAS starring CLARK GABLE, JEAN HARLOW and WALLACE BEERY...ANNA KARENINA starring GRETA GARBO with FREDRIC MARCH and FREDDIE (Copperfield) BARTHOLOMEW.

**These** two attractions will be released in August and September. They are the fore-runners of what is to be M-G-M's greatest year.

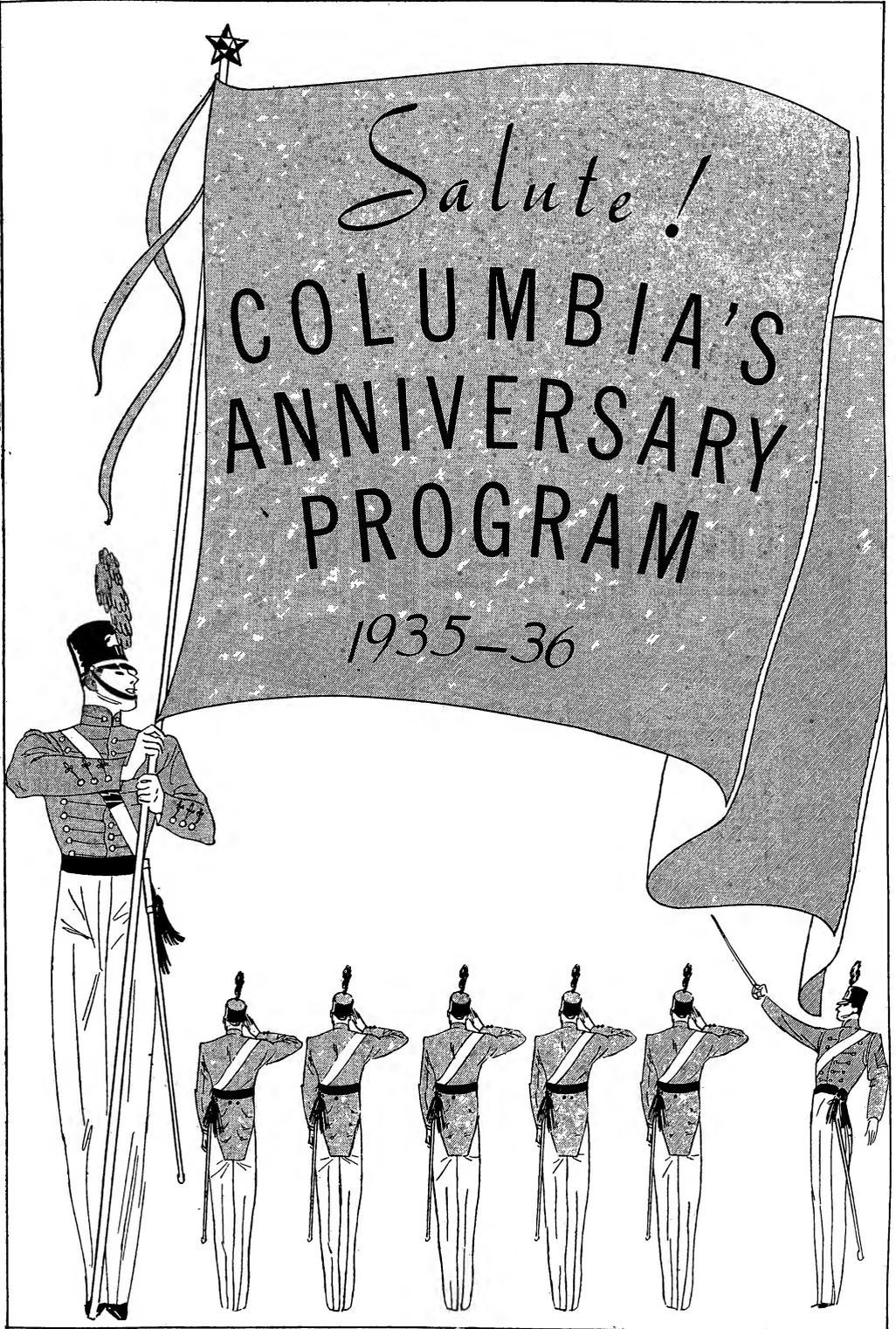
**The** studio of Leo the Lion is throbbing with activity...*practically every great STAR on its roster is at work or about to start.* Releases for the first four months, August, September, October and November are scheduled. Ask your M-G-M representative for a detailed outline.

**There's** a new song, a happy song that exhibitors are singing today... they are singing it about One company, M-G-M...they are singing "With my eyes wide open, I'm buying."









# COLUMBIA CELEBRATES 15



2  
**FRANK  
CAPRA**  
productions

*Glorious*  
**GRACE  
MOORE**  
starting in  
2 PICTURES

2 PRODUCTIONS  
supervised by  
**FRANK  
CAPRA**

*Lovely*  
**I R E N E  
D U N N E**  
in a special  
Columbi production

**R O N A L D  
C O L M A N**  
ing  
in a special  
Columbia production

**GEORGE RAFT  
JOAN BENNETT**  
in B. P. Schulberg's first  
**RICH MAN'S  
DAUGHTER**  
Directed by Toy Garnett

*Distinguished*  
**R U T H  
C H A T T E R T O N**  
**M O D E R N L A D Y**

*The Great*  
**V O N S T E R N B E R G**  
directing  
**C R I M E A N D  
P U N I S H M E N T**  
with EDWARD ARNOLD  
and PETER LORRE

A story of San Quentin  
**O N E - W A Y  
T I C K E T**  
Exposing a hell  
of loneliness  
a B. P. Schulberg  
production

**E D M U N D  
L O W E**  
**G R A N D E X I T**  
by Gene Towne and  
Graham Baker

**H A R O L D B E L L  
W R I G H T ' S**  
**T H E C A L L I N G O F  
D A N M A T T H E W S**  
and  
**T H E M I N E W I T H  
T H E I R O N D O O R**

*Fascinating*  
**A N N  
S O T H E R N**  
2 MUSICAL PRODUCTIONS

2 Great Idea Pictures!  
**T - M A N**  
a story of the G-Men of  
the Treasury Department  
**N O T O R I E T Y**  
based on the biggest  
headline story of the year!

**J E A N A R T H U R**  
the girl they're all talking  
about... starred in  
**I F Y O U C O U L D  
O N L Y C O O K**

**Z A N E  
G R E Y ' S**  
great adventure classic  
**O U T L A W S  
O F P A L O U S E**

The balance of the 1935-36 program will be selected from the following important properties and additional outstanding stories acquired during the year:

**VALLEY FORGE**  
Theater Guild success by Maxwell Anderson  
**THE BIG SHOT**  
by Ben Hecht and Charles Macklin  
**FRISCO FURY**  
by M. S. Peah and Samuel Gully  
**INTERMISSION**  
by Lawrence Sanders

**THE RENTED BODY**  
by Rupert Hughes  
**WEEKEND BACHELOR**  
by Yip Harey  
**N E G L I G E E**  
by Ernest Vance  
**THEODORA GOES WILD**  
by Miss McGowan

**MOONLIGHT ON THE RIVER**  
by Joseph Mervore Marsh and Sidney Buchman  
**THE LONE WOLF RETURNS**  
by Louis Joseph Vance  
**THE HOUSE OF REMSEN**  
Screenplay by M. S. Peah, Michael Susskind and William J. Terrance  
**EXCURSION INTO PARADISE**  
by Miss McGowan

**GIVE ME LIBERTY**  
by Yip Harey  
**LISTEN BABY**  
Red Hot story by Eric, John and Gene Markis  
**SHOCK ABSORBER**  
Worth-Lynch-Johnson-Herbertson-Weissman  
**THE CRAIGMOOR CASE**  
The Columbia story by Gene Wolfe

**THE IRON CLAW**  
novel by Arthur Stringer  
**PLAY BOY**  
Competition Magazine story by Frank R. Hill  
**COLLEGE HERO**  
Daily Evening Post serial by Gerry Ford  
**C L O T H E S**  
Story by Evelyn Page serial by Gene Wolfe

# YEARS OF ACHIEVEMENT!

## WESTERNS

### KEN MAYNARD

hard-riding, fast-shooting favorite of millions

### 8 OUTDOOR THRILLERS!

### 4 GREAT STORIES

by

### PETER B. KYNE



# FEATURE COLUMBIA SHORTS!

*Biggest one-reel feature  
in screen history!*

## THE VOICE OF EXPERIENCE

appearing in dramatizations of true-life confessions from his amazing file of 5,000,000 letters! Bringing you a ready-made audience of 7,500,000 radio listeners!



Another new note in shorts!  
**MUSICAL SURPRISES**

*Every reel a melody treat!*

On the screen at last!  
**BARNEY GOOGLE**  
in the new 3-color  
**TECHNICOLOR!**

produced by Charles Mintz

new!  
*sensational!*  
**STARS OF TOMORROW**  
Amateur Nights  
on the screen

**COLOR Rhapsodies**  
in the new 3-color  
**TECHNICOLOR!**

produced by Charles Mintz

Something new!  
**COLUMBIA VARIETIES**

*Complete entertainment in every reel!*

The ever-growing, beloved  
**SCRAPPY**  
produced by Charles Mintz

The fan magazine of the screen!  
**NEW SCREEN SNAPSHOTS**

For laughing out loud!  
**COLUMBIA'S FAMOUS 2-REEL COMEDIES**

with all-star casts headed by  
**THE 3 STOOGES**  
**ANDY CLYDE**  
**HARRY LANGDON**  
**LEON ERROL**  
**THE RADIO ROGUES**

The tops in sport thrills!  
**NEWS WORLD OF SPORTS**

Better than ever!  
**KRAZY KAT**  
produced by Charles Mintz

# MAKE COLUMBIA YOUR BUY-WORD FOR 1935-36!



CALENDAR OF CURRENT RELEASES

Women Must Dress. Intricate ways of fashion slain... (Continued from page 38)

United Artists

Brewster's Millions. Story by Winchell Smith and Byron Glegg... Call of the Wild. From the famous Jack London story... Escape Me Never. Story by Margaret Kennedy...

Universal

Madame X. Story of a lost daughter replaced by adopted... Border Brigades. Buck Jones returns. Dir. Nick Grinde... The Frankenstein. Drama. Karloff, Valerie Hobson...

Warner Brothers

Alibi Ike. Famous baseball comedy by Ring Lardner... Devil Dogs of the Air. Rolliticking comedy drama... Front Page Woman. Betty Davis, George Brent...

Miscellaneous Releases

Cyclone Ranger (Spectrum). Western. Bill Cody. Nina Quartero... Circle of Death (Vilks Kunt) Western. Monty Montana... Fighting Fingers (Vilks Kunt). Rex Bell, Ruth Mils, Dir. Harry Friszer...

One in a Million (Invisible). Shop girl gets in and out of jam... Red Blood of Courage (Ambassador). Western, Kermil Maynard... Rustlers. Fair. George English, 55 mins. Rev. June 12...

Foreign Language Films

Note: Because of the slow movement of foreign films... Abel mit der Mundharmonika (Ger.) (Ufa). Comedy of young love... Agua Caliente (Col). Evil of gossip. Dir. I. Ardavin... Anemarie, Brauer der Kompanie (Ger). Military farce... Asejura A Su Mujer (Sp). Domestic comedy...

'35-'36 Selling

(Continued from page 7)
pendent houses as looking so much like the old-type country store that only post office boxes were lacking...

U. S. Okayes Ideas

Washington, July 16. With signs of interest from 170 industries, the Federal Government Monday (16) accepted for submission of voluntary code orders under the Federal Trade Commission...

Stideshipper law provisions encourage help check unfair competition to begin negotiations for agreements which would curtail any unfair methods of competition, trade practices and price fixing...

Although still hugging its gag posture, the Federal Trade Commission announced the procedure which will be followed in starting negotiations for a voluntary fair trade practice treaty...

Whether the conference is intended for all branches of the industry or merely for certain subdivisions... Preliminary steps looking toward negotiation of voluntary agreements...

Whether any unit or individual in the industry has representative interests was not revealed as the Commission persisted in shrouding in secrecy the identity of persons with whom the industry is in contact...

TITLE CHANGE

Hollywood, July 16. "Romance of the Three Kings" has been changed to "I Live for Love" by Warner Bros. Broadwaycast of 1935 advanced a year by Paramount and is now "The Sign of the Cross"...

# DEFIES ORDINARY CLASSIFICATION

## RKO looks at an amazing record

**F**ROM THE BEGINNING, the record of **THE MARCH OF TIME** defies ordinary classification.

Consider its introduction. Following the first announcements in *Time* and *Fortune* magazines and over the radio, thousands of fan letters poured in. More than that, people went to theatres and *asked* that the subject be shown. Film business had no precedent for such action.

The first edition was released. To some it missed. Its producers were not entirely satisfied and said so in print. This, too, was unheard of.

The succeeding editions improved. In their editorial prospectus the producers had promised "to make each issue better, more important than the last." Critics said of the first, "The formula is new...refreshing...full of promise." Of the second, "an all around improvement." The third brought, "really reaches the heights"..."alone worth the price of admission"..."the tops." Of the fourth, one critic said, "If this department keeps on repeating that each new issue is the best yet, it can only say in its defense that it is voicing the truth, nothing but the truth."

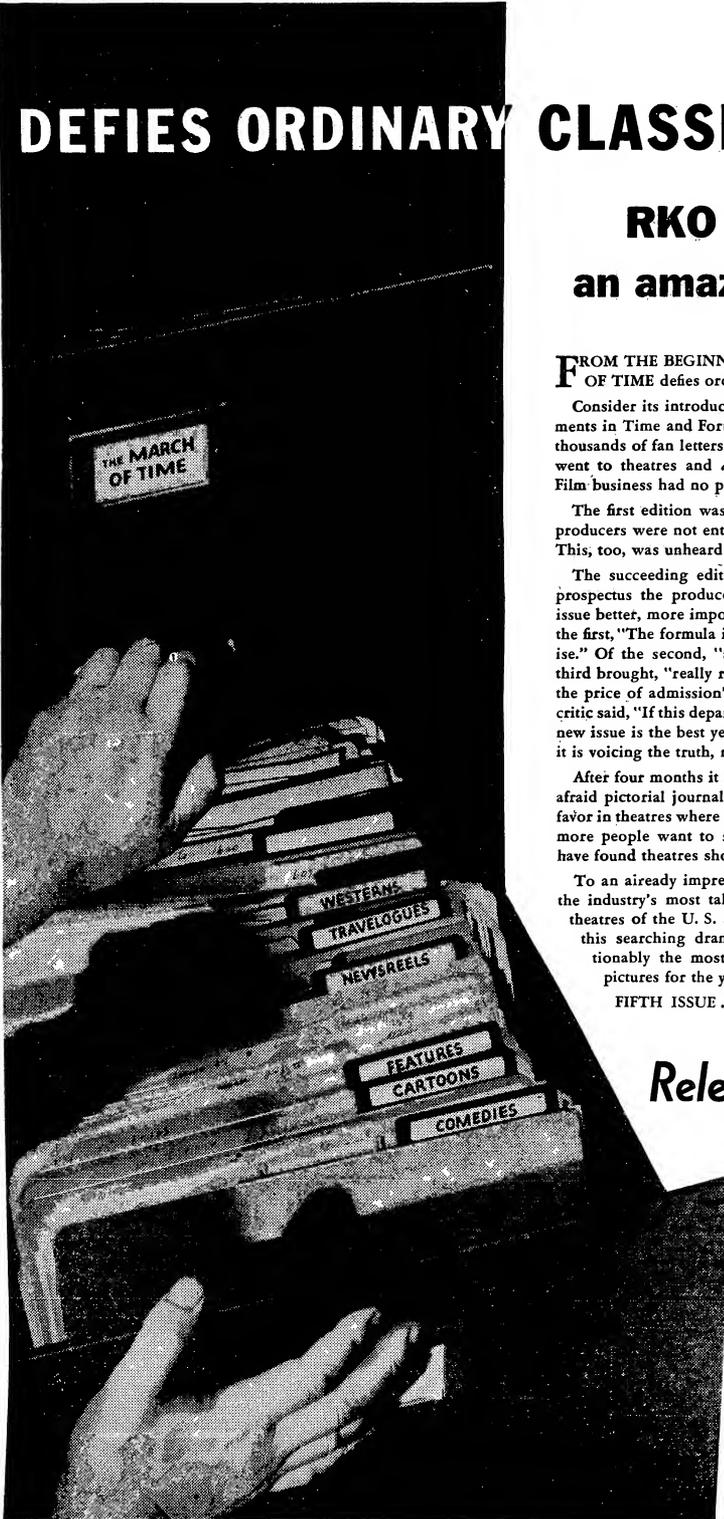
After four months it is evident that this new kind of unafraid pictorial journalism has definitely gained audience favor in theatres where it is showing. But one fact remains: more people want to see **THE MARCH OF TIME** than have found theatres showing it.

To an already impressive 1935-36 program RKO adds the industry's most talked-of extra feature. Now to the theatres of the U. S. and foreign countries, RKO offers this searching drama of newsworthy events, unquestionably the most exciting development in motion pictures for the year.

FIFTH ISSUE... COMING AUGUST SECOND.

Released by **R K O**  
**RADIO**  
PICTURES

**THE**  
**MARCH**  
**OF TIME**

















Announcers Must Speak 3 Languages

Brazilian Radio Changing Rapidly—Wages Very Meagre—Royalties Evaporate

Rio de Janeiro, July 5. A working knowledge of English and French is required from announcers by station TUPY, due to go on the air in Rio as one of three new stations opening in Rio within the next few months. Ability to speak at least three languages is needed because so many foreign discs are played and read and then translated into Portuguese. Besides TUPY, some do Brazil station opens this month and a RCA-Verde outlet some time in the near future. These bring the total number of transmitters in Brazil to 157, comprising 14 in Rio (Federal District), 25 in Sao Paulo, 5 in Minas Gerais, 4 in Rio Grande do Sul, 3 in Bahia and one in the state of Rio de Janeiro, and 1 each in Pernambuco, Parana and Ceara.

Getting Wise

Buffalo, July 16. D. C. Bennett, chief handling WBEZ show, Buffalo Amateur Hour, reports one aspirant wrote, "Can I get in your amateur contest or is it just for professionals?"

Walter Preston in Iowa

Des Moines, July 16. Walter Preston arrived today (Tuesday) to assume the general management of the Iowa Broadcasting group, consisting of KRNT, KSO and WMT, divided between Waterloo and Waterloo. He stepped over in his former home town, Chicago, coming west from his berth as commercial manager of the Hearst station, WINS, New York City.

WNEW's Colored Amos Off

WNEW's Amateur Night in Harlem presented from the Harlem Opera House, N. Y., on Tuesday nights has faded from the ether. Station and house management failed to hit it off, so weekly series will end.

Bethlehem Steel Testing

San Antonio, July 16. Bethlehem steel is testing radio advertising for its sheet metal roofing via WOL which has inaugurated a twice weekly stanza of transcribed band music. If 13-week test is productive will spread to other stations.

WOL Asks New Outlet

LeRoy Marks, head of WOL, Washington, has applied to the Federal Communications Commission for permission to build a new 100-watt station in Pittsburgh.

WKCY Joins the Mob

WKCY has Cincinnati, July 16. The Federal Communications Commission introduction by the Evarian Brewing Co. of an amateur program when the account promised to make it "different."

Lloyd Venard at WGAR

Cleveland, July 16. Lloyd Venard has joined Station WGAR as director of sales promotion. He's from the Stearn Streetcar Advertising Co.

FCC's Washington Hearings

Washington, July 16. Summer inertia hit the Federal Communications Commission last week with result that the weekly broadcast division session produced only one report. Five applications were referred to the hearing docket. They are WMMN, Fairmont, W. Va., frequency shift from 890 to 860; KQV, Pittsburg, shift from 1330 to 890 (facilities of WMMN); WGAR, Cleveland, shift from 1450 to 890 (facilities of WMMN); WENX, New York city, increase power from 250 to 1 kw; and KGBU, Ketchikan, Alaska, increase power from 600 to 1 kw night and 6 kw day.

6c Minstrel Show Ends

Shreveport, La., July 16. Shreveport's first see-bear show, the Dixie Lang minstrel, folded up its 89th performance Friday night (July 12). After a few performances in KTBS's studio the show was sponsored by the Street Railway company and moved to the municipal auditorium, where for almost a year the crowds averaged 4,000 people. The admission price of six cents also enticed the purchaser to a street car ride. Five weeks ago the street railways stepped out and Henderson Furniture company stepped in to sponsor the show. Admission price of ten cents, plus the summer heat, cut attendance around the 1,000 mark. When Hemenway's assumed sponsorship the program was also aired over KWHL. Since inception the program had been aired over KTBS. There were two initiators to the new show but they were short-lived. Possibility show may be revived in fall.

NBC Adds 3 Studios In Chi for WMAG 50K.

Chicago, July 16. NBC here will shoot 50,000 watts on WMAG on Sept. 1 when its new station goes on the air. NBC two 50,000-watt outlets locally, the other being WLS-WGNR and boosts the number of Chicago 50 kw. stations to five.

CANADA SHORT-WAVER

Ottawa, July 17. Chairman Hector Charlesworth, of the Canadian radio broadcasting commish, announces completion of a short-wave receiving station near Ottawa via British and other overseas programs will be made a regular feature of the Canadian government network.

Royal Brazilians

Rio de Janeiro, July 5. Bidu Sayao, Brazilian soprano, was heard perfectly here June 30 when she closed the Opera Comique season in Paris, singing the role of Lakme in the opera of the same name. Opera was broadcast by the official Colonial station in Paris.

Chicago Ad Agencies

Radio Production Executives  
Aubrey, Moore & Wallace, Inc. 410 North Michigan Ave. J. H. North.  
F. G. Ibbett.  
Batten, Barger, Durstine & Osborn  
221 N. La Salle St.  
Blackett-Sampin-Hummert 221 N. La Salle St.  
Bob Holt.  
Royce Harrett.  
Doremus & Company 208 S. La Salle St.  
H. Ray Henderson.  
Erwin, Wasay & Co. 230 N. Michigan Ave.  
J. E. Almy.  
Fredericks & Mitchell, Inc. 360 N. Michigan Ave.  
Carl Frederick.  
Frey & Aylward 323 N. Michigan Ave.  
Henry Klein.  
Gundersch Advertising Co. 400 N. Michigan Ave.  
Irving Ross, nloomb.  
Hanff-Metzger of Ill. 525 N. Michigan Ave.  
S. J. Andrews.  
Hays McFarland 333 N. Michigan Ave.  
Haver & Haver 646 N. Michigan Ave.  
Henri Hurst & McDonald 200 N. Michigan Ave.  
New York Telephone  
Frances Hooper 400 N. Michigan Ave.  
Francis Cooper.  
380 N. Michigan Ave.  
Ed Alchre.  
Friedrich and Engel 646 N. Michigan Ave.  
R. M. Lorrain.  
W. H. Thomas 519 N. Michigan Ave.  
George Isaac.  
Lewis Goodkind.  
Matthews & Gandy, Jordan 307 N. Michigan Ave.  
Tom Davis.  
Morrison-Erickson 310 S. Michigan Ave.  
Raymond Atwood.  
Meunier  
228 N. La Salle St.  
Gordon Best.  
Lorria, Windmilgan & Enzinger.  
520 N. Michigan Ave.  
Gei ze Enzinger.  
Carroll Dean Murphy 36 E. Wacker Drive  
James Scheel.  
Needham, Louis & Borby 260 N. Michigan Ave.  
Eileen Cramer.  
Meiser-Meyerhof 400 N. Michigan Ave.  
Walter Rubens.  
Reinold & Wengren-Finn 520 N. Michigan Ave.  
Russ Williams  
632 N. Michigan Ave.  
Roche, Williams & Cunningham, Inc.  
Strauss Biddle.  
William Pierre Roche.  
George & Smith 20 N. Wacker Drive  
Everett Opie.  
Rudolph & Ryan 360 N. Michigan Ave.  
Dale Carroll.  
Sellers Service 83 N. Michigan Ave.  
George Cooper.  
Stack-Goble 8 N. Michigan Ave.  
Ralph Goble.  
J. Walter Thompson 514 N. Michigan Ave.  
Dick Marvin.  
Tower Ad. Service 2933 Stras Blvd.  
Nate Caldwell.  
Wade Adv. Agency 208 W. Washington St.  
Ward-Robinson Co.  
Young & Rubicam 221 No. La Salle St.  
D. G. Scheiter.

Musicians' Union Warns

WMCMA, N. Y., on Taxing  
New York musicians' union has advised WMCMA that the station's broadcasting of starting entertainment from the Park Central hotel would be considered a commercial affiliation, and because of this classification the plans were drafted by the signers would have to receive the full commercial rate of \$10 a week. The Station's management told that the union regarded the troubling idea as merely a subterfuge by the hotel to get around the union's tax on remote land broadcasts. All New York hotels continue to stand pat against the payment of the broadcast tax. Union is collecting from \$500 to \$800 a week from New York restaurants with either local station or network licenses. Money is absorbed by the union's relief fund.

BANKER NOT APPROVED No Talent or Advertising Seen by Exami

Washington, July 16. Request of Eugene DeBogory, Iowa, to build a station at Temple and to build 100-watt stations at Brownville and Denton, Tex., as units of a local Texas network drew unfavorable recommendations from the Federal Communications Commission last week from Examiner Ralph L. Walker. Walker said DeBogory has assets of nearly \$300,000. Walker said the applicant, trading as 'Brownville Broadcasting Co.' is financially qualified, but doubted that either transmitter could be made a successful business venture. In the case of Brownville, Walker noted that a former broadcaster was forcing to give up the ghost and in both cases he said evidence regarding available program material and advertising support is too weak to justify the expectation that station could operate successfully as a commercial proposition. DeBogory also has requested authority to build stations at Temple and Paris, Tex., and is partner of the Dallas Broadcasting Co., which has an application pending. If all were granted, he proposed to link the individual transmitters into a network, involving wire rentals of about \$4,000 per year.

Rivals—at Golf

Philadelphia, July 16. Staffs of WCAU and KYW will battle it out with nibblies and putters this week in golf match arranged by Dr. Leon Levy, prey of stations. James Begley holds KYW with one win in an ongoing staff captaining WCAU dug-diggers. Alan Scott and Bo. Ke Carter, lower scores of respective teams, will angle in match.

Edward Preble Dies

Edward Warren Preble, radi scripter for Ed Wynn, Harry Richmond and Ben Bernie, died of heart disease in his New York home last Thursday (11).

NBC's Coast Musical

Los Angeles, July 16. Carnation Albers is renying a new musical show for NBC coast network this fall.

Music Notes

Alfredo Brito's Cuban musikers clothing at Venetian, N. Y. Last at Belmont hotel.  
Tom Coskey after the Hollywood, Buffalo, go to Dallas and Denver for hotel dates. Reaches Denver August 15 for two weeks' stand.  
Ozzie Nelson coach opens at the Cocoanut Grove, L. A., August 26.  
Meyer Davis to lead orch at Newport.  
Sid Lorraine in charge of professional dept. for Chappell.  
Griff Williams left Elitch's Gardens, Denver, last week for the Palmair, Los Angeles. Lloyd Huttley replaced.

Ayer Adds 3

Hibbard Ayer, station rep, has added three more stations to his list. They are WJAS, Pittsburg; WVCN, Asheville, N. C., and WMSB, Richmond, Va.

WJAS was formerly represented in the spot field by Radio Sales, Inc., CBS subd.

I.N.S. Signs Five

International News Service last week signed contracts with WJR, Detroit, and WDGY, Minneapolis. The stations that have been added to the I.N.S. list since the National Association of Broadcasters' convention at Colorado Springs, Colo.





NILE GRANULON GIRLS
Rita Rio, Beverly Butler, Fay Carroll, Princess Chive, Night Club Revue

COMMERCIAL
WNYW, New York
Nile T. Granulon, more commonly

Bromo-Seltzer is the sponsor
of a new after indulgence
product. Did you bulge your tummy

NINA TARASOVA
Songs
15 Min.
WABC, New York
Accomplished singer, knows several

MARTY McDONAGH
Sports Brife
COMMERCIAL
WGY, Schenectady
Marty McDONAGH, former sports

LOUIS PRI FIVE
Music
15 Min.
WABC, New York
Louis Pri Five, a dance band

JAM MUSIC
Sustaining
WJZ, New York
Jam Music, a new group

DICK PORTER
16 Min.
Sustaining
WJZ, New York
Dick Porter is a bright

PHIL and PHYLLIS
15 Min.
COMMERCIAL
WNEW, WCA, New York
Phil Calkins, who was pianist

NOXZEMA RHYTHM BOYS
15 Min.
COMMERCIAL
WAFB, New York
Noxzema Rhythm Boys

TOMMY and MARY TUCKER
15 Min.
COMMERCIAL
WQAI, San Antonio
Tommy and Mary Tucker

ANNA MAY WONG
Songs
10 Min.
COMMERCIAL
WAFB, New York
Anna May Wong

ICE PARADE
30 Min.
COMMERCIAL
WQAI, San Antonio
Ice Parade

ANNOUNCER
15 Min.
COMMERCIAL
WQAI, San Antonio
Announcer

ANNOUNCER
15 Min.
COMMERCIAL
WQAI, San Antonio
Announcer

ANNOUNCER
15 Min.
COMMERCIAL
WQAI, San Antonio
Announcer

TOWN HALL TONIGHT
Uncle Jim Harkins, Amateur, and Peter Van Steeden Orchestra and Comedy, Music
6:00 P.M.
COMMERCIAL
WABC, New York
Following Fred Allen as a summer

ANNOUNCER
15 Min.
COMMERCIAL
WQAI, San Antonio
Announcer

EYES OF THE WORLD
15 Min.
COMMERCIAL
KWV, Portland
Quarter hour program once

ANNOUNCER
15 Min.
COMMERCIAL
WQAI, San Antonio
Announcer

Pix in Sticks

(Continued from page 1)
Omaha which contributes a lot of railroad people.

Kinsky enters to the average American. His territory is, to a great extent, typical of a cross-section of the country.

Kinsky makes some observations and also kicked around a lot of ideas fostered by Hollywood, did not get too far from the standard points of the critics. For instance, two of the biggest grossers in his territory were 'Barrett's of Wimpolee Street' and 'College Boy', both rated as class entertainment, but sold for class audiences.

Monte Cristo, 'Ruggles of Red Gap,' 'Rothschild,' 'Copperfield' and 'College Boy' were the best of our other outstanding grossers this past season.

In Tri-State territory, Kinsky contends, musicals are lame ducks. Last 'Goldigger' did below average. If the musical has a back stage story, it is a disaster.

'Folies Bergeres,' 'George White's Scandals' and 'Sweet Music' were the only winners.

'Woman' was a washout, with 'Imitation of Life' and 'Bride of Frankenstein' trailing behind. Mae West's 'I'm No Angel' was below her previous efforts.

Marlene Dietrich and Garbo are both poor properties in Kinsky's territory, unless they do modern picture, Kinsky declares.

Usually is the fact that both the Stan and George O'Brien pictures get first run bookings. Kinsky finds they are a relief to patrons.

George O'Brien's picture, 'Patron,' which will only come to see Arliss in this respect, Kinsky believes that picture companies would help their picture business if they would campaign to educate fans to see pictures from the beginning, instead of dropping into a theatre at any time.

To substantiate this contention he argues that his theatre telephones show a heavy business in the picture public wants to see. Phone calls are all for the same purpose, to determine when the ace feature starts.

With the exception of the Charlie Chan pictures, all mysteries get B showings in Tri-State houses. Kinsky claims that the Chan pictures are prime favorites, have strong followings in his territory.

He did not attempt to tell Hollywood how to make pictures, just tried to tell those who met what was going on in the picture business. He pointed to earth stories with a minimum of fluff subjects showing in, which are more to the end. He is shunned. Too much diolog is the death knell of a feature. His patrons want action of the G-Men type. He says that the end time cycles and are quickly ready for the embalmer.

Regarding the News Reel Farmers are not interested in farming pictures, but when a 'State Fair' comes along they pack the house. He says that 'State Fair' would be a good story if the locale was the same. He says that despite the fact that the picture is drawn only when they appear in stories that are worth while.

Radio Chatter

(Continued from page 46)

WARD WILSON STAR OF "ITTY BITTY KIDDIE" HOUR WHN Personal Management NBC ARTIST BUREAU
GEORGE GIVOT CURRENTLY ROYAL FISHES CAFE CHICAGO
LEON BELASCO And His ORCHESTRA
GRACE BARRIE Solo Direction, HERMAN BERNE
EMERSON GILL AND HIS ORCHESTRA NOW PLAYING AT THE HOTEL DEL MONTE, COLORADO SPRINGS COLO. DIVISION
VAUGHN DE LEATH MON. WED. FRI. 3:30-3:45 P.M. WJZ-NOAB COAST-TO-COAST Personal Mgt. HERMAN BERNE

Emerson school in Boston. Edeas... 14th. Commercial department moved down to the 16th... Arthur Feldman, announcer and p.a. of WMBX, Boston, has accepted a position with WGB, Boston, as announcer. Moves over July 8...

Indiana

Mr. and Mrs. Jack Rice, combining a honeymoon with a business trip, stop long enough at WFBB, Indianapolis, to inspect the new studios while en route to represent the International Radio Club of Miami, Florida, at the NAB convention in Colorado Springs... Plug Kendrick back in the saddle at WIRE after an extended vacation at Hot Springs...

Kentucky

Reginald Billin, WAVE, Louisville, program director, sailed for England last week... Don Hastings, former milkster at WFBB, writes that he's leading a quiet life of reading acts around Ayala Caliente... Helen Wheeler back at WCMB after a stint in Canada...

Minnesota

Buddy Fisher's stay at the Casino Hotel, St. Paul, ended... Bill Gibson adding WLB production duties to his daily spots announcing stint over KSTP... Genevieve Naegle and William Hart are doubling their fun in the Cohan for three weeks and airing their WDCB...

slon will be opened at 2 p.m., Tuesday (23). Station will be built at Redwood Falls... Federal Communications Commission has granted... John McCartney, of CBS New York engineering staff, vacationing in Minneapolis...

Maryland

Al Buflinton latest addition to WCAO announcing staff... Nancy Turner to solo veeach on Cap Cod... Harvey Hammond, Century organist, now has weekly morn and late nite broadcasts from the new WCAO...

Illinois

Ed Voyhow off for a month's trip to the NAB gabetest and a flip to the NBC Radio City... Holly Shively and June Scheible reading up on the picnicman's trade... Bull Conner has a mad appendix...

Alabama

Randy Sauls, organist at the Alabama and WBRB, Birmingham, has gone to Florida for a vacation... Harry Bryn's sports program goes back to WAFB, Birmingham...

Wisconsin

Howard Peck, WISN sports announcer and Chief News Editor, married... Junior Roundup, composed of seven Stevens Point, Wis., high school pupils, took first place in the WTMJ-Fox Theatre amateur survey of the state...

Connecticut

Add WICC, Bridgeport-New Haven, broadcasters: Huck Finn, novelty pianist; Thomas Clancy and Clifford Proctor, bachelors; and Elizabeth Wilenz, soprano... Add WICC, Bridgeport-New Haven, broadcasters: Huck Finn, novelty pianist...

RUTH KETTING Kellogg's Pop WJZ-NBC 8-30 DST
RAINBOW ROOM Radio City New York 10:30-11 P.M. DST
BING CROSBY Paramount Pictures
SHELL OIL SATURDAYS WEAF 9:30-10:30 P.M. DST
BARRY McKINLEY P. & G. Canam "DREAMS COME TRUE"
AL DONAHUE SANDS POINT PATH CLUB LONG ISLAND
BOSWELL SISTERS July 15th Palladium London
Includes logos for EXCLUSIVE MANAGEMENT ROCKWELL-O'KEEFE INC.



NON-FILM TUNE TOPS IN EAST

JUNE MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING JUNE BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music Reported by Leading Jobbers

Table with 3 columns: NEW YORK, CHICAGO, LOS ANGELES. Lists top 6 sheet music sellers for each territory.

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:

Large table with 4 columns: BRUNSWICK, COLUMBIA, DECCA, VICTOR. Lists top 6 phonograph records for each company.

New York. Sheet music business remained in the doldrums through June...

For the first time in several months, a non-picture song, 'In a Little Gypsy Tea Room' (Morris)...

Next six best among the sheets in June were 'Tell Me That You Love Me' (T. B. Harms)...

June gave the phonograph dealer field another month of business...

Chi Perks Chicago. Business strengthened somewhat throughout the music line...

'Gypsy Tea' grabbed the first rung in the June competition...

Columbia list was unusual in June for the lack of popular songs...

In the Victor line the No. 1 and No. 2 disc of the Nelson Eddy song numbers out of 'Naughty Marietta'...

Coast Sheet Sales Los Angeles. Sheet music distributors had a banner month...

Topping the sheet field was 'About a Quarter to Nine' which held the spot previous month...

'Quarter to Nine' held both Brunswick and Columbia sales...

Outlook for July is especially encouraging, jobbers and retailers report.

Knife-Thruster Knifed During Act in Chi Niterite

Chicago, July 16. Joe Clyman, of the knife-thruster Clymas Throwing Club...

It was necessary to take several stitches, but doctors declared Clyman will recover despite heavy loss of blood...

PAT KENNEDY'S BAND

Pittsburgh, July 16. Pat Kennedy, one-time unmailed tenor for Ben Bernie's crew...

Moss 'Okays' Celeb Nite Gag; P. A. Is Called on Carpet

George D. Lottman, radio p.a. who has been staging 'celebrity nights' at hotels and roadhouses...

The p.a. explained, to the license bureau's satisfaction, that since professional entertainers' Sunday nights off usually go to the niterite...

DALLAS LOSES SWANK

Dallas, July 15. Sylvan Clark, swankiest spot serving Dallas and Fort Worth...

Fine Leader for 'Scaling on WEDC'

Chicago, July 15. Abe Greenberg was fined \$100 by the local musicians' union...

Maxon Suspended

Chicago, July 15. Jimmy Petrillo and the musicians' union last week expelled Roy Maxon, orchestra leader...

ZELLI VAMPING

Joe Zelli's Wigwag de France (former Park Ave. club) on East 54th street, N. Y. is vamping till ready...

'Ownership' Switch, No Payoff for Acts In Mich. Nitery Jam

Financial muddle caused by a change in ownership of Paradise-on-the-Lake, Roseville, Mich. (outside of Detroit)...

Switch in ownership came at the close of Irving Aaronson's engagement...

Mildred Bailey's booking was for nine days, but at the end of a week she was let out, with the explanation that the spot had changed operators...

# RECORDS

## ASCAP Presents Rebuttal Figures on Music Income to Canadian Inquiry

In answer to the Canadian Commission's inquiry into the Canadian Performing Rights Society, affiliated with the American Society of Composers, Authors & Publishers, the latter organization has gotten up a recapitulation of the distribution of royalties by classes for 1934 to indicate to the Official Canadian body that the income to the music men is by no means as high as has been stated. Canadian film agents are behind the newest attack on the Canadian Performing Rights Society.

The recap on the publishers sets forth that the average income to 15 publishers in the 'A' class for 1934 was \$47,925.25; to 10 'B' publishers, \$20,946.86 for the entire year; and so on down to as low as \$20.25.

Distribution of writer royalties for 1934 shows that 15 tunesmiths in class 'AA' collected \$19,524.24; collected \$5,000; six 'A' writers, \$3,875 per annum each; 22 'A' writers, \$1,212 each; 100 'B' writers, \$4-152.23 each, and down to as little as \$20.25 each for 101 writers in the 'D' class.

The brackets are a bit higher for this year, or should be according to the incomes thus far, which indicates that 4 top bracket writers may realize as much as \$12,000 per annum and a top publisher, around \$300,000 for 1935. These figures are the performance of their copyrights.

Canadian hearings were postponed last week after going on for two weeks, but resumed in Toronto Monday (15).

## DECCA FIGURES ON A 60c DISC

Decca Records is mulling the idea of a 60c disc for its major artists. In Crosby, Lombardo, et al., and will retain the 35c label for the run-of-the-mill stuff.

## ASCAP WINS ROOSEVELT MUSIC SUIT IN LA.

New Orleans, July 16. Seymour Weiss' Roosevelt hotel, long known as Huey Long's headquarters, lost its suit brought by the American Society of Composers, Authors & Publishers, which was given judgment for \$1,250 and costs at the rate of \$250 for each of the five counts of being the minimum allowed for copyright infringement.

Federal Judge Wayne G. Borah, nephew of Senator Borah, presided in the ASCAP vs. Roosevelt case.

## British Tunes Set

Irwin Dash, London music publisher, has placed 'I've Got a Note,' 'Maracas' and 'Caramba' with Shapiro-Bernstein for U.S. publication.

Another London pub, Campbell-Connelly, has set 'For Me, For You' with Jack Malyon, who took over 'Rehearsing a Lullaby,' which is technically a Cinephone Music Co. Ltd. copyright. That firm is a 50-50 subunit of Gramophone-British and the C-C firm. 'Lullaby' is by Al Hoffman, Al Goodheart and Maurice Slighter, three American tunesmiths imported by C-C to write material for G-B pictures.

Retarded collection of phonograph records royalties from Decca and American Record Corp. has the music publishers mulling the adoption of the English form of collection via third party agency. That entails a 5% commission. Some don't favor it, on the theory that eventually collections will be made. For example, Decca, it is felt, deserves some consideration in view of its heavy investment to foster a new organization. It's fast paying off its artists and other obligations since securing refinancing.

The publishers, however, are opposed to royalty cut-rating. The 35c retail disks carry a 14c royalty as against the regulation 20 per cent. The pubs urge the Songwriters Protective Assn. to insert a clause in their standard authors' contract specifically providing that the mechanical licensing of a work should not be for less than the 20 royalty prescribed by law. This, the pubs argue, will give a good cut whenever approved to play back and cut royalties on old tunes of any other reason.

## Injunction Is Vacated in State of Wash. Vs. ASCAP

Olympia, Wash., July 16. State of Washington started a court action against American Society of Composers, Authors & Publishers to prevent it doing business in the state on the grounds of conspiracy and being a monopoly.

Justice William W. Clark, in a restraining order which was to prohibit the Society from further business until a show cause hearing on ASCAP attorney H. W. Haugland succeeded, however, in having the injunction vacated for the time being and ASCAP as a result will continue to do business until a definite court decision decides otherwise.

## ASCAP'S '35 CHECK ON PERFORMANCE

88.89% of All Music Played on U. S. Radio in Year Was American—England Tops in Foreign Tunes with 4.04% — France, 2.89%; Austria, .59%—Debussy Individual Leader

39,666 PROGRAMS

American Society of Composers, Authors and Publishers' survey of a total of 39,666 radio programs for the entire year of 1933, carefully cross-checking a total of 5,908,456 compositions performed on these broadcasts, indicates that 88.89% of the music performed was American; England contributed 4.04% of the musical works; France, 2.89%, and Austria, .59%, ranking in that sequence.

It disclosed some surprising findings, such as Debussy (French) being performed 19,077 times; Ray Charleson (English), 13,730; Tchaikovsky, a Russian, but credited to the French composers and authors' society, 15,115; and Campbell-Connelly (who is also a music publisher, English), 16,100 times; Grieg, a Norwegian, but a member of the German composers' organization, 14,141; Jim Campbell (also a partner in Campbell-Connelly, English), as well as being a songwriter), performed 11,529; Schubert (Austrian), 9,561; Douglas Furber (English), 9,428; Johann Strauss, Austrian, 8,910; Massenet (French), 5,224; Rimsky-Korsakov, Russian, but a member of the French society, 8,077; Gounod (French), 7,996; Verdi (Italy), 6,857; Saint-Saens (French), 7,124; Albert W. Ketelby (English), 7,016; Mirella (French), 6,473; Delibes (French), 6,232; Sherman Clendy (English), 5,838; Paul Carl Lindner (French), 5,801; Desmond Carter (English), 5,746; Purcell and Carter are product writers in England.

Surprisingly not high in the ratings, although popularly believed to be the entire year of 1933, season being internationally famous composers are Emmerich Kalman (Austria), 5,473; Oscar Strauss (Austria), 5,142; Johann Strauss (Germany), 3,577; Sir Arthur (Gilbert and Sullivan) (English), 3,483; Maurice (Boiero) Ravel (French), 2,987; as well as Elgar, Offenbach, Lomacellovi, Meyerbeer, Chaminade, Paderewski and Stravinsky.

Stravinsky is a great surprise, as that much discussed modernist only tallied 293 radio performances in the entire year of 1933, season being that his are difficult orchestral works more likely for the concert platform, although as a general rule the more popular the music, the more cross-section of the extent to which all musical works are performed.

Any thought about Rachmaninoff and Kreisler and kindred composers-artists not indicated above is here, and the German Letter to a Norwegian belonging to the German society.

The recapitulation of the top 20 shows that nine are Frenchmen, of whom two are Russians, but there being no Russian composers, authors and publishers society, they usually join the French organization; seven English, two Austrian, one Italian and one German. Letter to a Norwegian belonging to the German society.

## Propose Scientific Checkup on 580 U. S. Stations for ASCAP Plug Fees; Mulling 6 Plans; Point System

### NAME BANDS OUT

Asbury Hill Drops \$2,000 and \$2,300 With Whiteman-Vallee

Asbury Park, N. J., July 16. Paul Whiteman, playing Convention Hall here, wound up with a \$2,000 loss on his \$1,000 per day guarantee engagement.

Added to the recent Rudy Vallee date, which went \$2,300 in the red, the Whiteman experiment sounded the death knell for name bands on boardwalk for the balance of the season.

## Settlement Halts Albert Co.'s Suits vs. Warner Pubs

(Warner Bros., Witmark and Tadmicks having released the Australian publication rights to four WB filmicals and three pops, J. Albert & Sons has discontinued its suits against these American music publishing firms. Albert is privileged to publish all the songs from 'In Caliente,' 'Go Into Your Dance,' 'Gold Diggers of 1935' and 'Sweet Music.'

Music Pub. Holding Corp. at first insisted that Remick and Witmark expired as of March 31, last. The Remick deal has yet to go to Chappell & Co. in Sydney meantime has taken over the Australian rights to Witmark and presumably has likewise fall heir to the Remick catalog as soon as Albert's agreement is finalized.

Through Julian T. Abelos, suits had been started in New York and were about to be started also in Sydney when settlement was made.

The Albert Co.-Warner Bros. deals date back some years. Most recent practice has been to issue copyrights in the name of the film company and then sub-lease the world's publication rights for this and other territories in order to obviate any complications as to filmicals; are released.

Jurisdiction: Scrano of Brazil; Jacob Gade of Denmark; Enriquez of Argentina; Soling of Valmgen, Finland; Armas Jarnfield, Sweden; Johann Svendsen and Johan Halvorsen, tops for Norway; and other composers, such as Friedemann, Switzerland; and Eddy Homan, Roumania. These are the usual arrangements for their countries, and in that sequence.

'Where the American Society of Composers, Authors & Publishers formerly took a check-up basis for the appointment of music tax dividends, it is now proposed to scientifically analyze the music usage from all 580 radio stations in the U. S. to determine (1) the actual extent of the current pop songs being broadcast, and (2) how much of the old song material gets a radio plug.

The element of seniority, under the present system of ASCAP dividends, now figures. The older the catalog, it is assumed, that much more of the song material, in one form or another, is utilized for broadcast.

New plan of checking all programs for a period of months will, while an expensive survey, disclose what what plug stations must, by contact with ASCAP, furnish a daily report of the song titles and copyright owner on each program.

The new all-embracing system will achieve something which has failed to do. When a big commercial is on a 60-station hookup, the complete list of stations will give stations work on the giant hookup a multiplicity of point credits which will react in (Continued on page 70)

## MEX TUNESTERS' \$14 TOPS FOR A SONG

Mexico City, July 16. Like prophets, Mexican song writers gain rep. but very little profit in their own country. This country is flooded with tunes by native writers. Only a few writers get royalties; most of them are only right home and pig it on piano gringos, who pay for such abundantly low prices as \$1.40 to \$2.80 per, depending upon the salesman's ability of the seller. Some nice writers shake hands all around if they can get as high as \$14 for a hit.

Publishers are not altogether to blame for this curious situation. A song by a Mexican composer that is a success in the States is a super hit. The reason for this queer condition is that the mass of Mexicans are natural musicans. Many of them compose songs for their own diversion. Once almost everybody hears a new song they can go right home and pig it on piano gringos, mouth organ or what not by ear.

The only well fixed Mexican song writers are those who have been able to put their stuff over in the U. S. A. or elsewhere abroad.

## HUTTON FEMME BAND PROBABLY FOR BERLIN

Director Schueck of the Wintergarden, Berlin, has offered Alex Hyde and his band some return dates for next fall which Hyde has turned down, but will probably send over the Ina Ray Hutton Melodians (femme band). Hutton combos is a band of five, with a piano, a hand organ, a tenor sax, a clarinet, a flugel horn, a trumpet, a trombone, a double bass, a drum set, a piano and a vocal soloist.



# Bowes 'Amateurs' Open to Smash Biz on Int.; Beating 15G in Houston

Houston, July 16. Most glowing picture to date of amateurs in vaudeville is being painted here. Initial touring troupe of Major Bowes' amateur winners, minus Bowes, opened aaving around the interstate time at the Metropolitan here Friday (13) to the best business recorded by any stage unit here this year.

Opening day's take pointed to a \$15,000 or better week. Biz the opening day seemed to be people that hadn't been in a show house for months.

### Exploitation

One of the stimulants was the exploiting of the show by Lou Goldberg, New York p.a., and Frank Starr, advertising manager for Interstate. Group arrived on Wednesday before the Friday opening and the exploiters had the tyros busy from morning till night, with every stunt cracking the dailies and even getting mention on the nightly news broadcasts.

Amateurs making the tour are Marie Woods, Victor Lindgren, Izor Ivan, McCormack and Hering, Marion O'Connor, Dave Siegel, Madon O'Neill, Bass Sweeney, Skeets Simmons and Michael O'Byrne and Texas Cowboys. Pros traveling with show are Loring Smith, m.c. and song-ringer, and Charles Boutanger's band.

Bowes' unit is getting \$4,500 a week with the trio-impresario planning to put out a number of others to tour different sections of the country.

Bowes is figured to be netting around \$1,000 per week for himself with the NBC Artists Bureau also getting a slice.

**PAULINE COOKE**  
Presents  
**GIL LAMB**  
**JERRY GOFF**  
**MARJORIE PETERSON**  
**DUKE McHALE**  
**MARION HUNTLEY**  
Now in "SUNNY"—St. Louis  
**HENRY WIESE, Pilot**

**WALTER 'Dare' WAHL**  
MICHIGAN, DETROIT  
WEEK JULY 15TH  
Booked by NAY KALCHEIM

**Marcus Loew BOOKING AGENCY**  
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RADIO CITY NEW YORK

## Three American Acts Booked for Australia

Los Angeles, July 16. Barby and Rudell and Madie and Ray have been booked by Sam Kramer of the Beauty office to play the Tivoli circuit in Australia. They sail from here for Melbourne July 24.

## 200G SUIT AGAINST BERT LEVEY DROPPED

Los Angeles, July 16. Squabble between Bert Levy circuit and Million Dollar theatre over talent playing local and other houses immediately thereafter will be settled by private powwows, rather than through legal channels.

Announcement was made by legites in three-cornered row following the dismissal of Levy's \$20,000 suit against Million Dollar. Danny Beck, and W. M. T. Pickard, Million Dollar's \$200,000 suit against Levy circuit and Orpheum went off calendar in L. A. Superior court.

Fight centered over contracts given acts prohibiting their playing at any theatre within one mile of Orpheum for three months. Orpheum and Million Dollar only a few blocks apart.

## N. Y. CAP'S JULY SPLURGE OF 10G

One of the most expensive variety shows of the summer, amounting to over \$10,000 in cost, is booked for the Capitol on Broadway week of July 26.

Three headlining acts alone will run \$9,000. They are Lou Holtz at \$4,000, and Belle Baker and Block and Sully at \$2,500 each. Two minor acts also will be added.

**Leo Donnelly in N. J.**  
Leo Donnelly, ill for the past 14 months and undergoing a series of major operations, has left Post-Graduate hospital, N. Y., for relief from his long confinement. Instead the veteran comedian is resting at Margate, N. J., with his wife. A brother, who is a Philadelphia surgeon, commutes from Philly to treat him.

**CBS Air Show at Roxy**  
CBS Radio Show goes into Roxy's week of July 19, with Mary Eastman, Tito Gutar, Emery Deutsch and team of Swor and Lubin. Harry Von Zell to m.c. the ether unit.

**Chi AFA Meeting**  
Chicago, July 16. Mass meeting will be held tonight (Tuesday) by the American Federation of Actors at the Morrison hotel on a general call issued by Ralph Whitehead, who is in town on his cross-country tour.

Among matters to be discussed at the meeting, besides a campaign for additional membership in this territory, are several relief projects which are getting underway locally under state and city supervision.

## Folds Fans for Month

Sally Rand closes her unit July 20 in Madison, Wis., after playing 75 days out of 78 on the road. Dates were mostly percentage one and two-niters on a route arranged by the William Morris office.

Fanner will resume with the show late in August after a month's lay-off.

## QUESTION MURIEL HANFORD

Des Moines, Ia., July 6. Muriel Hanford, formerly in vaudeville, and widow of Arthur Hanford, Jr., of Sioux City, Iowa, was called to testify concerning a reported 'protection payoff' in Sioux City last winter. A final report of the grand jury findings has not been made.

## CHI SHOW HOLDS

Chicago, July 16. Leo Carrillo, Phil Spitalny's all-star band and surrounding show show current at the Chicago, will holdover for a second week. Extended stay is due to holding the Grace Moore film, 'Love Me Forever.'

# Heiman, in Vode Comeback, to Try 2-a-Day Wildcatter with Lou Holtz

## PAR, NEWARK, ACTS AIR AS SUSTAINING SHOW

WNWV, New York, is airing a full vaude show from 9 to 10 p.m. EDT on Friday nights direct from the Paramour, Newark. It's a sustaining series, under the direction of Martin Block. He does a lot of describing when jugglers, dancers, etc. hold the stage. Otherwise the warbling, gags and personalities are picked up as delivered before the footlights.

Block's microphone is off-stage as not to be seen. A number of free tickets are given out by the station in a tie-up with the theatre.

# 'AMATEURS' OUT BUT PALACE KEEPS CUT

Major 'Bowes' weekly amateurs are out of the Palace on Broadway, but RKO's ex-acc house continues to be a 25c and upwards cut week for all acts. Originally the cut was made to pay for the amateurs and George Young, NBC announcer; now the allice are explained as the 'usual summer economy.'

The four-day amateur show, running Mondays to Thursdays, cost the Palace \$375 weekly, with the four 'amateur' acts getting \$50 each. Young's salary was \$175 for the four days.

Besides the cuts, some of the pro acts were at times forced to give up choice dressing rooms during the four-day amateur run so that the tyros wouldn't get lost on the way to the stage. At present there's no indication that the minor-pares will return in the fall but there's also no sign when the cuts will be rescinded.

## Marc Heiman, in association with Lou Holtz, with the latter doubling as actor-producer, will send out a two-a-day, reserved seat variety show for percentage dates in the fall.

Heiman has not been active in vaudeville for five years or more although he is still an actor or Orpheum circuit. The Shubert-Estranger (UBO) office, Heiman's present connection, will handle the vaude show's bookings. It will play vaudeville and picture shows and auditoriums also, but likelihood is that most of the dates will be in legit theatres through UBO preference.

Show, starring Holtz, will be along the lines of the attempt made by Warner Bros. and Holtz, at the Hollywood on Broadway. Cast will consist of six or seven additional acts, including two or three radio names, if available. Contemplated salary list is \$14,000 to \$16,000, but there won't be any production, with show playing vaudeville fashion and carrying flat pieces only.

Key towns will be tried for week stands on a legit selling basis, with other dates ranging down to one-niters, and scale at \$1 for matinee and \$1.50-\$2 at night all over.

**DOROTHEA ANTEL**  
326 West 12nd St., New York City  
Birthday, Everyday, Conventual  
Greeting Cards  
in Bond Assortments. If exclusive and original cards to the box \$1.00. Special discount on large quantities. Write for Particulars.

**SAMMY PATTI LEWIS & MOORE**  
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# Did You Earn \$500 Last Month? Men working for us did... and more!

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Offices in all Principal Cities  
This unusual plan backed by Experience of 24 Years  
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Don't wait—fill this coupon now  
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Getlisters: Tell me about the Fidelity Plan. No obligation.  
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City preferred to work in \_\_\_\_\_

"COLONEL OF AMERICAN NUTS"  
**FRANK LIBUSE**  
ANNOYING LOVELY  
**MARGO BRANDER**  
DON RICE, Prop and Cue Worrier  
THIS WEEK (JULY 12), LOEW'S STATE, NEW YORK  
WEEK JULY 26, LOEW'S VALENCIA, MIAMI  
WEEK JULY 19, FOX, PHILADELPHIA  
AL GROSHAN New York ESTABOISE Chicago

**EUGENE**  
THE YOUNG MUSICAL GENIUS  
THIS WEEK, ORIENTAL, CHICAGO  
COMING EAST MON. DR. MAX TURNER—WM. MOHRER OFFICE











Summer Theatres

(NEW PLAYS)

THE COVARD

Lawrence Langner presents American production of "The Covard," by Henry Reade...

THE COVARD

the coward's wife, an inordinately spars part, which Miss Fuller deems...

REMEMBER THE DAY

(LAKEWOOD THEATRE)

Phyllis Dunne in three acts and four scenes by William DuBois...

It is an appealing play, honestly and sincerely written, but in its present form it just misses...

Play is set in period just before the war around 1914...

Frankie Thomas, well remembered for his performance in "Woodstock Child," is perfectly cast as the boy...

Phyllis Dunne, who has been playing good farce toward heightening the appeal of the play...

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Mayor's Equity Card

On Friday (12) Florella H. La Granda, mayor of New York...

Jack Daiton (Brandon Peters), who has a claim on the U. S. Marines...

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Wisdom in Women

(RED BARN)

Wisdom in Women, a new play by Joseph C. Keselring...

Newest offering at the Red Barn is a smart, sophisticated comedy...

Plot comes under the heading of variations on a familiar theme...

Plot comes under the heading of variations on a familiar theme...

Plot comes under the heading of variations on a familiar theme...

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BROADWAY REVIEW

Grand Guignol Plays

Presented by International Players' production...

The first American production of a play produced in Paris as early as 1923...

It is in its French text "The Covard" is said to be a rather sincere and eloquent study of slack-jawed, stammering French text...

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William DuBois, who penned "Pagan Lady" for Lenore Ulric, has a certain confidence that the comedy which should catch the fancy of Broadway...

William DuBois, who penned "Pagan Lady" for Lenore Ulric, has a certain confidence that the comedy which should catch the fancy of Broadway...

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Minsky's L. A. Cast

Herbert Minsky has set the principals for "Life Begins at Minsky's"...

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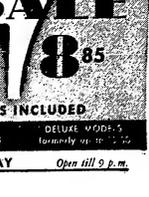
Something More Important by H. Staby

"Something More Important" by H. Staby is slugged in the quarters of his mistress...

"Something More Important" by H. Staby is slugged in the quarters of his mistress...

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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 revived and published weekly in response to the many requests which lend the guidance of its judgment in the various entertainments denoted.

No slight is intended for those unmentioned, as text will be switched weekly. The lists are of Variety's compilation only, and as a handy reference. It may serve the out-of-towner as a time saver in selection.

PLAYS ON BROADWAY

Current Broadway legitimate attractions are completely listed and commented upon weekly in the Legitimate Section. In that department, both in the comment and the amount of the gross receipts of each show, will be found the necessary information as to the most successful plays, also the scale of admission charged.

FILMS ON BROADWAY

Similarly, the new pictures in the Broadway first runs and combinations are covered weekly in the reviews, the film gross boxoffice story 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—'Escapee' (MG). R. C. Music Hall—'Love Me Forever' (Col). ... Roadhouses, roofs and outdoor gardens, a summer keynote in the hoerles and niteries. Ray Noble at the Rainbow Room; Jack Benny at the Hotel Pennsylvania; Guy Lombardo at Waldorf-Astoria's roof; Dick Gaerupe at the Biltmore; Johnny Green at the St. Regis; Leo Reilly at the Waldorf; the Flamingo, the Flamingo, the Flamingo at the New Yorker, are the smarter midtown danceeries. Dorsey Brod at Glen Island Casino, Abe Lyman at the Pavilion Royal, and Ben-Marden's Riviera (Earl Carroll revue) are the top roadshows right now.

Canadian Tourism

Again Up, Natives Abjure Chiseling Quebec, July 16. American tourists are squawking because of exchange charges on American money arbitrarily enforced by small shopkeepers, rooming house proprietors and others. In most cases the amounts involved are small but the visitors burn.

FUN MUST GO ON

Ed Weisfeld Injects Life into Cream City Variety Club ... Instead of disbanding, as was suggested at the last meeting of the new Milwaukee Variety club, the club is going on, it was announced today by Ed J. Weisfeld, one of the organizers and now chairman of the entertainment committee.

MARRIAGES

Ann Loring (Anita Kurtin) to Louisa Schorr, July 9, at Los Angeles. ... Margaret (Midge) Phillips to Jack Phillips at Toronto, July 11. ... Margaret (Midge) Phillips to Jack Phillips at Toronto, July 11. ... Margaret (Midge) Phillips to Jack Phillips at Toronto, July 11.

NUISANCE TAX COPPER FLOOD

Twist-and-Angle Boys All Seek Ways of Corraling Coins Which Special Levies Spout Over Nation—Gum and Weight Machines Spurt Take 250% in Four Months

NEW WRINKLES

Chicago, July 16. With millions of loose pennies weighing down the public's pockets because of dozens of nuisance penny taxes throughout the land, the twist-and-angle boys are all searching for gaps and ideas whereby they can swing the tide of all these loose copper coins into their own pockets.

Minne. Dog Track Folds, 206 in Red

Minneapolis, July 16. Promoters of dog races at Savig, Just outside of the city, coming here from outside the state, are estimated to be \$20,000 in the hole as a result of state authority's halting the track.

Cops Pass 'Em Up

Where the police have been breaking the dime and two-bit slot machines they haven't touched the penny machines, mainly because they are in reputable shops and have the general okay of the business men of the town who get their percentage of the penny take of these machines.

All Kinds of Gadgets

Other penny-snatching angles are miniature penny pin-games on cash dispensers, and a machine which will dispense penny slotting machines at the door of nearly every type of shop.

Nemesis of Nudity Stars Sal At Every Show in Milwaukee

CLEATS BROGAN ON I-NITERS TO COAST

By JOE BIGELOW Hitland, Miss., July 13. Mr. Snake Snatchberg, Rond Blide, New York. Dear Snake: If I wasn't such a mooch for your sake, I would of said 'no' to this proposition. You told me playing these one-niters to the Coast will give me the necessary experience.

As you have probably heard we opened up in Stupidville, O. I don't wish you any tough luck of course, but I hope you have to spend a night there sometime yourself. We blew in pretty early in the morning and drove up to the theatre which was called the County Auditorium. When we walked in we figured we must be following the 'New Showing' sign.

BIRTHS

Mr. and Mrs. Sam Jaffe, daughter, in Hollywood, July 12. Father is a Hollywood agent. Mr. and Mrs. Bobby Gordon, daughter, July 11, at Polyclinic hospital, New York. Father is a member of the United Fruit Co. of Gordon, Reed and King. Mr. and Mrs. Bob Weltman, son, at Beth Moses hospital, Brooklyn, N.Y. Father is manager of the Paramount, N.Y. Mr. and Mrs. Stuart Erwin, daughter, in Los Angeles, July 15. Mother is the former June Collier. Mr. and Mrs. LaMar Stringfield, daughter, Merced, July 13, at Durham, N.C. Father is conductor of the N. C. Symphony orch.





Westport By Humphrey Doulens



(Continued from page 67)

collaborated with 'Anchors Aweigh' by telephone... Richard Wattle provided studios for a week on way back to New York...

Pittsburgh By Hal Cohen

George Otto dickerling for the Pitt for next season... Joe Falvo's band opens a two-week run at Lionpaw Valley Beach Sunday (21).

Helen Menken in town, Ina Claire widely feted... Max Gordon opens 'The Long Frontier' with Nance O'Neill, here next Monday (22).

COLLEGE INN S. S. CLUB ROYALE (BOSTON)

Hub's newest sloop is Lipton's former houseboat, made over in exceptionally good taste... Main room is in blue and white with a wheel for main chandelier.

Montreal

Ken Flinck back from Winnipeg... Cole-Bentley circus doing tomorrow... Coronation Bar returns to Beaver Club for one-night show (18).

HOTEL BILTMORE (NEW YORK)

Morton Downey is the name at the Moonlit Terrace of the Hotel Biltmore... Working brightly and not too stiffly, he mixes up the pops in nice style.

Asbury Park

By Ed Hill... Tom Patricola here... Eva and Paul Reyes test surt at LeRoy.

Sands Point Bath Club (SANDS POINT, L. I.)

Besides being the locale of Senator Bieles' new alibi and truck, it has an unusual here, in which they went down swinging in the gent's club.

Baltimore

Johnny Redue becoming full-fledged pulp pen pusher... Gene Rodney's kids led to join their pappy on the Coast.

New Haven

By Harold M. Bone... Earl McDonald back at Stony Creek... Gene Rodney's kids led to join their pappy on the Coast.

Chicago

Morris Silver getting a couple of X-rays taken... Paul Haberstick managing Walter Riebel's new alibi and truck.

Baltimore

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OBITUARIES

MICHAEL J. GLYNE
Michael Joseph Glyne, 48, president of Frudente...

G. HAZELTON HAYNES
G. Hazelton Haynes, 84, died in New Haven, July 9...

WILLIAM T. FENNESSY
William T. Fennessy, 74, retired producer and manager of cartoon...

MADELINE LINDAUR
Madeline Lindaure, writer, who worked with Lugre-Poz...

CHARLES GALLO
Charles Gallo, in charge of public relations of Pathé Nata...

GILBERT WELLS
Gilbert Wells, actor and song-writer, died July 12...

MADELINE WOODHEAD
Madeline Woodhead, 25, singer, was killed near Batavia...

EDWARD W.
Edward Warren...

vaude and legit writer, died of a heart attack in his New York home July 11...

ALEXANDER YAKOVLEFF
Alexander Yakovleff, 42, died of double pneumonia at his home in New York...

THOMAS M. BURKE
Thomas M. Burke, 52, died July 8 in Los Angeles of injuries sustained in an auto crash...

RAYMOND COERU
Raymond Coeru, actor, dropped dead on the stage, July 1, during a performance...

WILLIAM W. PARKER
William W. Parker, (69), Johannesburg pioneer showman...

TED RELLY
Timothy A. Ted Relly, producer, song writer and vaude actor...

NICHOLAS J. ELSENHEIMER
Nicholas J. Elsenheimer, 89, musician and composer...

A. T. ROGERS
A. T. Rogers, 70, ticket seller with the Mohawk Valley show...

GEORGE CASSIN
George Cassin, actor, died July 10 in Culver City, Calif...

JULIA ANN GRAHAM
Julia Ann Graham, 20, bit player in pictures...

ITH MAXOM HODGSON
Mrs. Edith Maxom Hodgson, wife of Lewis Hodgson, pianist...

Rufus Calkins, bit player in pictures, was killed in Los Angeles...

Edward Herbel, 34, father of Henry Herbel, manager of the Chi...

ASCAP'S Checkup

(Continued from page 65)
favor of the respective publishers and authors.
The July 9 meeting presided over by Lou Dion...

Six Plans
Elements of seniority, availability and current usage were discussed and studied...

Monday (15) of this week, Diamond called another publishers' meeting and the plans were again discussed...

E. B. Marks' plan brings out a note to be deprecated again that there are big network daytime programs...

For the record, each of the six plans has many favorable aspects, but the problem with merging the best features...

Another meeting, or further parley will probably be called by Diamond in a week or so.

Father of Gal Patrick, film actress, L. C. Fitzpatrick, 71, died in Birmingham, Ala. July 15.

Father of Laurence Schwab, producer, Gustave, 86, died at his home in Greenvale, N. Y. July 15.

Femme Grooners
Mexico City, July 16. Six femme wrestlers, imported by a German promoter...

Iowa Labor Fed Boycotting State Fair in Wage Scale Fight

Book Reviews

(Continued from page 64)
knows anything about the biz, but will probably serve a practical purpose in solving the many silly grievances...

Tough Guy
Benjamin Appel started his scribbling career ago by writing a tough yarn about gangsters on Tenth avenue...

Femme He-Manner
First of a group of pulps to bear the classification of Red Seal Magazine being issued by Periodical Publishers' Temporary Retirement...

Radio Chatter
(Continued from page 52)
comedy sketched for airing next week at the Bridgeport Hotel...

Revival of the Stage' given the business by Humphrey Doutsen, Yester, music in Westport...

Radio Chatter
(Continued from page 52)
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Revival of the Stage' given the business by Humphrey Doutsen, Yester, music in Westport...

North Carolina

As a mark of appreciation for the service rendered in a local program of news, on which bulletins of the United Press service are disseminated...

Dee Moines, July 16. There's plenty of sulphur in these parts, the state fair now coming in for the ire of the Iowa State Federation...

Cory also pointed out that lack of sufficient state appropriations has not prevented extension of the union scale at the fair grounds...

Police Believe Showman Jumped Into River

Columbus, July 16. Police Chief Fred Kuntz said he believed that a man who jumped from the top of the Columbus Tower...

La. State Fair Ass'n Put in Receivership

Shreveport, July 16. George F. Beck, president of the Louisiana State Fair Association...

Perry, La., Roundup

Des Moines, July 16. A rodeo, the Perry Roundup, will be held at Perry, La. Aug. 1.

MAKE IT A FIXTURE

Alcon, July 16. Although Akron Tadmor Shirne Temple dropped approximately \$2,000 on its initial outdoor circus venture...

ELKS SPONSOR POLACK

Vancouver, B. C., July 16. Polack Brothers' Circus opened its Canadian tour in August and will continue through July. The Elks are sponsoring the show here...



# Let's Look at the Record

## STUDEBAKER CHAMPIONS SECOND YEAR

New York World-Telegram  
(Feb. 2, 1935)  
Radio favorites of the year  
in world-wide popularity polls

- Votes in the fourth annual radio poll made poll top radio vocal talent and the vote for dance bands equal that of vocalists.
1. Guy Lombardo
  2. Spivey King
  3. Cass Jones
  4. Paul Whiteman
  5. Richard Himber
  6. Eddie Duchin
  7. Sam Cooke
  8. George Olsen
  9. Ted FioRino

### Broadway

By Ed Sullivan,  
Dick Himber, a Newark, N. J., youngster, has experienced the most spectacular rise of any of the band leaders. Himber's was a recent nation-wide radio poll, a record of one of three bands to make the list. He is short, stocky, freckled and red haired. He is well liked along Tin Pan Alley.

Radio Guide (June 29, 1935)  
WINNER IN CLASS OF BAND  
RECEPTION  
Radio Guides nationwide for this band's emergence for this

1. Wayne King
2. Guy Lombardo
3. Spivey King
4. Sam Cooke
5. Paul Whiteman
6. Eddie Duchin
7. Sam Cooke
8. George Olsen
9. Ted FioRino
10. Walter Winchell



New York American  
(July 3, 1935)  
The Leading Vocalists of the Air Have  
The Leading Dance Bands of the Air  
By  
The Leading Vocalists of the Air Have  
The Leading Dance Bands of the Air  
The Leading Vocalists of the Air Have  
The Leading Dance Bands of the Air

### Walter Winchell On Broadway,

"Get a load of Richard Himber's 'Blue and Pansy Mood' Victor record... it's a honey!"

New York Daily Mirror  
(July 10, 1935)

By Nick Kenny  
How would you rate the country's ten best radio bands?  
If you show them the country's ten best or strictly dance bands—how would you rate them in the top most important?  
In the top three minutes, three points of the ten top bands were all different! This makes

Only three names appear on all three polls. They are Lombardo, Wayne King and Richard Himber. Among the first ten bands, how would you like to name the other seven?

PARAMOUNT  
PICTURE  
to be  
RELEASED  
AUGUST 2ND.  
PARAMOUNT, N.Y.

Richard Himber  
and his  
Ritz Carlton Orchestra  
with Stuart Allen



VICTOR RECORDS

DIRECTION HAROLD KEMP-N.B.C.

# VARIETY

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15¢

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64 PAGES

## 55 NEW STARS FOR '34-'35

### Deck Hand's \$53 Per Equals Total Cast Salaries for Mimm's 'Lynne'

Minneapolis, July 23. "East Lynne" went out of Moorish Room night club here when members of cast threw up the sponge after receiving only \$12 each for three weeks' work and a fortnight of rehearsals. T. E. Greil, St. Paul promoter, wound up with only \$5.69 to his name, he said. Single union stage hand drew down \$52 a week for the three weeks, his take being almost as much as that of the total drawn by the entire cast and the promoter.

Cast was locally recruited, but comprised people with professional experience. As far as actors were concerned, enterprises was co-op, the players splitting what was left after meeting expenses of advertising, stage hand, etc.

Hotel in which night club is located turned over entire receipts to Greil for the cast, depending for its revenue on liquor and food sales to patrons. It furnished room, waitresses and light and the 50c admission was tantamount to a cover charge. Greil had planned a season of "meiderammers," but he was ready to walk out when the attendance one evening shrank to (Continued on page 62)

### American Type Cafe in Luxembourg as Tie-up With Radio Mentioned

London, July 23. Irving Mills, the American music manager, is reported contemplating establishment of a Broadway-type night club within the Duchy of Luxembourg. Idea would be to take advantage of and hook-up with the powerful Luxembourg radio station from whence originate the majority of commercially sponsored continental radio programs in English hitting the British Isles. Ed Conne, American radio showman, is also mentioned as involved.

Jules Stein of the Music Corporation of America toyed with a (Continued on page 55)

### Pups and Gin Marriage Repeat Nixed in Calif.

Sacramento, July 23. Gov. Frank Merriam yesterday vetoed the California gin marriage law necessitating three days' notice of intention to marry. Measure had been strongly advocated by the church element.

Merriam also vetoed the bill legalizing dog racing and pari-mutuel betting on the hounds. This one had been opposed by amusement, horse racing and business interests.

### Getting Even

Macon, Ga., July 23. Bob Peagin, announcer for WMAZ, Macon, is taking a complete vacation.

Is spending ten days all alone in a summer cottage on an otherwise uninhabited island off the lower gulf coast of Florida.

### MORRIS GEST'S SHOW COMEBACK

Morris Gest is priming for a legit managerial comeback on Broadway next season which is the purpose of his present journey to Europe. He boarded a liner recently and the publicity that attended former Jaunita to Europe but was recognized by several ship news men who queried his mission. Gest answered evasively, saying he had no plans.

Gest will visit Russia, where he was born, for the first time since he became prominent as a producer. Understood he had been extended an official invitation. Formerly when he sought entry he was stopped at the border under orders never explained. He was accompanied at that time by Arthur Hammerstein, and despite the fact that he imported the Moscow Art Theatre arrangements had to be closed by an American representative sent across for that purpose.

Plans call for Gest's return during October with presentations under his direction due shortly thereafter.

### Hitler Gags Out

Censorship reared its head at Loevy's Valencia, Jamaica, L. I., Friday (19), with all gags on Hitler declared out. Harry Rose was the first to feel the ban, his gag on Der Fuehrer being declared taboo by Manager Harry Crull after the first show.

Deletion of any cracks about the administration in Germany is to slay off possible trouble in the neighborhood.

### Without Cake

Rome, July 23. The foreign sales office of Pittagusa signed a curious contract recently. The Brazilian purchaser of an Italian film, finding it impossible to pay in cash for it, offered to pay in coffee.

Pittagusa accepted, and 4,500 kilograms of coffee beans are to be sent to Gonoa as the price for the film.

### 25 IN PICTURES; AIR, 17; LEGIT, 13

#### Exceptional Year for Star-Making—35 the Season Before—Six Stage Imports Starred—12 Comedians—11 Fallen Stars

34-MEN, 21-FEMMES

Exceptionally loaded with stardust, the show season of '34-'35 just past was productive of 55 new star names in the three major amusement branches—pictures, legit and radio. It was a much better year than '32-'33, when 35 new satellites appeared in the theatrical firmament.

Pictures contributed 25 of the total, legit 19, and radio 11. Vaudeville again failed to recover any of its former star-making ability, and produced nothing worth while. Burlesque was sterile once more, a condition that has become customary.

Stardom as credited in this annual tabulation is gained by a player in film or legit when receiving star billing; name over and above the title of a play or picture he or she appears in. In radio stardom is accredited for national prominence through commercial network broadcasts.

Divided by sex, the 55 new stars of '34-'35 consisted of 34 men and 21 women.

Among the new stars in the variety (Continued on page 35)

### Newsreelers, Newsmen All Set for Ethiopia

Newsreelers are all set to cover the threatened trouble between Ethiopia and Italy. Although most newsreel chiefs expect no hostilities until early fall, if any, assignments have all gone out.

Reflection of the world interest now centering over prospect of Italian-Ethiopian conflict was establishment of a direct radio-telegram circuit between the two nations. Addis Ababa, capital of Ethiopia. Route of new line was (Continued on page 62)

### 10c BLOOD-PRESSURE

Baltimore, July 23. Latest stunt being worked by amusement parks and carnies is taking anybody's blood-pressure a dime a head. Two guys usually work it as a combo and are equipped with stethoscope and the apparatus which is attached to those getting the same works for only a dime on a carry lot.

### Reform Wave Sinks Cabente; Board Fence for 10-Million Resort

#### Radio Gold Diggers

Chorus girls actionized as the gold-digging champs of show business, can't even dig potatoes out of radio. There are four or five programs now on the air in New York which are devoted to chorus girl talent. All of them pay off the girls in what the promoters call "big opportunities."

Girls have heard of radio's top salaries and go for the free audition approach in a big way.

But little cash at the moment.

San Diego, July 23. Gambling at Agua Caliente and Tia Juana, just below the border, was ordered stopped last Saturday (20) by President Cardenas of Mexico. Race track at Caliente closed down after the order was posted.

Protest to the capital that they were deprived of a means of livelihood may be presented by a delegation representing 1,500 persons employed in the two towns. Around 600 race horses stabled at Caliente for the meet were expected to be on the move first of the week.

Order is the result of a nationwide campaign to rid the country of gambling.

### JOHN FLINN TO JOIN VARIETY

John C. Flinn will join Vaumier in an executive and editorial capacity. He concludes his NRA duties as executive secretary of the moving picture code July 31.

Move marks a resumption of newspaper work for Flinn, who formerly was a member of the staffs of both the Chicago Journal and the New York Herald. He then handled the publicity campaign for the first Granville Barker season of Bernard Shaw and Shakespearean rep at Wallace's, New York. Following this, Flinn became press agent for Jess Lasky, and upon formation of Paramount, through the merger of Famous Players and Lasky, he was appointed head of publicity and advertisement for this company, in which post he remained 10 years. His other picture connections have been with Producers Distributing Co., and Pathé in association with Cecil De Mille.

Flinn joins VARIETY AUG. 1.

Hollywood, July 23. Paddock of Agua Caliente and Tia Juana threw 250 musicians and entertainers out of work. Casino alone used two orchestras and floor show. Race track was closed, but Lou Anger told horse owners to stick around in the hope that the ban on pari-mutuels would be lifted. Today, however, the see-gee caravans started northward.

A wooden fence has been built around the 10,000,000 Caliente property, with armed guards keeping everyone out, including San Diego expo visitors. Only a handful of the picture crowd took part in last night's high stakes in the gambling casinos.

Los Angeles, July 23. Las Vegas and Reno, Nev., are making bids for California gambling since the Mexico shutdown sealed up Caliente.

Racetracks are being planned at both spots as come-on, while the state has legalized gambling.

### Greenwich, Conn., 2d Wealthiest Town, But Can't Support a Legit

The second wealthiest township in the world, Greenwich, Conn., is regarded as a mystery town among showfolk. They cannot understand why the community will not support a legit theatre, especially in the summer, when residential occupancy is at its peak. (Continued on page 57)

### If No 'Astaire-Rogers,' No Dice in Argent

Buenos Aires, July 23. Porteno theatre has brought down another American act from Rio de Janeiro for the new show, "New York in Buenos Aires." It's the "Three Lewis Sisters."

Another American turn dancing in the same innu is not been successful. The trouble is that the locals haven't seen many dance teams, and they expect them all to look like Astaire and Rogers.

### Harmonica Hoofology

Carl Freed is quitting vaudeville to enter the dance band field with his harmonica aggregation as the first music organ outfit for hooperies on record.

The 15-piece "Freed band" will be all harmonica with exception of a bass fiddle. Use of harmonicas akin to regular musical instruments permit use of regulation dance orchestration.

### THEODORE METZ HOT AGAIN

Theodore Metz, who wrote "Hot Time in the Old Town Tonight" almost 40 years ago, is back in the hit composer class again at the age of 68, with "There's a Secret in My Heart" (B. Marks).

Metz's lyricist, R. Stanley Adams, is 60 years younger than himself.



# UPDATING CHALLENGES

## Sid Silvers Has a New Torch, 'Tails for Sale'—And He Means It

Hollywood, July 23. Silvers was assigned to co-author "Broadway Melody of 1935" with Jack McGowan. Before they got far into the yarn the front office informed the pint-sized comic that his presence would be necessary in the pictures as a stooge for Jack Benny.

No one has ever accused Silvers of being a nitwit, so he doubled his efforts on the typewriter and, it has been stated by those who lamped the script, that Silvers didn't do so bad for himself. He wrote himself some swell answers—and answers, not questions, make comics.

One the day when the picture started and Silvers was informed by the studio that in order to be presented in the proper fashion, a complete formal dress outfit would be a valuable asset. Then, of course, the studio appealed to his thrift, showed him where the tails would also be a social asset and as only George Jessel and Kaimar and Ruby accept Silvers as an equal (and only because he laughs loud), the writing thing appealed to him as not a bad deal.

One sound figure, it meant that a \$200 investment would not only make him a screen name, but a social lion. So he took the bait and, like a flash, he bought a ground floor establishment, and went for the works.

Then things began to happen. Seems as though several other people connected with the studio and "Broadway Melody" were being eliminated from several sequences. First elimination was a street scene showing him entering and making-up for \$55. Marl admitted taking a number of \$1 fees, but denied having sold any of the \$55 courses. Marl claimed he had played parts in films.

Hollywood Film Service had been operating in Denver since April 1, and when complaints were received by the district attorney, a "racket squad" raided his offices under pretense of being applicants for film jobs.

Marl was released when the only witness alleged to have paid him \$1 refused to complain against him.

### That Brooklyn Pace

Hollywood, July 23. In the space of six days Anita Kurlin had her name changed to Ann Loring, grabbed the lead in "Robin Hood of El Dorado," got married and signed a long-term contract with Metro.

And only out of Brooklyn two weeks.

### ROBT. FAIRBANKS QUILTS AS UA STUDIO CHIEF

Hollywood, July 23. Sam Goldwyn in this week is picking a successor to Robert Fairbanks, brother of Doug, as general manager of United Artists studios. Fairbanks, who took the berth two years ago on the death of A. M. Bretlinger, has resigned.

Bretlinger, m. continues in charge of the business affairs of Doug Fairbanks.

### Release Denver 'Film Service' Head, No Proof

Denver, July 23. Arrested in Denver for running a "Hollywood Film Service" bureau, S. Conte Marl last week was released because of insufficient evidence. The accused in his sumptuous offices registered applicants for film jobs for a fee of \$1, and then offered them a complete course in film acting and make-up for \$55. Marl admitted taking a number of \$1 fees, but denied having sold any of the \$55 courses. Marl claimed he had played parts in films.

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### BILL FIELDS CONFINED

Illness Will Keep Him Off Lot a Few Months

Hollywood, July 23. Physical condition of W. C. Fields makes it doubtful if the comedian will be able to return actively to Paramount for a few months. Fields is confined to his ranch home and is not allowed visitors, although his doctors permit him to be moved outdoors daily.

His stomach ailment has been marking time.

### Cruze Back at Par, Directing Lee Tracy

Hollywood, July 23. James Cruze returns to Paramount to direct the next Lee Tracy picture, "Getting Smart."

Grace Bradley draws the fem lead with feature slated to go before the cameras next Monday (29).

### Lead Paul Kelly to Par

Hollywood, July 23. Fox has loaned Paul Kelly to Paramount.

Gets top spot in "From Little Acorns," starting tomorrow (Wednesday).

### CUNNINGHAM'S FIRST

Hollywood, July 23. Jack Cunningham will supervise "The Imperfect Husband" as his first assignment under the new year's contract as writer supervisor at Paramount.

Picture probably for Charles Ruggie and Mary Boland.

## B'WAY THEATRES 74° S. SREED 70°

Squawks That Cinemas Are Kept Too Cool During Heat Wave Induce Survey

### RESTAURANTS, TOO

Blistering long-run heat wave that has held New York City limp and liquid since July 4 also seems to have crossed up the cooling systems of the big film houses on Broadway. Despite cars and science, combined to keep theatres at a cool and comfortable, as well as healthy temperature level, the intense heat of the street has made the lower range warmth of the houses such a sharp contrast as to bring complaints that the auditoriums were too cold.

To test the value of the squawk, VARIETY made a check of the six Broadway deluxers between 4:15 and 4:30 p. m. Friday (19). It revealed that the mean average of the houses inside was 74.5 degrees, regulated by official thermometers on walls. But in the midst of the audiences, where human body warmth and clothing are factors, the checkers got an average of 78.5. A difference of four degrees plus.

To catch the actual audience heat, checkers sat for 10 minutes in each theatre, their backs to the seats on chair arms or on the floor under seats, to avoid carrying the register by too close proximity of the checker's own person.

In addition to the inside record,

Ben Hecht and Charles MacArthur are set with Paramount to make a duo for Par release this coming year and are at work on both stories, with a 'view to producing them one on top of another when ready. Plan to start shooting at the Par Long Island studio in August or no later than Sept. 1, but might check on the two pictures right away is to cut down carrying charges of production crew, etc. Story not yet lined up for either story.

### B'way Temp Table (July 19)

House	Wall Temp.	Audience Temp.	Street Temp.
Strand	76	80	95
Paramount	76	81	81
State	75	79	108
Roxy	77	77	100
Capitol	73	75	81
Music Hall	76	80	95

checkers also caught the sun heat outside the houses on the street. Some of the figures are a little off. For instance, near Loew's State, the mercury rose to 106. Outside the Roxy a few blades northward, it was 100; about the Capitol, 97. The Music Hall (6th avenue) and Strand basked in 96. The Paramount was 91.

Weather bureau figures gave 89 as official tops for that day and hour when these amusement center figures were clocked. Average sun power outside the six houses was 97.65.

On these returns it would seem that the theatre engineers, shooting (Cont'd over page 55)

## 'Graveyard' of the Copyright Division Unearths a Treasure Trove of Valuable Film Data

### Yes Man

Washington, July 23. A hodge-podge of early film industry history—pictures, records dating back to Edison's kinesiograph of the 90's, stills of the first screen stars, and crude negatives and positives—will be saved from destruction when the Library of Congress moves into its expanded quarters in the next few months.

Loet from eight for years in the musty 'graveyard' of the copyright division, thousands of experimental films, stereoscopic slides, and still pictures will be overhauled, classified, and stored away for posterity in its secret air-conditioned vaults when the historic library acquires more space for its monumental collection of publications. Plans for wedding out worthless records already are under way, with the expectation that some of the remarkable and forgotten will be turned over to the new Museum of Modern Art for inclusion in the organization's film library.

The collection of film records dates back to the end of the last century and contains virtually no films less than a decade old. The many photographic and film stills gathered in the past are buried under accumulated junk, cobwebs and dust, while many presumably valuable bits have been practically destroyed by the ravages of time, insects, and weather.

### HECHT AND M'ARTHUR DUO FOR PAR IN '35-6

Ben Hecht and Charles MacArthur are set with Paramount to make a duo for Par release this coming year and are at work on both stories, with a 'view to producing them one on top of another when ready. Plan to start shooting at the Par Long Island studio in August or no later than Sept. 1, but might check on the two pictures right away is to cut down carrying charges of production crew, etc. Story not yet lined up for either story.

### Shirley Takes Hawaiian Vacah Ere Next Film

Hollywood, July 23. "Captain January," slated to start Sept. 2, is the first picture on the 25th Century-Fox schedule for Shirley Temple upon her return from six weeks' vacation in Honolulu with her parents. Party slated on the Mariposa tomorrow (Wed.) Already set in support are Guy Kibbee, on loan from Warner, and Slim Summerville.

Also on tap for the Temple youngster is a story tentatively titled "Twins" in which she will play a child, with James Dunn to play the father. Both pictures are on the Buddy De Sylva production list.

### Levisky-Louis Pix

Chicago, July 23. Arrangements have been made with Joe Foley, front promoter of the King Levisky-Joe Louis bout, for motion pictures of the fight here on Aug. 7 at Comiskey Park.

Figure on an attendance of at least 55,000 people at the fistfight.

### Acad Teckers Spread Selves on High Volume

Hollywood, July 23. High volume range was subject of academy technicians' luncheon session tonight (Tuesday) at Metro lot, with Douglas Shearer, studio s.o.b. chief, presiding.

Guest speakers were M. A. Lightman, Memphis exhibitor, who gave theatre operators' angle on recording, and Victor Scherzinger, who talked about psychology. Several dramatic twists made available by improved recording technique.

### Williams Returning

Hollywood, July 23. Herb Williams, after a three-year role in Paramount's "Rose of the Rancho," returns to New York.

## Warners Rushing Tyros

### Dozen Newcomers Must Rise or Fall by Own Efforts in Important Parts

Hollywood, July 23. With a newly contracted group of 12 players who Warners feel have starting possibilities, studio intends to shove the dozen players immediately to the front in important assignments. Instead of giving them the slow build-up has been the method of all studios in the past.

Dozen hopefuls are Warren Hull, Lynn Baker, Olivia de Havilland, Errol Flynn, John Barry, Fay Wray, James Melton, Everett Marshall, Don Ross, Jane Froman, June Travis and Mary Treen.

Studio has been rushing a little or no advantage in a long procession of small parts in order to get a

player started. Contention is that under this method, fans lose interest in players. Starting them off with a strong push by giving them important assignments means that their personalities, if awaiting, will immediately receive the approval of fans and their launching is a success. Under this method, a player makes good or tops within 150 or 200 days.

Following the first few pictures, they are going to hold top assignments in pictures. A year of the small features and they are ready for star spotting.

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## VARIETY

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\$15,500 on H. L. Love Me Leads L. A.; 'Becky,' 2d, 4G; 'Orchids' Bua 12G; 'The Scoundrel' \$5,500, Others Nil

Los Angeles, July 23. (Best Exploitation: Chinese-State) Cooler weather over the weekend, after a 10-day week of intense heat...

And 'Champagne for Breakfast' (Col) split. Shift first run product not helping 'hit' new 'Hollywood'...

COOL WEATHER HELPS 'MONT' L. AIDIES' 8C

Montreal, July 23. Cooler evenings have been improving attendance somewhat and outlook is better than it has been...

Estimates for This Week

Chinese (Grauman) (2,028; 30-40-65) - 'Orchids to You' (Fox) and 'Casualty' (MG) will do better...

ST. LOUIS MOORE MAD

St. Louis, July 23. (Best Exploitation: Isauri) 'Love Me Forever' continues to smash the mid-summer obstacles at...

Missouri had some clever street stunt work with 'Love Me Forever'...

GOBS PEP TACOMA 'Werewolf,' 'Nitwit's' Combo Hoisted to 4G

Tacoma, July 23. Annual 'best week' brouhaha plenty of sales in 'Gobs' and theatre and taxis profited, while the parade...

Music Box (Hamrick) (1,400; 17-27-37) - 'Werewolf' (U) and 'Nitwit's' (Radio) dual. Same duo that got 'em at Everett, Seattle, and doing it here...

LOVE ME 'OG, 2ND K. C. WEEK

Best Kansas City, July 23. (Best Exploitation: Midland) Mainstreet this week has 'She's Not a Lady' (MG)...

Estimates for This Week

Palace (F&M) (2,700; 45-90) - 'No More Ladies' (MG), 'Doubt It' (W) and 'Drake of England' (Emp) and 'Nit Wit' (Radio)...

'BECKY' 7G, RAVEN 3G, B'HAM'S OUTSTANDERS

Birmingham, July 23 (Best Exploitation: Alabama) 'Becky Sharp' is only thing to write home about this week...

Cantor \$22,000 Busts C. F. Eppresth; Mark, 'She' 14 1/2 G 'Shanghai' Off

\$23,000. Last week, 'Break of Hearts' (Radio), '2nd Home' (1,100; 25-) 'Thunder in East' (UA)...

MOORE, \$6,800, TOPS L'VILLE; REST LIGHT

Louisville, July 23. (Best Exploitation: Lewis State) 'Love's State' with 'Love Me Forever'...

Estimates for This Week

Love's State (1,100; 15-25-40) - 'Love Me Forever' (Radio). Grace Moore musical garnered well. Attraction played for several weeks...

OMAHA'S AUTO Giveaway Expected to Boost All Tally

Omaha, July 23. Week of only 16 pictures will see itself to a total income near a top week due to second automobile giveaway within the month...

San Francisco, July 23. (Best Exploitation: G'dan Gats-7X) City is seeing something out of the ordinary this week, with Fox...

Also unusual for Market street in that only one theatre, Paramount, is duelling this week.

Fox gave Cantor one of the biggest buildings a stage attraction his city.

Estimates for This Week Ory (Columbia) (400; 25-35) - Lillian Gish...

Love Me Forever (Col) (2nd wk) - 'The Scoundrel' (F&M) (3,500; 25-35-40) - 'Orchids to You' (Fox)...

Francis (F&M) (1,470; 30-35-40) - 'Front Page Woman' (WB).

Estimates for This Week Omaha (Blank-Tri-State) (2,100; 20-30-40) - 'Love Me Forever'...

Brandsels (Singer-RKO) (1,250; 25-35-40) - 'Love Me Forever' (Col).

**Temp Burns Hole in Chi Box Office:**  
**Forever 2d Week Sock at \$34,000;**  
**Palace O.K. 20G, Times Sq. 16G**

**Exploitation:** (7) 21-35-50—**Loop** is on the broiler currently, as the thermometer shines up the pole to tropical heat marks. Clanking down on the city late last week the sizzler burned a hole through most of the box office of town and only the most magnetic pictures were able to corral better than a quorum.

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**BROOKLYN BECALMED**  
**No Beach Trade, but also B.O.—**  
**Met, \$12,000**

**Exploitation:** (7) 21-35-50—**Beaches** were socked rather hard over weekend. Terrific thunder storms on Saturday with several struck by lightning. Brighton Beach, four fatalities and a number injured. Sunday brought milder temperatures. Picture houses in downtown area got a spurt at the h.o.'s but nothing to write Congress about.

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**'Ginger,' \$3,900, Best**  
**in Lincoln Group**  
**Lincoln, Neb., July 23.**

**Exploitation:** (7) 21-35-50—**Uncooled houses** will bring heavy competition from the two with cooling, but former notices some of their business returning as the mercury retreats.

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**'Gondolier,' \$28,000**  
**Has Trade Wilts Under Humidity;**  
**'Tubbs' \$26,000, 'Shanghai' \$23,000**

**Exploitation:** (7) 21-35-50—**For** the town after the big Grace Moore trade of last week, "Forever" sold on an account will probably expect other houses' current first weeks.

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**Love, 27G, Tops**  
**Detroit; 4G**  
**For Shanghai**

**Exploitation:** (7) 21-35-50—**Love** 27G, Detroit, 4G, Shanghai. "Forever" is in the second week of its run.

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**Exploitation:** (7) 21-35-50—**Love** 27G, Detroit, 4G, Shanghai. "Forever" is in the second week of its run.

**'Curly Top,' \$4,800,**  
**Leads Balto; Moore,**  
**2nd Week, Good 12G**

**Exploitation:** (7) 21-35-50—**Curly Top**, Baltimore, 12G. "Forever" is in the second week of its run.

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**Exploitation:** (7) 21-35-50—**Curly Top**, Baltimore, 12G. "Forever" is in the second week of its run.

**'Shanghai' Races**  
**Trapeze,' \$9,500**  
**Each in Cincy**

**Exploitation:** (7) 21-35-50—**Shanghai**, Cincinnati, 7G. "Forever" is in the second week of its run.

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**Exploitation:** (7) 21-35-50—**Shanghai**, Cincinnati, 7G. "Forever" is in the second week of its run.

**SAVO-PAR TALK DEAL**  
**Hollywood, July 23.**  
**Paramount is expected to close a contract soon with Jimmy Savo as a featured player.**

**Exploitation:** (7) 21-35-50—**Love** 27G, Detroit, 4G, Shanghai. "Forever" is in the second week of its run.

**Exploitation:** (7) 21-35-50—**Curly Top**, Baltimore, 12G. "Forever" is in the second week of its run.

**Exploitation:** (7) 21-35-50—**Shanghai**, Cincinnati, 7G. "Forever" is in the second week of its run.

**Exploitation:** (7) 21-35-50—**Forever** 2nd week, \$34,000; **Palace** O.K. 20G, **Times Sq.** 16G.



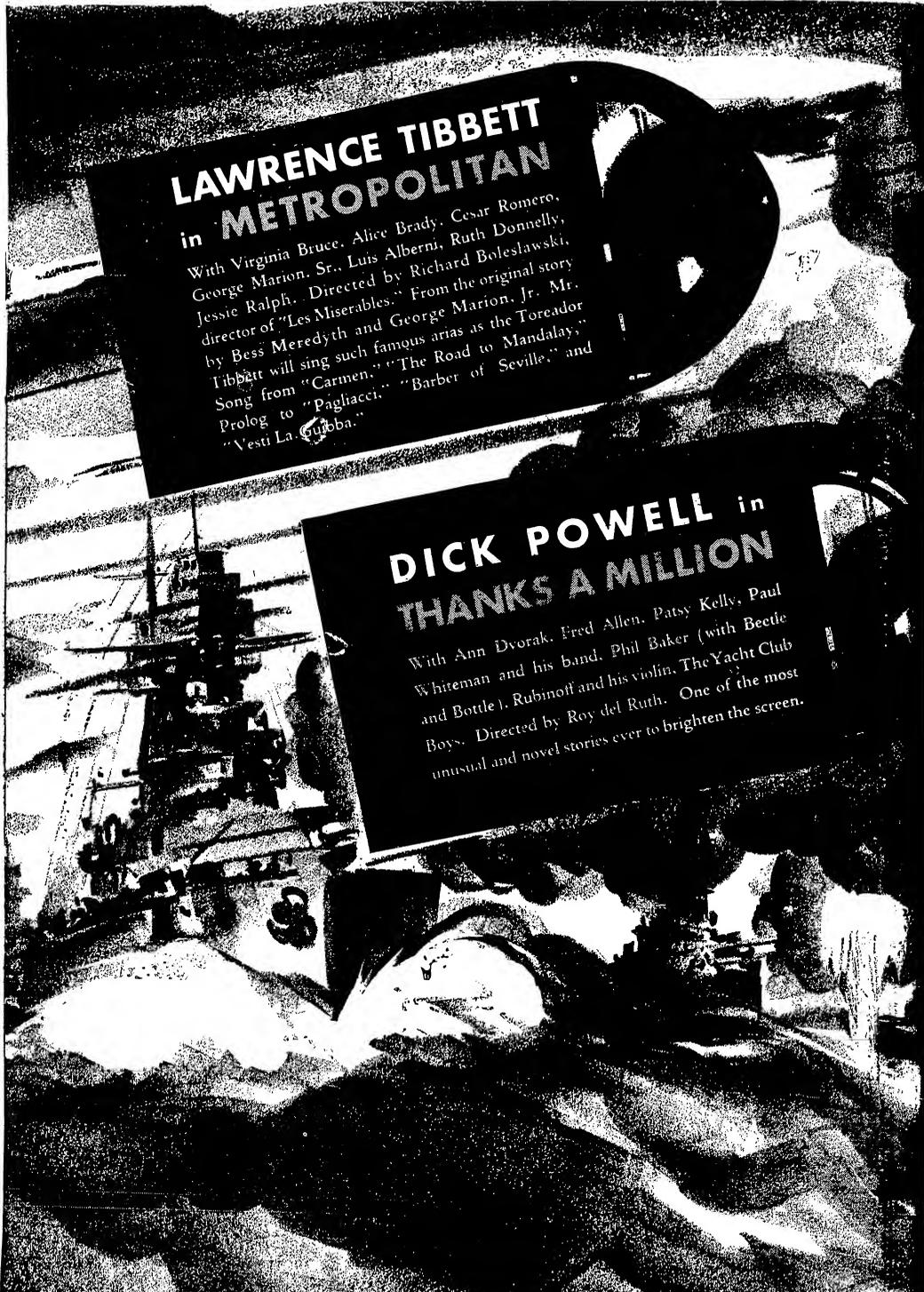


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*that*  
**JOSEPH M. SCHENCK**  
*presents*  
**DARRYL F. ZANUCK'S**  
*first group of*  
**20TH CENTURY PICTURES**  
*for the*  
**SEASON OF 1935-36**

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*Zanuck*

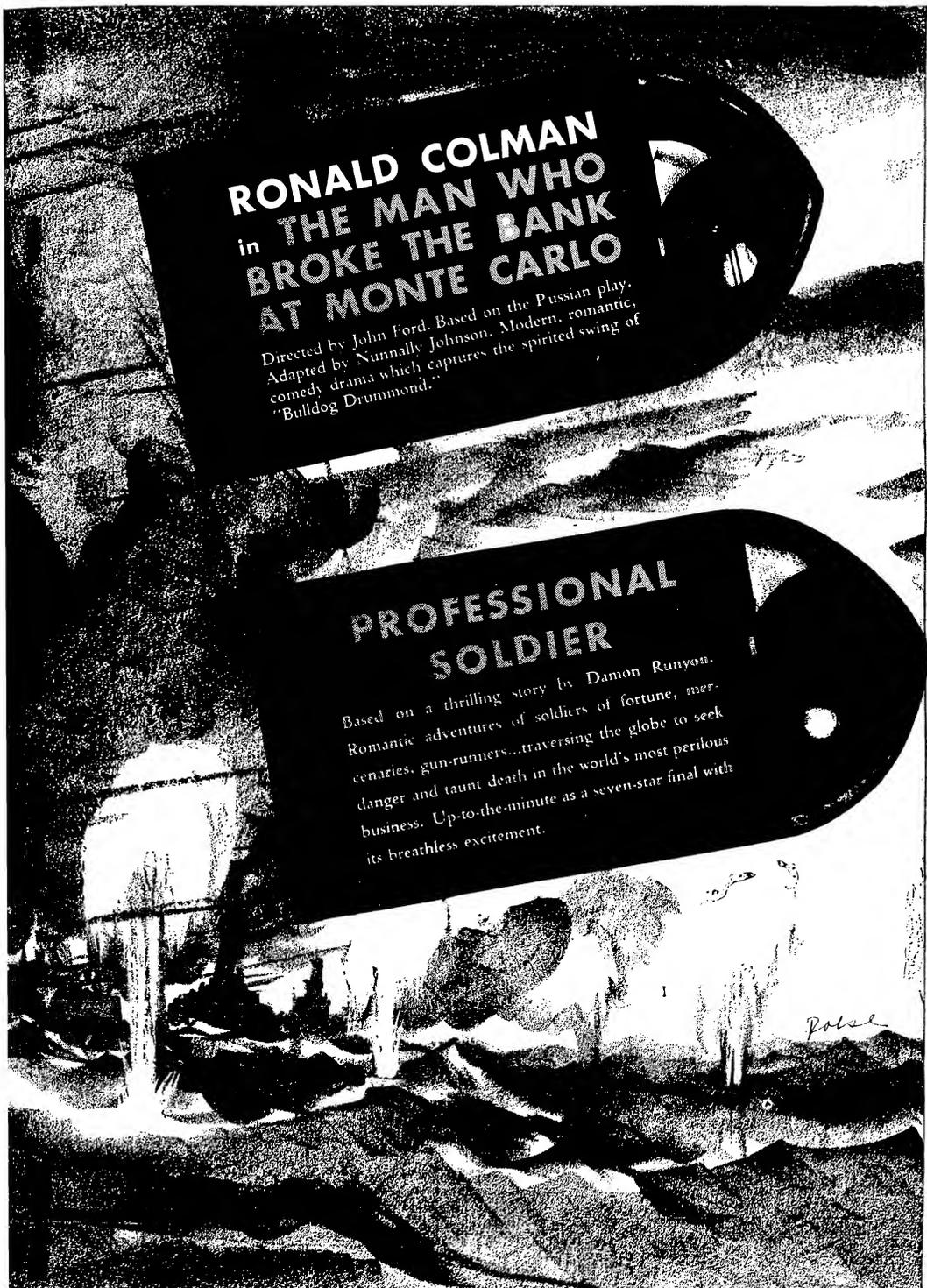


**LAWRENCE TIBBETT**  
in **METROPOLITAN**

With Virginia Bruce, Alice Brady, Cesar Romero, George Marion, Sr., Luis Alberni, Ruth Donnelly, Jessie Ralph. Directed by Richard Boleslawski, director of "Les Miserables." From the original story by Bess Meredyth and George Marion, Jr. Mr. Tibbett will sing such famous arias as the Toreador Song from "Carmen," "The Road to Mandalay," Prolog to "Pagliacci," "Barber of Seville," and "Vesti La Giubba."

**DICK POWELL** in  
**THANKS A MILLION**

With Ann Dvorak, Fred Allen, Patsy Kelly, Paul Whiteman and his band, Phil Baker (with Beetle and Bottle I, Rubinoﬀ and his violin, The Yacht Club Boys. Directed by Roy del Ruth. One of the most unusual and novel stories ever to brighten the screen.



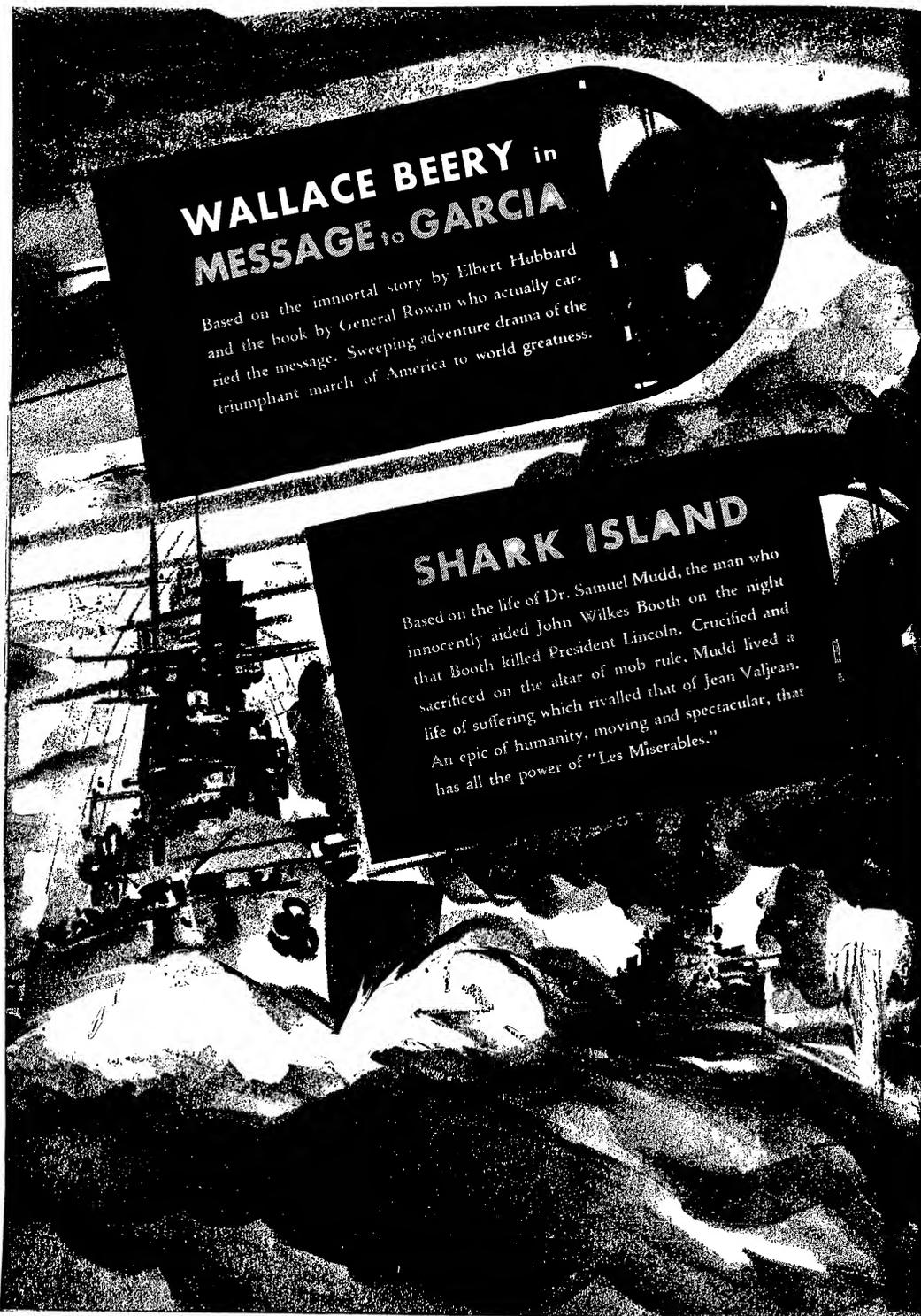
**RONALD COLMAN**  
in **THE MAN WHO**  
**BROKE THE BANK**  
**AT MONTE CARLO**

Directed by John Ford. Based on the Russian play.  
Adapted by Nunnally Johnson. Modern, romantic,  
comedy drama which captures the spirited swing of  
"Bulldog Drummond."

**PROFESSIONAL**  
**SOLDIER**

Based on a thrilling story by Damon Runyon.  
Romantic adventures of soldiers of fortune, mer-  
cenaries, gun-runners...traversing the globe to seek  
danger and taunt death in the world's most perilous  
business. Up-to-the-minute as a seven-star final with  
its breathless excitement.

*Polase*



## WALLACE BEERY in MESSAGE to GARCIA

Based on the immortal story by Elbert Hubbard and the book by General Rowan who actually carried the message. Sweeping adventure drama of the triumphant march of America to world greatness.

## SHARK ISLAND

Based on the life of Dr. Samuel Mudd, the man who innocently aided John Wilkes Booth on the night that Booth killed President Lincoln. Crucified and sacrificed on the altar of mob rule, Mudd lived a life of suffering which rivalled that of Jean Valjean. An epic of humanity, moving and spectacular, that has all the power of "Les Miserables."



**JOHN BARLEYCORN**  
from the famous novel by  
**JACK LONDON**

San Francisco's waterfront in the uproarious days  
of the Barbary Coast. Men cursed by rum . . .  
women damned by men . . . in the most colorful,  
unrestrained, and fascinating period in the fevered  
annals of this land.

**SNATCHED!**

Story by Kubec Glassman who wrote "The Public  
Enemy." This is the most amazing criminal story  
ever written. An entirely new and different aspect  
of modern crime never before disclosed on the  
screen. The story itself is to star!

*Polce*



# 20<sup>TH</sup> CENTURY PICTURES

## TO THE TRADE:

When, two months ago, the Fox Film Corporation announced its product for the coming season the enthusiastic response from the exhibitors of the world was most gratifying. Now we are announcing the first group of Twentieth Century Pictures. But more than that, we are acquiring, in the organization headed by Mr. Joseph M. Schenck and Mr. Darryl F. Zanuck, man power and production resources which we feel certain will increase the confidence which exhibitors already have shown in these two great producing forces.

*Schenck*

President, Fox Film Corporation



# "SHIRLEY TEMPLE'S FINEST



## IT SPILLS OVER WITH SUNNY SONG

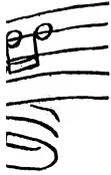
**Shirley sings** "Animal Crackers  
In My Soup" and "When I Grow Up."

**John Boles sings** "It's All So  
New To Me" and "Curly Top"

**Rochelle Hudson sings** "The  
Simple Things in Life."

Five happy hits by Ray Henderson  
—and Shirley dances,  
too!

# PICTURE...A SMASH!" *Hollywood Reporter*



**"WILL PROBABLY SCORE THE BOX-OFFICE HIGH FOR TEMPLE PRODUCT!"**

—*Variety Daily*

**"SURE TO BE A BOX-OFFICE CLEAN-UP WHEREVER AND WHENEVER PLAYED!"**

—*Motion Picture Daily*

It's a joy package of glorious surprises . . . ribboned with laughter, music and romance. *Shirley as she really is . . .* bringing down the house with the most amazing stepping ever seen!

# SHIRLEY TEMPLE

## in "Curly Top"

with

**JOHN BOLES**

**ROCHELLE HUDSON**

**JANE DARWELL**

*Produced by Winfield Sheehan*

*Directed by Irving Cummings*

*Music by Ray Henderson*

*Screen play by Patterson McNutt and Arthur Beckhard.*

*Lyrics by Ted Koehler, Edward Heyman and Irving Caesar.*



YOU HAVEN'T A SHOW WITHOUT



ROXY, N. Y.

With the exception of the house line and a trio of acrobats who en- gage the girls in a... (text continues)

Bacon. Nicely mounted and well- rounded, this one... (text continues)

R. C. MUSIC HALL. Midsummer at Radio City. Hot outdoor, refrigerated auditorium... (text continues)

awake and reduces his business atop the lamppost to a minimum... (text continues)

CAPITOL, N. Y. Cap has a nice, breezy show... (text continues)

FOX, PHILADELPHIA

Philadelphia, July 20. This week's stage show at the Fox may be rated as above-average... (text continues)

PALACE, N. Y.

Redhot Friday noon here was an escape from the... (text continues)

MET, BOSTON

Not tremendous, but a smart, lively... (text continues)

STATE, N. Y.

Coming out of a midwest vaudeville... (text continues)

EMBASSY, N. Y.

Forty-nine clips and a travel short intelligently collated and nicely... (text continues)

FOX, B'KLYN

Two-bit crowd (there wasn't any hot Friday night) gets a run for its money here with a colorful stage... (text continues)

MET, BOSTON

Not tremendous, but a smart, lively... (text continues)

MET, B'KLYN

Short on topology, but otherwise the bill offers a fairly okay offering of novelty and comedy... (text continues)

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*To start*  
**FOX GIVES**  
**THAT WILL**



**JANET**  
**GAYNOR**  
*and*  
**HENRY**  
**FONDA**

*"The FARMER"*



THE DRAMA OF A GREAT EPOCH  
*and the Great American Love Story*

*The new season...*

**YOU THE PICTURE  
GIVE YOU NEW HIGHS!**

**"One of the finest productions FOX has ever offered for release. A certain box office bet."**

*—Hollywood Reporter*

**"This picture is box office. . . Gripping, well-acted, it has heart, names, laughs, thrills and sobs."**

*—Showmen's Trade Review*

**"An important, big money picture. FOX has transmuted dramatic metals into finely-rolled gold cashable at any box office."**

*—Motion Picture Daily*

**"In the bag! Looks like dough for the boys that check up the tills every night in the theatres."**

*—Variety Daily*

# TAKES *a* WIFE<sup>TM</sup>

with

**CHARLES BICKFORD • JANE WITHERS  
SLIM SUMMERVILLE • ANDY DEVINE  
MARGARET HAMILTON • ROGER IMHOFF**

**Produced by Winfield Sheehan. Directed by  
Victor Fleming. Screen play by Edwin Burke**

From Max Gordon's stage play. Authors: Frank B. Elser and Marc Connelly. Based on the novel "Rome Haul" by Walter D. Edmonds.

**YOU HAVEN'T A SHOW WITHOUT **

A heart-warming tale of simple folk, set in a dramatic, colorful era of American life and showing the tidal wave of humanity and progress through the young nation's great waterway to the West.



# "DAM' CLEVER THESE CHINESE"

And dam' interesting, too, to the American public, from the way they have flocked to see such plays as "Chu Chin Chow", "Shanghai Gesture" "East Is West"... and read such books as "The Good Earth" "Oil for the Lamps of China"... and turned out to see such great motion pictures as "Broken Blossoms" "Shanghai Express", "Fu Manchu", "Limehouse Blues"

That is why **PARAMOUNT** believes Walter Wanger's "**SHANGHAI**" will be a certain box office hit . . . and there are other reasons, not all Oriental on the next page.



# "SHANGHAI"



"Loretta Young has never been more alluringly displayed or more persuasive in appearance", says *Hollywood Variety*.

stars **LORETTA YOUNG**, one of the loveliest personalities on the screen today and one of the brightest young stars. Miss Young has grabbed more front page and motion picture page publicity in the last six weeks than any other screen star. Interest in her is at a peak just as this picture is released.

# "SHANGHAI"



"Boyer for the box office and make no mistake about that", says *Hollywood Reporter*.

brings to the screen again **CHARLES BOYER**, now definitely a potent box-office draw, whose suave and charming performances in "Private Worlds" and "Break of Hearts" created a new feminine heart-wave and started a world of women talking.

# "SHANGHAI"



"With the marquee strength of Charles Boyer and Loretta Young to inspire word-of-mouth and the fact that it has strong woman appeal augurs impressive box office for 'Shanghai' following Walter Wanger's money-garnering predecessor, 'Private Worlds'."

—*Hollywood Variety*



## "SHANGHAI"



starring

**LORETTA YOUNG** and **CHARLES BOYER**

with **Warner Oland · Alison Skipworth**

**Fred Keating** · Directed by **James Flood** · A **Walter Wanger** Production

A **Paramount** Picture

By Epes W. Sargent

EXHIBITION

Varying the Appeal

Where a theatre is situated that the lobby can be made a sales agency, it pays to give the lobby plenty of attention...

In another house a more modest three plane was based on a three sheet curtain, a set of the lift. Back of this was a broken line set piece to suggest the distant mist...

Where the house is off the line of travel, a set of the lift in an empty store can be put into play...

Decorative

Changes in the lobby appearance can be worked with many simple devices. Years ago when the lobby was in Texas, the manager found that his lobby lights were clashing...

Radio Antiquity

Recent grid of radio amateurs on picture programs reminds that radio hook-ups are a thing of the past...

Orchids for St. Paul

By Elveth, newly-appointed member of the Public Paramount, sales looper has arranged with William Wolfson...

Exchange men and exhibitors from the territory looked to the Paramount to see the poses. Judges of flowers estimated that the sale would net the plant for less than \$1,000...

Suburban Shows

Houses located in towns where most of the residents have garden space are overlooking a bit if they don't send their hookups to a floral show...

Idea came when a patron told him that she was bothered by people who kept coming over to her house to see a floral novelty of which she had a wall display...

Before the plant was removed the man had arranged for a window display of a cactus garden and the man had arranged for a window display to pick his exhibit from the many offered...

For out flowers he has had a glass case made and on the very days it is placed inside to help keep the plants cool...

Overlooked No Bets

'Love Me Forever' now in its second stanza at Loew's, owns some of the credit for box office take on the campaign conducted by Oswald Couch...

Chinese Accent

First major exploitation of Fifth Ave. theatre for 'long white' stage this week in 'Shanghai' (Par) this week in the theatre...

Auto Gift Sets Record

Montgomery, Ala. Local Paramount and Empire theatres were too small to accommodate patrons July 18, when an automobile was given away...

Beat Theatres

Minneapolis. One of the best publicity stunts in months was pulled here by a son of a gun to local Coca-Cola bottling company.

It took advantage of a mild hot spell with a bottle of Coca-Cola water, to run large newspaper ads offering five gallons of its artesian well water...

If It's Again

Hamilton, O. Nat Turberg, manager Paramount, used a gag on 'Public Hero No. 1' which created considerable comment among the natives and helped sell the picture...

Alibi Contest a Natural. Andy Sazo, Orpheum theatre, gave a contest to the Alibi Club. Sazo tied up with daily sheets and that sport sections to get writers to give during the contest.

Cost was only a few cents as prizes and grand prize included a publicity.

Selling a Snuff

Boston. 'Once in a Blue Moon,' a Paramount picture, has been gathering dust on the shelves around here for months because nobody dared to run it after they saw the pre-release trailer...

It is the only showing the pic has had so far in the Boston district. The midnight show was a success at 9c. a ticket. Kraska made up flyers in which he printed a story from a very unfavorable review, a praiseworthy critique and a way review, then aroused interest among his prospective customers by asking 'What will you say?'

Looby Novelties. Almost anything can be used for a lobby display if it is used right, but some things work better than others...

BEHIND THE KEYS

Los Angeles.

Shift of M. J. E. McCarthy from Fox booking department to similar spot with Paramount. McCarthy is listed in several promotions in local Fox exchange. Jerry Arkin, assistant manager, has been shifted into the booker spot and is replaced by Elmer Young...

Principal-Cohen Bros. President, which has had a vacillating policy for some time, has been replaced by an exclusive third-run in early fall, with state rights to be given to the first mortgage of second-run plex, with recent takeover by operators of the theatre, forced President into third-run.

Denver. Civic Theatre, Inc. (A. P. Archer and Joe Decker) added two more theatres to its group. The new theatres are the Gothic and Englewood from Thomas Sullivan. Latter is quitting the exhibition business to give full time to his job as president of the Englewood bank.

Omaha. Deal pending the sale of the State for its conversion into a garage is finally closed here; \$40,000 reported sale price.

Lincoln, Neb. Suit was filed in district court here by Howard Pappas against M. Folsom, Annie K. Leonard and Phoebe F. Miller against the Lincoln Theatre Corp. for the balance of \$1,596, but it was returned unsatisfied.

Omaha. Louis theatre, in the Bronx, N. Y., has been acquired by Harry H. Harris, who operates a chain of picture houses in upper Manhattan and the Bronx. Louis now dark, will be renovated and reopened in the fall. Jack Smith is new manager of the theatre. The theatre is being operated from the same chain's Consolidated Amusement Enterprises-Oxford Theatre.

New Orleans. Manager Rodney D. Toups of Loew's State theatre, and Mrs. Toups, have left the city to take a vacation. Acting in his place is Moses B. Bloch, assistant manager and publicity agent.

Los Angeles.

Benjamin Fish, formerly special representative for Leo Goldreyer, his brother, has been appointed west coast district manager on United States Theatre Corp. Goldreyer is a newly created post. Fish will supervise sales on Los Angeles and vicinity. In Seattle, Salt Lake City and Denver exchanges.

Canton, O. Ken Reid, Loew's manager here, is back at his desk after two weeks vacation spent at nearby lake resort. Extensive improvements have been completed by the State theatre, including the installation of two new modern projection machines and a new screen.

Denver. Civic Theatre, Inc. has been reformed and interior redecorated, and new cushions installed on all seats.

St. Houston. New downtown theatre, costing \$120,000 and managed by Leo H. Harris, state here before Xmas. This will be the first house for first run pictures in more than a year.

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Two Wifities in Iowa

In a special showing of 'Love Me Forever,' Halic Cavanagh, manager of the theatre, invited all blind persons of the city to the show. More than 50 attended. A commendable effort was made to give the blind more and free transportation project.

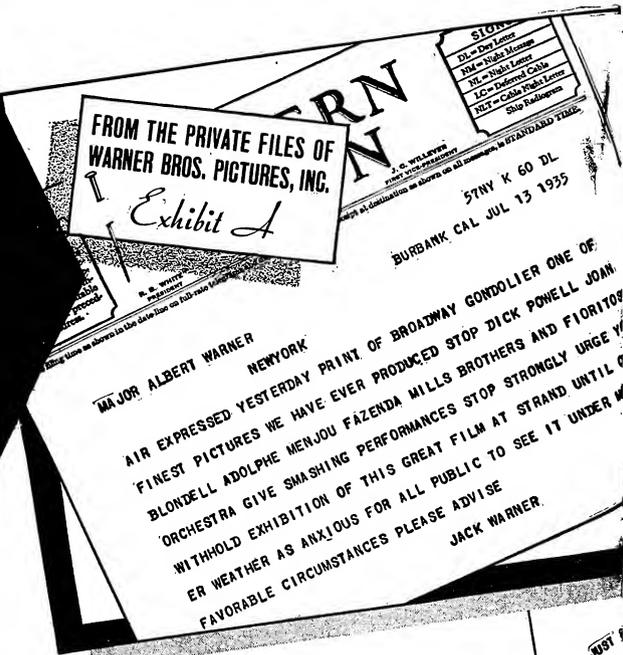
lenty of Canals

New Haven. Mr. 'Handway Gondolier,' at Roger Sherman, John Hedges and a lot of other things along the Venice canal. Lobby display of 'Once in a Blue Moon' picture, which carries miniature gondolas along a painted canal. Whole is a miniature of the Venice canal. Powell in a gondolier's outfit.

It's Got Love Italiano . . . It's Got Laughs And

# IT'S GOT NEW YORK S

Boy what a show  
 —and boy, oh boy,  
 what showmanship  
 they put behind its  
 world premiere  
**...LOOK**



# BROADWAY GONDOLIER

The biggest show surprise in months..and this week's  
 the week you get it from **WARNER BROS.**

# It's Got Tunes for Your Piano - and LET FOR A HOLDOVER!

'Delightful . . . plenty of laughs . . . the best Warner musical since '42nd Street!'  
—*Evening Journal*

'Perfect midsummer entertainment . . . loaded with mirth . . . don't miss it!'  
—*Daily Mirror*

'First rate every musical comedy film fan will want to get an earful!'  
—*Daily News*

**THE PRIVATE FILES OF WARNER BROS. PICTURES, INC.**  
*Exhibit B*

NEW YORK JULY 16 1935!

JACK L. WARNER  
BURBANK CAL

AW BROADWAY GONDOLIER AND AGREE WITH EVERY WORD YOU  
ABOUT ITS ENTERTAINMENT STOP POWELL BLONDELL MENJOU  
FENDIA MILLS BROTHERS AND FLORITO'S ORCHESTRA NEVER BETTER  
AND LITTING MELODIES AND UNIQUE PRODUCTION TREATMENT MAKE  
(THIS A STANDOUT FILM STOP CERTAINLY DO NOT WANT DELAY EX-)  
(INHIBITION OF THIS GREAT PICTURE HEAT OR NO HEAT STOP REMEM-  
BER WE RELEASED SUCH SHOWS AS GOLD DIGGERS OF 1933 AND  
HERE COMES THE NAVY AT HEIGHT OF SUMMER AND THEY WERE TRE-  
MENDOUS HITS REGARDLESS OF WEATHER STOP AM CONFIDENT WE  
WILL REPEAT THEIR RECORDS WITH BROADWAY GONDOLIER AS IT IS  
EQUALLY GREAT ATTRACTIVELY SO PRESENTING BROADWAY GONDOLIER  
AIR COOLED SCIENTIFICALLY TOMORROW NIGHT AND KNOW THAT NEWYORK  
AT STRAND BEGINNING TOMORROW NIGHT AND KNOW THAT NEWYORK  
WILL GIVE PICTURE GREAT RECEPTION. (ALBERT WARNER)

**FROM THE PRIVATE FILES OF WARNER BROS. PICTURES, INC.**  
*Exhibit C*

BURBANK CAL JUL 17 1935

ALBERT WARNER  
NEWYORK!

BELIEVE YOU'RE RIGHT ABOUT RELEASING BROADWAY GONDOLIER  
IMMEDIATELY STOP PLEASE TELL ALL NEWYORK WE HAVE TRIED  
SOMETHING DIFFERENT IN THIS PRODUCTION STOP HONESTLY  
(THINK) DICK POWELL JOAN BLONDELL AND SUPPORTING CAST  
(INCLUDING MENJOU FAZENDA MILLS BROTHERS FLORITO ORCHESTRA  
(AND SONGS BY WARREN AND DUBIN AND LLOYD BACORS DIRECTION  
MAKE THIS THOROUGHLY UNIQUE ENTERTAINMENT STOP GO TO IT  
(AND HERE'S HOPING NEWYORK HAS AS GOOD A TIME SEEING IT AT  
THE STRAND TONIGHT AS WE DID IN MAKING IT  
(JACK L. WARNER)

**BROADWAY GONDOLIER**

Tonight at 7  
Love Italiano — Laffs America  
Songs for Your Piano . . . .  
IT'S GOT EVERYTHIN

TOO BIG TO WRITE ABOUT...  
so they 'wired' the news  
to Broadway with this  
unusual ad campaign!  
If you're out for a  
'100% different' slant  
why not pick it up?

Broadway & 4th St. — 2c to 1 p.m. — 'Midnight Show'  
**COOL STRAND**







**ALICE ADAMS**

by

**BOOTH TARKINGTON.**

It took an outstanding American novel to give America's electric star her great dynamic role!

A heart-lifting drama of budding womanhood in dangerous conquest.

KATHARINE

# HEPBURN

IN BOOTH TARKINGTON'S  
PULITZER PRIZE NOVEL

# ALICE ADAMS

with

Fred MacMurray

Fred Stone

Evelyn Venable

Directed by George Stevens  
Pandro S. Berman Production

## PEAK-SEASON SHOWS FOR MIDSUMMER!

**BECKY SHARP** IN NEW TECHNICOLOR.. A crowd event in every town and city it plays!.. **SHE**.. **MERIAN C. COOPER'S** astounding and spectacular production from H. Rider Haggard's thriller. Opens at Radio City Music Hall this week .. **OLD MAN RHYTHM** .. A rousing college romance with six big song hits, 24 ravishing co-eds and **BUDDY ROGERS!** .. **JALNA** .. Mazo de la Roche's \$10,000 prize novel.. the tragic romance of two wives under one roof .. with Kay Johnson, Ian Hunter, C. Aubrey Smith, Nigel Bruce .. **HOT TIP** .. James Gleason and Zasu Pitts in a horse-laugh story of the turf, by William Slavens McNutt.

**RKO-RADIO  
PICTURES**



✓ "GENUINELY FUNNY AND SPIKED WITH DYNAMITE!" ✓ "A SWIFT AND MERRY COMEDY!"

"A combination of Alice Brady and Homer Croy is not to be missed ...She is a grand comedian here, and Mr. Croy's satire on Long Island society snobs is *genuinely funny, and spiked with dynamite*"!  
 - New York Herald Tribune

"A swift and merry comedy is 'Lady Tubbs' ... a performance that at once justifies the picture's inclusion in any list of the season's best comedies!"  
 - New York Times

"A field day for Alice Brady ... Here she wins both laughs and sympathy!" - N. Y. American



Lady  
 TUBBS

CARL LAEMMLE PRESENTS

ALICE BRADY  
 DOUGLASS  
 MONTGOMERY  
 ANITA LOUISE

JUNE CLAYWORTH  
 ALAN MOWBRAY

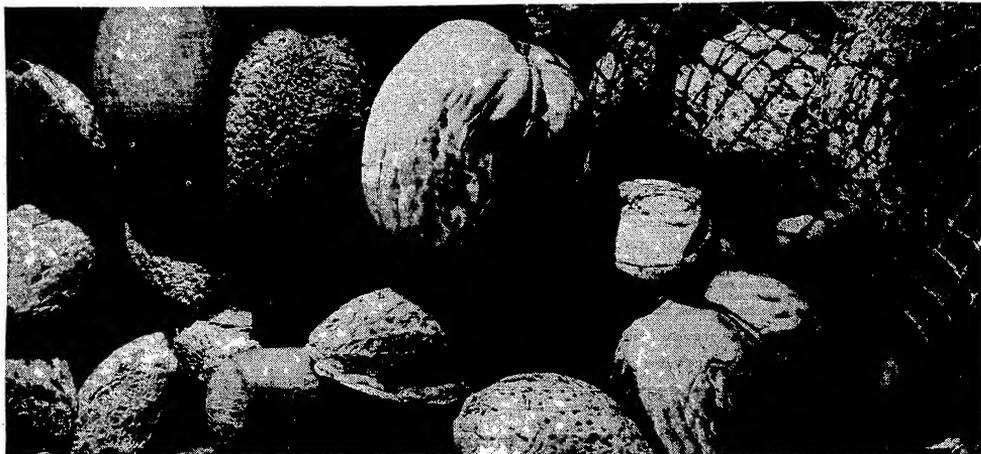
MILDRED HARRIS ✓ HEDDA  
 HOPPER ✓ PHYLLIS BROOKS

FROM THE NOVEL BY HOMER CROY  
 DIRECTED BY ALAN CROSLAND

A UNIVERSAL PICTURE



# IT'S THE



That M-G-M line-up for Aug., Sept., Oct., Nov. has electrified the industry  Happy harvest to you Mr. Showman  We begin with the Giant Hit "CHINA SEAS" (Clark Gable, Jean Harlow, Wallace Beery)  Then there's "ANNA KARENINA" (Garbo, Fredric March, Freddie ("Copperfield") Barthelomew  In between come pleasant interludes like "O'SHAUGHNESSY'S BOY" (Wallace Beery, Jackie Cooper) and Laurel-Hardy's roaring, full-length "BONNIE SCOTLAND"  "TALE OF TWO CITIES" (Ronald Colman and Great Cast) will make exhibition history  Along comes the stage triumph "THE BISHOP MISBEHAVES" followed by JOAN CRAWFORD'S biggest dramatic role in "GLAMOUR"  "BROADWAY MELODY OF 1936" is the Musical Giant of the new season (Jack Benny heading cast of 15 electric light names)  "MUTINY ON THE BOUNTY" (Clark Gable, Charles Laughton, Franchot Tone) is just one reason why you'll remember November  Others are the grand picture (title to come) in which JOAN CRAWFORD introduces CLIFTON WEBB to the screen. Also "LET FREEDOM RING" (Jeanette MacDonald, Nelson Eddy) the long-awaited follow-up to "Naughty Marietta"  The Marx Brothers in "A NIGHT AT THE OPERA" and Bill Powell's new Secret Service drama and "ROBIN HOOD OF ELDORADO" (Warner Baxter)  These are just highlights in the first four months of your HAPPY NEW YEAR!













# PHIL SPITALNY

and His "HOUR of CHARM" Music

TELEPHONE  
(CHICAGO 9881)

**UNITED DETROIT THEATRES CORPORATION**  
Successors to United Theatres  
**MADISON THEATRE BUILDING,**  
**DETROIT, MICH.** [WILLIAM S. BULLOCKY  
MANAGING DIRECTOR]

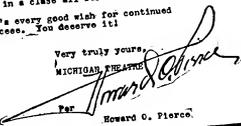
**OPERATIONS:**  
 MICHAEL THEATRE  
 MADISON THEATRE  
 BOSTON THEATRE  
 BRIDGE THEATRE  
 GRAND THEATRE  
 HAWAIIAN THEATRE  
 MADISON THEATRE  
 PINEAPPLE THEATRE

My dear Mr. Spitalny:

In connection with your engagement just terminated this past week at the Michigan, may we take this occasion to extend this unsolicited comment regarding you and your unusual music organization.

Not only did the presentation of your Orchestra elicit the highest word-of-mouth praise from the large audiences greeting your appearance, but, in our opinion, from a standpoint of excellent selection of program, directional ability, unusual and harmonious arrangements, both orchestral and vocal, and, in the classification of general showmanship, Phil Spitalny and Ore extra stands in a class all its own.

It's every good wish for continued and even greater success. You deserve it!

Very truly yours,  
 MICHAEL THEATRE  
  
 For  
 Howard O. Pierce

**WARNER BROS. CIRCUIT**  
**MANAGEMENT CORPORATION**  
 812 CLARK BLDG.  
 PITTSBURGH, PA.

Mr. Phil Spitalny  
 Care of Ohio  
 Chic 6, Ill.

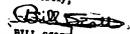
Dear Phil:-

I know you will be very glad to learn that your stay here in the Stanley Theatre not only gave us a satisfactory week of business but left in its wake an excellent "round-the-town comment."

The color and versatility of your unusual impression upon Pittsburghers, and many of the patrons with whom I spoke during your stay here, offered the information that they thought it was one of the best shows they had seen anywhere in the country.

It's very certain - Pittsburgh will always be ready to give you a warm welcome back should you ever play this town again.

kindest regards,

Sincerely,  
  
 BILL SCOTT, Managing Director,  
 Stanley Theatre

'8011'



**Held Over For Second Week At Balaban & Katz**  
**CHICAGO THEATRE, CHICAGO**

Personal Representative, ROGER WHITE

Rockefeller Center, New York











CLUB REVIEWS
HIGH HAT CLUB

(MINNEAPOLIS) Minneapolis, July 13. Here's one of the burg's three or four leading and 'most exclusive' night clubs...

The heavily advertised, new floor show merits little more than small-time rating. It comprises six acts, minus any names of course...

Opening is a good looking girl, Gene Parker, tall, thin, and except for nothing new or startling in steps or execution, get by for some...

Each act works about five minutes or less, the show presented three times nightly—11, 12:30 and 2 a.m.—with the acts rounded as varying their routines at every performance...

HOTCHA CLUB (FREDERICK, MD.)

For 10 years Dick 'Hotcha' Gardner has been a name in the show business for warbled vocals and did a general mainstay job in George Washington, D.C....

Operation is something of family affair. Gardner supervises service, guests, leads orchestra, m.c.'s, acts as chief bouncer...

SEA GIRT INN (SEA GIRT, N. J.)

Bud Pollard has forsaken the element of bringing a new wrinkle to seashore stay-outs. Formerly Biggett's Park hotel, and more recently the site of a mansion...

Show, staged twice nightly, features four females billed as straight girls. The first two of the numbers are modified Minsky with a dash of blue spotlight to ease the strain on the eyes.

Nudes are Dorothy Jordan, Quina Darral, Nazario Halo and Hope St. Clair, the last a blonde who does the jaying guess standing on the tables before she shudders into the company of a well-secured security flim.

Too Hot (Salt Lake City, July 23)

Torrid weather forced Clay Kirkham to shutter his Club Montmartre, suburban niterery. Band, whose leader was owner, is playing local jobs. Plans to reopen in September with a new band, floor show and circular bar.

Can. Probe Over

(Continued from page 47) mittedly interlocked with ASCAP for the purpose of fixing prices. From the evidence, it was further charged that the club favored such biased music users as the chain of hotels operated by the Canadian Pacific Railway...

U. S. Snoopers After Niterly Tax Dodgers; Claim Many Chiselers

political conditions appear right! This was explained by Jamieson on the premise that most users of music objected to paying the performance fee and had brought pressure to bear on local members of parliament...

Fees charged by CPFR were 'very fair,' according to the defense testimony of R. W. Ashcroft, manager of CKGW. Until this station was taken over by the Canadian Radio Commission as its Toronto outlet and name...

ASCAP OPPOSES WIS. TAX BILL

Assemblyman Frank Grass, who obtained appointment of a joint legislative committee to investigate the workings of the American Society of Composers, Authors and Music Publishers of America...

Chi's Niterly Biz Best Since Boom Times; Town Splurging on Shows

Chicago, July 23. Chicago nite club experienced boom-time conditions, Niteries, going in for crack entertainment, have snapped the rubber bands off the waiting lists since the boom. With no World's Fair in town, the clubs can't figure on any particular influx of visitors to town...

COLORED TROUPE'S CRASH

Baltimore, July 23. Carlisle of colored performers, including 'The Goodman', Alfred George Criff, Art and Victric Vical, were injured in a motor accident last week driving out of Baltimore to their date in Atlantic City.

HAMILTON \$1,000 FINE UPHELD BY NAT'L FED.

Fine of \$1,000, which the New York musicians' union imposed on Hale Hamilton (Leon Friedman) for working under seal at the Hollywood restaurant, New York, has been upheld by the executive board of the American Federation of Musicians...

Loed #02 investigated the salaries on the Broadway spot after it was found that Archie Beyer, Hamilton's predecessor at the Hollywood, had been negotiated the required scale. The restaurant, under instructions from the union, reimbursed Beyer for the difference.

WARPER FIRMS CUTTING MPPA

Publishing firms in the Warner Bros. group will not join the reorganized Music Publishers Protective Association. The firms, which include the picture affiliates, is that they have no need of an alliance with the rest of the music trade...

WARMER FIRMS CUTTING MPPA

Warner Bros. proposes to have the MPPA continue as its clearing house for synchronization. The firms, which include the picture affiliates, is that they have no need of an alliance with the rest of the music trade...

NEW ACTS

SCALA MILAN SINGERS (9)

Songs, Comedy
17 Min.; Full, Spec
Orpheum, N. Y.
Commendable attempt to bring a touch of opera into pop-jazz vaudeville houses.

Rest voices in group of eight singers, four men and six women.

Apparent that whole routine has been set to appeal to pit house audiences.

PEGGY FLYNN
Singer
10 Min.; One
State, N. Y.

A personality songstress of the dizzy type, Peggy Flynn comes out of the interludes and from radio with plenty of promise for stage success.

Instead of allowing her to sing at least three numbers, Ed Lowry, m.c., insists on about five minutes of singing, when it's her singing and attendant madcap delivery that actually counts.

ADRIENNE MATZENAUER

Songs
12 Min.
Loew's Orpheum, N. Y.
Girl's delivery in the novelty, Daughter of an Operatic Mother (Margaret Matzenauer) she seems to have all the qualifications necessary for the same calling.

AVIS ANDREWS (1)
Singer
10 Min.
One
Palace, N. Y.

Miss Andrews has probably been around in the Harlem night spots, high brown warbler possessing a fair voice.

SYLVIA MANON REVUE (5)
Adagio Novelty
3 Min. (Special)
Loew's Met., Brooklyn

Not a new act as new acts go, probably, but not latest. Good novelty turn familiar of the other similarly prepared acts in the past.

Unit Review

BAND BOX REVUE

(ORIENTAL, CHICAGO)
Chicago, July 20.
Remarkably clean-cut and pleasant unit which was organized to deliver on the regular pay-off price for units in this territory.

At least this unit were off and forgotten on a sticky day to add to the hurt general impression.

15 YEARS AGO
(From VARIETY and Clipper)

Hollywood was starting another of those bouts at the greater space given aparts. Poliated out more persons attended pix than saw ball games, so we had much space in the ball parks! Still unanswered.

THEATRES, MUSICIANS

THE PITT AT IMPASSE

Pittsburgh, July 23.
Although negotiations have been going on for more than a week, Impasse has apparently been reached between musicians' union and managerial association on a new scale for next season.

Reported that present scale, \$60 a man, is okay with each party but that theatres are holding out for the privilege of holding out for the hork-tooters when band shows are booked in.

First time theatres have presented a scaled tariff front in union negotiations, the result of the recently-formed managerial association.

Major Bowes' 'Amateurs' Get \$90-\$100 Per; Two More Sets Going Out

Second and third companies of Major Bowes' Chas & Sanborn radio amateur winners go into production this week for vaudeville.

Bowes' amateurs playing Texaco (19 acts) are averaging \$200 per amateur, with no commissions or transportation costs deducted.

RKO to Resume

Vode in Own Detroit House

Unless something unforeseen shows up in the way of picture product, RKO will restore vaudeville to its Downtown, Detroit, when reopening that house on or about Sept. 1.

Frank is operated for Union Guardian Trust Co. by Skouras Bros., with Dave Ideal acting as resident manager.

Berle Takes Count in First Round of Legal Tilt with Morrison

Charlie Morrison took the first round in his legal tilt with Milton Berle when Justice Lauer, in New York Supreme Court, last week granted his motion to dismiss a complaint comprising two causes of action.

Berle claimed a share in \$500 obtained by Morrison from the producers of "Salute" last year, and charged indecency to Ned Dohson, Loew agent, through Morrison's alleged failure to split commissions with Dohson on his (Berle's) Loew engagements.

WALTER 'Dare' WAHL
CHICAGO, CHICAGO
WEEK JULY 20TH
Booked by NAT KALCHREIM

DANNY SMALL'S NITERY
Ballroom, July 23.
Danny Small, colored musical and vaudeville singer, acquired the Moon Glow, black and tan on the west side. Will operate himself, book acts and m.c. the show.

The new ARCUS BOOKING AGENCY
General Executive Offices
LOEW BUILDING
ANEXA
160 WEST 46TH ST.
BRyant 9-7800 NEW YORK CITY

J. H. LUBIN
GENERAL MANAGER
SIDNEY H. PIERMONT
BOOKING MANAGER

R K O THEATRES
1270 SIXTH AVENUE
RADIO CITY NEW YORK

15 YEARS AGO
Hollywood was starting another of those bouts at the greater space given aparts. Poliated out more persons attended pix than saw ball games, so we had much space in the ball parks! Still unanswered.

Presswork starting for 'Four Horsemen of the Apocalypse', but no mention of Valentino, then unknown.

N. Y. State exchange agents, such as planning a campaign to check bicycling. Landed several offenders upstate.

W. G. McAdoo planning retirement from United Artists, selling his interest for \$250,000. Had helped to a start.

Hope Hampton was to play in "The Tiger Lady", was a real tiger. This bit, its trainer, to they changed script and title.

Williamson and Tait formed a combination in Australia to present competitive bidding on pics and plays.

Further time has been laid out for the troupe by Charles J. Freeman, Interstate's booker in New York.

Dallas, July 23.
From indications of first two days' business (Saturday and Sunday), it looks as though Major Bowes' amateur troupe will hit around \$15,000 at the Majestic here.

Palace, New York, This Week (July 19)

THE LION AND DENNY
WITH
DOROTHY STEVENS
In "A LESSON IN SUCCESSFUL LUNACY"
Just Returned After 26 ROUSING WEEKS in GREAT BRITAIN and EUROPE
Direction CHAS. WILSHIN Europe-FOSTER AGENCY

PAULINE COOKE
Presenting
TWELVE ARISTOCRATS
RKO Palace, New York
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DOROTHEA ANTEL
4th West 72nd St., New York City
Birthday Party Luncheon
Greeting Cards
In Broad Assurances, 15 exclusive and original cards to the box, \$1.00. Special discount on large quantities. Write for particulars.

SAMMY PATTI
LEWIS & MOORE
Wk. July 19; Palace, Cleveland, Ohio
Management JOHNNY HYDE













Plays Out of Town

HEMLOCK CUP

Hollywood, July 18. Drama in three acts and prolog by Buster France. Presented and staged by Ben Bard. For two weeks, starting July 16, at Playhouse, Hollywood.  
Cast: Gweta Phillips, William Seelye, Owen Reed, Jill Guden, Roderick Crane, Geneva Danzo, Ruth Reynolds and Glenn Bell.

'Hemlock Cup' tosses to the scenario writers a reverse angle on the Madame X' theme. It's a woman's story, means more for pictures than the stage.

Presented on a cramped middle stage with student players, playwright's basic idea comes through as a new twist to tear-jerking holium with a role that should give some picture name a new lease on stardom, if properly developed.

Deplorable woman who sticks in a gossip midwest town for 17 years, held by love for the child of her sister and the sweetheart who jilted her, plus hatred for the man, whose harmless indiscretion is magnified by town gossip to cause the wife's suicide. Aunt centers herself on bringing up the daughter for the musical career her mother missed.

Every time the aunt is ready to break away something develops to hold her there. Climax comes when she battles successfully for the daughter's future and starts the girl away to a N.Y. conservatory. Swings into a happy ending solution with clinch by the father and the aunt.

Playwright gets over the idea without bantancy and side conflict with consistency mounting tension. Story offers opportunities for picture treatment that are hindered by the limitations of legit.

Owen Reed handles a part that's a bit too mature for her (the aunt)

acceptably and has the necessary looks. Gwen Phillips, daughter of Dorothy Phillips, star in the all-star displays promise in dual role of mother and daughter, as does Roderick Deane as the father. Rest of cast did well considering their inexperience, reflecting capable coaching.

Cast reviewed in one of several appearing during two-weeks' run as Bard is giving from two to four of his students a crack at each role.

BELOVED ROGUE

St. Louis, July 23. The second American premiere of the Municipal Opera season took place last night (22) when 'Beloved Rogue', American adaptation of Robert Stole's colorful European operetta, 'Venus in Silk', was presented on Forest Park stage before crowd of 5,500 that received show enthusiastically. Adaptation of 'Beloved Rogue' was by Lester O'Keefe, librettist, and Lawrence Schwab, production manager. Both revised the book and added a third act.

O'Keefe and Schwab have done entirely new lyrics, but score remains same. Promising new songs include 'Ducky', 'Eyes That Are Smiling' and 'You Are the One'; the waltzes, 'I Ask Not, Who You Are', 'Sweetly I Spoke', 'If I Were a Band-leader' and for 'You', the Hungarian dance, 'Flames of Love'; a male chorus, 'This Life Will Roll Along', and the humoric hit, 'Baby, Play with Me'.

Nancy McCord, prima donna of the 1931 and 1932 Muny Opera seasons, returned to take leading role with great success. Clarence Nordstrom made his park debut. Others in leading roles: Robert Halliday, Jerry Goff, Leslie Adams, Audrey Christie, John Sheehan, Roy Gordon.

Duko McHale, Rosemary Deering, Karl MacVeigh and others.

Quite a few Broadwayites came on to attend the premiere.  
O'Keefe, former St. Louisian and now New York librettist and radio production director, who collaborated with Schwab, on rewriting 'Beloved Rogue', also did American adaptation of opera season here. Quite a few Broadwayites came on to leave of absence from NBC to come to St. L. to work with Schwab.

Legitless Town

(Continued from page 1)  
cupany is at the peak. With but one picture house which could be regarded as opposition locally, stage ventures inevitably flop.

Located directly on the Boston Post Road the spot is easily accessible. Fact that the Havemeyer theatre is off the road is hardly an excuse for the off-bit since most of the populace travels by motor. Estates in the district include those of the Havemeyers, Rocketfellers and Roosevelts, latter a branch of the President's family.

Figured that other summer show projects have gotten a head start on Greenwich, with Westport probably the strongest opposer. Within easy motoring distance too are the Westchester stages in the hazy season, such as Mt. Kisco, New Rochelle and White Plains. Answer is that instead of being a natural, Greenwich is passed up.

Most recent legit stage try there was 'The Prodigal Father', which closed the house despite the presence of Ernest Truax as the cast proposer. Play was well regarded in script. It was written by Edward Prideaux, professor of English in an ultra New York preparatory school.

Play Abroad

Small District Court

Vienna, July 8.

Played at Max Reinhardt's theatre in der Josefstadt, under direction of Otto Ludwig Brenninger; author, Otto Dietrich; sets by Harry Horner.

Judge ..... Wilhelm Schich  
Court Reporter..... Harry Horner  
Lawyer ..... Viktor v. Gschwendner  
Coffee House Keeper..... Annie Hoar  
Niece ..... Eli Kiesel  
Butcher ..... Hansl Tauer  
Delicatessen Keeper..... Hietrich Markus  
Johnn ..... Hanso Smitz  
Earl Swoboda..... Hans Moser  
Two Tramps..... Rold Herky, Martin Berliner

'Small District Court' is called 'a play for the people', and those that like that sort of thing may think it very nifty. It is certainly not a sophisticated evening's entertainment, most of the humor being about as subtle as a pole in the ribs; he spent most of his time up till now writing folk tales; now he has turned to a folk play.

Story reveals the perplexities of a small court called upon to deal with a dispute between two former bosom friends, the neighborhood delicatessen shop keeper and the neighborhood coffee house keeper, both ladies of middle age and fiery temperament. Karl Swoboda, who carries his board for nothing in the house of one, and his meals for nothing in the house of the other, attempts to smooth things over by coaching everyone in the case, including the star witness, in what to say in the courtroom.

Swoboda describes himself as an amateur follower of the legal profession. For 10 years he has unfortunately performed the task of showing courtroom audiences to their seats, hanging up the judge's coat and hat, dusting the desk, lighting the stove, producing the necessary documents from their files, and producing the necessary

witnesses upon call. For 10 years he has kept his shoe polish in the court reporter's drawer, and has given advice to those who would buy him a glass of beer at the Cafe Justice across the street from the court.

This last aspect of his activity comes to light in the case of Delicatessen Shop Keeper vs. Coffee House Keeper, and the prosecuting lawyer threatens to have a suit brought against Swoboda by the Lawyer's Association for infringing on their professional field of activity. Fortunately the Coffee House Keeper comes across with a proposal that Swoboda should marry her just about that time, so that he need no longer feel embarrassed about explaining his frequent presence in the coffee house. And it all ends happily with the two bosom friends reconciled despite the efforts of the lawyer to widen the breach and make out a case between them; and with the two bums who have been trying to get in jail to keep warm getting their sentence.

Hans Moser in the part of Swoboda, gives a delightful and quietly humorous performance, bringing down many laughs with lines about the law and legal profession. As for the rest of the cast, the characters they are supposed to represent have so little subtlety that the audience could not but give the impression of overacting.

SHOOTS HERSELF IN HIP

Buffalo, July 23. Mollie Wear, 30, entertainer at the Havana Casino, was accidentally shot while cleaning a rifle in her home. The bullet entered her left side above the hip.

She was removed to Central Park Clinic, where her condition was reported not serious.

Action

RECEIVED AT

**Postal Telegraph**  
THE INTERNATIONAL SYSTEM

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NLT	NIGHT CABLE LETTER
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VARIETY 154 WEST 46 ST NYC

A FEW WEEKS AGO I TOOK A PAGE AD IN VARIETY TO CELEBRATE THE SUCCESS OF "THREE MEN ON A HORSE" RUNNING CONCURRENTLY IN NEWYORK CHICAGO AND LOSANGELES STOP INCIDENTALLY THE VARIETY AD INVITED BOOKING OFFERS FOR NEXT SEASONS ROUTES STOP RESPONSE CAME FROM THEATRES AND AUDITORIUMS ALL OVER THE COUNTRY STOP AT LEAST A HUNDRED OF THESE HAVE BEEN INCORPORATED INTO OUR ROUTES FOR NEXT SEASON STOP THATS WHAT I CALL ACTION=

ALEX YOKEL







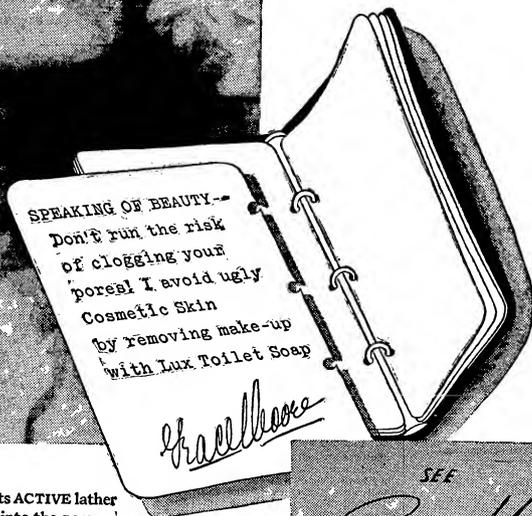






# Take a Leaf from *Grace Moore's* notebook

Guard against  
Cosmetic Skin  
her easy way



"USE all the cosmetics you need!" Grace Moore says. "But," she warns you, "don't run the risk of *clogging your pores*. I avoid ugly Cosmetic Skin by removing every trace of make-up with Lux Toilet Soap!"

#### Cosmetics Harmless if removed this way

It's when pores are clogged up with stale cosmetics that dullness, tiny blemishes—even blackheads—appear. Signs of Cosmetic Skin!

This charming star knows Lux Toilet Soap is especially made to guard against this modern com-

plexion trouble. Its ACTIVE lather sinks *deep* down into the pores—*thoroughly* removes dust and dirt—embedded powder and rouge. Because this gentle soap *protects* the skin, keeps it really lovely, it's been Hollywood's complexion care for years. 9 out of 10 screen stars use it!

Why don't you try it? Clever girls use it before they put on fresh make-up . . . ALWAYS before they go to bed at night! They've *proved* it keeps skin lovely!

























**END**  
 THIS SEASON  
 WITH A  
*triumph!*

**AMERICA'S OUTSTANDING PERSONALITY  
 AT HER VERY, VERY BEST!**

Read the reviews... see the picture... and  
 you'll know it will topple all her records!  
 She's a dancing sensation, a singing  
 angel. There's glorious music, romance,  
 gaiety. Far and away the happiest pic-  
 ture you've ever shown!

Fox Film presents  
 with pride the  
 incomparable  
 child actress—

*Shirley* **TEMPLE**  
 "Curly Top"

with  
**JOHN BOLES  
 ROCHELLE HUDSON  
 JANE DARWELL**

Produced by Winfield Sheehan  
 Directed by Irving Cummings  
 Music by Ray Henderson  
 Screen play by Patterson McNutt and  
 Arthur Beckhard. Lyrics by Ted Koehler,  
 Edward Heyman and Irving Caesar



YOU HAVEN'T A



**BEGIN**  
 THE NEW SEASON  
 WITH A  
*smash!*

**THE MILLIONS WHO LOVED "STATE FAIR"  
 HAVE A GREATER TREAT COMING!**

A new, stirring tale of simple folk...of epochal sweep... deeply moving romance... and far more! The old Erie Canal, a world's wonder... brawling, boasting boatmen... love-making and rivalry... throbbing to the pulse beat of the nation's strong young heart. The word is out... "TREMENDOUS!"

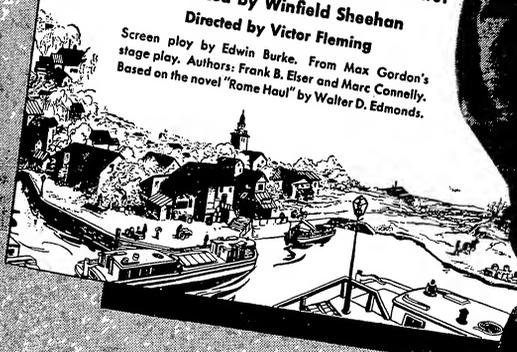


**JANET GAYNOR and  
 HENRY FONDA**  
 in  
*"The FARMER  
 TAKES a WIFE"*

with  
**CHARLES BICKFORD • JANE WITHERS  
 SLIM SUMMERVILLE • ANDY DEVINE  
 MARGARET HAMILTON • ROGER IMHOF**

Produced by Winfield Sheehan  
 Directed by Victor Fleming

Screen play by Edwin Burke. From Max Gordon's stage play. Authors: Frank B. Elser and Marc Connelly. Based on the novel "Rome Haul" by Walter D. Edmonds.



SHOW WITHOUT



## CAPITOL, N. Y.

Lou Holtz, Belle Baker and Block and Sully on the marquee this week look like the caps do to number.

Holtz, with his Lupinus style of comic recitations, is a five, was probably the deterrent to Belle Baker doing any of the "Bill Block in Evening" repeats here usually gives out. She wisely ignores an audience rehearsal, in the latter, opening night, although she libbed a little in the idiom.

"Murder Man" (Metro) on the screen Saturday night, 10:00, features a play by the Cap this week. Building up the rostrum appeal exclusively. Ad copy even went into a pseudo-telephone dialog between Major Boves and Col. Lou Sidney on the tops of stage show being offered.

Holtz and Miss Baker split touring honors, but the week is all Miss Baker, continually and dogmatically, marking her return to Broadway after almost a year's absence in England. The repeats here favorable impression, and in spades, in a sensible sense. Holtz has only fully sustained by a professional process that's undeniably.

Holtz's showmanlike in every respect has steered her clear of dangerous maudlin shams, permitting songs to be treated as musical. A rip "Home Again" lyric, with some intimate ad libbing, set her "No, I'm Gonna Stay" (Gardner) and "Yard" lyric (special), had its comic elements but they were quite up to the rest of her repertoire which included "Middle of a River" and "The Blue Bird," forcing into a comedy band sign-off with Holtz, which again, Holtz's "No, I'm Gonna Stay" and "Yard" to plead for a costume change and into the "O Sole Mio" routine. When the m.c.-comedian exaggerated his guttural vocal call to quite a flourish.

In the forepart, Holtz tees off with one of his stories, ever so effectively in his delivery. He does a good impersonation as the m.c. point infection as in the points themselves. "Up, Zap and Top, Zap" is the one who is doing the m.c. Hall and the Rox within the past month, and now Holtz is doing it with their tapping. Moore and Nevada's old terpsichorean burlesque songs for her values. Dito, Block and Sully, with some bright new material. Jesse James never forgoes his usual manner for Eva Sully's nifties."

Holtz throughout in an expert working nonchalant way, in the familiar pro walking act (harmless, throughout) and in the latter, in which he overboard and doesn't credit her tailor. In the latter, in which he is under the head of good, clean fun take as opening washroom small-scale, through which he is at a (various) degree which isn't exactly family fodder.

Of the Metrotones News and a Harman-Ingram coloration augment "Murder Man" (M-G) on screen. Big, Big, Big, through which he is strictly to the credit of the rostrum.

Of the latter campaign heralds the big "greater film season, but no mention as yet that the stars are not in the advent of "China Seas," Abel.

## FOX, PHILADELPHIA

Philadelphia, July 27. Fox switched its stage show on the usual day this week, but feature play, "Farmer Takes a Holiday," holds for four extra days to be succeeded by the new Shirley Temple film on "Saturday." New show is gotty with a slow build-up but a strong end. Overture, led by Jeno Dornoff, consisting of a medley of songs from various Temple pix.

Opener was the Three Speeds two, man and woman act in a scabrous roasting. Some of their acrobatic routine was okay, but was missing stars in the act.

Don Cummings, billed a larfat spinner, followed. His gauding, both on his own act, and on the members as stooges, was rather flat, but when he took to the stage and he clicked neatly. A tap dance, in and out his rope, conclave, and that he was a cooziest climber. First part of act would be better if trimmed.

What was called "Youthful Rhythm," Using a back-dropper representing a drug store, offering competition with five, who went off a company on stage for a brief introduction. Four of them did a precision dancing specialty which went off mildly; then one of the gals did a burlesque to dance that was the highlight of the evening. It was followed with a lively tap duo, with two little, who were followed by a warbling "Mississippi Mud" into the mink net. Had a pleasing voice, but the specialty was a little too tiny. Don and Betty reprised then with a military tap that was okay. First two bows at the finale to face response.

Final and feature act was the comedy. This comedy duo has a fine harmonizing on "Every Beat of My Heart" and "Gabriel Blow Your

Hour" for a start, then burlesque on the familiar "William Tell" overture, which pictured the famous scene of the old man appearing and complaining about poor business. Novel and good, but it was topped off by a m.c. act by the two Cavaliere's impression of how an old phonograph playing a still older record could do you more good than any new record. Sweet effects in this one and it got plenty of attention. The boys did one encore and came out a little more. Audience liked them. Lee took the lyricist him, who was excellent; he had a very short solo bit.

## STATE, N. Y.

"The acts that Keith forgot" runs the line in the opening number of "Small Time Cavalcade," Billy Rose's hall. The lyricist himself, who has added "but Crotchet didn't," it's the warming turn that tops and finishes the good stage show that was over on Broadway.

The acts are geared rightly as to run time, which is smart of the circus. Friday night's audience for the acts is old man act, which is long, sincere appreciation and "Cavalcade" was easily the winning.

Benny Ross turned in a neat job as m.c. and in his own act with Maxine Stone. Her act is good, but is baritone, voice, but doesn't take it entirely, because, by business, it is. In essence, Miss Stone is a distinct type as a lady, good looking blonde. She does a couple of songs, but fails to take her for a musical, also Ross for that matter. He was in error in "The Good Old Days," when he gave a Gershwin composition. Tune was brought back from abroad by Paul Whitman and by the way, it is a Gershwin composition. Tune was brought back from abroad by Paul Whitman and by the way, it is a Gershwin composition.

Lynnton Reeve turned in a neat score with one of the outstanding, varied dance routines he had composed. Her act was good. Principals are graceful and a modified carola clinched it for them as a whole. Her act was good. Principals are graceful and a modified carola clinched it for them as a whole.

"Winners of the N. Y. Evening Journals' music festival" were spotted in the show. The acts were interestingly modern. Emily Haberland was on first with a semi-troupe burlesque and a few songs. She was a good singer and probably can display her pipes to more advantage. But Jesse Wolk took her stuff and he did a very good m.c. act. He was a good singer and probably can display her pipes to more advantage. But Jesse Wolk took her stuff and he did a very good m.c. act.

Hill and Martin roughed each other, although not the girl in the combo, and they made it enappy. The m.c. act, which he overboard and doesn't credit her tailor. In the latter, in which he is under the head of good, clean fun take as opening washroom small-scale, through which he is at a (various) degree which isn't exactly family fodder.

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## PARAMOUNT, L. A.

Los Angeles, July 25. Nothing on stage this week to get unduly excited about. First rate feature, but no names. Names, excepting for Rubie Wolf and band and Panchothon, who have been given a sanctioned on a brief flash preceding the number.

Burt and King on for a couple of ballroom dances, pretty drabgy and blue. The act, which he overboard and doesn't credit her tailor. In the latter, in which he is under the head of good, clean fun take as opening washroom small-scale, through which he is at a (various) degree which isn't exactly family fodder.

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Of the latter campaign heralds the big "greater film season, but no mention as yet that the stars are not in the advent of "China Seas," Abel.

## ORIENTAL, CHI.

Chicago, July 28. Half a dozen acts for the first week's dish of acts for the customer, an aggregate of good, sold in a half hour. The acts were good. Names, excepting for Rubie Wolf and band and Panchothon, who have been given a sanctioned on a brief flash preceding the number.

## DUKE NORTON REVUE, A. C. T.

Chicago, July 28. The Duke Norton Revue, a four-girl act, was on stage. The acts were good. Names, excepting for Rubie Wolf and band and Panchothon, who have been given a sanctioned on a brief flash preceding the number.

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## HIPP, BALTIMORE

Baltimore, July 28. Another four-act bill on stage. The acts were good. Names, excepting for Rubie Wolf and band and Panchothon, who have been given a sanctioned on a brief flash preceding the number.

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going through a sort of Doris Weidman with. Then a male tenor pops out in 'one' for a song, half-cantata, and the m.c. act. Names, excepting for Rubie Wolf and band and Panchothon, who have been given a sanctioned on a brief flash preceding the number.

Miss Bacon next in 'full' for a ballad. Then a male tenor pops out in 'one' for a song, half-cantata, and the m.c. act. Names, excepting for Rubie Wolf and band and Panchothon, who have been given a sanctioned on a brief flash preceding the number.

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## SHEA'S, TORONTO

Toronto, July 28.

New policy at this show-shop for the first time. Names, excepting for Rubie Wolf and band and Panchothon, who have been given a sanctioned on a brief flash preceding the number.

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## MET, BOSTON

(FRED ALLEN'S AMATEURS)

Boston, July 27. Apparently a big chunk on Fred Allen's population listed in Boston's "Town Hall Tonight," it's the eager-eyed crowd of ether fans filling the Met this week. They are crying "Then there's another one!" for a lesson for the showman. They like good amateur talent.

Although the 17 different national radio winners, playing here under the name of Fred Allen's Amateurs, are professional moments, they're still just good amateurs. That's from a critical point of view. From the audience response angle, this outfit is the biggest thing that's hit the Met stage since Jack Benny. Cut from \$8 to \$60 times. It's surefire all the way.

Right at the start Al Mitchell, shoved into the show here as m.c., threw a few words. He well has figured out that the customer came to see the kids and not the m.c., and not once does he shove his nose into the spot; and when he does into it, he is limited to a few words. It means something for the youngsters. Right at the Mitchell and Mitchell duo, Al Mitchell, the m.c., is a big radio studio set waiting their turn, with the Met in the background. Inconspicuously, upstage.

"Dip-lop" on the appetite of the talent. The acts were good. Names, excepting for Rubie Wolf and band and Panchothon, who have been given a sanctioned on a brief flash preceding the number.

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# ● THE SHOWMANSHIP

—FOR DRAMA, SPECTACLE, THRILLS!

WORLD PREMIERE

JULY 31<sup>ST</sup>

RIVOLI • NEW YORK

# DANTE'S

A STARTLING DRAMA

SPENCER TRACY  
CLAIRE TREVOR  
HENRY B. WALTHALL  
ALLAN DINEHART  
and a Cast of 2500

*Produced by Sol M. Wurtzel*

*Directed by Harry Lachman*

*Screen play by Philip Klein and Robert M. Yost*

YOU HAVEN'T A SHOW WITHOUT

# PICTURE OF THE YEAR!

—FOR PATRONAGE, APPLAUSE, PROFITS!

# INFERNO

OF TODAY...AND FOREVER



Stock Market

(Continued from page 6) declare payment of any dividend. The stock hit a fresh peak of 80 1/2 and was up 2 points at the finish. It was down to 57 1/2 in earlier transactions. Its strength in the 'B' preference issue was reflected in Radio common trading. The common was carried forward to 6 1/2, its price high for the month. Common was at this price for half a point advance.

Columbia Pictures certificate broke its downward trend and rallied back to 75 1/2. Met weakness Monday, but managed to show \$27 1/2 gain on the week. Loew's common was rather feeble in late trading, and was down 2 1/2 points to 39 1/2. Threatened bitter fight with newly formed stockholders' Protective Committee probably brought the selling in Fox A. The stock was off a point at the closing price of 15 1/2. Feels that Pathe was going to carry its reorg through to a successful conclusion. In spite of a sharp rise of Pathe A shares. This stock finished on top at 1 1/2, highest level reached in weeks. Represented a new high for the month. Common was up fractionally.

Climb of Madison Square Garden closed on a new high of 12 1/2, on declaration of a 15-cent dividend. The issue was up nearly a point at the close. Eastman Kodak preferred made a new high at 16 1/2, but wound up the week at 16 1/2. Even at this price it showed a gain of 3 points. Westinghouse common registered a new top at 65 1/2 and was 3 1/2 ahead at the blowoff. General Electric also was strong, moving ahead to 23 1/2, another new 1935 high. Stock was up 1 1/2 on the week.

Unfavorable earnings reported for the first quarter, as compared with the same quarter in 1934 and for the first six months this year against the same period last year affected both Consolidated Film Industries issues. Despite this report, however, the preferred was only off fractionally and the common was unchanged on the week. A. The closing quotation Consolidated Film common was only three-quarters from the year's low and the preferred was 1 1/2 points off bottom.

U Desa Comeback, 5 Up A remarkable come-back was staged by Universal Pictures preferred, the stock rallying to 36 1/2 on only a few transactions. It was up 6 points at the finish.

Chartists, the Amusement Group gave every appearance of pausing for breath during the last two or three weeks. Even with pronounced strength in several issues, the group failed to get far in the week just passed, and with a build-up in volume, the group made its top just two weeks ago at 24 1/2, and has fluctuated in a narrow range since then.

Of the several leaders, the group, Loew's common appears to be maneuvering into a position

where it could best surport upwards. Such a move would put this stock registered a new high price at 44 1/2, the close has been lower than the preceding week for the last three weeks. Sharp shake-out on big volume Monday leaves the issue better situated than before, but further selling or declining tendency may develop before. As a common does an about-face. But chart readers are optimistic as to the future.

Radio B has been pushed forward strenuously for more than four weeks now, so that it may be in for a period of irregularity. Characteristically, the stock is in a situation where it can slip back or edge forward still further.

The action of Fox A stock seems to many chart readers to indicate that a new base was being formed for an advance. It is regarded by some chartists at the meeting August 15 still in doubt and a stockholder's committee swinging into action, there seems to be plenty of storm clouds confronting its regular course.

Warner Common Status Its Warner Common follows its customary pattern on the chart, a period of irregularity or decline is followed by a rally. In regard to some chartists that the present position will be consolidated before a concentrated push forward is attempted.

Keith 6s, RKO debentures and Warner Bro. 6s were the leaders among the amusements. The bond limit hit 82 1/2 for a gain of 1 1/2 points. RKO bonds were pushed forward to 43 1/2, the close showed an advance of 2 1/2 points on the week. Warner Bros. bonds climbed to 16 1/2, showing a 4-point gain at the finish.

Only other amusement lien to advance was Loew's 6s, which were off fractionally. In regard to bond issues were of three-quarters to a point. Paramount-Famous-Lasky 6s certificates managed to steady near the close, being down only three-eighths. General Theatre Equipment bonds declined 1 1/2 points from the year's low and the preferred was 1 1/2 points off bottom.

Strength in the rail group, which carried them above 35 in the Dow-Jones averages, cheered the trading fraternity Monday (29). It was the prevalent inability of this group to confirm the big uptrend in industries that has made many traders skeptical of the present bullish trend. Even so, there were numerous observers who were touting a continuance of the bull movement but with their fingers crossed.

With steel operations and power output on the upgrade, there was considerable excuse for bullish the market. Carloadings still lag behind 1934. Even with this cheering news about, there were market strategists who think the market would be healthier after a little shake-out on Tuesday, July 29.

Summary for Week Ending Monday, July 29

STOCK EXCHANGE

Table with columns: High, Low, Sales, Issue and rate, Low, Last, Net. Lists various stocks like American Steel, Consolidated Film, etc.

CURB

Table with columns: Bid, Asked, % Change. Lists various stocks like American Steel, Consolidated Film, etc.

WB Net Profit for 13 Weeks in '35 Almost as Much as '34 Net Loss

Warner Bros. net profit was nearly as large as the loss in the preceding year for the 13-week period ending May 25, 1935. As based on a comparison of the company's report, issued last week, for 39 weeks with a previous one issued for 26 weeks, the indicated net profit for 13 weeks amounted to \$595,107, after depreciation, taxes, etc., compared with a net loss of \$697,691 in a like 13-week period of the preceding year.

The net profit amounted to 11c on 3,701,093 shares of common, after allowing for preferred dividends. Unusual part was the indicated earnings for the 13 weeks this year, which the company earned more than five times the dividend requirements on the preferred, which is supposed to pay \$3.85 annually. Dividends have been accumulating on the preferred since May, 1932.

Warner Bros. statement for 39 weeks ended as May 25 reveals a net profit of \$371,629, after amortization of film costs, interest, federal taxes and interest. Total amounts to 2c per common share after allowing for preferred dividend requirements.

The company compares with a net loss of \$558,836 for the 39 weeks ending on May 26, 1934.

Consolidated's Net

Consolidated Film Industries' earnings picked up to \$265,121, after stockholders' dividends for the ending June 30, 1935, as compared with \$212,526 for the preceding quarter. This year's earnings are \$747,215, a net profit for the comparable quarter in 1934.

Company showed a net profit of \$1,455 for the first half of 1935, as compared with a net loss of \$399,309 for the first half of 1934.

GUMBLER SUE

Los Angeles, July 30. Suit for recovery of \$20,000 filed by Chicago bank operator H. L. Gumbler, former operator of the "C" and "D" circuits.

Money asserted due on a promissory note.

NO RCA DIVVY ACTION

Directors of Radio Corp. of America met last night in New York to take any action relative to paying a dividend on the Radio B preferred stock.

Only routine biz came before the board.

Mad. Sq. Square's 15c Dividend

Madison Square Garden Corp. on Monday (29) declared a 15-cent dividend on its common stock.

Incorporations

New York Albany. Movie-Gears Release, Inc., general advertising motion pictures. Threasure and Syncopated Music, Inc., general publishing. Maurice Lasker, president. 125 West 55th street. New York City. National Pictures and Ice Corp., general business. 100 Madison street. New York City. Bert Enterprises, Inc., general advertising. 100 Madison street. New York City. Sophie Feuer, president. 100 Madison street. New York City. Alexander Rosenberg, president. 100 Madison street. New York City.

Inside Stuff—Pictures

Hays office censorship seal, now preceding title frame of feature pictures will, after Aug. 1, appear in same position on short subjects. Insignia will be included as part of introductory frame instead of being flashed solo.

All six approved will bear identical insignia. Idea is to save footage. Refusal of the court to take any action looking towards restraining the organization of Pathe, as requested by Pat Casey and E. B. Derr, is a comparative relief. The court's final decree on the new setup, which consists largely in getting full approval from the Securities and Exchange Commission for listing of new Pathe common stock.

Classy and Derr asked for a temporary restraining order pending trial. Pathe Circuit City is known as being largely a holder of Pathe class A stock, while Derr's largest holdings are described as being in the 8% preferred issue, listed only in Over-the-Counter market. Only a few minor details in the application, being shifted at the request of SEC officials, remain in the way for final okay from that body. This is looked for some time this week.

Reported refusal of T. L. Tully, pioneer Los Angeles exhibitor, to employ union projectionists at his Criterion, which he reopened last week after dark period, prompted R. L. Hayward, business agent of Projectionists' local 150, to start a picket line at the theatre. First case of picketing of a Los Angeles theatre in some months.

Los Angeles nabe and suburban houses, as well as many first runs, went on a preview orgy two weeks ago, due to declining grosses in many of the houses. Result is that during the interval from July 15-27 more than 30 pre-showings were booked in addition to several dozen exchange pre-showings in the smaller houses.

Some of the major producers previewed forthcoming releases as many as three times within a week, principally Warners which showed its 'G' feature in the 'Money' in three of its local houses within five days. Many houses had previewed on consecutive nights.

Total take by Screen Actors Guild-Dominos Motion Picture Hall of Fame at the San Diego exposition, during the latter end and half weeks of its run, aggregated \$30,000 for operating profit of \$13,000. Exhibit is under management of Fanchon & Marco, with F&M, the fair and Guild-Dominos sharing three ways on net profits.

Believed to be one of few such cases on record an agent entrusted the studio business of his clients to a brother partner. Freddie Frankel took over accounts to "Honey Daves" Thompson while he was in Alaska. Before Frankel left town his proxy had set one of his players at Metro.

Federal grand jurors in Los Angeles got a good peep at a fan dancer in action when postco ce officials held up sending of print made by Pacific Cine Films. Jurors, usually lax in attendance, turned out in force to watch a fan dancer and one-reel comedy. First it was run through, usually, then in slow motion and last the proper way. Story was featured by local press in contrast to recent decision of French authorities banning dance of Joan Warner in Paris night club.

A Coast picture player recently fulfilling a Chicago vaudeville engagement blasted with a surprising anti-Lewish attitude on a Chi city floor. He was merely asked to take a bow. After initial remarks which were ignored, he persisted with derogatory cracks until the nice club patrons started throwing ice and glasses on the dance floor in protest.

Nobody knows whether to charge him to stew stuff or not, but if such a bad taste the performer will have a tough time squaring it, it can be squared.

An article by a Catholic leader just published in America, Catholicism, in answer principally to the recent attack against pictures by the Catholic Daughters of America, in connection with the National Motion Picture Conference, Father Gerard B. Donnelly, associate editor of America, wrote the article which is titled "Definitely Cleaner Films." Article analyzes the attacks of the Catholic Daughters organization.

Swedish newspapers are repeatedly printing notices concerning the way in which United Artists treated Sweden's king, Gustavus Adolphus, in "Richelieu." Considerable indignation and some requests that action be taken against the film has been against the film.

Swedish minister in Washington protested the matter, with some dialogue in the most objected to scenes being changed.

In a film review on "Rainbow's End," Vauxley's note mentioned June Gale as Mrs. Hoyt Gibson. Western star's says he wishes she were, but she isn't. Gibson, no par value, filed by Guy Co. Warren, 735 West End Avenue, New York. Fred W. Farnham, 113 Villa street, Mt. Vernon, N.Y. Syracuse; electrical business; capital stock, \$20,000. No par value. Fred W. Farnham, 113 Villa street, Mt. Vernon, N.Y. 51 Chambers street. New York City. Amusement rental business; capital stock, 100 shares, no par value. Richard Swanson, 218 Avenue C, Manhattan, New York. Amusement rental business; capital stock, 100 shares, no par value. Richard Swanson, 218 Avenue C, Manhattan, New York. Amusement rental business; capital stock, 100 shares, no par value. Richard Swanson, 218 Avenue C, Manhattan, New York. Amusement rental business; capital stock, 100 shares, no par value. Richard Swanson, 218 Avenue C, Manhattan, New York.

SHE

RKO Radio production and release. Features Helene, George, and Scott. Helen Mack, Nigel Bruce. Directed by Mitchell Leisen. Running time, 72 min.

room to gun play in an open battlefield to restore law and order to the village. Along the way he innovates for the maker and a subtle love affair with the local prize belle, but all obstacles—brother as an outlaw, a woman who has fallen for the fish in an exciting piece of art and work as has been heard since the late days of the silent era. Richard Dix and Johnson last played the Dalace.

Dix gets a lot of help in the play-acting by Louise Fazenda, the non-featured support. Calhern does not do so well as a skit actor as he could ask for, and so well that they may be added to which transit all the time. Preston Foster, as an outlaw who turns straight out of town to find his hero, is properly heroic and forceful on his own. Margaret Graham, over whom everybody in town seems to battle, always manages to look worth fighting for. James Bush makes a nice idyllic brother.

A load of Ray Mayer (Evans and Mayer) as the evil McClosky would be enough to save the picture from vaudeville relief. And if the director had been sticking the knives in the low draw, it would be doubling, the poor slaps those keys over his shoulders and they are in.

Willie Best (colored) is depended on for most of the comedy, and he manages to draw a few laughs even if having to borrow everything of Stephen Fetchit's except his agent in handling the matter. The picture in its western cow town motif, production is ace, and Charles Nichols' dialog keeps things going at a swiftness beyond artillery bombardments. Ripe.

CALM YOURSELF

Metro-Goldwyn-Mayer production and release. Features Robert Young and Madge Evans. Directed by George Cukor. Musical score, Charles Maxwell; camera, Robert Cooper. Running time, 75 min.

Patricia is not going to recommend this—no name draw, no production value. Calm Yourself is a production. With a burlesque kidnapping plot, the picture is a good deal more multifarious than the screen ad and no additions, and their dialog and business style hit the eye, even a Keystone cop bluish.

Robert Young, a true support, who seems to have a great deal of the mannequins and style his etro concept. Robert Montgomery, sloshes through admin roles with great abandon but no naturalness. Madge Evans, opposite him, is more animated than is customary. Purpess, who came in with his job in the first place. She creates a little of the fun of the picture, very much the mannikin manner. The others in the cast, all pitched on a burlesque or vaudeville basis, to overplay to their hearts' content.

English. Yourself will be reverse English for audiences who are bored. Don.

THE MURDER MAN

Metro-Goldwyn-Mayer production and release. Features Spencer Tracy and Madge Evans. Directed by Tim Whelan. Screen original by Whelan and Guy Bolton. Photo-played by Metro-Goldwyn-Mayer. At Capitol, N. Y., week July 25, '35. Running time, 72 min.

The Murder Man will please in the lesser roles. It's not a de luxe flicker and only trade circumstances would have it surrounded by a first-run at the de luxe Capitol, where, for obvious reasons, this picture is surrounded by a first-run star show.

It's more or less old stuff with a few new bits of new bits in dramatic reporters and mystery melodrama.

Miniature Reviews

'She' (Radio). Roger Hargrave's hard-to-swallow fantasy of a mythical kingdom in the lowlands of Scotland. Resultant production, but story dubious for discriminating adults.

'The Arizonian' (Radio). Above average western due to cast and with a chance to get by in the keys on that account. Richard Dix directed.

'Calm Yourself' (MG). Lightweight comedy effort say in name power and strictly for not too particular clientele.

'The Murder Man' (M-G). Lightweight newspaper-murder melodrama, fair for the lesser houses.

'Hard Rock Harrigan' (Fox). George O'Brien as a tunnel digger. Fair.

The new coloring isn't enough to get it over the hurdles, save for the make-up and costumes, where it will amuse mildly because it proceeds in a manner more or less attuned to the average audience standards. That is, where its obviousness are very obvious, (TV) is not so much so.

The other intricacies are very mildly baffling. The picture is a staccato playing does the rest to achieve some sort of elementary understanding.

The film's female appeal is virtually nil. Virginia Bruce's presence in the picture for whatever marquee value she may possess, which is considerable, is not so much as similarly limited bu. draft of Spencer Tracy's name in the title role, places the individual values at or less of a minimum. She's cast as a sobber.

Tracy plays the original reporter type of make-believe city-roamer who digs the headlines at an Ediphone, gets picked in the time-honored Jesse Lynch Williams tradition and talks to and insures his managing editor in a manner not altogether to the liking of the public. Other than the blue slip pronto.

But Hollywood's been taking the blue slip liberties of late, and it's freely to late and seemingly doing so with full knowledge of these liberties. The picture is a celluloid advertisement.

'The Murder Man' is curious aside, for box office worth. Sounds G-mannish or gangster; but it is not so much so.

No performance outlanders save William Collier's job as the old pressman man. Others competent but undistinguished, yet worthy of their parts. Spencer Tracy is prominent in the credits as co-author of the picture, but has no script treatment. Abel.

El Delitto Di Mastrovanni

(The Crime of Mastrovanni) (ITALIAN MADE) Capitan release. Features Camilla Pilati, Elsa De Amicis, and others. Running time, 72 min.

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(In Italian) Here again a foreign-made in a form that is not so much as mostly entirely on dialog alone, depending little on action. There is a little more of the picture to give a hint as to what is going on for those who do not understand Italian. The picture does not impress as an Italian-made that will mean much.

Best features of the picture are its cast and some very fine performance as well as photography, which, on the whole, is above the European standard. The direction is competent and follows the line of least resistance, telling a story in a slow and matter-of-fact way, nothing disturbs the placid calm of the picture. The movement of the story on the screen.

Opening on a prolog in which the picture is set along to four years, bidding his family a tearful good-bye, the picture picks up on his return and follows the line of least resistance, telling a story in a slow and matter-of-fact way, nothing disturbs the placid calm of the picture. The movement of the story on the screen.

An Italian harbor and fishing boat. Starts to approach the color. But gets no further than that.

Performance as the wronged Mastrovanni's innocence and the manner of its restoration is not so much as it is.

Clare that technician is completely divorced from the actual production of a film in the U. S. In knowing the director, the director has as much as to say as the technician so that the film does

Talking Shorts

'KRAKATOA' Earthquake Spectacular. Embury, N. Y. Fox-Edue. Here is a picture which blows over two reels in length which hits conventional from every theatre. It represents a new sort of any type of picture show, being one of the best-made most interesting subjects of its kind.

'Kraikatoa' denies in general with its content and its spectacular disturbances and in particular with the famous Krakatoa near Java, subject time in view of the fact that the fiercest of all known volcanoes has started acting up and threatened the war which inundated it after its last vicious outbreak. Although not returned, short escaped review by Variety until coming into the Embassy.

Nothing original wrapped up in the story of rivalry between Fox and its assistant. George O'Brien and Fred Kohler that this version holds up. Charles Purthman has been working to get a group of workers trying to bow a giant tunnel through hills and mountains for a long time.

Some excellent shots showing workers digging underground and after a dramatic start, David Howard speeds up the direction.

Charing Cross Road (BRITISH MADE) British Lion Production and release. Stars David Howard and others. Directed by Albert Cohen. Running time, 72 min.

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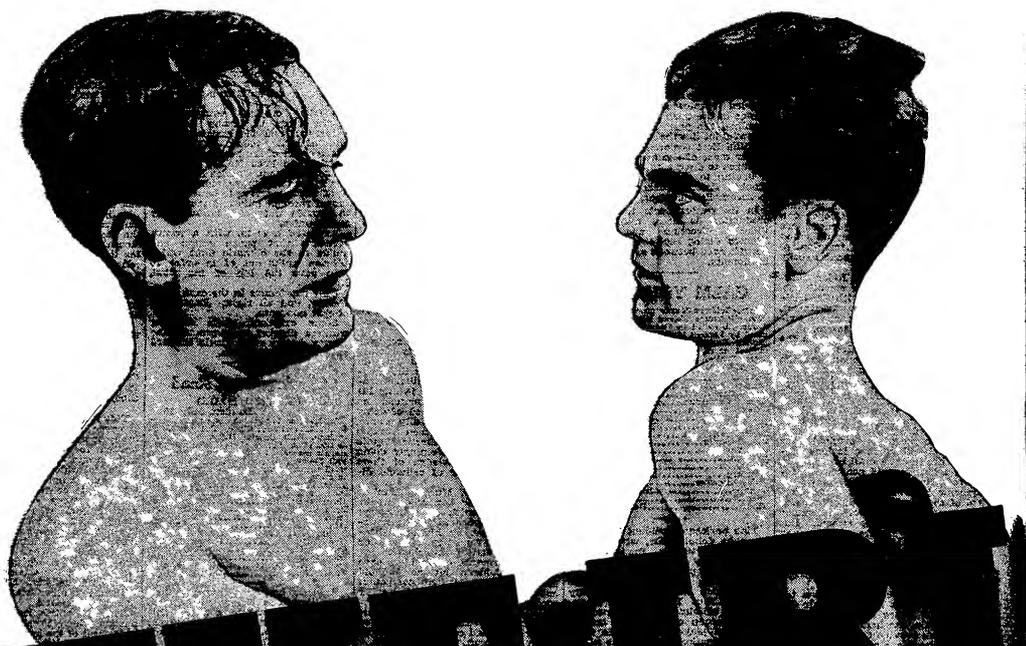
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# 'G-MAN' JIMMY PUT FOR 'A SURE SOCK



# THE IRISH JAMES CAGNEY

FRANK McHUGH · ALLEN JENNINGS · OLIVIA DE HAVILLA

OH, IRISH EYES ARE SMILING — and so is the rest of New York — at this novel teaser series spotted thru the paper for the Broadway Strand's first flash on Wednesday's big opening . . .



**JIMMY DISHES OUT THE BLARNEY TO HIS BEST GIRL FRIEND**  
... his mother . . . played by Mary Gordon . . . in this heart-thumping . . . side-splitting triumph of thrills, tears and laughter. "The Irish in Us" It's a Warner Bros. hit with James Cagney and Pat O'Brien beginning Wed. Morning at 9:30 at the Ask-Cooled Strand B'way & 47th St. 25c to 1 p. m. **Woman's Page**

# S ON THE GLOVES AT THE BOX-OFFICE

—(Variety Daily)

## and wipes the floor with his 'Navy' pal, Pat

Sure an' they'll be the makin' of yez yet—the divils! What with their 'Here Comes the Navy' business and the way the trade critics have been tellin' yez to 'go the limit on this one'—it was a great day for us all when Warners made

# SH IN US

# Y. PAT O'BRIEN

ND • A First National Picture directed by Lloyd Bacon



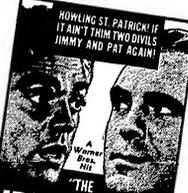
**IT SEEMS THERE WERE TWO**  
**IRISHMEN, JIMMY AND PAT**  
Add sure, 'tis you who knows  
'be havin' what a grand time you'll  
get together when these two divils  
gets between 'em... and a colleen  
to us' with James Cagney and  
Pat O'Brien beginning 9:30  
Wed. Morn. at the Air-Cooled  
Strand, Broadway and  
47th Street, 25c to 1 p. m.

Feature Page



**JUST ONE BIG HAP-**  
**PY FAMILY... WHEN**  
**THEY'RE ALL ASLEEP!**  
Raise the roof with the  
Widow O'Hara's boys... as  
they knock each other cold  
and lay you flat on your back  
with laughter in Warner Bros.  
"The Irish in Us" with James  
Cagney and Pat O'Brien Wed.  
morn at 9:30 at the Air-Cooled  
Strand, Broadway 47th 25c-1 p.m.

Sports Page



HOWLING ST. PATRICK! IF  
IT AIN'T HIM TWO DIVILS  
JIMMY AND PAT AGAIN!

A  
Warner  
Picture

THE  
**IRISH IN US**  
JAMES CAGNEY • PAT  
O'BRIEN  
WED. MORN 9:30 A. M.  
AIR-COOLED STRAND  
WED. 4:47th St. — 25c-10 1 p. m.

Amusement Page

All Set Up by  
**WARNER BROS.**  
to Start Gunning  
for 'G Men' Records  
Week of Aug. 3rd

Hollywood Productions

Minsky in H'wood

EXHIB ARGUES SUNDAY FILMS A NECESSITY?

Week of July 29

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

CHAPLIN (10th week) 'Modern Times' D—Charles Chaplin...

DOLBYRIA 'The Married Her Boss' (17th week) D—Gregory LaCava...

'A Feather in Her Hat' (6th week) D—Alfred Santol...

'The Girl Who Sings' (10th week) D—Wm. C. Sullivan...

'The Girl Who Sings' (10th week) D—Wm. C. Sullivan...

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mob has been extremely careful to classify the show at the Hollywood Playhouse as 'a delightful adventure akin to slumming.'

Coast in general is getting a look at burlesque dressed up. This is readily realized when one considers that only Los Angeles has burley and that particular outfit has been producing from the same book for 10 years and only a few weeks ago got around to the 'water-in-the-

'Opening night was one of those klieg light affairs and several picture names attended in formal dress. And 42 street should have gotten a load of them. Funny, too, that the biggest squawk from the picture mob was that there was not sufficient strip numbers. Only two grinders with the show, Louise

'Friday night following the fights Minsky staged a midnight show and the first crowd founded on this date after sitting through two hours of smoked filled atmosphere in the hard seats. Usually they are ready for bed, but they went for the burley. Repeat business is busy with several names having attended several times.

'They never forget to give the impression that it's all a lark. But larks in Hollywood indicate it's the enthusiasm they show during the performance is a criterion, that perhaps a big percentage of burley is to see the stars in the production of slumming, rather than the burley itself.

'Show is just plain burlesque, al-

though the stripping is mild compared to what L. is accustomed to. There's more real torso stuff to be found on Main street for 20c. And the comics are no worse than their material. Where the operabines mostly in, in its line of girls. They're young, usually comely and in decent cut in gaudy costumes. There's a profusion of sets—it runs through 17 so-called episodes—but the small stage is too cramped to set them off. Attempts at symbolic tableaux are hammy.

'Most of the principals were sent out from the Minsky-Weinstock stock company of the Republic on Broadway. Firm gave them \$38 transportation expenses, equivalent of bus fare. Majority drove out in private cars. Besides Mises Stewart and Strang, cast includes Marjorie Morgan, Nerio Riccardi, Jack Diamond, Ray Parsons, Dolores Dawn, Marie Collins, Helen Howard, Val Williams, Charlotte Clair, Jack Greenman, Sidney Fields, Murray Leonard, Red Marshall, Gwynn Gal, Don Giovanni, Queenie King, Joy Faye, Jerry and Turk, Lola Hyatt and Sally Strang.

'The whole Minsky front-of-the-house managerial and kibbitzing staff came west for the 'premier.'

'Thrust mostly on the picture name opening week's business hit a heavy \$13,000. That's more than the average burlesque show draws here in a month. Thus far the \$2 top has been more an inducement than a keeper-away. It fools 'em. The 'Weinstock' however had a week for San Francisco and the northwest to arrange further bookings for the show. Weinstock plans to leave in a month for Columbia, Trixie, on a 10-week deal, with Portland, Seattle and Tacoma to follow.

'In each case a number of principals will be brought from New York to follow the outfit now at the Hollywood Playhouse.

Papers playing up repeat visits of the stars automatically turned on the green light for the rest of the town. Now folks are going to hurry to see the stars in the production of slumming, rather than the burley itself.

'Show is just plain burlesque, al-

'King Solomon of B'was' (4th week) D—Delmer Daves...

'The Throbbles' (1st week) D—Ray Taylor...

Roonoke, Va., July 30, Maintaining that theatres are a public necessity and that the theatre has succeeded in forcing an open Sunday here for all houses following a test case when Roonoke statutes in which a jury found that the American was within its rights to operate on the Sabbath.

Roonoke showman, E. D. Heing, hails the victory over Sunday laws as a clean-cut one which allows all theatres to operate on Sunday. He adds, adding that this was the reason the jury was out about an hour on the matter. Heing claims Roonoke theatres do not have to resort to the percentage points for charity in order to operate.

In other communities in other communities if properly handling the situation, may find it possible to force an open Sunday for films.

For Seals Mound, Ill., July 30. Indicative of better business conditions in this farming section is the fact that merchants are doing plenty of extra business. They are trading in order to bring them to town.

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METRO (24th week) D—Richard Thorpe...

'The Girl Who Sings' (10th week) D—Wm. C. Sullivan...

'The Girl Who Sings' (10th week) D—Wm. C. Sullivan...

'The Girl Who Sings' (10th week) D—Wm. C. Sullivan...



TO THOSE SMART SHOWMEN WHO HAVE  
BOUGHT RKO-RADIO'S 1935-36 PRODUCT.

"T

with

EDWARD EVERETT HORTON

HELEN BRODERICK

ERIK RHODES

ERIC BLORE

Directed by MARK SANDRICH

A Pandro S. Berman Production



Play the Pic-co-li-no

# TOP HAT

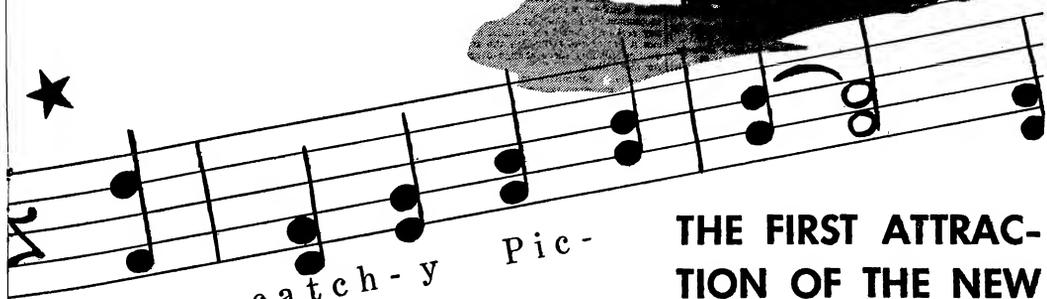
starring

**FRED ASTAIRE  
GINGER ROGERS**

with music and lyrics by

**IRVING BERLIN**

**WILL BE AVAILABLE FOR  
PRE-RELEASE ENGAGEMENTS  
LABOR DAY WEEK  
(GENERALLY RELEASED SEPTEMBER 6th)**



**THE FIRST ATTRAC-  
TION OF THE NEW  
SEASON...THE  
LAST WORD IN  
MUSICAL SHOWS**



CHANGERS OF COURSE IN RELEASES

Chesterfield

Irreumstantial Evidence. A mystery asking does circumstantial evidence con-
nect the innocent? Chick Kelly Grey. Dir. Charles Lamont.
71 mins. Rel. March 20. Rev. July 17.
Death from a Distance. A straitjacket mystery. Russell Hopton. Lola Lane.
Dir. Frank Strayer. 62 mins. Rel. April 2. Rev. July 17.
Iris Came Back. The regeneration of a girl crook. Sidney Blackmer.
Shirley Grey, Ned Madison. Dir. Charles Lamont. Rel. May 20.
Public Opinion. "Public Opinion." The latest single episode in the weekly today.
"Public Opinion." Lola Wilson. Crane Wilbur, Luis Alberni. Dir. Frank
Strayer. 58 mins. Rel. May 13.
Shot in the Dark. College mystery. Charles Starrett, Marion Schilling. Dir.
Chas. Lamont. 67 mins. Rel. March 1. Rev. March 23.
Society FEVER. A crashing society comedy. Lou Wilson, Lloyd Hughes, Hedda
Hopper. Dir. Frank Strayer. 65 mins. Rel. July 20.

First Division

Irreumstantial Evidence. Reporter Alford checker in campaign against death
penalty aims at a... Shirley Grey, Arthur
Wilson, Dir. Charles Lamont. 70 mins.
Rev. July 17.
Chances Fair (Fatin). Cabaret hostess on the make in a convention town
Rose Hobart, Raymond Stelly. Dir. Luther Lee. 60
mins. Rel. Oct. 31. Rev. June 26.
Curtain Falls. (One-time famous actress uses her talents in an entirely new
role... Henriette Crozman
Dorothy Lee. Wm. Bakewell. Dir. Charles Lamont. 68 mins.
Rev. July 26.
Port of Last Breath. The latest in the series of films which have after one
return and is happily mirrored in a sea-faring man. Lola Lane, Bill
(Green) Boy. George Morrison, Edward Gordon
Public Opinion. The latest single episode in the series are brought together
by their child's death illness and realize they still love each other.
Lena Wilson, Crane Wilbur, Shirley Grey. Dir. Frank Strayer. 62 mins.
Rel. July 16.
Rainbow End. Western. A black sheep goes west, makes good and shows up
father's relatives on a trail. Thornton Heath,
Spencer 55 mins. Rel. June 10. Rev. July 17.
Shot in the Dark. From the novel and "College Humor" serial "The Dornmouth
Murder." by Clifford C. Custer. Dir. Warwick Barton
Shilling. Dir. Charles Lamont. 70 mins. Rel.
Sunset Range. Girl meets king while on her way west and his brother
goes west and is saved by cowboy. Western. Hoyt Gibson, Mary Moran.
Dir. J. Roy W. Newell. 52 mins. Rel. May 1. Rev. May 15.
Symphony on a Living. Rev. violin profanity buffeted between warm
pianos. Evelyn Brent, Al Shean, John Dairoff. Dir. Frank Strayer.
62 mins. Rev. July 3.

First National

Incumbent Evidence. Reporter Alford checker in campaign against death
penalty aims at a... Shirley Grey, Arthur
Wilson, Dir. Charles Lamont. 70 mins.
Rev. July 17.

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 re-
lease dates are definitely set. Titles
are retained for six months. Man-
agers who receive service subse-
quent to that period should pre-
serve a copy of the calendar for
reference.

The running time as given here
is presumably that of the projection
room shows and not only approxi-
mate the actual release length in
those states or communities where
local or state censorship may result
in detentions. Running time in the
reviews as given in 'Variety' carry
the actual time clocked in the the-
atre after passage by the New York
state censorship, since pictures are
reviewed only in actual theatre
showings.
While every effort is made to be
both brief and accurate, the information
supplied may not always be correct,
even though official. To obtain the
fullest degree of accuracy, 'Variety'
will appreciate the co-operation of
all managers who may note discrepan-

2,000-Foot Reel

(Continued from page 5)
the print. Also in many instances
it killed important story action and
destroyed the action.
Under new plan there will be no
actual changes in theatre handling.
The new reels will be made in
2,000-ft. reels.
As for distribution, the new plan
meets all U. S. laws on shipment
and exhibition of film. Internation-
ally, Spain and Porto Rico forbid
shipment of more than 1,000-ft. of
film in one container, while many
Argentine projection machines can't
handle the larger reels. Elsewhere
it's declared acceptable.
Laboratories will continue to
process film in 1,000-ft. lengths. At
present, film would be spliced and
mounted on the 2,000-ft. reel.
Print then passes through all opera-
tions of inspection, shipping and
projection on the exchange's stand-
ard type reel.
Raw stock would continue to be
supplied to studios in 1,000-ft.
lengths, eliminating possibility of
any changes in camera technique or
reel length.
The new reels would be set
break through not having to edit
their story values to outsmart the
present cutting up practice of pro-
ducers. Reels would be edited
so as to reach the theatre in a min-
imum number of reels, with 1,700-ft.
of reel the shortest length for any
reel of a film. Projectionist can
run a better show through the re-
duction to only three change-over
points.
Academy committee will recom-
mend a standard reel with outside
diameter of 1 1/2 inches, a hub outside
of 5 inches, and an inside clear-
width of 1 1/2 inches, the center bush-
ing to be of such size as to pro-
ject on any tray at standard length.
Sixteenth inch diameter reels and
projection machines spliced, with a
length of 1,700 feet, will vary.
Reel is the result of a study of
three dozen models from manu-
facturers and individuals.

Special committee tendering the
report includes J. M. Nicolaou,
chairman, A. J. Querin, J. J. Mil-
lerton and Robert A. DeLoach.
Research Council session was
presided over by the new chairman,
William Koening, Warner's studio
manager. Reports were also turned
in by committees on television, re-
lease print improvement, projection
room, and screen and camera, and
sound recording improvements.

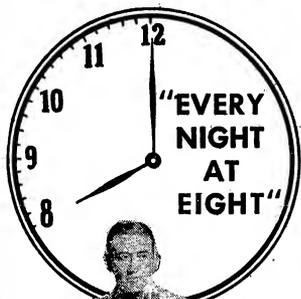
LARRY LEHMAN'S SPILL
Kansas City, July 30.
When within nine miles from
home, after a 3,800 mile auto trip
through the east and Canada, Le-
hman, manager of the
Mainstreet, was forced off the road
by a recalcitrant driver and his new
LaSalle badly damaged.
Lehman, and his wife and son,
who were with him, escaped with
minor injuries.

Girl from 10th Avenue. The adventures of a young shop girl who accidentally
marries a society dereelict and then mates a man of her class. Hetta Dow.
Jan. Hunter, Colin Clive. Dir. Alfred E. Green. 69 mins. Rel. June 1.
Men. Story of daring exploits of the men of the U. S. Department of Jus-
tice. Charles Ingraham, Lida Novack, Margaret Lindsay. Dir. Wm.
Keighly. 55 mins. Rel. May 4.
Go into Your Dance. Musical production about modern show business. Al
Johnson, Benay Raper. Dir. Archibald MacLellan. 52 mins. Rel. April 20.
Gold Diggers of 1935. Dick Powell, Adolphe Menjou, Gloria Stuart, Alice
Ford. Dir. Busby Berkeley. 95 mins. Rel. March 16.
In Caliente. Musical spectacle of famous Mexican opera. Pat O'Brien, Dolores
Del Rio. 60 mins. Dir. Frank Brown. 52 mins. Rel. May 23.
Living on Velvet. Shock crazed aviator marries a society girl. Kay Francis,
Geo. Brent, Warren William. Dir. Frank Borzage. 80 mins. Rel. March 2.
Mary Jane Pa. Whimsical story of a small town printer who is born with
the wand and who cannot resist the charms of a road show, a train
whisperer, Alne MacLellan, Guy Kibbee. Dir. Wm. Keighly. 71 mins.
Rel. April 27.
Maybe It's Love. Gloria Stuart, Ross Alexander. Dir. Wm. McGlinn. 62 mins.
Rel. Jan. 12. Rev. Feb. 12.
Murder in the Cats. Lois Tatlow. Ann Dvorak. Dir. D. Ross Lederman. 61
mins. Rel. Dec. 15. Rev. Jan. 1.
Oil for the Lamps of China. Pat O'Brien, Josephine Hutchinson, Jean Muir.
Dir. Mervyn LeRoy. Rel. June 8.
Red Hot Tunes. Lyle Talbot, Mary Astor. Jr. D. Ross Lederman. Rel.
24 mins.
Travelling Saleslady. The One of those Joan Blondell-Gladys Farrell romps.
Dir. Ray Knight. 63 mins. Rel. April 6. Rev. April 3.
White Lie. Drama of a woman's redemption. Guy Kibbee,
Alice MacLellan. Dir. Ray Enright. 66 mins. Rel. March 9. Rev.
April 13.
Woman in the Moon. Baby face wifes scandal to save a man from conviction
of murder. Barbara Stanwick, Gene Raymond, Genevieve Thoburn. Dir.
Robert Florey. 63 mins. Rel. Feb. 13. Rev. March 27.

Studio: Fox Mills (Los Angeles, Cal.) (see 444 West 66th St.,
Los Angeles, Cal.)
Black Sheep. Edmund Lowe Claire Trevor, Tom Brown. Dir. Allan Dwan.
70 mins. Rel. June 14. Rev. July 3.
Charlie Chan in Paris. Further adventures of the Honolulu Chinaman.
Warner Oland, Mary Brian. Dir. Lewis Selby. 73 mins. Rel. June 21.
Rev. June 26.
Charlie Chan in Rome. The Oriental detective moves into new territory.
Warner Oland, Mary Brian. Dir. Lewis Selby. 70 mins. Rel. Feb. 1.
Rev. June 21.
County Chairman. The Will Rogers. Evelyn Venable. Kent Taylor. Dir.
George Middleton. 78 mins. Rel. Jan. 14. Rev. Jan. 14.
Cowboy Millionaire. George O'Brien western. Dir. Edw. F. Cline. Rel.
May 10. Rev. June 4.
Curly Top. Story of a young girl. Shirley Temple, John Boles, Rochelle Hud-
son. Dir. Irving Cummings. Rel. July 17.
Dante's Inferno. New version of an old thriller. Spencer Tracy, Claire Trevor.
Dir. Mitchell Leisen. 84 mins. Rel. Aug. 11. Rev. Aug. 11.
Daring Young Man. The James Duan, Max Clarke. Dir. Wm. A. Selter. 76
mins. Rel. May 24. Rev. July 24.
The Girl Who Came to Supper. The story of a girl who saves a man from
dinner. Will Rogers, Billie Burke, Allison Skipworth. Dir. David Butler. 73 mins.
Rel. June 11. Rev. July 11.
Dressed to Kill. Louise Brooks. Dir. Harry Lachman. Rel. Aug. 23.
Farmer Takes a Wife. The. From the stage play of the old canal days. Janet
Gaynor, Henry FONDA, Chas. Bickford. Dir. Victor Fleming. Rel.
April 11. Rev. June 11.
Gay Deception. The. Francis Lederer, Benita Hume, Frances Dec. Dir. Wm.
Wyler. Rel. Aug. 10. Rev. Aug. 10.
George White's Scandals. Second edition of the musical. Alice Faye, Jas.
Dunn, Ned Sparks. Geo. White, Lyla Roberts. Dir. Geo. White. 35
mins. Rel. March 15. Rev. March 15.
Ginger. Jane Withers as a not-so-good little girl. With O. P. Heggie, Jackie
Kemp, Joe. Dir. Louis Selby. 80 mins. Rel. July 5. Rev. July 2.
Great Heat. Myrtle Finlay and her quart of detectives. Dir. Eugene Ford. 70
mins. Rel. March 1. Rev. March 8.
Hard Rock Harrigan. Geo. O'Brien, Irene Hervey. Dir. David Howard. Rel.
July 10.
It's a Small World. City people stranded in a small town. Spencer Tracy,
Louise Brooks. Dir. Irving Cummings. 72 mins. Rel. April 26. Rev.
June 26.
Ladies Love Danger. From a story by Iva Zorn. Mona Brada, Gilbert
Roland. Dir. Bruce Mitchell. 74 mins. Rel. May 17. Rev. May 17.
Little Red Riding Hood. Based on the Pitkin book. Will Rogers, Ruchelle Hud-
son. Dir. Geo. Marshall. 79 mins. Rel. March 22. Rev. April 10.
Little Red Riding Hood. From a story by Iva Zorn. Mona Brada, Gilbert
Roland. Dir. Bruce Mitchell. 74 mins. Rel. May 17. Rev. May 17.
Music in the Air. Gloria Swanson, John Boles. Dir. Joe May. 81 mins. Rel.
May 17. Rev. June 17.
One More Spring. Three down and others in Central Park. Janet Gaynor,
Ginger Rogers, Benay Raper. Dir. Norman Krasna. Rel. April 27.
Orchids to You. John Boles, Jean Muir, Chas. Butterworth. Dir. Wm. A.
Selter. Rel. July 12.
Our Mutual Friend. The story of the elderly "Haven's Gate." by Florence L. Pfizger.
With circus antics. Shirley Temple, Rosemary Ames, Joel McCrea.
Dir. John Houston. 64 mins. Rel. July 17. Rev. July 2.
Silk Hat Kid. Lou Ayres, Mae Clarke, Paul Kelly. Dir. H. B.amberstone.
Rel. June 12.
Spring Tonic. Realistic butlie and surprised tiger tamer. Lew Ayres, Cl. Ire
Lincoln. Dir. Robt. T. Kane. 55 mins. Rel. April 19. Rev. July 15.
Ten Dollar Raise. Edward Everett Horton, Grant Morley. Dir. Geo. Mar-
shall. Rel. April 26. Rev. April 26.
Under Pressure. Romance with the sand boss under the river.
Lowe, Victor McLaglin, Florence Alice. Dir. Roubi Walsh.
Rel. Feb. 16.
Under the Palmos Moon. Mex. story. Warner Baxter, Ketti Galligan. 71 1/2
mins. Rel. April 26. Rev. April 26.
Welcome Home. James Duan, Arline Judge. Dir. Jas. Tinling. Rel. Aug. 23.
When a Man's a Man. From the Harold Bell Wright story. George O'Brien.
Dir. Edw. F. Cline. 65 mins. Rel. Feb. 15. Rev. Feb. 27.

1600 Broadway, New York
Clairevont. The. Chiller, Claude Lills, Fay Wray. Dir. Maurice Elster. 73
mins. Rel. July 15. Rev. June 15.
Loves of a Dictator. The. Strong historical costume drama. Clive Brook,
Evelyn Brent, George Brent. Dir. William Nigh. 81 mins. Rel. June 15.
Man Who Knew Too Much. Realistic underworld drama in the Alps and
France. Gene Kelly, Leslie Robinson. 75 mins. Rel. March 15. Rev. April 2.
My Heart Goes On. Romantic comedy. Ann Dvorak, Martha Egerth.
Dir. Carmine Gallone. 70 mins. Rel. April 1. Rev. April 17.
My Song for You. Romantic in the opera house. Jan Kiepura. Dir.
Enrico Guazanti. Rel. May 15. Rev. May 29.

Liberty
Four to Gamble. Four sons inherit a grandfather's trust.
Patsy Kelly, Gladys Joyce, Gladys Joyce, Helen Wilson.
Rel. July 10.
Dizzy Dames. Musical. Theatrical boarding house locale. Marjorie Hamilton,
Lawrence Murphy, Helen Brown. Dir. Cl. May. 65
mins. Rel. July 10.
Old Hometown. The. Suggested by the play. 51 musical numbers. Marjory
Nightingale, Fred Perry, Dorothy Lee, Willard Huntington Wells. Dir. William
Nigh. Rel. Aug. 10.
Once to Every Bachelor. Honeycomb with a twist. Marjlan Nixon, Neil
Wilson. From the Broadway play. Dir. William Nigh. 72 mins. Rel. July 17.
Peaches and Cream. Comedy on the stage. Frank Brown, Ann
Nixon, Vera Riegel. Dir. Wm. Nigh. 77 mins. Rel. Feb. 17. Rev. Feb. 27.
Without Children. Modern drama of a divorce. Marguerite Churchill, Bruce
Crawford. (Continued on page 30)



# NOW IS THE TIME

for motion picture theatres all over the country to cash in on the popularity of amateur radio programs.



# TO BOOK PARAMOUNT'S "EVERY NIGHT AT EIGHT"

The screen's first dramatization of the current craze for amateur radio programs.

SEE NEXT PAGE

# "EVERY NIGHT AT EIGHT"

A P A R A M O U N T P I C T U R E

starring **GEORGE RAFT** and **ALICE FAYE**  
with Frances Langford • Patsy Kelly The Three Radio Rogues  
Walter Catlett • Directed by Raoul Walsh • A Walter Wanger Production



## ROMANCE

by **GEORGE RAFT, FRANCES LANGFORD**  
and **ALICE FAYE**, Raft at his best



## SONGS

by **FRANCES LANGFORD, C.B.S. headline**  
singer and screen's newest sensati



## LAUGHS

by **Patsy Kelly, Walter Catlett, The**  
**Three Radio Rogues and Florence Gill**



## DIRECTION

by **Raoul Walsh** (who directed "**Cock-**  
**Eyed World**" and "**The Bowery**")



## PRODUCTION

by **Walter Wanger** (who produced  
"**Private Worlds**," "**Shanghai**")



## STORY

by **Gene Towne and Graham Baker**



## MUSIC

**6 BIG HIT SONGS:** "I'm In The Mood For Love", "I Feel A Song Comin' On",  
"Take It Easy", "Speaking Confidentially", "Then You've Never Been Blue",  
"Every Night At Eight" by **Dorothy Fields and Jimmy McHugh**, who wrote  
"I Can't Give You Anything But Love, Baby", "Thank You For A Lovely Evening."



# 'Amateurs' Show Biz's No. 1 Racket; Gyps and Takes, Phones, Etc.

(Continued from page 1)  
liciating in one or more 'amateur' programs weekly on about 500 radio stations. Percentage of net tyros on the ether is somewhat higher than in the theatres, and the number of ex-professionals lower, but this slack is taken up by a larger number of pro 'amateurs' who make their money through a sideline for a private life.

In rapidly expanding during the past year from a catch-as-catch-can proposition to a form of big business, the 'amateur' show goes, with influence now extending to every nook and corner of the country, has developed the methods and machinations of a specialized field. There are exceptional cases where the business is operated on a legitimate basis, but for the most part it's cluttered up with phones and replete with the worst type of chiseling.

Shows are variously described in the billing as 'Discovery Night,' 'New Talent Night,' 'Opportunity Night,' 'Stars of the Future,' 'Talent Quest,' etc. Theme of all titles is 'talent discovery,' and the 'discovery' angle is accentuated in selling the shows to the public. But if any new and worthwhile talent does show up out of the maze of pseudo-amateur stuff now going on, it will have done so in spite of blighted working conditions and almost insurmountable handicaps.

The real amateur, with or without talent, is not only greatly outnumbered by fellow professional workers, but practically disqualified, before he or she starts, by the chiseling operators in the background.

Majority of 'amateur nights' are run on a prize contest basis, with the theatres paying a flat sum rang-

ing from \$20 to \$50 for the complete show, which the booker applies intact. Average prize money is \$5 for first, \$3 for second and \$2 for third. The pro's share of his prize money is deducted from his salary. When operating with the exhib, therefore, the booker and theatres agree to let the amateur puree costs the prize; should a legit amateur win it, the booker would be paid out of his pro 'amateurs' anyway, and the prize winner besides.

### Chiseling All Angles

In order to prevent this 'loss,' gyp theatres and bookers have concocted numerous standard dodges to lengthen the odds against a real amateur by putting in the exhib as a terrific even without the gimmicks, for it's seldom the pro 'amateurs' on a show, being more experienced and usually more talented, don't win the money.

But the gyp booker plays safe regardless. He hands the legit tyro a few handouts by putting him on early in the program, in the hope the audience will have forgotten him at the finish. If that doesn't seem likely to work, the piano accompanist or orchestra gives out plenty of discords to throw the tyro off his balance.

If it's necessary to put the amateur out of the money, the stage microphone is thrown out on volume with sufficient force to let him hear it.

\*Any amateur that survives such a run through the gimmick gantlet, however, is not only a coming star, but they'd probably be in the theatre. It hasn't happened yet.

It sometimes happens that a local amateur will just come right in. In the house to applaud him into second or third prize money. In that event the booker in backstage with the exhib will just chuck him out. Further bookings are promised along with high praise for the amateur's ability. If the exhib ever goes for that and still insists on his coin, he is sometimes paid off after much arguing, and gets the bum's rye for a farewell. Then he usually sorry he squawked.

Another standard gag is the 'losing cup' awarded to the winner. It's a prize a cup instead of a check. The local amateur wins it, he keeps it for about 10 minutes. It usually belongs to the booker, who has three legs and then some on it.

Where the prize offered is a 'professional career' with 'guaranteed bookings,' the winner is given a couple of dates in other amateur shows and then gets the air.

While the legit amateur's road to fame is beset with wolves and footfalls, the plight of the professional 'amateur,' who comprises the majority of 'amateur shows' participants, is no so easy, either.

### 2500 Pro Amateurs

These—and the total number of 2500 of them regularly active now—are amateurs in name only. They get their jobs from established bookers or agents and even play regular routes in some cases, but they don't get contracts. Pay ranges from \$2 to \$5 and the best of them can elope out of it for \$10 a week. However, is nearer \$15.

To win their money, the professional purees must go through the gyp and take of what has become almost basically a gyp business. A recent development that many make life tougher for the purees is the 'opposition' gag in the amateur booking racket. Borrowing one from the legitimate vaudeville brethren, the 'amateur' impresarios have lately commenced to blackmail pro who play for opposition honors. Incident to the 'opposition' declaration is the freeze-out as practiced by the bookers. They overlook their shows in order to keep talent away from competitors, and get rid of the superfluous 'acts' at the last minute by allying that the theatre has 'cancelled' the show.

'Benefits' and 'auditions' are other tricks for making the pro puree's life miserable. 'Amateurs' will be asked to play benefits which are, in reality, club dates for which the booker receives a fee. In the 'auditions' gag as commonly worked, the chump is required to play three or four theatres for nothing before he qualifies for a regular 'amateur' job. Inexperienced amateurs are not sorry for this one.

But the pro puree's amateur attitude is not lost. Sometimes they played as any other professional act, but to the audience he is an

'amateur.' Often he will play an entire circuit of theatres and still remain an 'amateur.' And even do more than one show a day in the theatre. Fox can't get the Audubon and Chaloner theatres in New York, which play their once weekly 'amateur' shows on a three-day policy, using the same 'amateurs' for every performance.

### Some Funny Angles

Ex-professionals playing the 'amateur' time include many big time people of the old vaudeville days. Some of them are now pursuing the 'amateur' art as a regular means of keeping body and soul together. Others go for the 'amateur' dates in between scarce regular vaude bookings, or until 'talking pictures' blow over. A humorous incident ament the professional vaudeville in the 'amateur' circuit occurred at the Grand Opera House in New York. One act of a standard team departed the stage for one night to take a three-day vacation at the theatre. Theatre without knowing it played him for a repeat in his regular act the following week and sticking up this office and cake money doesn't make them rich, but it helps, and the professional act is getting a little better remuneration is a cash prize instead of a regular salary. They nearly always outclass boys, the tyros and pro brass who oppose them.

By and large, the returns provided by a success at amateur circuit of the many who depend on 'amateur' bookings for a livelihood. They now outnumber the old regulars as curtain pullers in the theatre. They roam from office to office searching for bids for their almost-pure talents and they have to put up with the chiseling that attacks them from all sides. They get what they can, take what they get, and like it.

\*Amateur shows in picture theatres as business builder-upper for slow week nights are, of course, a new means and a new business to its now big proportions is a recent development. And this overnight emphasis has spawned a new type of 'amateur' show. They run their amateur booking business legitimately, such as Will Green and David Stern, who have been 'amateur' show specialists for years.

### 'Big Time' Ams

In contrast to the pitiable 'amateur' who plays picture theatres only, there is the 'big time' puree who hails from the major network radio programs. These amateurs get into the real coin of the 'amateur' realm. Winners of the Fred Allen show get \$50 and a week's Broadway work at the Roxy, with a chance of being seen by show people and managers. The theatre plays nothing for the actor; the radio sponsor pays off the half a C.

Participants in the Major Bowes programs are doing better than most professionals. Bowes 'amateurs,' currently playing the south as a unit, are getting \$50 to \$100 a week each, with plenty of Broadway time in view for them. Other Bowes 'amateurs' played until recently as a 'regular weekly affair' at the RKO Palace in New York, and received \$50 apiece for the engagement. Fanchon & Marco is also doing a unit consisting of winners on the Allen program, along the lines of the Bowes show. Pennamint's winner plays a week at the Fox in Los Angeles, Broadway.

With its 'big' and 'small time' class distinction, its 5,000 regularly employed people, its secular musical performers and its many directors, both of the parasite and the legitimate class, the 'amateur' show business is now tops, as active as any other show line in the 'act' and at the same time it rates as show business' No. 1 racket.

Many of the who 'amateur' allegations is how some house managers are going native. Many of them have become stage struck and instead of making money shows. Several are reported as even going further, taking dancing and singing lessons in spare time from their employers. No case of a house manager entering his own 'amateur' contract yet.

### U Gives Up Final 3

Winnipeg, July 30.—Jack Miles of Allied Amusements, Ltd., has taken over the three University houses in Winnipeg—L'Espresso, Starnum and College. They're the remaining houses owned and operated by Universal in America. Miles takes effect September 1, but has been darkened from Aug. 13 for alterations and decorating.

# N. J. Exhib Loses Arbitration To Fox Over % Split; Important

## AFL and Legit

(Continued from page 1)  
little theatres since the road decade is a strong indication, however, to the labor chieftain that there still is vitality in the theatre. He has already indicated whether there is not some workable way for unions connected with the theatre to work out the problem.

Development of labor drama is an angle which mostly interests Green. He believes that few topics provide more dramatic material. Events attendant to the history of trade unionism in America such as the organization of coal miners and the rise from poverty and degradation through unionism in other great industries, should provide material for a number of dramas, he feels.

It has been disclosed that a number of unions are finding it difficult to maintain attendance at meetings because of the competition of pictures, radio and motor cars. Number of unions are now presenting plays at such sessions, with members appearing as amateur actors. A large number of such performances has been suggested, and Equity has been asked if its unemployed members could not be used for these such projects, with an eye to stimulating the cause of organized labor.

## Larry Kent Aide to Skouras on Coast

Los Angeles, July 28.—Larry Kent, brother of S. R. Kent, has been made assistant to Charles P. Skouras, operating head of Fox West Coast theatres. The announcement recently was received by Reeves Egan.

New appointee has been with Skouras in eastern operations of the Skouras Bros.

The first case of alleged discrepancy under percentage contracts to be settled by arbitration has been brought to a conclusion between Fox and a New Jersey exhibitor, with the decision in favor of Fox. Importance of the case lies that it wasn't necessary to go to court. In the opinion of leading film attorneys, the settlement presents one of the strongest arguments in recent years in favor of arbitrating exhibitor-distributor troubles within the industry.

Believing the account had held out on box office grosses on a percentage engagement, Fox charged the theatre with failing to give a proper accounting. It was agreed that the question would be arbitrated. The distrib (Fox) picked two arbitrators as did the theatre.

The fact that this board of four found unanimously that Fox was entitled to \$59 on the percentage engagement is also held a significant view of the fact that some exhib organizations have never been in favor of percentage booking and access to receipts by distributors.

Louis Nizer of the New York Film Board of Trade acted for Fox and at a hearing into the dispute, much the same as it used to be in the past under compulsory arbitration, presented Ross Federal checkers for testimony. George Rembold, Toss checker, testified that on two different days at various hours his clock showed discrepancies in receipts as against tickets sold. Walter Green, district manager for Toss, also testified.

While the amount recovered by Fox is not large, it was claimed that as much as 250 tickets were unaccounted for within an hour and one of the bookers, such discrepancies could create important loss.

In view of the arbitration of this case, Allied men refusing a decision against the exhib, also of Allied, who chose them as arbiters, the hope is that future disputes over percentage sharing dates may be arbitrated.

# BILLY AND BEVERLY BEMIS

"Variety" (Fox C) said: "Dancing sister and brother have the makings of a great team. A great sense of timing, girl is a singer and the boy is a pianist. Voise, London (April 2nd) said: "The big hit of the boulevard. Hotel one are the greatest stars since from Hollywood, who were in the film called College Rhythm." Associated Press, U. S. (June 2nd) said: "Less than a year ago, Billy and Beverly Bemis were unknown school. Today, dancers of international reputation, they have come from all over the world."

SHOOTING AT WARNER BROS. STUDIO

MILES INGALLS CURTIS BRIDGEMAN BERNARD BURGIE, Gen. Mgr. RKO Building, New-Orleans 6, New York City, N. Y.



"JUMBO" NEW YORK

# CURRENTLY PLAYING A RETURN Engagement at the Capitol, New York

## AND HELD OVER 2nd WEEK

(July 26)

Los. to this engagement Moore and Revel have previously played the Capitol and were held over 4 weeks.

### QUOTING THE PRESS

N. Y. WORLD-TELEGRAM—By ROBERT GARLAND (JULY 27): "Moore and Revel are skillful dancers, with a sense of humor. A sense of timing and no little skill. Don't let their spoofing conceal their talents."

AN INSTANTANEOUS SUCCESS IN THEIR FIRST SHORT FOR WARNER BROS. "CURE IT WITH MUSIC."

VARIETY; JUNE 26th, said: "The finale, the 'horuco,' a rumba-Spanish dance, which tops off with a sock burlesk (top result in Moore and Revel's usually effective manner. Incidental to the show line, a faral extravaganza, Miss Moore screens well and Revel is also okay for camera angles." A-1.

# JANE MOORE and BILLY REVEL

Directed, FERDE SIMCO—SIMON EAGLEY Personal Management—WALTER BATCHELOR

CALENDAR OF CURRENT RELEASES

Studio Placements

Hollywood, July 30. Arthur Vinton, Bradley Pace, Clyde Dilson, 'Kings Solomon of Broadway' U. Preston Foster, Ray Mayer, Shooting Star, Radio.

CONTRACTS

Hollywood, July 30. Alma Lloyd, scouted at Pasadena. Theatrical release, given by Lloyd Agency.

STORY BUYS

Hollywood, July 30. Mabel Croft scouted at Pasadena. Rights bought for picture.

Majestic Offices: 1776 Broadway, New York, N. Y.

Motive for Revenge. Thrilling adventures resulting from desire to satisfy ... Cabot, Evelyn Brent, Reginald Denny. Dir. April 15.

Metro Offices: 1456 Broadway, New York, N. Y.

Em in Flames. 12 chapter auto racing serial released as a feature ... Burn 'Em up in 7 minutes. Frankie Darro, Jack Muhlall. Dir. Colbert Clark. Rev. April 15.

Monogram Offices: RKO Bldg., New York, N. Y.

Great God Gold. Sidney Blackmer, Martha Sleeper, Gloria Shee, Regis Toomey ... Chester Francis. Rev. April 25.

Car 59. Based on the exploits of the Michigan state road police. Fred MacMurray, ... Devils in the Flesh. ... In the Face of Danger. ... The Thin Man. ... The Sign of the Cross. ... The Sign of the Cross. ... The Sign of the Cross.

**Edna May Oliver**, James Gleason, Lola Lane, Dorothy Lubira. Dir. Lloyd Corrigan. 72 min. Rev. Mar. 30. **Wildcat**. The Woolsey is an inventor and Wheeler, a song writer. Unwittingly he becomes entangled in a murder. They discover the murderer through the help of Edna May Oliver, James Gleason, Lola Lane, Dorothy Lubira. **Whisper**. Robert Woolsey, Fred Keating, Betty Grable, Evelyn Brent, Frank Rhodes. Dir. Crane Wilbur. 65 min. Rev. July 24. **Old Man Rhythmic**. An adoring father deserts business to join his son in a college undergraduate. Six new scenes. Charles Rogers, George Barbier, Barbara Kent. Dir. April 19. Rev. July 25.

**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. For the film. Fred Astaire, Irene Dunne, Fred Astaire, Ginger Rogers. Dir. Wm. A. Weller. 105 mins. Feb. March 8. Rev. March 13.

**Robber**. Adapted from the novel by Irene Dunne, Fred Astaire, Ginger Rogers. Dir. Wm. A. Weller. 105 mins. Feb. March 8. Rev. March 13.

**She, Rider**. Haganan's novel Helen, Gahan, Randolph Scott, Helen Mack, Nigel Bruce. Dir. Wm. A. Weller. 105 mins. Feb. March 8. Rev. March 13.

**Star of Midnight**. William Powell solves the mystery of the disappearance of Alvin Karpis and vainly tries to escape the matrimonial intentions of Ginger Rogers. William Rogers, Ginger Rogers, Paul Kelly, Gene Lockhart, Ralph Morgan, Leslie Fenton. Directed by Stephen Roberts. 90 mins. Rev. April 19. Rev. April 19.

**Strangers All**. May Robson, the champion of her own brood of four children, saves them from her indulgence, from themselves and from the fury of the law. May Robson, Florence McKinney, William Backwell. Dir. Chas. Vidor. 68 mins. Rev. May 10. Rev. June 25.

**Three Musketeers**. From the Dumas classic. Walter Abel, Margaret Grahame, Rosemary DeWolfe, William Lasker, Heather Angel, Moroni Olsen. Dir. Rowland V. Lee. Rev. Aug. 30.

**Top Gun**. A mermaid who falls in love with a young girl, but has a hard time winning her an account of mistaken identity. Fred Astaire, Ginger Rogers, Edward Everett Horton, Helen Broderick. Dir. Mark Sandrich. 70 mins. Rev. April 19. Rev. April 19.

**Ullage Tale**. This story presents a cross-section of average community life in a typical street scene of a large city. Kathryn Scott, Kay Kamin, Betty Hoyt, Robert Barrat, Janet Becher, Dorothy Burgess. Dir. John Cromwell. Rev. April 19. Rev. April 19.

**Woman in the Dark**. Dashiell Hammett mystery story. Fay Wray, Ralph Eddy. Dir. Phil Ronson. 68 mins. Rev. May 22.

**Republic**

**Cappy Ricks Returns**. Peter B. Keph's familiar bellman hero. Robert McWade, Ray Walker, Florine McKinney. Dir. Mack Wright. Rev. Sept. 25.

**Crime of Dr. Crespi**. The original story suggested by Poe's "The Premature Burial." Charles Fox, Dale Van Arman, Walter Abel. Rev. Jan. 22.

**Forbidden Heaven**. Suggestive of "One More Spring." Four delinquents in an abandoned London house. Chas. Farrell, Charlotte Hory, Beryl Mercer. Fred Walton. Dir. Reginald Barker. Rev. Sept. 15.

**Lawless Range**. John Ford. Ray, John R. Bradley. Rev. Oct. 3.

**Tumbling Tumbleweeds**. Western. Gene Autry. Dir. Jos. Kane. Rev. Oct. 24.

**Two Black Sheep**. From the Warwick Deening story. Otto Kruger, Minna Compton, Walter Catlett. Rev. Oct. 15.

**Westward Ho!** Western pioneer story. John Wayne, Sheila Marner. Dir. R. N. Bradbury. Rev. Sept. 1.

**United Artists**

**Brewster's Millions**. Story by Winchell Smith and Byron Ongley. Jack Buchanan, Lily Damita. Dir. Thornton Freeland. 79 mins. Rev. May 20.

**Call the Wild**. From London story. Clark Gable, Lucretia Borg, George Arlino. Young Jack Oakie, Dir. William Wellman. Rev. May 6.

**Cardinal Richelieu**. George Arlino, Laureen O'Sullivan, Edward Arnold, Francis Lamey. Rev. Dec. 12.

**Escape Me Neerer**. Story by Margot Kennedy. Elizabeth Bergner, Hugh Hines, Griffith Jones, Lynn Quartermaster, Lynn Harding. Dir. Fay Cintron. 93 mins. Rev. June 21. Rev. May 29.

**Fellee Bezzie**. From the Red Cat! Maurice Chevalier. Alan Southern, Merle Oberon. Dir. Roy Del Ruth. 83 mins. Rev. Mar. 8. Rev. Aug. 27.

**Les Miserables**. An adaptation from the famous Victor Hugo classic. Frederic March, Charles Laughton, Sir Cedric Hardwicke. Dir. Richard Boleslawski. 148 mins. Rev. July 24.

**Let 'Em Have It!** Gen. Story by Joseph Murnah and Elmer Harris. Richard Arlen, Victoria Bruce, Alice Brady, Harry Stephens, Eric Linden, Joyce Kilmer. Rev. Aug. 3.

**Nell Gwyn**. Anna Neagle, Sir Cedric Hardwicke. Dir. Herbert Wilcox. 70 mins. Rev. July 24.

**Sanders of the River**. A vivid dramatization of the manner in which one white man holds the destiny of a complete tribe. Paul Robeson, Nina Foch, M. E. Constance. Dir. Irving Pichel. 85 mins. Rev. July 24.

**Scarlet Pimpernel**. From a novel by the Baroness Orczy. Romantic tragi-comedy. Fred Astaire, Joan Crawford, Robert Taylor. Dir. Rex Leitch. 90 mins. Rev. Feb. 15. Rev. Feb. 15.

**Thru the Keyhole**. From a novel by H. C. Boyer. erie Oberon. John Leder. Dir. Nicholas Farkas. 70 mins. Rev. May 13.

**Wedding Night**. The Garry Cooper as the sophisticated lover and Anna Sten as a mother. From a romantic drama. Loretta Young, George Arlino, Helen Vinson, Ralph Bellamy and Siegfried Rumann. Dir. King Vidor. 90 mins. Rev. March 8. Rev. March 28.

**Universal**

**Illie Mary Dove**. Story of a lost daughter replaced by adopted. Sally Eilers, Raymond Milland. Dir. Kurt Neumann. 65 mins. Rev. May 27. Rev. July 3.

**Border Brigands**. Duck Jones western. Dir. Nick Grinde. 56 mins. Rev. May 11. Rev. July 3.

**Crime of Frankenstein**. Drama. Karloff, Valerie Hobson. Dir. James Whale. 75 mins. Rev. April 22. Rev. May 15.

**Irmine Trail**. The Duck Jones western. At Biograph. 65 mins. Rev. Feb. 11. Rev. March 20.

**Chinatown Squad**. Comedy-drama. Joyce Tate, Valerie Hobson. Dir. Mervyn LeRoy. 70 mins. Rev. June 4.

**Good Fairy**. The Frome Fernon's stage play. Margaret Sullivan, Herbert Madsen. Dir. Frank Morgan. 70 mins. Rev. Feb. 18. Rev. Feb. 18.

**It Happened in N. Y.** Comedy-drama. Lyle Talbot, Gertrude Michael, Hetherington Kingsley. Dir. Mervyn LeRoy. Rev. March 15. Rev. April 15.

**My Blue Heaven**. Comedy drama. Chester Morris, Rochelle Hudson, Isabelle Jewell. Dir. Phil Cahn. 63 mins. Rev. Dec. 31. Rev. April 17.

**FABIAN'S 4 MORE IN ALBANY, 16 IN ALL**

**Case of the Curious Bride**. Warren William, Phillip Reed, Margaret Lindsay. Dir. Robert Florey. 70 mins. Rev. July 15.

**Devil Dogs of the Air**. Rolling-come-drama romance of the aviation corps of the U. S. Marines. James Cagney, Pat O'Brien. Dir. Lloyd Bacon. 69 mins. Rev. Feb. 8.

**Dinky**. Stirring drama of Everbody's children. Jackie Cooper, Mary Astor, Robert Florey. Dir. Leo Lederer and Howard Bretherton. 65 mins. Rev. July 15.

**Don't Bet on Blondes**. Warren William, Guy Kibbee, Claire Dodd, William Cagney. Dir. Robert Florey. 62 mins. Rev. July 15. Rev. July 24.

**Florentine Dagger**. The Murder of a theatrical producer with both his wife and daughter suspected of the crime. Donald Woods, Margaret Lindsay. Dir. Robert Florey. 67 mins. Rev. July 15.

**Front Page Woman**. Newspaper men and women—and love. Bette Davis, George Brent, Whitford Shaw, Roscoe Karns. Dir. Michael Curtiz. 81 mins. Rev. May 15. Rev. July 15.

**Going Highborn**. Kansas farmer suddenly rises to riches through the stock market. Guy Beaulieu, Zasu Pitts, Edward Everett Horton. Dir. Robert Florey. 67 mins. Rev. July 15.

**Night at the Ritz**. Story about a high-powered publicity man, his love and his efforts to woo a show chief who can't cook. Wm. Garzon, Patricia Ellis. Dir. Wm. H. McLean. 62 mins. Rev. March 23. Rev. May 22.

**Oil for the Lamps of China** (Comopolitan). From Alicia Tizabi's best seller. The story of an oil company. Josephine Hutchinson, Mervyn Laskoy. 55 mins. Rev. June 15.

**Strandees**. Kay Francis a travelers' aid worker. Kay Francis, George Brent. Dir. Frank Borzage. 73 mins. Rev. June 22. Rev. June 26.

**Sweet Music**. Back-stage story. Rudy Vallee, Ann Dvorak. Dir. Alfred E. Green. 70 mins. Rev. Feb. 22.

**While the Patient Slept**. Aline MacMahon, Guy Kibbee. Dir. Ray Enright. Rev. Mar. 3.

**Miscellaneous Releases**

**Cyclone Ranger** (Spectrum). Western. Bill Cody. Nina Quarato. Dir. Bob Hill. 65 mins. Rev. May 22.

**Circus of the Wild** (Spectrum). Western. Monte Montana. Dir. Frank Glendon. 65 mins. Rev. June 12.

**Fighting Pioneers** (Resolute). Rex Bell, Ruth Mix, Dir. Harry Green. 65 mins. Rev. May 22.

**Frontier Day** (Spectrum). Ill Cody western. Dir. Bob Hill. 61 mins. Rev. May 22.

**Hel Tiki** (Moxey). Samoan nature story. 73 mins. Rev. Feb. 5.

**High School Girl** (Fox). Sex instruction propaganda. Helen McKellar, Mahoney. Dir. Frank Wood. 70 mins. Rev. March 22.

**Hollywood Mystery** (Regal). Story of a temperamental director and a racketeer. June Clyde, Frank Albertson. Dir. Breezy Eason. 53 mins. Rev. Jan. 22.

**One in a Million** (Invisible). Shop girls get in and out of a jam. Dorothy Wilson, Clark Starrett. Dir. Frank Strayer. 70 mins. Rev. March 27.

**Red Blood of the Crusades** (Majestic). Drama. Kerina Maynard. Ann Sheridan. Dir. Jack English. 65 mins. Rev. June 12.

**Rustlers Paradise** (Ajax). Western. Harry Carey, Gertrude Messinger. Dir. Speed Weeks. 60 mins. Rev. May 22.

**Two Track** (Huffman). Two dirt track auto races go into the garage business. Paul Kelly, Marguerite Churchill. Dir. Jos Henneberry. Rev. July 10.

**Wagon Train** (Ajax). Western. Harry Carey, Gertrude Messinger. Dir. Harry Fraser. 55 mins. Rev. May 22.

**Foreign Language Films**

(Note: The names of the slow movement of foreign film, this list covers one year's output.)

**Abel mit der Mundharmonika** (Ger) (Ufa). Comedy of young love. Dir. Erich Waschneck. 60 mins. Rev. Sept. 1.

**Aquas** (Ger) (Ufa). Epic of gossip. Dir. Eusebio Ardavin. 80 mins. Rev. Feb. 1.

**Anjeune au Haut de Kompane** (Ger) Military farce. Luce Englisch. Dir. Jean Renoir. 88 mins. Rev. Dec. 1.

**Assaré a Su Brul** (Esp) (Fox). Domestic comedy. Conchita Montenegro. 70 mins. Rev. May 22.

**Aschenmilchweg** (German). Romantic drama. Dir. Johannes Meyer. 70 mins. Rev. March 1.

**Capelin** (Esp) (Par). Slight drama. Musical comedy. Dir. Roger L. Egan. 80 mins. Rev. May 1.

**Az Ul Rokon** (Hung). An American orphan among Magyar nobility. Dir. Bela Bolon. 70 mins. Rev. May 1.

**Bei der Blonden Katharin** (Ger) (Bavaria). Comedy collected with music. Dir. Franz Seitz. 90 mins. Rev. Dec. 1.

**Belden Seehunde** (German) (General). Comedy of a playful king. Welse Ferd. Dir. Fred Sauer. 80 mins. Rev. March 1.

**Chyueu de Chez Maximi**. (Fr) (Par). Musical comedy. Suzy Vernon. Dir. Chas. Anet. 70 mins. Rev. May 22.

**Chyueu in** (Russian) (Amkino). Historic record of Russ expedition to Arctic, wreck and rescue. 75 mins. Rev. May 22.

**Chucho El Reto** (Esp) (Cinepost). Romantic tragedy. Dir. Gabriel Garcia. 60 mins. Rev. Dec. 1.

**Cludad de Carton**. La (Sp) (Fox). Drama of marital relations. Antonio Muro. Catalina. 80 mins. Rev. July 15.

**Cognacs** (Fr) (Par). A bookkeeper with ambitions gets his chance. Tramel. Dir. Louis Feuillade. 80 mins. Oct. 1.

**Corazon Brevi** (Spanish). Action drama laid during Maximilian's reign. Dir. Raphael Yebra. 60 mins. Rev. March 1.

**Corazones en Arrasco** (Spanish). Action drama made in Mexico. Dir. Ruben Navarro. 70 mins. Rev. Oct. 1.

**Crie-le sur les Toits** (Fr) (Par). French version of American farce. 51 mins. Rev. Feb. 15. Rev. Feb. 15.

**Crise Et Fie**. La (Fr) (European). Backstage musical. Albert Préjean. Dir. Robert Goddard. 80 mins. Rev. March 1.

**Cruc Diablo** (Sp) (Col). Mexican Robin Hood yarn. Dir. Fernando de Fuentes. 65 mins. Rev. April 15.

**Cuseta Abate** (Sp) (Par). Romantic drama. Carlos Gardel. Mona Marie. Dir. Louis Gasnier. 76 mins. Rev. Aug. 15.

**Czar Wante Bure**. (Ru) (Ufa). History on court life of Paul I. Dir. Alexander Fehlnitzner. 70 mins. Rev. Dec. 1.

**Cardaferretin**. Die (Ger) (Ufa). Musical based on Emmerich Kalmann's play. Dir. Carl Heinz. 70 mins. Rev. May 1.

**Dandy** (Esp) (General). Comedy drama laid in a caveh. Dir. Magala Martin. 60 mins. Rev. Jan. 15.

**Deserter** (Russian) (Garrison). More class struggle. Dir. V. Pudovkin. 80 mins. Rev. July 15.

**Dona Francisquita** (Sp) (Nosseck). Musical romance made in Spain. Dir. Hans Brendend. 70 mins. Rev. April 15.

**Dopplerräucher**. Die (Ger) (Ufa). General romance of a composer's marital misadventure. Fritz Kampfer. Lien Deyera. Dir. MacFric. 60 mins. Rev. May 22.

**Dos Mas Uno Dos** (Spanish) (Fox). Comedy romance. Rosita Moreno. Dir. John Reinhardt. 60 mins. Rev. Oct. 15.

**Drei Könige** (Ufa). (Ufa). Christmas story. Elze Elster. Fritz Kampfer. Dir. Hubert Lonn. Franz Hofer. 60 mins. Rev. March 15.

**Drei von der Kavallerie** (Ger). Another military farce. Fritz Kampfer. Dir. Erich Kästner. 60 mins. Rev. March 15.

**Du, Oder Keine** (German) (General). Operetta. Oltra Alpar. Dir. Karl Froehlich. 80 mins. Rev. Oct. 15.

**Ein Jüngling aus Ostpreussen** (Ger) (Ufa). Drama of patriotism. Dir. Paul Wegener. 80 mins. Rev. Nov. 1.

**Einmal Eine Große Dame Sein** (German) (Ufa). Comedy with music. Kaethe von Nagy. Dir. Gerhard Lamp. 70 mins. Rev. Oct. 15.

**El Dio Que Me Quieras** (Sp) (Par). Romance in the theatre. Carlos Gardel. Dir. John Reinhardt. 85 mins. Rev. April 15.

**Virginia Infantile Scare K.O.'s Pix, Cole Circus**

Baltimore, July 30. The infantile paralysis epidemic which is raging through Virginia, and which has claimed in last week's issue more than 250 reported victims, has caused nearly half the pic-house operators throughout the Valley to close their doors. Many adults as well as children have come down with the disease. In some parts of the State to refuse admittance to their houses of children under 16. Regardless, parents are advised to keep away from all public gatherings.

The Cole Bros.-Clayde Beatty circus which last week and this week has been touring the Valley likewise felt the family-imposed quarantine. Many adults as well as children have come down with the disease. In some parts of the State to refuse admittance to their houses of children under 16. Regardless, parents are advised to keep away from all public gatherings.

**S.E.T.O. Meet Aug. 11-13**

Jacksonville, Fla. July 30. Southeastern Theatre Owners convene here Aug. 11-13.

Get together will consist of only one business session on Aug. 12, the second day, and will last only as long as there is business to discuss. This feature of the program in hands of Bob Wilby of Atlanta, Oscar Lane of Rome, and Sam Borsky of Chattanooga.

**Schine Ohio Loop Adding More Links**

Canton, O. July 30. Schine Enterprises, already operating a substantial group of theatres in Ohio, will increase its operations by some ten or twelve new houses officials said this week. The theatres will be located in towns of over 10,000 population. New Schine houses are now under construction in Van Wert, Wooster and Bucyrus.

Schine Enterprises will increase the seating capacity of the nine houses at Mt. Vernon, O., from 600 to 900.

**MILSTEIN IN OHY**

Los Angeles, July 30. J. J. Milstein, Metro branch manager here, flew to New York last week-end to all in on conference with Metro's chief executive. Milstein will be away 10 days to two weeks.

**Warner Brothers**

Los Burbank, Calif. Famous baseball comedian by Ring Lardner. Joe E. Brown, Olivia De Havilland. Dir. Harry Easton. Rev. June 15.

For release thru  
**UNITED ARTISTS**  
*This Autumn*

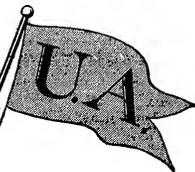
Charlie  
*in*  
"MODERN"





# Chaplin

# TIMES"





Minn's Theatre Bullishness

Much New Bldg. and Rebuilding—Upped Farm Income Aids B. O.

More new theatres are being built and more houses have reopened in the territory than at any time since the depression. Houses in the course of construction include one to cost \$75,000 at Detroit Lakes, Minn., the \$40,000 new Campus, independent neighborhood theatre here, the \$90,000 Avon, Blue Earth, Minn., and the \$25,000 Memorial, Flexton, N. D. ...

N.W. INDIES COMPLAIN PUBLIC CONTROLS Z-C

With independent exhibitors dissatisfied with present zoning and protection and claiming that the Public circuit is dictating them, the N.W. Indies has requested and secured smaller theatre owners, plans for a round-table conference to thresh out the matter as is in the making. President J. B. Clinton, of Northwest Allied States, proposes the conference to work out a fair and equitable zoning and protection schedule for the entire territory. ...

Theatre Exec Slugged, Robbed of Night's Gross

New Orleans, July 30. Alex Sallesman, secretary-treasurer of the Lafayette theatre, was struck upon the head with a blunt instrument and severely injured by one of two negroes who held up and robbed Sallesman and another employe of the house of \$200 Friday night (28). The amount represented the night's receipts. Sallesman and Leander Calkerline, maintenance man at the theatre, were en route to the St. Charles hotel to deposit the money overnight when they were held up. Sallesman is in the Charles E. Young in Charity hospital with a probable fracture of the skull. His assailants escaped. ...

No Ill Pa. Tax Effect

Easton, Pa., July 30. Amusement tax which went into effect last week in Pennsylvania did not seem to affect theatre attendance here, although many protests were made against the tax at windows of theatres. Houses refused to absorb the extra pennies. ...

Shagrin Twins Reunion

Youngstown, O., July 30. Max Shagrin, former show boy in Youngstown and now an agent in Hollywood, is back in these parts for the first time in five years. ...

Bally Shifts Again

Hollywood, July 30. Tom Bally, Metro publicist, has been named director of advertising and exploitation at Edward Small's Reliance. ...

CLINTON INQUISITIVE / MPTOA Gives Down But National Allied Holding Out

Minneapolis, July 30. After receipt of requested financial information from Ed Kuykendall, president of MPTOA, J. B. Clinton, Northwest Allied States, forwarded a second request to national Allied States for a similar statement, he has announced. Northwest Allied States is affiliated with national Allied States and contributes regular dues to its support. ...

CHOTINER DROPPED AS ITO DIRECTOR

Hollywood, July 30. Early in the afternoon, the National Allied States of Southern California, was ousted from the directorate at the annual meeting of the association yesterday (Monday), as also was Jules Wolf, treasurer, and Roland Levinson, Directorate, reduced from 10 to seven, took on Max Sinker as a new member. ...

Nab 2 Low Ushers for Balto Sidewalk Stencil

Baltimore, July 30. Two Loew ushers were grabbed by police late last Thursday night for stencilling downtown sidewalks as ballyhoos for 'Thin Man' (MG) which is playing clearance in release runs at local Loew sub-sequenters, Parkway and Valencia. ...

'Jim' Meets the Trade

Los Angeles, July 30. Trade showings of Universal's 'Diamond Jim' have been staged by Bill Heineman, coast district manager, in Los Angeles, San Francisco, Portland and Seattle. ...

FEMME GRENADIERS

Two Held for Hurling Stenches in Pa. Town

Farrell, Pa., July 30. Charged with setting off stench bombs in the Capitol theatre, Mrs. Charles Johnson of Detroit, and Mrs. Helen Jones of Ravenna, are under arrest here, as the police are prosecuting the case. ...

Valencia, Jamaica, Kings and Pitkin, B'klyn, 100% Loew's

A deal was formally closed Monday (29) under which Loew's agrees to take eventual control of three theatres (two in Brooklyn, one in Jamaica), heretofore by Allied Owners Corp. for Paramount, and assigned by latter to Loew's which has been in default on payments. ...

New arrangement between Allied and Loew more than doubles the length of time in which Loew's has to pay for the theatres. Originally the instalments were to have ended in 1944 and 1946 for all three. ...

BENZ IN MINN. MAKE ISSUE OF 10c SCALE

Minneapolis, July 30. Whether film exchanges have the privilege of selling their pictures to some theatres to be exhibited for a dime top and refusing to deal with other showhouses in the same city desiring to operate under a similar policy will be the point at issue when the suit of the Benz interests, millionaire theatre, real estate and liquor operator, comes up for trial in Federal court here Aug. 5. ...

MG Lenser's Tint Idea

Hollywood, July 30. Metro is enthused over a new color photography method perfected by Ted Allen, studio still-man. Triple-negative expert unit is said to be successful. ...

San Diego Fair Lure Also Fattens B. O. of L. A. with Transient Coin

Los Angeles, July 30. Influx of eastern and midwestern tourists into Southern California during past few weeks has upped picture grosses in many instances to appreciable extent. This is particularly true of first run houses here, and in San Diego, Long Beach, Ocean Park and other near-by beach resorts. ...

Sues on Clearance

Chicago, July 30. Rosewood theatre has filed suit against the Essanese circuit to compel a reduction of clearance. The house seeks return to first week of release. ...

For the First Time in a Long Time S R O AT THE CAPITOL-NEW YORK BELLE BAKER BREAKING RECORDS AND Held Over (July 26) 2nd Week

Recently Returned from European Triumphs and Robert Garland of the 'World-Telegram' said: 'Fresh from the London that adores her, Miss Baker runs true to form.' Belle Baker Headlines Splendid Program at the Capitol by ROBERT GARLAND, New York World-Telegram, July 27. Midsummer or no midsummer, Major Bowes has managed to put on a show of shows. ...

# CBS Out of Press-Radio in Month; NBC Deal May Have Same Result

Indications are that CBS will be the end of August cease to be a member of the press-radio pact. With the breakaway from the Press-Radio Bureau of the Publishers' National Committee on Radio, the network will give up its thrice daily broadcast of news bulletins.

NBC will, by virtue of the situation, probably be forced to follow suit if deal now pending is closed with the Atlantic & Pacific Stores for five 15-minute news programs a week. A. & P. shifted negotiations for the series from CBS to NBC after the former contracted to release a quarter-hour version of the "March of Time" five times a week, starting Aug. 26. With the store chain figuring on obtaining its material from the United Press and making the program a combination of news bulletins and dramatizations, NBC would, by accepting the proposition, have no alternative but to consider its adherence to the press-radio agreement as completely ended.

Since the announcement of the daily "March of Time" idea, efforts have been made by indie program builders to interest Paris & Pearl, agency on the A. & P. account, in another type of show, but to no avail. The A. & P. board of directors, those contacting the agency have been informed, is sold on the news bulletin and dramatization concept, and until negotiations for it with NBC prove futile nothing else will be submitted.

## Bob Berger at WFIL

Philadelphia, July 29. Bob Berger has joined Station WFIL here on the sales end. Has been principally identified with the program and talent end of radio. Formerly managed Seth Parker.

## Visiting New York

Tiny Remier, KMOX, St. Louis. Jean Rappoport, KDSA, San Antonio.

## Nellie Revell Away

Nellie Revell has ducked away for her annual summer hide-out in the Catskills. She's been going to the same spot for 30 years.

She will resume her Variety column later in the summer.

# WAITING LIST FOR HARTFORD AIR TIME

Hartford, July 30. Local advertising agencies are having a tough time placing business with Hartford stations, most of their contracts being placed on file for future possible openings.

Station WDRG has advised local agencies they will accept business on the conditions that available spots now open are not contracted for by Columbia Broadcasting Company. New contracts are being numbered and filed in order—the first come the first served. WTIC has also told local agencies only certain hours will be given over to local accounts on time broadcasts and advise advertiser they had better make up their minds—and fast at that.

Both WTIC and WDRG, up to last June had few open spots for local broadcasting during the P.M. hours, the latter adding a 15-minute opening across the board to an account, locally, and but four other 15 minute slots to three other accounts. The account now interested in the 15 minute spot across the board has been advised that the time may not be available this fall.

Kidnies' programs which usually started at 5 p.m. are now being considered as possible candidates for the stations.

## Deportation Hearings On Mexican Musician

San Antonio, July 30. Immigration authorities seeking to deport Lauro Uranga, Mexican violinist currently playing on KPSA and WOAI programs, on grounds he is an alien. Violinist claims status as an artist seeking deportation.

He was given a hearing and the records of the case sent to Washington for recommendation.

## STOESS, WLW VETERAN, DROPS G.M.D. TITLE

Cincinnati, July 30. Edward F. Fitzgerald, who did radio production work in Boston before joining the Crosley station a week ago, has replaced William Stoess as general musical director of WLW. Stoess continues as maestro of several important programs. Virginia Marucci, who has been with WLW for five years, will serve as Fitzgerald's assistant.

Stoess, a violinist, was WLW's first full-time musician, starting in 1921 when the station was a 500-watt. He was named musical director four years later.

Reed Johnston is newcomer to WLW's continuity staff.

## Broadcasters at Capital

Washington, July 30. Ed Nockles, WCFL, Chicago, breezing around filing briefs. E. G. Spence, WBAL, Baltimore, visiting J. C. G. office. H. E. Peck, KKY, Oklahoma City, here on business.

Louis G. Caldwell, former Radio Commission counsel, back from Bar Association convention at Los Angeles.

James Hanrhan, Washington rep for the Cowles (Ia.) interests, vacationing.

Frank Megarier, WGBI, Scranton, Penn., in town for a day on business.

J. A. Chamber, WLW, Cincinnati, visiting NAB offices.

Philip G. Loucka, former managing director of NAB, hangs out his shingle as a practicing attorney this week.

# MPPA Won't Sue Stations on Old Deals with MacGregor & Sollie

## Toots Hizzoner

San Antonio, July 30. Station KITS is capturing some choice bits via its police court pickup.

Top item was tipsy gal who, when brought before court, piped at judge, "Howya Toots?" Judge, a good looker, slapped a \$25 fine on her.

# MERRILL THIRD GEN. MILLS AGENCY

New agency has stepped into the General Mills picture, making it the third agency which has its hand in placing the Mills business. Tag of new outfit is the Merrill agency and it is placing General Mills account on several spot transmitters with a show labeled, "Hymns of the Church."

This show started in Cincinnati on WLW by Ralph Corbett, most chandising manager of the station. Understood that Corbett himself wanted to place this extra business, but that the other stations would not accept Corbett as a party in the deal, figuring him to be a broker. And now up pops a new agency under the Merrill tag, and when this agency submitted the Mills show they also were turned down at first. Until they got a letter from General Mills execs okaying the agency.

Reported that the Merrill company is placing about \$1,200 a month for Mills on "Hymns" show. However, Blackett-Sample-Hummett remains the key agency of General Mills. Second agency on General Mills is the Knox Reeves office in Chicago.

John G. Paine, as trustee for the copyright owners and chairman of the Music Publishers Protective Association, has agreed to bring no infringement suits against stations using MacGregor & Sollie transcriptions. Decision to lift the ban on the MacGregor & Sollie recordings followed an appeal made by James W. Baldwin, managing director of the National Association of Broadcasters, in behalf of the stations which have the sustaining series under contract.

Baldwin's contacting of Paine was the result of letter addressed to the broadcasting trade by Paine advising it that, because of the manufacture's failure to obtain from the MPPA the required licenses, he had withdrawn all cooperation with MacGregor & Sollie. Baldwin explained that the threat of infringement suits which the MPPA letter implied had the broadcasters who had bought the firm's transcriptions leery about using them and that if the ban stood the stations would be the innocent victims of another's mistake.

Paine told Baldwin that under circumstances this publisher clients would be glad to co-operate with the broadcasters and agree to waive any legal action, providing the stations would be prepared to sever ties with the MacGregor & Sollie transcriptions which they had previously contracted.

## BBC LISTS 'MUST NOTS' FOR BRITISH ETHER

London, July 21. British Broadcasting Corporation has compiled a list of items that the stations would be glad to co-operate with the artists when they sign contracts.

Order says they must refrain from any mention of the following subjects:

- Proprietary articles and business names.
- Religion (including Spiritualism).
- Public personalities.
- Physical infirmities and deformities (including blindness, dumbness, stammering, loss of limbs, cross-eyes, etc.).
- Painful or fatal diseases (including cancer, consumption, mental defects, etc.).
- Reference to Negroes as "Niggers," and Chinese as "Chinks."

## Swiger Electrocutted

Zanesville, O., July 30. After kneeling in prayer before the electric chair in the Ohio State penitentiary, July 22, Russell Swiger, 31-year-old former radio entertainer, paid with his life for the 314 holdup killing of Harold Fleming, 19, Zanesville filling station attendant. For nearly 15 minutes Swiger delayed the execution by preaching and praying before the death chair.

Gov. Martin L. Davey denied clemency to Swiger, who admitted holding up the Zanesville filling station attendant so he could obtain money to pursue his one-sided courtship of Grace Mitchell, Pittsburgh radio entertainer.

## CARGILL STATE PREZ

Georgia Stations Organize Savannah Meeting

Savannah, July 30. E. K. Cargill, president of WMAZ, Macon, was elected vice president of the newly organized Georgia Broadcasters Association at its first meeting Friday (29) in the Desoto hotel here.

W. T. Knight of WFOC, Savannah, host to the organization meeting, was elected vice president. Steve Clater of WJTL, Atlanta, was named secretary. Stations represented at Savannah and joining the organization include WCC, WISB, WJTL, WMAZ, WRBI, WRDQ, WPAZ, WGPC. Next meeting will be held during October in Macon.

Lee Kirby upped to chief announcer spot at KABB, San Antonio, and Kirby to chief announcer of KPSA, San Antonio, and KNOW, Austin.

# CHARLES PRITZKER Advertising Manager GILLETTE SAFETY RAZOR CO.

## Confirms The Assertion That Radio Is Show Business!

### GILLETTE SAYS: "WE'RE IN THE SHOW BUSINESS!"

Any Broadcast Advertiser Has the Same Problem as Confronts a Theatrical Producer— He Must Draw the Largest Possible Audience for His Production

By CHARLES PRITZKER Advertising Manager Gillette Safety Razor Company

ringside seats, plus roundtrip transportation between their homes and New York. A contestant on the "Blue Blade" package with his entry and specified the name and address of the dealer from whom he purchased the blades. Dealers who sold "Blue Blades" to fortunate winners also won free trips to the fight.

Reprinted from NBC House Organ of July, 1935

IT'S unfortunate that so many advertisers, when they contract for a radio program, are completely overlook the fact that they are venturing into the "show business" and are placing a greater demand upon their "show" than does a Broadway theatrical producer who seeks only to draw the largest possible audience for his show. The advertiser does likewise, of course, but over and above that, demands that the show sell

THAT RADIO IS SHOW BUSINESS Has Always Been Variety's Assertion

WORLD BROADCASTERS' ASSOCIATION

Hearst Stations as Own Sales Reps; Paul Raymer Tie Ends Sept. 30

Paul Raymer & Co. and the Hearst organization have agreed to sever their relations at the end of September...

CBS' 40c Dividend

CBS board of directors last Wednesday (24) declared a 40c dividend on the network's Class A and B stock...

NOVELTY GONE ON AMATEURS

Spectacular, Circusy Stuff Now Reported Due for Cycle — Also Noticeable That Network Premieres Unusually Early This Season

22 DEBUTS

Expected to play a major part in network commercial entertainment, the coming season is the stunt or freak broadcast...

Baldwin Seeks Com to Underwrite N.A.B.'s Credit Rating Setup

High Man Low Hollywood, July 30. Guy Earl, KNX, took four of his department heads with him to the Colorado Springs convention...

Washington, July 30. Drive to recruit 125 broadcasters to underwrite the first year's operations of the National Association of Broadcasters' new agency recognition bureau was launched Thursday...

A. H. KUDNER'S OWN AGENCY EXPECTED

Understanding in advertising circles is that Arthur H. Kudner will in the near future pull out of Erwin, Wasey & Co. to set up his own agency...

Outline of purposes sent out by James W. Baldwin, managing director, emphasized that no information will be made available to any NAB member who does not kick in for the bureau's expenses...

Maximum outlay for the first year is estimated at \$16,000, with several million more to be added in \$3,000 the following year. With operations conducted on a non-profit basis, directors expect to recoup their investment...

WILLSON STEPS OUT OF BLAIR REP FIRM

J. Curtis Willson has resigned from John Blair & Co. Move followed the arrival in New York of Murray Grabhorn, formerly of the NBC network...

have no prejudice between different media, and refrain from selecting any portion of commissions to a third party.

To obtain recognition, agencies must signify willingness to cooperate with the bureau and will be placed on probation before receiving final ratings.

Member stations will agree to pay no commission on accounts the station has developed and where recognition were completed before an agency was appointed to handle the account.

FEAR DETRIT PRODUCTION DECLINE

Detroit, July 30. Contractual program obligations that WJR and WXYZ have entered into with CBS and NBC, respectively, is expected to effect the ranks of local talent seriously...

FISHING CONVENTION

Vancouver, July 30. There was much discussion of copyright difficulties at last week's convention of the Western Division Canadian Association of Broadcasters...

Delegates were entertained by CJOR, CKWX, CKCD and CKMO at a banquet on George Mountain but the banquet seems to have been Harry Sedgewick's hour and a half battle with salmon on a fishing trip accompanied by George and Charles CJOR...

Attending the parties were: D. H. Costland, CIBC; Winnipeg: J. Baldwin, Provincial Broadcasting Co.; E. H. Sedgewick, CFRB; Toronto: A. Halstead, CBC; E. R. McIntyre, CKWX, Vancouver; F. E. Rutland, CKMO, Vancouver; G. Chandler, A. Chandler, CJOR, Vancouver; W. Hasted, CIBC, Vancouver; C. C. Wells, CJOVC, Lethbridge; A. G. Gaetz, CJOVC, Chilliwack; A. H. G. Galt, CIBC, Victoria; H. B. Carson, F. H. Dipheike, CPAC, Calgary; H. G. Love, W. W. Grant, CFCN, Calgary; A. A. Murphy, CFCO, Saskatoon; E. J. Nelson, CIRM, Moose Jaw, Sask.; C. H. Smith, CKCK, Regina; Dawson: Richardson, CIBC, Yorkton; C. W. Dewville, W. G. D. White, CFIC, Kamloops; B. C. M. Robinson, CJAT, Trail; B. C. J. H. McIlvra, New York, and J. B. Besse, Chicago, station representatives.

IOWA BROADCASTERS' 'SHOULD WE?' MEET

Des Moines, July 30. Iowa Broadcasters' association met at the Des Moines club, July 22, for a discussion of acceptability of accounts, with several accounts highlighted in the discussions.

Some 15 members were in attendance, representing stations in Des Moines, Davenport, Cedar Rapids, Marshalltown, Shenandoah and Iowa City.

Pierre de Rohan-WHN Talk

Deal for Pierre de Rohan, former N.Y. American dramatic critic, to join Station WHN, New York, on the serious-program end, is in abeyance.

Politics on Both Sides Creates Difficulties for International CKLW

Detroit, July 30. With the shift of offices to the General Motors building, CKLW has dropped three girls and a salesman. George Storer's slashing of his payroll came as a surprise to local radio circles...

Oppose Rudy Vallee

CBS has sold two accounts on entering into competition for listeners this fall with the Fleischmann-Rudy Vallee show on NBC Thursday nights. Two merchandise men that have signed contracts for a half-hour each opposite the yeast stanza are Harvester Clear and Atwater Kent.

22 Debuts Oct. 6

Coming broadcast schedule making the new network accounts find their debut on the air much earlier than in previous years. Of the 22 debuts scheduled for this has only one on NBC has an October (late) starting date, while the Columbia has two, with all three coming within the first week of the month.

Some of the ideas that have in recent weeks been submitted to agencies for bankrolling are as follows: 1. Broadcasting of a hunt for the \$200,000 treasure supposedly lost in a ship sunk off the coast of Maryland in 1918.

2. Shortwave pickup of a round-the-world flight, with local entries in the race. 3. Weekly broadcasts from the stratosphere.

4. Following the adventures of an expedition in search of a lost civilization in Central America. 5. Promoting a modern Diogenes, who the search for the person who has led an unblemished life and always sacrificed himself for others.

6. A 600 sec curious achievements, with the persons involved doing their own narrative.

7. Coming broadcast schedule making the new network accounts find their debut on the air much earlier than in previous years.

Another observation in connection with the fall business contracted by NBC networks is the fact that it contains but one account which has not previously been on either NBC or Columbia's books. This is the Julian & Kington Co., Columbus, O., manufacturer of the Footsaver shoe. Authority, Wallace & Moore is the agency.

Joseph Katz to L. A.

Baltimore, July 30. Joseph Katz, the advertising agent, leaves Baltimore Friday (3) for Los Angeles to fill a vacant berth. Abjures any ideas of signing picture name or so for full radio work, but will accept accounts he has. Katz is the only direct or indirect to any other station or third party.

Ormsberg's Broken Back

Pittsburgh, July 30. A. C. Ormsberg, WSM, Nashville, engineer, was injured in an automobile accident but has avoided the automobile accident on wet pavement and turned over. His wife was only slightly injured.

CBS

of the new shows lined up by

\*Studio and de Rohan have been able to get together on salary as yet.



# WALTER HARTMILL

## A.T.&T. Hedged In by Clauses To Halt Television Shut-Out

Washington, July 30. Safeguards to prevent development of a second sound-picture monopoly were thrown around television research last week when the Federal Communications Commission gave the American Telephone and Telegraph Co. permission to make field tests of its new coaxial cable method of transmitting images by wire.

Representing a partial victory for apprehensive broadcasters and film men, the Commission order specifies that the A. T. & T. may not deny rival parties the right to use its novel equipment nor use the cable to build up a monopoly. Cable will be rigged between New York and Philadelphia for test of feasibility of new methods over long lines.

A flock of restrictions were written into the order which stipulates installation of the cable, the outgrowth of a fight made at recent hearings by broadcasters and independent makers of sound film apparatus to prevent the telephone system from invading their fields. Efforts to add even more stringent qualifications were blocked, however, after a factional rampus within the Commission.

Resolution granting approval to the research program definitely upsets plans to give RCA a toe-hold in television under the name of the sources referred. Under original plans, the Bell Laboratories intended to work in close co-operation with RCA, with the expectation that the NBC parent would occupy a ground-floor position if the research produces the anticipated results.

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All parties in the contract stipulate that television images must be granted the right to use the cable for their own experiments and that the A. T. & T. may not use the cable for the development of rights to television patents to the exclusion of other parties. The order further stipulates that A. T. & T. cannot monopolize the experimental advantages, features and uses of the coaxial cable to the detriment of the exclusion and detriment of other parties.

As further protection, the Commission reserved the right to cancel its permit after hearing the following 10 days notice to the telephone company and also that the same procedural reports must be filed each month giving detailed information about all activities in connection with the cable.

An unsuccessful attempt was made by a minority group on the Commission to insert a restrictive clause for the protection not only of radio and film industries but of telephone companies. This move, based on the contention of indie sound makers: that the A. T. & T. is using funds derived from its monopoly to finance the development of private capital in other fields, was aimed at inclusion of a requirement that the coaxial cable system be employed by a manager which might lead to a monopoly in any field except that of telephone communication. The terms of the final order, however, are believed strong enough to enable the Commission to prevent the telephone system from usurping the radio field, with consequent injury to broadcasters, film producers and exhibitors.

## 100% Political

Milwaukee, July 30. Progressive party, over which Gov. Phil LaFollette holds sway in this state, is erecting a Milwaukee radio station. Permit for the 100-watt station has already been granted the political group. It will be located at the Empire botanical, which also houses the Riverside theatre.

Station will be used almost exclusively for political purposes and will have a range of only 20 miles.

## Agencies Comb Coast for Names As Season Dawns

Hollywood, July 30. Sampson Crampton, of J. Walter Thompson is here working with Danny Taylor on "Future" Law broadcasts, Don Stauffer of Young and Rubicam, who has several programs under his wing, also contracting for a feature film stars. Hyram McKee of Cecil, Warwick, Cecil, is due here shortly to corral talent for his firm. Walter Craig, indie producer, returned to New York recently after making several tentative deals for United Drug.

All are anticipated over the advance in airing name asked by other names. Last season, stars were asking an average of \$2,000 for a broadcast. This year the ante has been tilted to a point where some are asking \$5,000 without batting an eye. This particularly is hit on the larger asking fee due to its broadcasting from the east and paying transportation and expenses for stars who trip to New York for the program's originating point. This means at least an additional \$1,200.

## Special Rate for Bulk Buy of 16 Daily News Periods on WGR-WKWB

Buffalo, July 30. WGR-WKWB will drop Trans-Radio Press for U. E., starting on a week in September. In taking U. E. service, station has arranged a tie-up with the Buffalo Times (Scraps) for local news.

Setup calls for 16 news periods daily, staggered between the two stations, to be covered by United Broadcasting Corp., with at least one local news story in each period.

Stations will sell the entire 16 days periods to a single sponsor each day at a special rate.

Times and WGR-WKWB have been closely allied for some time using spot announcements regularly to announce new features, plug comics, etc. All last winter Times sponsored a 45-minute Variety Show on WGR, with S. S. (Blue) Wallace, Times business manager, as M. C. Broadcasting Corp. In return, uses display ad daily in Times.

Close alliance is attributed in part to the fact that the Buffalo Evening News, rival afternoon paper, owns and operates the other major radio station, WREB. News plus WREB and vice versa.

## Radio Tops Reported Getting Ideas from Hollywood Where Professional Dignity and Prestige Is Protected by Detailed Contract Provision

Radio star names are reported taking the cue from their brothers and sisters of the screen and smartening up on contract protection of professional dignity and prestige. Trend is particularly evident in dealings over contracts for the new fall season.

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## Staff Picnic

WONW, Brooklyn, asked the Federal Communications Commission for permission to silence its transmitter for an afternoon that week so that the station's staff could go on a picnic.

F. S. Statton got the okay and held the picnic.

## Hartford Hears CBS Gets WTIC, WDRG to NBC

Hartford, July 30. Rumor that Columbia Broadcasting Company is desiring to tie-up with Station WTIC, Hartford, an affiliate of the National Broadcasting Company, have quite a bit of foundation, according to information here. If CBS should tie-up with WTIC, that gives NBC every service only Connecticut outlet with the possibility that WDRG, now CBS, might shift to NBC.

WTIC is one of the few remaining stations that has up to this time failed to sign a contract with NBC.

## KNX TOPS COAST ON NEWS; 4 SERVICES

Hollywood, July 30. Guy Earl is topping the coast with news broadcasts, having last week signed for City News and United Press and giving KNX every service except International News. Station had added three news airings, giving it seven daily in all.

Daily News and Post-Record, both owned by Manchester Boddy, dropped out of the news field same date Press Radio group folded. Publisher freeze on United Press charge of \$400 weekly.

## Ted Weems Over KMBC

Kansas City, July 30. Ted Weems move his band into the new and elaborate Marylin night club, this city, July 30, for a run.

KMBC will pick up the band nightly from 10:30 to 11 o'clock CDT and supply it to the coast-to-coast Columbia network on Tuesday and Friday at that time.

## Gen. Mills Drops Cal-Aspirin

Minneapolis, July 30. General Mills flour company has dropped out of Cal-Aspirin after having spent a year and a small fortune in promoting the aspirin.

Cal-Aspirin, a product back to the original promoters.

When four agency men sold the Cal-Aspirin to General Mills, it was on the basis that the Mills would take it for one year with option to buy. In the past year the company has poured some \$10,000 into advertising for the product in newspapers, magazines and radio. Had several big shows on the ether, particularly spreading with the daily script show of "Life of Mary Sothern" on the Mutual web.

Mills found that the drug addition was more or less confusing. Its one word standing, with the food trade wanting to know if Mills was a flour or a drug concern.

## STAR CONTRACTS GET CLOSE-HEAVY

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## Radio-Daft Squedunkers with One Tune and a Guitar Ruin Payroll Chances for Pros

Birmingham, July 30. How and why hillbillies succeed so well in hog-tieing the public into listening to their routine is one of the mysteries of radio and in the South where most of the rubes originate radio managers have given up all hopes of analyzing them.

They just captivate a certain class of listeners and that's all there is to it. And that certain class may be changed to include quite a few of the so-called Intellectuals. They may boast to their friends that they don't like mountain music but their company is away they sit around the radio and listen to her coming round the mountain when she comes. Of course, it's a relaxation to some of the hill-batters and passes after awhile. But the point is to get to listen.

When they get to the hill-batters reach the bigger towns and most of them consider Chicago the goal of their ambition. "WLS barn dance is rated the Broadway of Hillbillydom."

Radio men say there are more hillbilly per capita in Alabama, Arkansas and Missouri than in all the other states of the union.

Where they come from and where they go no one seems to know. As Don Campbell, manager of WSGN, Birmingham, says, they seem to come by the guitar in one hand and to milk cows with the other. Boys learn to pluck the guitar on rainy days when plowing the fields is impossible. That is, if they ever learn. "Most of them who have been on the air for years still know nothing about a mule."

Just how many of these boys from Squedunk Center that call on an average station weekly trying to get a chance to play over the radio is unknown. Office girls and others who handle them laugh when they are asked. "But the average hill-batter in a city the size of Birmingham with a population of 300,000 has about 100 callers a week. Few face callers in any other town. Most of them go back to the farms to audition before Old Ben, the mule.

There's at least three types of hill-batter. One is the Ozark Mountain, another the Ozark Mountain, and the third is the Oklahoma variety. Each sings a different type of song with the same tune.

Alabama type has a farm background while the Arkansas boys and girls sing of the Ozark Mountains. The Oklahoma songster deal with cowboy.

Quality of the Arkansas billy is supposed to be a little better than those of Alabama, Georgia and Tennessee. Billies from most any mountain section of the South are supposed to be better than the average. The reason for this is that the mountaineers of the Ozarks and Smoky Mountains have more time to rehearse.

Cowboy types of Texas and Oklahoma have more musical ability and occasionally they strum a different tune which is pretty revolutionary.

There's something good about everything, though, and hill-billy may apply to the hillbilly. They keep down unemployment at the guitar-club. The only instrument that takes the place of the guitar although an occasional banjo is to be seen.

They have spotted many a radio station for professional talent. Why, asks the station managers, should they pay for talent when they can get hillbilly for nothing?

Wayne Ties, program director of KENT, Des Moines, Iowa, has resigned to become promotion manager for the Mountain Music Station. He will also direct all broadcast activities on station WCCO for the shect.

## McMurtrie Heads East

Los Angeles, July 30. Bart McMurtrie-Gardner Osborne, partnership in local radio production office in Los Angeles, is en route to New York.

Osborne and Dick Reinking around.

## Out of Patent Medicine Sideline After Spending \$410,000 in Year

Minneapolis, July 30. General Mills flour company has dropped out of Cal-Aspirin after having spent a year and a small fortune in promoting the aspirin.

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Mills found that the drug addition was more or less confusing. Its one word standing, with the food trade wanting to know if Mills was a flour or a drug concern.

## Beer % Up—a Help

Charlotte, N. C., July 30. WRT program, production and commercial staffs are working to do on a series of spots designed to be attractive to beer manufacturers and distributors. They hope to sell the series.

The legislature recently adjourned, provided for 5% beer, replacing the old two and a half. This gives a life to the beer picture in the state.

Musical and script lines cover programs now under design.

# RADIO SHOWMANSHIP

### Stunts, Novelties, Tie-Ups

## Outstanding Stunts

#### TALENT IDENT FILE ARTISTS BUREAU CBS, NEW YORK

#### PET CANARY CONTEST WJUV, WASHINGTON

### CBS' Talent Idea

New York City. Columbia Broadcasting System's artists' bureau attracted attention last week when distributing to radio editors, advertising agencies, talent buyers, and other selected parties a handsome filing box containing identical data on CBS' talent.

Stunt was an outgrowth of an original intention to print a deck of cards composed entirely as to face and each ace to be the picture, and reverse the printed biography of a CBS personality. This idea was incorporated along with the wooden box to hold them.

Stunt reported to have cost CBS about \$175 per flash, with a couple of hundred boxes sold.

Amateur Canaries Compete Washington.

WJUV, CBS link in Capital, is working a new radio stunt. The station's idea is to air competition among amateur canaries—the genuine, feathered species—not the night club sort.

Station has a pair of trillers as background for the show. In that period, but these and others who have been heard in public performances are barred. The contest. Owners of canaries are to enter their pets this week and be assigned a day for broadcasting next week.

First prize of a handsome name case goes to bird who sings the most or something. Martha and Hal, the 'Koolmor Kids,' revealed themselves as the winners. They have been appointed judges in contest.

### Beer Cap Voting Opposed

Den. Molines. There is plenty of action and consequent publicity around a proposed radio band concert in which votes will only be cast by beer caps as presented as tallies.

Iowa Anti-Social League and the Iowa W. C. C. have organized petitions protesting the proposal, declaring the method of beer interests tends to be a beer mug in the hands of every boy and girl in the land.

Even if not aired the brewery program idea has paid dividends already in newspaper columns. Advertising drys don't mean any kale, anyway.

### Beer-Gulping Contest

Washington. A gulp-by-gulp description of a championship beer gulping contest is scheduled in WJUV at noon tomorrow (31). Arch McDonald, station's sports ace, will handle an affair if he can stay out of competition.

Event promoted by local brewer whose civic pride is being honored in press of Baltimore's champagne beer gulping contest. Public statement to newspaper says station's capital could beat Baltimore's champagne. WJUV filed the idea and promptly scheduled air account of competition.

### Radio Scenario Contest

Portland, Ore. Dean Collins, writer of the radio scripts for the Dorothy Dix dramatizations over KOIN for the past two years, and the author, director of the productions, will be the judges in a contest for radio scenarios and script for the Dix program. There are two classes of entries, with a \$25 prize for the winner in each class.

One class is for a 30-minute complete dialogue script. The other is a scenario for a 30-minute script. The winning dialogue script will be presented as the opening program which returns the dramatizations to the air early in September.

### Tax Collector's Little Helper

All four Baltimore broadcasters, WBAI, WCAO, WCBM and WFBK have been generally successful in their respective wave-lengths to City Comptroller Young, who is staging a drive to get public to pay its taxes promptly. Young, who in the matter will lessen burg's burden and will also tend to automatically reduce the amount of taxes necessary to impose next year. The drive will extend to Aug. 1, and so intensify it that the penny treasurer has been marching up to a mile at one or other of the stations almost every day. The drive will continue to go "right through campaign."

Station has worked out plan whereby Comptroller Young may

speak at all the varied intervals now scheduled on the program. Figured he can catch most of public possessed of radios at some time or other in the week. Many listeners from different time-status each successive talk.

### No Mention of Sponsor

Dayton, O. The lowdown on a new a.m. program on WHIO, with Jean Be the producer and narrator, makes no mention of the sponsor over the air. If the femme listeners want to know where they can get the fashion items mentioned by Miss Bisher they have to call the station. The merchandiser quoted on the station's end is the backer of the program.

Chatter revolves around clothes, makeup, home furnishings and recipes. Also new fashions worn by picture stars and other prominent 'emmes.

### Loudspeaker Mercy

New York. WOR, Newark, took the summer practice of keeping the windows open as a cue for launching a 'Be the' radio hour last Saturday (27).

Intercom programs are announcements reminding the listeners of the open window situation, and suggest that they make it less irritating for the neighbors by keeping the loudspeaker tuned down.

### Audience Via Station

Los Angeles, Calif. A radio program that is out of the ordinary has been put on the air by WKBZ and its associated studio talent. It is a guessing contest as to the old time vaudeville merchant who was the first to go against which listeners place their bets. The host, Fred Brown, assisted by Gil Forbes at the piano, matches his wits against the audience.

Big bet is whether the team can play any request, via phone, within a few minutes. The program is for the audience, or against the studio. Mail requests also asked. Studio plans to branch out into the field in other sections and to link in other angles that will work into spot commercials such as naming a given business house, its location and lines handled.

Enough on the telephone operators, but the event for the station as the spot is so placed as to fit in with the other programs and events before things begin to happen, or are started.

### Theatre-Film-Fashion Heed

Boston. Keith Memorial Theatre is utilizing a promotional gag, utilizing radio in a way that will be watched with interest by the general public when it is launched.

The theatre is being departmented to run 26 weeks with a Hub partnership to specialty shop as sponsor, will handle the advertising for the theatre, and will clear through WNAC, Boston, and possibly the entire Yankee State.

One week in advance of each picture, the theatre will give the studio the names of the players in the cast will be blurred in addition to small bits from the film—used from the projection room of the Radio Pictures exchange in Boston.

Continuity will be prepared by the ad agency (Salingor and Publishers), subject to the o. o. of the Keith publicity staff. It is understood that fashion tie-ups with the picture, subject to the o. o. of the picture lends itself to that type of promotion.

The program which will be either one 30-minute slice or two 15-minute periods a week will be short bits from films taken directly off the projection machine in a hook-up never before used by radio. Engineers are working on the problem now.

Programs will be spotted in an evening period, starting one week before the film is shown, with a major new season film at the Memorial. In effect it will be a novel theatre on the air at no expense to the theatre.

Understood sponsor, ad agency and radio station are, except for the final engineering arrangement, in the final stages.

Promoter of the radio trailer which will break in about three weeks is Jack Gold, head of Keith publicity in Boston.

### 'Li'ing With a Purpose'

Baltimore. Parnell Gouk, commercial manager, and the late and long-time director of WFBK, have evolved a scheme for a program which now rolls out weekly over station's wave-length, that locally is new and original in design and substance. From now on, the program, "Liaten With a Purpose," and are quarter-hour sustaining affairs. Each week a woman will do a walk of life—usually from some

# STATION PORTRAIT

### KMOX, ST LOUIS

At time of construction of KMOX in October, 1928, plant by highest cost allowed—\$5000, there being only about 10 other transmitters of same size in country. KMOX was started by 17 business concerns in St. Louis. In July 1930, opening of present studios in St. Louis, the stationing and \$5,000 watt transmitting occurred. CBS took over KMOX in July 1932, and is now one of the key stations of the program.

J. Van Volkenburg runs KMOX for CBS with a staff of nearly 100. An H. Hollings Co. backing baseball this season from St. L. with France Luba, sports commentator giving play-by-play of Ford Motor backs' Sports Page of the 'Air.' Laithe Refining sponsors 'Life on the Red House.' Ranch, Iaux, Eddie Dunstetter, organist; Al Roth and his band; Tom Baker, tenor, are also featured.

Over CBS. Network shows number about 30 weekly.

professional pursuit—marches up to the mike and gives angles, usually useful radio has been in his or her business. Then the listeners are told stories and other interesting events to show what radio has done.

On each program the announcer tells public the results for listening. He suggests that people frequently call a radio repairman.

The programs also list is read off of what the station WFBK considers the highlights of the week. Pious and entertaining programs for coming week. Of the other programs making this list are ones coming over WFBK.

### Agency Showcases Talent

Buffalo. Build-up for a radio show by Eric Lane, executive producer, copy editor and writer, was engineered here by Bob Well, of radio division agency at WFLI & Agency.

Lane wandered into weekly Lafayette theatre play amateur show and got into act, getting introduction from stage and on air, using a variety of gag and card tricks and gags at annual 'Cheerio Outing' of Erie Downs County Club.

Stunt was arranged to familiarize sponsor with Lane and his abilities.

### How Programs Are Named

Hartford, Conn. Jim Clancy, business manager, Tom McCray, program manager, Paul Lucas and Leonard Patracelli produced program, presented on a table at station WTIC trying to select a name for the new singing group. The name was chosen after name was discussed, and nothing was decided until it was with the theme of the chorus.

Finally in disgust Lucas arose and exclaimed, "Pat, I've got to write my Clarion Hour continuity and you can go worrying all by yourself about a name for your modern symphonic choir." The group looked up. The name had been found. It is now called "The Modern Symphonic Choir."

### KSL's Dempsey Interview

Salt Lake City. Jack Dempsey is a married man in this (his home) town. His arrival here brought out a five-page band, and city dignitaries, sportsmen, etc., to meet his wife and child and their 11-month-old daughter.

KSL production staff hurriedly arranged a interview with Gordon Owens, KSL sports announcer, handling the questions at the mike. Owens' routing on the Dempsey assignment was a standout for two reasons. One was the unusually typical Dempsey repartee and wide range discussion about fighting, past and future.

Baby said goo-goo.

### WDSU Day at Beach

New Orleans. WDSU Day at Beach on the beach drew 25,000 Orleanians to the lakeside resort on Wednesday (July 27) at a station in a tent with the beach management. Provided rife rides for the kiddies on practically all occasions, lemonade and candy.

WDSU's new studio was erected on the sand beach and programs broadcast throughout the day. The station took advantage of opportunity to see many of the artists and announcers in person, and to meet with their families. A loudspeaker system carried

the programs through, the entire length of the beach.

The event started at 8 a.m. and ran until the 5:30 hours of the following day.

As a novelty stunt, a WDSU Mike was placed on a pontoon in Lake Pontchartrain and a summer debaters were interviewed.

At the same time, a summer success that the WDSU and beach management are planning a repetition of it.

### Hit-of-Like-Week Tally

Pittsburgh. WCAE has inaugurated a weekly 'hit of week' song rating system. Station lets the listeners decide, and once a week count of the requests is tallied and tunes rating highest are included in a group of 10. Number one song is announced as the 'hit' each Friday and played on Mid-Easy Merry-G-Round program that day by Ernie Lavish's Troubadours.

Since plan was started station has had a noticeable increase in mail for Merry-G-Round's daily 'hall'.

### Fishing Tackle Sponsor

Pallas. Fishing tackle and supply store contracted with WGR to sponsor the Fort Worth, is using spot announcements over K-T-A-T, capital at SES news program, to promote the store. Owner, J. R. Foster, contracted for 300 spots.

### Hoaxing the Listeners

Buffalo. Hoax put over on KJR listeners indicated that some don't mind being fooled. The hoax was pulled by Jack Little, announcing on the news broadcast, told, presumably as a joke, that he had a package for the 'hit' of the week. About to go into a theatre with his wife he said he dropped his tickets. Another listener, who had a package for 'em', asked the 'hit' and they're 'em' tickets now. And the guy and his gal zipped into the theatre.

Little got new gags and was seated by coincidence behind the 'hit' of the week. He recently moved down a few rows. But lo, he left a package behind. Little snaggled the package and the 'hit' of the week, returning and asking Little for his package. Little said, 'Well, it's a package now.' bumbled in KJR listeners. By telephone and by letter they asked, "What was in the package?" The answer, 'Bacony, just like you.' (Continued on page 58)

### WIP Shuffles Staff

Philadelphia, July 30. Staff changes at WIP move Howard Jones, former business editor, double duties of daytime supervisor and Transradio news editor. Ted Hales, former studio accompanist, and Alvin C. Potts, former music editor, have been assigned to regular production management chores. In now in charge community department and is temporary assistant publicity. Glen Parker, announcer, steps in as commentator on 'Sport Hour' and 'The News' and on 'Stoney McIlhenny. Philly scribbled forced out by McClintch.

### Gene Morgan, announcer, recovers

Gene Morgan, announcer, recovered from a serious illness in Philadelphia. He was in Graduate hospital for three weeks, returns this week. Ed Wagoner replaced him, is being held and Charley Green, formerly announcer with WLIT before its absorption by WFLI, is substiting for Wagoner. Leslie Marshall has left WCAE's announcing staff to move to WCAE, Pittsburgh.

### Dicton King Crowned

Washington, July 30. Bill Coyle, sports and staff announcer at WFAY, NBC-Blue outlet in Capital City, has been named Dicton King for his good commentary in Washington. The award was presented by the term of B. D. & O. Award for work mikes.

### Raufman agency throwing luncheon today at which official presentation was to be made with WRC.

other NBC outlet, airing event. In another service of interest has been great in it. He is a loser with no grumblings from losers whatever. Probably because WJUV, CBS station, has secured second place mention, which made them happy. Warren Sweeney and Larry Elliott of latter station were runners-up.

### News Headlines Only

St. Paul. KSTP news items are short, seldom running beyond 60-words. The station feels that just as the busy man doesn't have time for only the headlines as he rushes by, so does the radio tuner-care only for oral news headlines referring to get the rest of the story in his newspaper.

### Good Old Uncle Tom

St. Paul. Thomas Dunning, KSTP's educational director, drew all complete when he staged a program on the history of the club kiddies at Wildwood last week. Although WTCN, whose co-owners are St. Paul, Minn., Diapach, also co-owns the St. Paul American, also baseball club, offered idea in the last name of one Whistles top (instead of the usual three) on the day of Tom's 'Good Old Uncle Tom' club. Lusty, clamorous youngsters, KSTP

party provided free rides on all the parties of the Double League. The coup fare. Less than one-third the picnic crowd clicked the ball park turnstiles.

### Education Dept. Skits

Buffalo. New York State Education Department has gone radio here in a big way.

Two weekly dramatic programs is sponsored over WKBEW to interest the classroom. In 2000 radio courses offered by the Adult Education Center. Courses in typing, cooking, sewing, and air conditioning are advertised.

Romance of Joan and Jerry, a true-love-never-tum-shoot sketch calculated to appeal to housewives, is the presentation. Joseph Heter and Anjanee A Brady collaborate on the scripts and play the name roles.

### Looking Forward to Trouble

Possible of battle between Mayor Moore and Traffic Court Police is being discussed. (Cited by WIP through series started Thursday (25). Station reports that Mayor Moore, who took last April and got plenty of support from listeners to lively hearings, Moore's term to run is definitely will be picked up direct from the top of the radio broadcast. Broadcast one half-hour period weekly.

### Major and magistrate is expected

provide fireworks for listeners. Police are to be asked to assist traffic regulations and proposed changes. In addition, the station squawks is activities of towing squads and \$6 dues for members is being discussed. Station figures to cash in on uproar.

### A New Program—Amos 'n' Andy

Schenectady. WGX has been making quite a to-do over the fact that Amos 'n' Andy are now heard over its wave length. Until last week's switch to NBC's radio, the blackface comedians were not much more than names to many listeners in the Capital district. The station is planning an average radio set to bring in clearly the name of the program. WGX operates on 730 kc. and WJZ on 780 kc. Thus for the six years past the program has been heard in the key station of the blue loop, they were 'out' for most dialers in.

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# REPUTATION' RAINBOW

## Inside Stuff—Radio

CBS may have more individual daytime accounts, but NBC figures that its total income from this source is considerably greater. For the first three months of 1935 NBC garnered \$2,190,000 from daytime customers, while Columbia's take in this department was \$1,104,767. In 1934 daytime billings gave NBC \$6,414,319, and CBS \$2,122,593. Even if the former figure were equally split between the red (WEAF) and blue (WJZ) networks the sum for either link, says NBC, would exceed Columbia's.

NBC also calculates that out of the 100 leading national advertisers in 1934 there were 60 that used NBC facilities, while 38 were represented on Columbia. According to NBC's analysis, 34 used the red link, 30 used the blue loop, and 38 were on CBS' books. For the first quarter of '35, claims NBC, it had 28 of these leading advertisers on the red and 20 on the blue, while CBS accounts for 31.

Dr. John R. Brinkley, goat gland specialist-politician, is busy with another radio station on the border in Mexico. He intends to increase station XEAW near Matamoros, across from Brownsville, Tex., from 10,000 to 50,000 watts and spend \$50,000 in improving the station. He owned and operated a powerful station at Villa Acuna, also on the border, which the Mexican government shuttered because of alleged violation of the health laws in its broadcasts.

Brinkley has been ordered by the Conuhista state branch of the Federal Mexican labor board to pay several thousand pesos to Isidoro Gallo, former announcer for the doc's station XEB at Villa Acuna, who claimed he was dismissed without justification.

Los Angeles chain executive who took it upon himself to rearrange the social affairs of a Philadelphia nabob en route from the Colorado convention, is remouncing his efforts. Localite heard that hotel reservations had been made for the visitor and had them cancelled. When another great read heard what he had done, plenty of the accommodations had been blue penciled. Embassy for localite informed him that his boss insisted that they put up at his manse. Not only was his boss's grand hotel flat his manse but during the visit eastern nabob gave his chain's affiliate a once over lightly.

Electrical storm and fact that he was broadcasting from a point outside of N. Y., forced NBC to take Lowell Thomas off the air Friday (19) when he had completed his 15-minute news program over WJZ. Independent phone line is used to connect Thomas from spot where he's vacationing. First static, and then fading effects over a period of nearly five minutes, prompted engineers to cut short his usual program. Men that slight to 10 minutes of Thomas' talk either was obscured or entirely shut-off.

Readings of the newly developed 'station preference' recorder will be analyzed and tabulated at the Massachusetts Institute of Technology and not at the Yankee Network's offices. Experiments with the device, which when attached to a set records the fan's tastes in stations and programs, are being financed by John Shepard, 374, head of the Yankee link. Professors E. F. Elder and L. B. Woodruff, of the institute, who developed the gadget, are supervising the experiments.

New York advertising agency official whose studio protests against one of the network's classes a squabble now in the hands of the lawyers. Both sides were reported to have met on the premises of the network. Story going the rounds was that the agency man's presence was to be reported immediately to high web execs. This order could not be confirmed, and the agency man denied to Variety any knowledge of such a ban against his physical presence.

Efforts to air Standard Brands' curbsome commentary program, 'Vox Pop,' from the observation tower of the Empire State building, in New York last Sunday night, is reported to have been abandoned.

Broadcast of interrogating the public was to be tried on rubbernecks viewing the town from Empire's tip but had to be turned down because WINS holds all radio rights to spot and would permit no intrusion.

Crosley Radio Corporation and subsidiaries net profit for the quarter ending on June 30 declined to \$180,213, as against \$340,668 for the same quarter in 1934, after royalties, taxes, depreciations, etc. The net for the June quarter this year was equivalent to 33 cents per share on 545,800 shares, compared with 62 cents a share for the same three months in the preceding year.

Los Angeles dailies are reported ready to make their peace with KNX. When station took independent news stand 18 months ago, publisher-sponsors of Press Radio news sought to penalize the Earl frequency by kicking out their legs. Apparently, word of sympathy with the powerful 50,000-watt station, officials are reported willing to resume friendly relations.

For the third successive month NBC's red (WEAF) link in June topped Columbia's take in time sales. Red loop grossed \$1,464,125, the blue (WJZ) \$865,511, while CBS accounted for \$1,066,729. From all network sources NBC grossed \$2,380,845. Prior to April, '35, Columbia bettered the red's tally for nine consecutive months.

### Helen Hayes Series

Helen Hayes has been signed by General Foods to weekly half-hour dramatic show on NBC for 26 weeks, starting Sept. 30. Play will be in behalf of Sanka Coffee. Series will be an original serial with Edith Meiser the author.

### Vienna's New Station

Austria's new broadcast station, which is to be completed in the spring, is to have three wings—entertainers, office building, technical division.

In the center is the large concert hall, with room for 100 performers and 400 listeners. Three smaller studios are included.

### Poor Outdoor Pick-Up On Washington Symph

Washington, July 30.

Capital's National Symphony Orchestra is focus at present of question whether broadcasts of portions of summer concerts are worthwhile. Symphony has heretofore shied from local airings, hoping for sponsor to come along.

Current problem is matter of making satisfactory microphone pick-up of outdoor programs. Orchestra plays within a large amplifying shell made largely of tin. Acoustics resulting are anything but favorable for radio.

WJWS aired one hour of Sunday's concert with full transmission. NBC takes a half-hour on web tomorrow night.

## NETWORKS RITZ SMALL BUDGETS

### Coming Season May Bring Unaffiliated Stations First Recognition from Many Advertisers—N.A.I.B. a Favorable Factor

#### SHOWMANSHIP

Small indie station is expected to cash in nicely on the boom in national spot broadcasting this fall and winter. It will be for the most part a case of those without network affiliation coming in for overnight night time business which the larger stations because of their network commitments will as the season draws on be compelled to re-lease or turn away.

What has already created a rush to spot broadcasting in the tendency on the part of the national web to pick their account according to the number of stations in the booklet. It must be an extensive link or the network is not interested, while the buying of split spots is entirely out of the question. Because of this choice attitude small advertisers have elected in many cases to throw their lot with the spot field.

Major stations, and this includes those owned and operated by NBC and Columbia, are accepting this business as it comes along, with the

### Spot Inquirers

Queries about available time last week gave stations' reps their busiest week in over a year. Among the accounts which were scanning the spot field for placement of fall business were Griffin Shoe Co., Tobin, Father John's Music, Hohner's Harmonicas and General Mills.

Griffin and the medicinal are maybe for time signals, the former guaranteeing a minimum of 39 weeks, while the latter packs its orders to place its 'Hymn of All Churches' program in transcription form on high-powered stations with marked rural audiences. Hymn stanza has been released over WLW, Cincinnati.

speculation that the recorded programs may be moved to other spots on the schedule when the time is requisitioned for network commercials. These outlets hope to space substantial portion of the spot contracts before network requirements make the shifts imperative.

But an agency opinion is that as the summer waxes and segments on the network schedules still remain firm of cutouts, NBC and CBS will let down the bars and take in the bidders for time, regardless of the paltriness of the bookup. Under monopoly, it is predicted, there will develop a general queezing out of spot accounts from among the stations committed to the networks, with the result that the transcription contingent will have no alternative but to turn to the indie outlets in the country.

Recent aggressive policy adopted by a large number of the better type independent stations in organization at Colorado Springs the National Association of Independent Broadcasters has made a good impression. This display of competition and enterprise coupled with the growing realization that local showmanship is not always the monopoly of the 'big' station presents what may be termed the positive side of the indie stations' rainbow.

Maurice Burke has joined the production staff of Grinnough Productions, Inc., New York, as assistant to Chester H. Miller.

## NBC Sells 'Station's Own' Time

### 7:30-8 Period Promised for Local Schedule Given to Lum and Abner

#### CARLSBAD ON WFIL

Edited Copy, Discreet Policy for Luxative.

Philadelphia, July 30. Drift of laxative firms to local stations since barring action by networks brings Carlsbad Suits account to WFIL, NBC blue outlet for Philly. Station, in addition to WCAU (CBS) and KW (NBC red), previously announced to laxative drug accounts with advertising blurbs. Carlsbad series expected to be well edited as to advertising copy with idea of avoiding spots.

Contract is for six months, airing three 15-minute periods a week at 8:45 to reach femme's clearing up dishes after hubby leaves for office. Show will be on wax with Harold Sherman as the old man of the mountains. Understood commercial copy is to ballyhoo beauty of Carlsbad Springs with slight emphasis on medicinal qualities of water. H. M. Kelseywater agency of New York placed account.

#### Nebraska Co. Files

Lincoln, July 30. Articles of incorporation for the Nebraska Broadcasting Co., with a capital of \$200,000 were filed at the office of Secretary of State Harry R. Swanson, with Paul Martin and Winthrop Lane, Omaha attorneys, and Lloyd C. Thomas as incorporators.

Thomas, formerly of NBC, has a contract, subject to approval by the Federal communications commission, to operate Station KGBZ at York, Neb. For the past two years Thomas has operated Station WROK at Rockford, Ill.

#### John Neagle Much Better

Boston, July 30. John Neagle, formerly employed by NBC in New York and Boston and one time Variety rep in the Hub, is staging a strong comeback at Rutland (Mass.) sanitarium. He has been on his back several months.

His return to activity is expected soon.

Despite the clause in NBC's new station contract which reserves 7:30 to 8 p.m. as a non-network period, the spot has been sold to Horlick's Malted Milk for the return of its Lum and Abner program Sept. 2 on the blue (WJZ) link. Understanding is that NBC will find difficulty delivering St. Louis (WIB), Cleveland (WGAR) and Detroit (WXYZ) to Horlick's, because these affiliates have pledged the segment involved to accounts of their own. WLW, Cincinnati, is slated to get a special release of the L. & A. stanza.

Besides 7:30 to 8 p.m. agreement on local option time between NBC and its affiliated outlets also sets aside 6 to 7 p.m. Under the local option clause the station is free to sell the designated time to local or national spot advertisers or use it for local sustaining programs, with the understanding that the network may not call on this time for looped commercial programs.

### Lightning Hits WICC

Bridgeport, July 30. Record lightning storm last week traced Gary W. Ray, chief engineer of WICC, and his two wives, Wynne Crawford and Neal Spencer, in transmitter plant at Pleasure Beach and put station off the air for an hour, longest in the kilowatt's history.

Bolts twice hit the towers, blew out the condensers and wrecked the instrument board. Joseph Lopez, station supervisor, ordered 20 repairs tried until after sunset.

WICC was carrying Fred Hoey's baseball broadcast from Boston at the time.

### W9XBY Completes Test

Kansas City, July 20. W9XBY, Kansas City, has completed its reception check for the Federal Communications Commission and found that 81.2% of the sets within the station's signal can pick it up.

Station is spotted on one of the new 'high fidelity' channels, which was allocated below the 1,500 mark on the dial.



Power! Coverage! Programs!

"FIRST IN KANSAS CITY AS THE RESULT OF GETTING RESULTS"

Renewal Contracts Constitute 80% of WHB Sales!



FACT BOOK - FREE!  
64 pages of pictures, profiles, programs, personality  
and inside stories about radio advertising in  
the Kansas City area. You can't see it unless you  
order it. FREE OF CHARGE. Write to WEB  
at advertising department.

DON DAVIS, President      JOHN T. SCHILLING, General Manager

**KANSAS CITY'S  
DOMINANT DAYTIME STATION**



New Business

Here and There

Solved Broadcast Advertising.

SBour, Inc. (govn), announcement placed by Associated Broadcast Advertising. WFAS. Edmond (beautician), New York, announcement. Placed by Broadcast Advertising. WFAS.

SEATTLE

Mills Motor Co. series of spot announcements placed by Weller Service. KOMO, KOL. Crescent Mfg. Co. five daily spots per week over KOMO. To run indefinitely. Also series of spots on Klinger-Brockway five half-hour programs per week (live talent). Grandma Baking Co., one announcement each Sunday for 39 weeks. Pease-Knowles Agency. KOMO. Joe Milling Co., series of 13 quarter-hour live talent programs, two per week. K.A.A.

Reilly Finance Corp., spot announcements. Harry Penman Agency. KKA. Bazzers' (shoes), spot announcements. Pearce-Knowles. KKA. Kelly-Brockway five half-hour programs per week (live talent). To announce. MacWilliams & Cole Agency. KOL. Doll Hospital, commercial announcement of "Sunrise Express" program. KOL. Harry Perkins, spot announcements. Wren Ad Agency. KOL. Ebergreen Theatres, spot announcements. KOL. Ben Marche (dept. store), spot announcements. Placed by Pearce-Knowles Agency. KOL.

Merchandise Mart. One Reimbursement until forbid. W.A.W. Woodcraft Candy Co., Council Bluffs. One Reimbursement until forbid. Buchanan-Thomas Advertising Co. Omaha. W.A.W. Okla Horse and Mule Commission Co. Announcement daily for one year. W.A.W. La Dana, Inc., beauty preparations. Five-minute periods of locally written dialogue daily except Sunday. For one year. Placed through East Allen Co. Direct. K.T.A.T. Hewlett Beauty School. Announcement daily except Sunday. W.A.W. Miller Beverage Distributors for Hamm's beer. Announcement daily. W.A.W.

Gleason Golf Courses, Dundee, Valley View, Harrison Heights. Announcements daily except Sunday from July 22 through Sept. 3. W.A.W.

FORT WORTH

Kemble Bros., furniture. Fort Worth. 15-minute recorded programs at 8 a.m. daily. Direct. K.T.A.T. Del Monte Hotel, New York City. 10 spot announcements. John Blair & Co. agency. New York. K.T.A.T. Stevens Hotel, Chicago. 12 spot announcements. Carroll Dean & Co. agency. New York. K.T.A.T. Transish Chevrolet Co., Arlington, Tex. 15-minute recorded programs. Direct. K.T.A.T. Pig Stands, Inc., pig sandwiches. Fort Worth. 90 spot announcements. Direct. K.T.A.T. J. R. Foster, fishing supply store at Lake Weather. Fort Worth. 100 spot announcements. Direct. K.T.A.T. Heninger-Graves, clothing. Fort Worth. 25 spot announcements. Direct. K.T.A.T. Ray Sellers, used cars. Fort Worth. 100 spot announcements. Direct. K.T.A.T.

SPARTANBURG, S. C. Chevrolet Motors, Musical Commercials. 15 minutes daily, three times weekly until November. WSPA. Frost & Burdett motors, three times daily straight advt. spot, six months. WSPA. Stanbeck, twice daily time signal, one year. WSPA. Duke Power Co., symphony orchestra. 15 minutes daily, renewed for one year. WSPA. Great Atlantic and Pacific Tea Co. 15 minutes daily variety dance music program. New York. WSPA. Ask. W. Smith Co., spot, plus advt. serial broadcast, six months. WSPA. Tezsa (mineral water) Crystals, 30 minutes daily string music. One year. WSPA. Foremost Theatres, daily 4 p.m. children's program. New York. WSPA. Criterion Theatre, twice daily musical broadcast. New York. WSPA. Foremost Theatres, twice daily advt. spot, one year. WSPA.

CINCINNATI

Dodge Motor Car Co., 13 Wednesday night 15-minute program with Victor Young, orchestra and Ruth Ryan agency. N. Y. WKRC. Harvey Dwyer, one 200-word announcement of lease type for five users daily for three days. Alvin Austin agency. WKRC. Radio Refrigeration Co., Inc., local five 100-word announcements daily for 25 days, starting Aug. 5. Direct. WKRC. Juley Tobacco Co., Boston, nightly (Continued on page 57)

Joe Penner bought a home in Beverly Hills, Cal.

George Jesse tossed a shindy on the occasion of Ralph Wonder's Coast call.

Fred Astaire will do four airings on new Lucky Strike program in August.

Earl Erwin has been named Detroit rep. for Free & Steinger, Inc. He was formerly in the advertising department of Packard Motors.

Marvin Jacobs, former chief technician for KFSB, San Antonio, has faded out of the radio picture to take up his camera for Universal newsreel. Currently in Mexico looking for material as part of an outbreak of political near-warfare.

Garry Bub, formerly commercial manager of WFRN, Philadelphia, has joined Associated Advertisers of Harrisburg.

Frazier, formerly WPMN, Philadelphia, is now with T. M. Craven, station consultants.

Pat O'Shea resigned as NBC station tenor at Ftisco for a week's engagement at Paramount, L. A., gets married and then hikes east.

True Boardman has a new series over KTLI, Los Angeles, called "Red Letter Days."

Wallace Brey planned east in his own crate for the Lux Broadcast.

Vera M. Oldham, who helped author "Chandu," "Tapestry of Life" and "Fogelia," now with Raymond R. Morgan, Hollywood radio producer.

Wade Thompson, new member on the KOMO-KJR Seattle continuity staff.

Picture accents pecking around corners at Eddy Duchin.

Harold Beck meets all the incoming celebs for NBC at L. A.

Fred Allen made a personal call on all the Los Angeles radio eds.

Francis White vacating with her ma at Covina, California.

Rui McBride, who was Miss V-8 on WOAI, KMAC, and KFSB, San Antonio, suffered a broken leg in auto accident.

Beatrice Tate Wright has been made studio manager of WAPI, Birmingham, in place of Jack Bailey, who is leaving radio.

Jimmy Dupree, shifted from K.T.A.T. Fort Worth, to KTBS as chief engineer.

Sam Benton has left WSGN and returned to WAPI, Birmingham.

Jimmy Grier, Orville Knapp and Jack Jay candidates for the music spot with Jack Benny this fall.

Tommy Lee reported to have turned down Hearst offer of \$2,000,000 for the Don Lee chain.

Heart radio activities on coast may have separate organization. This is said to be reason for L. A. visit of Ross White of the news chain. Sheets have been handling bit for the three coast stations.

KHJ, Los Angeles, aired 16 bands Saturday (27). Seven and a half hours of rhythm.

Cheerio (Charles K. Field) is leaving the summer in Redwood Forests of California. Rush Gilbert, conducting the Cheerio early-morning program over NEG.

Jerry King, KPWB, Los Angeles, top kick, feuding with Better Biz Bureau.

E. K. Cargill, WMAZ, Macon, shipped crate samples of Georgia's

peach crop to the New York and agency boys.

Jean Rapoport, producer of the Tuesday Musical Club on KDSA, San Antonio, staying in New York until September for study.

Ann Bras, radio writer, is scripting new show for Conti Productions.

Harry F. O'Malley, Hudson county, New Jersey, park commissioner and owner of WHEM, Jersey City, is up in the Maine woods for a combined business and pleasure trip.

Jack Richards and J. R. Maddox have made application for a new station at Tuscaloosa, Alabama. The application is for 100 watts.

"Weaver of Tales," with Lee-Muliron Rousseau, the author and player of the title role, starts its second series over WHY, New York, this Saturday (3).

Ted Pearson has replaced David Rose as announcer-narrator for the (Continued on page 58)

BOSTON
Ball Brothers Co. new participation in the Home Forum Cooking School three times a week for 13 weeks. A P. League Advertising Agency. WBEZ. Acme White Lead & Color Works, new, one-minute. Weather Report daily for 12 weeks. Henri, Hurst & McDonald. WBEZ. Phillips Mfg. of Magnesia Face Cream, 117 15-minute programs, Mondays, Wednesdays, Fridays, beginning Oct. 21. Through Blackett, Sample & Hummert, New York. W.A.A. Batheider-Whittemore Coal Co., new, one-minute. Weather Report, seven 100-word announcements, twice daily. Through H. B. Humphreys, Boston. WNAC. James Hanley Co. (brewery), one 15-minute program. Through Harold Cabot, Boston. WNAC. W.E.A.N. California Fruit Growers Exchange, 58 100-word announcements, five daily, including Sundays. Through Lord & Thomas. WNAC. People Builders, 52 30-minute programs, Fridays, beginning Aug. 2. Through Sallinger & Publicover, Boston. W.A.A. Community Dentists, Inc., 52 30-minute programs, Sundays, beginning Aug. 11. Through Sternfeld, Groff Publishing Co., 52 programs, Carolyn Pryce, Women's Program, Community Connection, Fridays, 9:30 to 9:45 a.m., starting Aug. 2. Through Geyner-Cornell. WBEZ. Chevrolet Motor Car Co., "Musical Moments" will be reinstated for 13 weeks, Tuesdays, Thursdays and Saturdays, starting July 22. Transcriptions of Victor Young. Through Campbell-Ewald Co. WBEZ. Klinger-Brockway Co. (household appliances), 26 programs, Sundays 6:45 to 7 p.m., starting Sep. 25, over five stations of the coast. Through Weller Service. WTTIC, Hartford; WJAB, Providence; WABC, Worcester; WCHS, Portland. Through Harry M. Frost. National Shamouti Bunk, 26 15-word announcements, at approximately 7:30 p. m. Tuesdays and Thursdays. Through Doremus Co. WBEZ. Ee-Las, Inc., 18 15-minute programs, Tuesdays and Saturdays, 7:45 to 8 p.m., starting Sept. 17. Transcriptions titled "Strange as It Seems." Through Joseph Katz Co. WBEZ.

ning Aug. 11. Through Sternfeld, Groff Publishing Co., 52 programs, Carolyn Pryce, Women's Program, Community Connection, Fridays, 9:30 to 9:45 a.m., starting Aug. 2. Through Geyner-Cornell. WBEZ. Chevrolet Motor Car Co., "Musical Moments" will be reinstated for 13 weeks, Tuesdays, Thursdays and Saturdays, starting July 22. Transcriptions of Victor Young. Through Campbell-Ewald Co. WBEZ. Klinger-Brockway Co. (household appliances), 26 programs, Sundays 6:45 to 7 p.m., starting Sep. 25, over five stations of the coast. Through Weller Service. WTTIC, Hartford; WJAB, Providence; WABC, Worcester; WCHS, Portland. Through Harry M. Frost. National Shamouti Bunk, 26 15-word announcements, at approximately 7:30 p. m. Tuesdays and Thursdays. Through Doremus Co. WBEZ. Ee-Las, Inc., 18 15-minute programs, Tuesdays and Saturdays, 7:45 to 8 p.m., starting Sept. 17. Transcriptions titled "Strange as It Seems." Through Joseph Katz Co. WBEZ.

KANSAS CITY

General Mills, Inc., Minneapolis, Minn., membership of the American Music Co., both at home and abroad, by Kansas City Blues (approximately 700). Through Blaser & Blaser, W.H. Hummert, Inc., Chicago. WXBZ. Alaska Fur Co., Kansas City, five minutes before ball games, balance of season, direct. WXBZ. Safety Federal Savings and Loan Association, Kansas City, Mo., live radio program each weekday morning, 7:55-8 a.m., 26 weeks, direct. WXBZ. Manhattan Fur Co., Kansas City, Mo., 15 minute program, 1-1:35 p.m. Sundays, indefinite, direct. WXBZ. Main Street Outlet Shoe Store, Kansas City, Mo., spot announcements, beginning August 14, 1933. Through Kansas City, Kansas City, Mo., spot announcements, one daily, three months, direct. WXBZ. Public Cleaners, Kansas City, Mo., spot announcement daily except Sunday, starting Sept. 1, 13 weeks, direct. WXBZ. Union Clothing Co., Kansas City, Mo., 15 minutes between double header baseball games, for balance of season, direct. WXBZ.

SAN ANTONIO

Calyate-Palmolive-Pet. Company, (Crystal White soap), 13 15-minute electrical transcriptions, twice weekly, 7-7:55 a.m. Benton & Bowles, New York. W. H. Caldwell's Syrup of Peppermint, 13 15-minute transcriptions, five weekly beginning Sept. 10. Bremer Krasselt, Milwaukee. W.O.A.I. Ee-Las, Inc., 18 15-minute "Strange as It Seems" programs, beginning Sept. 30. Joseph Katz Company, New York. W.O.A.I. Chrysler Corporation (Dodge), 13 15-minute electrical transcriptions, 7-7:55 a.m., beginning Sept. 10. Rauff & Ryan, New York. W.O.A.I. Southwestern Ice Manufacturers' Association, 13 30-minute programs originating at W.F.A.A., Dallas, Texas and broadcast by W.O.A.I., Carpenter-Rogers, Dallas. W.O.A.I. Kellogg Company, 39 15-minute programs (Crisper Wheat, Texas Rangers), from W.F.A.A. for W.O.A.I., N. W. Ayer & Son, New York. W.O.A.I. Miracal Laboratories, 109 or more 15-minute electrical transcriptions, twice weekly. Placed direct. W.O.A.I. DelMonte Hotel, Del Monte, Cal., spot announcements, 10 weekly, running indefinitely. KTSA. Coppard Records, three weekly 15-minute movie songs programs. Pitluk Agency, San Antonio. KTSA. H. H. Lenoir, pianos, motor car announcements, one daily. KTSA. Twin Mountains Inn, twice daily 25-word announcements, indefinitely. KTSA.

WHITE PLAINS, N. Y.

Nestle Salon (coffee shop), New York. Series of 15-minute programs. Placed by Associated Broadcast Advertising. WFAS. Author's Reviews of Beauty, New York. Announcements. Placed by Associated Broadcast Advertising. W.F.A.S. I. C. Newman (fretworks), New York. Announcements. Placed by Associated Broadcast Advertising. WFAS. Great Institute, Inc., New York. Announcements. Placed by Associated Broadcast Advertising. WFAS. Scientific Advertisements, New York. Announcements. Placed by Associated Broadcast Advertising. WFAS. Scientific Advertisements, New York. Announcements. Placed by Associated Broadcast Advertising. WFAS. Frances Wirt (modiste), New York. Announcements. Placed by Associated Broadcast Advertising. WFAS. Lorraine Beauty Salon ( Mme. Louise Vogler), New York. Announcements. Placed by Associated Broadcast Advertising. WFAS. Yalobee (boats), Long Island City, announcements. Placed by As-

COLUMBIA ARTISTS BUREAU PRESENTS LITTLE JACK LITTLE And His Original Columbia Broadcasting Orchestra NOW AT THE STEEL PIER ATLANTIC CITY Broadcasting Daily for Niagara Hudson Electric Light and Power Co. ALSO ON COLUMBIA RECORDS

GEORGE GIVOT CURRENTLY ROYAL FROLICS FACE CHICAGO Sole Management HERMAN BERNIE 1019 Broadway

LEON BELASCO And His ORCHESTRA OPENING LOEW'S-FUN, WASHINGTON AUGUST 3

GRACE PARKER Opening Fox-Philadelphia August 2

EMERSON GILL AND ORCHESTRA NOW PLAYING UNLIES HOTEL, COLUMBIAD AVENUE, CHICAGO MCA Direction

M.C.A. Presents TOMMY TUCKER and His Orchestra Featuring EMILY LANE NOW ON TOUR

THE NEW VELVETONE MUSIC Originated by BILL WIRGES and KEN SISSON "Hits and Bits Revue" Every Wed. at 8 P.M., WJZ and Network

RADIO'S NEWEST, LOVELIEST VOICE BERNICE CLAIRE BACK ON AIR "Lavender and Old" "Meditations" WABC, Every Sunday 8:30 P.M. 5-5:30 P.M. Coast-to-Coast Coast-to-Coast Direction LORSTER LER, MEO BILDO., N. Y.

BENAY VENUTA Sunday, 10:30 P.M. EDT, WABC And Entire Columbia Network Now Appearing In "Anything Goes" Management CBS Artists Bureau Personal Management Jules Alberti, 515 Madison Ave., New York City

ALEX HYDE musical director WHN new york

VAUGHN DE LEATH MON., WED., FRI. 3:30-3:45 P.M. WJZ-ABC COAST-TO-COAST Personal Mgt. HERMAN BERNIE



# MUSIC CONTRACTS

## Theatres, Hotels, Broadcasters in Joint Counter Attack on ASCAP's Anti-Duffy Barrage; Two Angles

Washington, July 30. Mobilizing for a showdown on the Duffy copyright bill, music users touched off their own campaign to answer objections sent to Congress in sales during the past month by prominent writers and composers. American Hotels Association, Motion Picture Theatre Owners, and National Association of Broadcasters joined forces in a counter-attack to meet the barrage laid down by American Society of Composers, Authors & Publishers.

Noting that the Duffy measure was sponsored by the State Department and not by copyright users, the three trade groups have urged ASCAP in a pithy statement issued over signatures of H. P. Somerville, Executive Director of the A. W. Edlin. Reminded Congress that the Federal Government is attempting to break up the Duffy monopoly through an anti-trust suit, and strongly urged favorable action on the legislation, declaring that opposition has been from the authors' societies for the purpose of avoiding this revision in the law which is perfectly fair, perfectly proper, and necessary to all users of music.

Two Arguments

The NAB-MPTA statement dealt with two arguments against the legislation, the claim that foreign composers, authors and playwrights would receive privileges which are not accorded Americans by other nations, and the protest against abolition of the \$250 minimum damage award.

Concerning the first point, the joint brief emphasized that American authors long have urged entry into the International Copyright Union and have raised objections to the real ground of their opposition, which is the abolition and elimination of the statutory minimum penalty. Edlin, Kuykendall and Somerville remarked that if enacted the Duffy bill would not add to difficulty of obtaining domestic copyright but would give equal treatment to foreigners in compensation for better treatment accorded Americans in other countries.

Sharpest portions of the joint statement discussed the damage award issue, with the argument pending bill complaining that the existing statute gives ASCAP a club with which to compel music users to agree to its terms.

"The existence of a minimum penalty of \$250 for the infringement of a copyright has always been an anomaly in our law," the statement declared. "It is, of course, wrong to place the burden of the payment of the penalty on the proprietor. It is equally wrong to ram your automobile into someone else's car."

So far as we know, however, no one has ever suggested that there should be a minimum penalty of \$250 for a collision between motor vehicles, irrespective of the damage done.

The penalty clause was inserted in our law prior to the existence of the art of sound pictures and radio broadcasting and at a time when the most important commercial uses of copyright material were in publications and full length plays. With the increase in the number of other uses, it is now possible, for example, for a few bars of a copyright dance tune to be broadcast over a national hook-up as part of a special arrangement by some orchestra leader of another work, despite the exercise of the copyright complete faith on the part of the broadcaster. It is the contention of the composers and publishers under the present law that they are entitled to see every broadcasting station on the hook-up for the sum of \$25 and no over-charge of \$10,000 or \$15,000, which would be but the slightest relation to the wrong done or to the damage caused.

(Continued on page 46)

### But Can He Cook?

New Orleans, July 30. Joe Colombo, operator of the Vanity Club, Franch quarter night spot, has gone the other way—paperhanger one better.

Although he has one arm in the sling as the result of a recent accident, Colombo is his own radio announcer, bartender when necessary, cashier and m. o. of his own floor show.

## 25 TUNERS OUT IN 20TH SHAKE

Hollywood, July 30. The Darryl Zanuck reorganization at the Century-Fox studio, the music department at the Westwood studio Saturday (27), eliminating some 25 from the personnel.

Retained as nucleus for expansion when production assistants are James O'Keefe, head of the department; Louis De Francesco and O. J. Brown, Musical Director; Frank Tresselt, head of the musical casting, and Cyril Mockridge, chief arranger and musical director.

## TROY COPS SLOUGH MALE IMPS AGAIN

Troy, N. Y., July 30. Troy police raided the Echo Tavern and arrested seven female impersonators on a charge of violating the law covering Sunday public entertainments. Thomas Dunne was arrested on a charge of conducting the floor show.

This marks the third attempt of police to stop the female imps' show at the tavern. Those arrested in the latest raid gave their names as: George Kelly, 31, master of ceremonies; Oliver Kins, 43; Robert LaMar, 25; Laurence LeBarber, 22; David Shaw, 24; Alfred Carmon, 34; and Robert Brennan, 23.

Arranged in police court, all demanded separate jury trials. Bail bonds of \$500 each were posted and the cases continued to Sept. 4.

Troy authorities' new move was based on results of the pinch July 15 by state police when five female impersonators, arrested at another right club, were convicted and fined under the Sunday closing law.

San Antonio, July 30. Group of female impersonators once ordered out of town are back again. Hauled into court by sheriff James Klaus on a night spot, they were ordered to scram. Complied with the order but later showed up again only to be hauled back to court on charges of indecent dress while running about the corridors of their hotel. Complainers in the suit are said to court to the group, headed by Gene Daus, is staying on. Meanwhile the court has ordered an attachment for the witness and set a \$1,500 bond.

### Lapham's Stopover

Claude Lapham, orchestra leader and composer, is back from an 18-month stay in the Orient. Arriving, fulfilling a month's recording date with RCA Victor in New York, he will leave for London to take an assignment with Columbia Graphophone.

While in Tokyo Lapham recorded for the local division of the Columbia Co.

## FRANCHISES AND A REAL EQUITY

National Body Holds Agents Responsible for Flagrant Undercalling—Propose Weeding Out Band Booking Field and Eliminate 'Bad' Ones — No Reciprocal Commish Guarantee

300 TICKETS

Agent licensing, a la Actors' Equity, is contemplated by the American Federation of Musicians. Some 300 agents and agencies dealing in bands and orchestras will be okayed and given franchises by the national musicians' organization.

The rulling putting an end to the open shop for band bookers, if passed, goes into effect Sept. 1. The job of weeding out the agency field has been delegated to the union's executive board, which meets early in August to take up the issue and decide on the franchisees.

Main purpose behind the proposed licensing is to stamp out undercalling by the musician union's own members. Efforts to stop it through fines, suspension and even expulsion of members of long standing have not been successful, and undercalling today, according to union heads, is more prevalent than ever. The various local union boards are loaded with scale violation complaints.

A. F. M. places most of the blame on so-called irresponsible agents and bookers. By licensing the agents and bookers into 'good' and 'bad' classes, the union hopes to obtain better control over musicians that might be tempted to accept fees below the authorized minimum.

Watchdogs

It appears, therefore, that agents and bookers will be compelled to serve as the salary watchdogs for the musicians' union through practically being held responsible for violations. On the other hand, the arrangement as proposed by the A. F. M. may not be retroactive, since there has been no suggestion for a provision guaranteeing the franchised agents' commissions.

Equity agents are protected on collection by the actors' organization.

Into seeping out into the band booking field has caused considerable consternation among agents, who have their own opinions as to responsibility for undercalling. Already complaints have been received at A. F. M. headquarters from several agents against the undercalling of the proposed licensing decree as a 'put-over.' Inside belief is that the A. F. M. Corp. in London is behind the move, since it follows in general the plan which MCA's president, J. C. Stein, has been advocating for years. Stein attended the A. F. M. executive meetings as a delegate from Waukegan, Ill., and was reported to have secured the backing of bookers and agents up to \$5,000.

## Dorseys Together

Jimmy and Tommy Dorseys are together again, recording once more as the Dorsey Bros. band. At the Glen Island Casino, N. Y., although the Bron, billing was continued, Jimmy's name had gone up as the director, with the idea of eventually building up the solo billing on the recordings.

With their reunion, their Decca recording dates at this week will again include both frezes.

Ben Sherry's revue playing the Chandler House, Ocean City, Md., for the month of August. Tab recently closed seven-week run at Variety Club, Baltimore.

## A.F.M. Okays Hylton for U. S.; Must Use Local Musicians and Carry Standby Leader All Over

Identified

Buffalo, July 30. Singer who built a name for himself locally as Phil Henry, now touring south in front of a band and billed as Phil Scott, MCA told him there are too many Henry's in show and band biz already.

Phil Henry, alias Phil Scott, is really named Phil Levy.

## WB PUB FIRMS RESHUFFLING STAFFS

Professional staffs of the Warner Bros. publishing firms are slated for a general reshuffling within the next few weeks. New assignments have been drawn up and the changes will be put into effect when Buddy Morris, head of WB's music interests, returns from Hollywood.

Preliminary to the general shifting around is the move made in Chicago this week which placed Bobby Melin as head of Harms local office. Melin had previously managed the Remick office and in transferring to Harms he took his entire staff. Walter Donovan, formerly with the Chicago branch of Famous Music Corp., has taken Melin's place at Remick.

Newcomer to the New York staff of the WB music group is Joseph McLaughlin, who was formerly with RCA Victor in Camden. McLaughlin's job is to catalog all the Witmark, Remick and Harms works and check up on the copyrights involved.

Chicago, July 30. Unusual orders from headquarters switches the entire setup of the Remick and Harms companies here. Remick organization takes over the local Harms office and the Harms office help get to work on Remick music.

Walter Donovan, formerly in charge of the Famous office here, assumes charge of the Remick organization here with Lew Zutter, recently in charge of the Harms office, next in line. Bobby Melin and his Remick staff move over to Harms.

Tubby Garon comes in as replacement for Famous.

## Billy Stein Sails

Billy Stein, v. p. of Music Corp. of America, sailed Friday (28) for London and Paris. M.C.A.'s president, J. C. Stein, was recently abou on a similarly extended o.d., including a plan to open a London office.

His brother, Billy, on this trip will also contact Cliff Fischer, who is associated with M.C.A. in the 'Folies Bergere' ventures.

## Dutch Discs

The Hague, July 29. Best sellers in discs at present here are recordings of jazz music: Nat Gonella, Roy Fox, Lew Stone and Harry Roy.

With their reunion, their Decca recording dates at this week will again include both frezes.

Ben Sherry's revue playing the Chandler House, Ocean City, Md., for the month of August. Tab recently closed seven-week run at Variety Club, Baltimore.

In agreeing to the importation of Jack Hylton, the British dance maestro, by the Music Corp. of America, the American Federation of Musicians has stipulated that Hylton on all his American engagements use musicians affiliated with the A. F. & M. and also pay for a standby leader. MCA has the Standard Oil of Indiana account lined up for Hylton.

From A. F. M. headquarters it was learned that it has been decided to lift the embargo on foreign band leaders which has been in effect for the past three or four years, providing that entry in individual cases meets with the approval of the Federation and the U. S. Department of Labor and that they agree to the union's conditions about employing A. F. M. musicians and standby leader.

It was further explained that Hylton's case is no exception to the rule that the union is still determined to prevent anyone from entering this country whose employment would unfavorably affect an A. F. M. member.

## New Alien Bill

Washington, July 30. Stringent barrier against admission of alien musicians, involving establishment of the principle of reciprocity, is proposed in a new immigration bill introduced in Congress last week.

Representative Hoepfel of California said forward a bill which would raise the bars for a 10-year period and impose even more drastic restrictions on those who are contemplated in the Dickstein bill. Hoepfel was spurred into action by news that Director Alfredo Salmagusi of the Chicago Opera company had declared native singers were failures and only Italians could equal them.

Hoepfel bill permits the absolute 10-year ban on orchestra conductors, operatic and concert singers and instrumentalists to be waived only under strict supervision. Exemption can be granted only if conclusive proof is provided that musicians of the same class and equal ability are not available among ranks of jobs in the country, and that the country from which foreigners come has agreed to give employment to an equal number of Americans.

No alien could be admitted if his country refused to recognize the reciprocity principle, while any foreign musicians admitted here for other purposes would be subject to immediate deportation if found singing or playing.

## SELECT TO PUBLISH CROSBY'S INDIE FILM

Select Music will publish Bing Crosby's 'outside' film he's to do with Emanuel Cohen for Major Freeman's Columbia subsidiary. Head of Select Music, flew to the Coast to set the seal for the worst film he's in. He will also represent the personal appearance, radio, etc.

Spina and Burie, under contract to Columbia, will be the first non-Paramount contract writing team has been formed by the Paramount music publishing affiliate has had the pub rights.

## Judell to Coast

Maxson F. Judell, publisher Herb Yates' Columbia subsidiary Brunswick, Columbia and other record firms, heads for the Coast and his film here in a non-Paramount music publishing affiliate has had the pub rights.

# Starr Takes Post on ASCAP Board, But Denies WB Plans Are Changed

Fact that he has accepted a directorship on the board of the American Society of Composers, Authors & Publishers is no indication, declares Herman Starr, that Warner Bros. has reneged from its plan to set up its own performing rights bureau. Starr, who combines with his official title of treasurer the job of reorganizing and consolidating various Warner Bros. interests, has been given carte blanche in solving the performing rights problem as far as it concerns the Harmo, Witmark, Remick and suboid catalog.

As a move toward consolidating Warner Bros., which has announced it will withdraw from the Society at the end of the current year, was proposed recently by the ASCAP directorate that Starr be invited to take the place now held on the board by Edwin H. Morris, v. p. and gen. mgr. of the WB publishing group. Starr has agreed to the substitution and will sit on the ASCAP board at its next meeting, which will be held either the third or fourth Thursday in August.

Starr asserts that his prime purpose in joining the ASCAP board is to get a first-hand picture of how the Warner Bros. performing rights are being handled and to be close to the source of any proposals of reconciliation made to Warner Bros. Starr avers that he would readily listen to any solution of Warner Bros.' determination to get substantial rights, but that he would not agree to continue within the Society if the solution did not contain a guarantee if the minor publishers, who publishing firms would derive from the royalties annually collected by the Society.

ASCAP has to date granted new five-year licenses to 34 stations, while 58 others have applied for the contract.

## Saratoga Starts Big

Saratoga, July 30. This resort got under way over the weekend with attendance very heavy. Track is getting a big jump and the okay has been received all around.

Two spots, Arrowhead Inn and Pipino. Rock, are playing music groups. Arrowhead has Lita Grey, Chaplin, Baron and Blar and Eric Madriguer's orchestra. Rock has Georges Metaxa, Gomez and Winona, Jean Sargent and Mike Durso's band.

## ALBERT FROM CAP INTO WHN TUNE TOP

Don Albert, musical director of the Capitol, New York, which is dropping stage shows, steps into Station WHN, Loew-owned, as an associate musical conductor with Alex Hyde who remains director of the lighter and variety shows. Albert will specialize on the move symphony program which will replace orchestra and a policy against phonograph records.

Bert Frohman started a WHN program Monday twice weekly at 9:15 p.m. Another new WHN program is Cocktail Hour with Alice Nichols, Three Guardsmen, Bill Barry.

## ASCAP Professes Unconcern Amid Filmusic Huddle

Hollywood, July 30. Coast spokesmen for the American Society of Composers, Authors and Publishers declare that they are not disturbed by the secret huddle over which the heads of Warner Bros., Metro and Paramount music publishing firms have been engaged in the past few days. Representing these pub cons in the get-together are Buddy Morris (WB), Jack Robbins (Metro) and Lou Diamond (Par).

Hottest rumor in music circles is that Warner Bros. will call off its threatened break away from ASCAP if the other picture studios join it in putting up a solid front for a thicker slice of the Society's royalties from broadcasting. Gene Buck is due here from San Francisco next week, when the issues between the producer-controlled publishing houses are expected to come to a head.

Warner execs are reported as saying, "We have made our move and the ASCAP matter stands scotching the probability of a change of heart, as the rumors indicate."

## Most Played on Air

- To familiarize the trade with the tunes most in the air around New York, the following is the listing of the songs most played on the crooners' records last week, in relative standing, according to the approximate number of combinations on W.E.A.P., W.J.Z. and W.A.B.O.
- Paris in Spring
  - Little Gypsy Tea Room
  - Chasing Shadows
  - You're All I Need
  - Never Say Love
  - You're Back Town
  - Tell Me You Love Me
  - Let's Swing It
  - East of the Sun
  - Chasing Shadows
  - My Eyes
  - And Then Some
  - Thrilled
  - Give Me Forever
  - Star Gazing
  - You're So charming
  - Every Single Time
  - In Middle of Know
  - Living in a Big Way
  - Get Rhythm in Feet

# Want Music Code, if Any, Under Fed. Trade Commish for Policing Power

## Duffy Bill

(Continued from page 45) thereby. The same reason applies to the motion picture theatre, the radio and to all users of copyrighted music.

Washington, July 30. Early action was expected today (Tuesday) on the Duffy copyright bill as the Senate found time heavy on its hands. Efforts to bring up the legislation by unanimous consent yesterday (Monday) were futile, but advocates of the measure planned to move for consideration before the end of the week.

'A Club' On the other hand, the existence of this penalty clause has been the club by means of which the American Society of Composers, Authors & Publishers has been able to build itself into the monopoly which it even now being attacked by the United States Government. This same clause has been the ground upon which other societies have been able to force licenses upon users of music.

Authors and composers are mistaken when they feel that the clause works for their ultimate benefit. As a matter of fact, the plain discrepancy between the amounts which would be recovered for a violation and the damage done or wrong committed which often amounts to a loss to find for the author in cases of copyright infringement. Statement after statement has been made by the judges in the course of opinions and from the bench to the effect that the clause would be a detriment and that Federal Judges should not be permitted to grant damages which are clearly out of proportion to the offense. The provision contained in the laws of any other country.

A boost for the Duffy Bill came from Thorwald Sieberg, registrar of copyrights for more than 30 years and enthusiastic worker for American adherence to the world pact, declaring the present legislation is "the most practical and most carefully prepared copyright bill that has been presented to Congress since 1923. Sieberg answered the same objections as the NAB-MPTOA-hotels statement and asserted that authors have their best opportunity to secure legislative benefit in the past 25 years. The bill, despite elimination of the \$250 fine, provides a more adequate protection against infringement and exploitation, the aged copyright owner maintained, stating that there is no unfair advantage for the users as opposed to the creators of copyrighted works. The registrar's statement is ample and represents an adjustment to the needs of the present time in the light of experience under previous statutes. Authors have no reason for fear. The bill affords them full protection as the present law.

ASCAP Barrage Continues The ASCAP barrage continued, however, when Arthur Wagner of New York, leading opponent of the Duffy measure, presenting additional objections for printing in the Congressional Record.

Emphatic protest came from Carl Engel, president of G. Schirmer, music publishers who said that if the Copyright Office aided in drafting the bill, it has too readily yielded to the false counsel and misrepresentation of obviously interested parties. Following 12 years as chief counsel of the music division of the Congressional Library, Engel said he is wholeheartedly in favor of American entry into the world union but could not approve if the price was the same as at the disposition of the makers of music to the wholly disproportionate advantage of users of music.

Another objection came from Hollywood in the form of a letter from Arthur Freed saying the motion picture industry has no objection and every member of our profession. Freed pointed out that the legislation "obviously" was intended to eliminate the danger of piracy for infringement and said "there is not a redeeming feature in this bill for us writing fellows."

Freddy Martin opens today (Wednesday) at the Hollywood Club, Calverton.

Should the proposed code of ethics be adopted by the pop music industry, the next move will be to ask the Federal Trade Commission to bring the code within its jurisdiction. Petition requesting the FTC to meet with representatives of the industry to discuss the idea was circulated for signatures, at a general meeting of the Music Publishers Protective Association in the Astor hotel, New York, yesterday (Tuesday). Attention of the FTC angle figure that such association would give the pact governmental weight and provide the necessary policing powers when it comes to enforcement of the code's fair practice stipulations.

Amendments Also submitted at the meeting for discussion were proposed amendments to the by-laws of the reorganized MPFA. These provide that:

1. MPFA become an incorporated body, so that it may be protected as to the extent of its liability.
2. Organization's board of directors consist of 12 members instead of eight so that all classes of membership may be represented. It is suggested that five directors come from Class A, three from B, two from C and one from D and E.
3. Membership of the directorate contains at least four popular and four standard publishers, with the others representing any other phase of the business.
4. By-law requiring that publishers attend the MPFA's meetings personally or be represented by the publisher to delegate others in to represent him when the meeting is of interest to particular departments.
5. Title registration bureau and the requirements under it be made to apply to all standard publishers only, since the standard pubs have never taken advantage of the protection the bureau provides.

## Music Notes

Emerson Gilla's work at Antlers hotel, Colorado Springs, Colo., until labor day.

Jack Mill's latest European deals are the purchase of the American rights to "For Me, for You and Be-Hearing Lullaby" from Campbell-Connelly, and the sale of the British rights to Lawrence Wright of the "Hot Chocolates" score.

Vincent Lopez may reopen Roosevelt hotel support room in Hollywood after Denver engagement.

Ferde Grofe's "Hollywood Ballet" pencilled for Hollywood Bowl Aug. 15; Arthur Kay conducting.

Paul Mertz and Max Terr assigned by Paramount to supervise music for "Little Accorns."

Ray Dixon band at the Gig-Gallexus, in Peoria.

## Whiteman Batons Philly Symp for \$660 and 'Prestige'

Philadelphia, July 30. Largest audience of season, more than 7,500, last night (29) heard Paul Whiteman conduct the Philadelphia symphony orchestra in first of two symphonic-jazz concerts in Robin Hood Hall. Leader brought band of 32 players, balancing combined group. Program included compositions by Beethoven, Strauss, Gounod, Tschalkovsky and Chopin, with usual classical pop numbers and Rhapsody in Blue for finale. Crowd, which more than filled Hall, was enthusiastic.

Whiteman was reported to have taken the engagement for 10 weeks, receiving only \$600, less than expenses, for two nights. Understood leader figured publicity, which was tremendous in all circles, and prestige more than offset actual loss.

Concert was first time Philadelphia Orchestra was ever conducted by jazz leader. Whiteman previously banded New York Philharmonic and Cincinnati symphonies.

## Knapp Erect. Set to Replace King in Chi

Chicago, July 30. Andrew Karzas has changed his mind as to what band will follow Wayne King's orchestra on the northside Chicago station. He now picked up Orville Knapp orchestra, at present at the Devereux theatre on the coast, for Oct. 1, when the current five-year contract with King expires. Karzas has Knapp under the regular optional contract running up to five years. Karzas is closing down the southside Trianon next week and will spend about \$50,000 on complete re-decoration. To return to the Day with the return of Jan Garber from Chittani Island.

## URGES CAUTION ON FAR EAST BOOKINGS

According to advices from the Far East, nitery conditions for foreign performers, including American acts, are anything but desirable. Reports are drifting in of last-minute cancellations despite contracts, and the subsequent stranding of performers. U. S. Government agencies powerless to act officially without specific complaints, are warning performers to check responsibility of Far East enterprises and resorts before accepting bookings.

## MILLS 'CAVALCADE' UNIT IN OPEN-AIR NITERY

Pittsburgh, July 30. "Cavalcade of Music," Irving Mills' girl-band revue, comes into the open-air dance spot, Sky Club, Friday (2) for a two weeks' stay. Nitery, which in past has had no shows but only bands, will present the act in a specially-constructed stage in middle of the floor. Slater has been going in for the open-air act, Sky Club this season, and coming out top. Most recent stunt was outdoor concerts by Pittsburgh Symphony Orchestra weekly, with highest musical sessions drawing capacity regularly. Chief difficulty for any expensive hook-up at Sky Club is the weather, since rain or even the threat of it doesn't give the roofless site a chance. Lately showers have played havoc with business.

Abc Mever handling music on M. H. Hoffman's "Spanish Cape Mystery."

## Music Trend in Rio Is to Blues And Slow Fox-Trots, but no Brass

Rio de Janeiro, July 19. Craze for foreign names on many bills and the belief that nitery would wipe U. S. combos may be ready to follow is responsible for check-up given Rio's tastes in dissipation styles. Answer: trend is undubitably towards blues and slow fox-trots. However, many ultra-blue ends of the last couple of years, including "Stormy Weather," "Star Dust," "Solitude" and various Billington items, were not the hits here they should have been.

Some of the numbers got played, but not to the extent they deserved: demand is more for sweet, or muted delivery generally associated with these tunes, than for the slow tempo. In other words, it's thumbs down on heavy bass sax and open brass.

This can be explained by the continued popularity of the native dance rhythm—samba or maxixe—which is to Brazil what the tango is to Spanish-speaking countries. The "Brazilian" music is in the up here, the fox-trot is taking a new lease of life among so-called dissipation fans, who are asking for sweet and simple melodies as a change from rumba, samba and tango. So-called hot rhythm, even jazz, has not caught on. First, dissemination current for the first time here by Lewis Cole, ebony American Caroler, is still a novelty. Repertoire is a must, and visiting managers would do well to make arrangements for rush delivery of latest U. S. pop hits after which it shouldn't be hard to get them; they the line way ahead of everybody.

## ROBBINS' CHATS

Steadily Approaching Songs "Every Little Moment" Another McHugh and Fields' collaboration which means the ultimate in songwriting. Then of course, there are "YOU'RE ALL HERE" "I'M IN THE MOOD FOR YOU" "I FEEL A SOGG COMIN'" "ROLL ALONG, PAIRIE"

## ROBBINS MUSIC CORPORATION

199 SEVENTH AVENUE, NEW YORK JAY SEILER The Sk's limit TWENTY WEEK CONTRACTS BEN MARDEN'S RIVIERA WARNER BROTHERS DIRECTION HARRY HESTRY



# LeRoy's 70G Suit vs. Father Settled Out Of Court; Hooper's \$45 to \$2,000 Rise

Cincinnati, July 30. A private settlement dropped the curtain on the suit of Hal LeRoy for an accounting from his father, H. Schotte, of the dancing club \$70,000 earnings in the last four years. Payout occurred Thursday (24) after four days in the courtroom. Pleas Judge Robert N. Gorman's court, with LeRoy and his father separating on a non-speaking basis.

Agreement was brought about by the court upon request of local attorneys representing both sides to reunite father and son. Terms of settlement were not disclosed, yet it was reported that the contract with LeRoy leaves with his father for 10% of his earnings as long as he continued as a dancer, and which he recently quit after becoming a go. is, off.

LeRoy's suit averred that he turned his earnings over to his father to hold in trust. Schotte invested in a \$60,000 endowment policy on his son's life, which will be paid when he dies. There was an understanding that the father still had \$17,000 in the trust fund.

### Breach Followed Marriage

Break between LeRoy, a new name in vaudeville, and his father, Hal LeRoy Schotte, and his father happened last fall, after the dancer, LeRoy, married Dorothy Schotte, a New York show girl, without telling his parent. Suit was filed when LeRoy became 21.

First day's hearing LeRoy broke down in tears and retired from the witness stand when the name of his mother, Dorothy Schotte, was injected into the examination. The next day LeRoy was in an opposite mood and cried to a lie when asked if he used the word "father" before her? Again LeRoy shouted "That's a lie" when the attorney questioned about funds. "Did you say to your father, 'This is yours, but a lawyer told me I can get it back if I want to'?"

LeRoy told his father he was studying dancing at the age of eight and continued with Cincy-teachers until 1929, when his parents accompanied him to New York for advanced study. He said he took lessons from Ned Wainwright, who advised "There is no future on the stage for you and you'd better home." Later he studied at "Pop" Fabre's theater school for eight hours a unit, doing a "stand" for \$100 a stop because it was injuring his health.

First New York break was for eight weeks at \$46 per week in a restaurant. Then he went into a show for \$76 a week, the show closing in Boston after the second week. Next he was back in New York for Benny Davis at 20 weeks for \$65 weekly. During that period he made \$500 additional weekly by doubling at the Capitol. He signed April 3, 1931, with Ziegfeld for four years at \$50 a week. The contract was voided by Ziegfeld's death in 1932, when LeRoy said his earnings were \$27,700.

LeRoy said he was paid \$2,000 for one day's work in "The Wonder Bar" picture and got \$800 a week for three weeks for the same picture, both Warner Bros. pix, and received \$1,600 a week for two weeks at the Capitol. He said he received \$1,600 after he played the RKO Palace, Chicago, and the Fox, Detroit, for \$1,250 per week and received the same figure for a second short.

### Bentham Testifies

Myron H. Bentham, New York agent, testified that the picture purses of \$100 and \$2,000 belonging to LeRoy in theatrical ventures, that when he was asked to testify through the father asked Bentham "not to tell Hal about it."

LeRoy referred to a \$2,000 income, saying it was a state unit that flopped. He said he objected to the investment but yielded to the pleadings of his father in favor of it.

The dancer told the court that because of the \$5-a-day living allowance provided him for the week he was compelled to obtain numerous \$5 and \$10 loans from friends. Later LeRoy testified that "many people borrowed money from me. All performers have parasites."

Though he did not speak to his son after the trial, Bentham said Schotte was quoted by newspaper

## Leddy & Smith N. Y. Rep For Levey Coast Time

Leddy & Smith, Loew-franchised agency, is acting as eastern booking rep for Bert Levey on the Coast. Booking only such talent that happens to be on the way west. Here are the Warner Bros. and Orpheum, Los Angeles, both full-weekers.

According to the N. Y. agency, Levey may have seven weeks in the fall, now spots expected being Vancouver, Tacoma, Seattle, Portland and Denver on the acts' road back east.

## Comerford Set For Vaude in Fall; 3 1/2 Wks.

Amalgamated (M. E. Comerford-Fay) vaudeville time reopens at the end of August at a summer policy of straight pictures. Resumption of stage shows means an additional three and a half weeks in the badly depleted vaudeville time booked out of New York.

Spots and their opening dates are: Providence, full-week, Aug. 3; Fay's, Philadelphia, full-week, Scranton and Wilkes Barre, splits, Sept. 2 (Labor Day); and Birmingham split, Sept. 5. Fay's Philly, was booked by Eddie Sherman of that city until the house went all-in, but goes over to the Amalgamated office with the vaude revival next season.

Joe Feinberg, who went with Amalgamated in spring when the houses were taken from A. & B. Dow and the Comerford-Fay booking office revived, will do the booking under supervision from Ed Fay, who'll make his headquarters in New York instead of Providence. Harry Fuchs continues as producer of special units for the time.

### ULIS-CLARK ON AIR

Herman Ullis and Minerva Clark, vet standard vaude team, get a weekly radio over Loew's WFN, New York.

They go on a three-weekly 15-minute sustainer next week.

## Minne. Sees 'odeless Fab; 4 Stage Spots Seen Set on Ad-Film Policies

Minneapolis, July 30. Latest developments indicate that, after having as many as four loop spots at the Capitol, the Minne. will see one time the past season, Minneapolis may have to struggle along the coming fall and winter without any vaudeville or at most only occasional stage entertainment.

Although Public officials refuse to confirm the report, no definite decision has been reached yet regarding policies. Dope is that the 5,000-seat Minneapolis theatre will go in for straight picture and vaudeville reopens in October after a year's darkness. Those in the know declare that it will get the pictures, that the State will have the B pictures and an occasional stage show, and that the Century will be closed and turned into business property.

If Public goes through with these plans, Minne. might be at least a small pinch not to return to regular 40c vaudeville, which caused such an uproar among the independent night club exhibitors here, prompting the latter to institute a virtual boycott against Radio picture. The Orpheum has been saying: "I'd still my son and I'd go to bat for him tomorrow. He's a Columbia and Orpheum man. LeRoy will be 'back home' in a few years, inferring that the dancer will return to his father and two older brothers when he had learned more of the world.

## Canton Opens for O.&J.

Canton, July 29. Loew's theatre here, after more than a year of straight films, resumes stage shows for a day on Thursday (1) when Olsen and Johnson's 'Everthing Goes' unit plays the house. Herman De Woll will lead the pit band.

If the show proves a draw, other similar attractions will be brought in this fall and winter, according to manager Ken Reid.

## F&M Drops Vode Plan In St. Louis; Tooters Refuse to Experiment

St. Louis, July 30. Plans for the installation of stage shows at the Ambassador, which seemed certain last week, were completely discarded by Fanchon & Marco because of union conditions. F&M cancelled bookings for Olsen and Johnson and the 'Texas Mustangs' of the Southern Music University which would furnish men to play for these engagements.

Theatre management announced Olsen and Johnson would be of same calibre as that presented in the Ambassador Theatre last year. Deeply the 'Musicians' Union refused to furnish any man, regardless of number, for a single engagement, while stage hand union requested extra number of men.

Sam Meyers, musician union proxy, stated his local would not be determined in aiding the theatre management experiment to determine whether St. Louis would support a permanent stage show plan. He stated that the theatre union's contract will be considered by the musicians, according to Meyers.

## IDZAL PLANS 3-WAY BOOKING FOR DET. FOX

Detroit, July 30. Arrangements for the independent booking of the Fox theatre here are being made by Dave Idzal. Idzal journeyed over to Chicago last week and it's likely that attractions for both houses will be booked through local agents and bookers.

Idzal will independently seek big attractions competitively with the RKO Downtown and the Palace in Michigan. Is trying up with the Billy Diamond office in Chicago, and will have a firm at Detroit to secure acts also from the William Morris office and the Loew organization.

an exceptionally strong line-up of pictures coming up and feels that, like the State, it can get by nicely with only an occasional stage attraction.

Another certainty is that the Palace will not go in again for vaudeville to close the loop if it succeeds in its fight to obtain production for the dime straight picture policy and to maintain the program started with vaudeville plus first-run pictures, and later substituted units for the vaudeville, is slated to have a firm at dramatic stock with Gaiety stars.

The Gaiety again renews with stock burlesque under Harry Hirsch's guidance August 24. It uses no pictures. Metropolitan is lining up light road show bookings, and is making the arrangement.

Public and Singer are expected to blossom forth with the same product line-up as the past season, although all deals have not been completed yet. Public looks set for Paramount, Metro, First National, Fox and the Columbia circuit. They will have RKO, Warner Bros. and a portion of Columbia and Universal.

W. A. Steffer, sure-seater World War I troupe, is being booked and also will play other European pictures. A portion of the Loew's circuit is expected to be available for it and for the other loop independent circuit, the Tins. Republic and other lines-up for five acts also are available for Time.

## Lobby Route for Actors Who Want To Cool Off, a Bernstein Presentation

### Vancouver's Vaudefilmer

Vancouver, July 30. Lyric, formerly the old Vancouver and prior to that the Orpheum, opened as picture house under management R. J. Dawson. Calvin Winter and his orchestra in pit and plan for five acts of Bert Levey vaude weekly.

Opening bill at 8c top, has "Two Heads on a Pillow" (Col.), and the comic-funling Estelle and Harvey, Bobby Gilbert, White Fishes, Dixie Steppers and Three Excellen.

## 2d Bowes Tyro Troupe Booked At \$3,500 and %

Second company of actor Bowes' 'amateur' winners (first is currently touring the West Coast) signed a four weeks of guarantee and percentage time laid out, two of them having been set by Warners and Paramount.

Tyros open Aug. 2 in Akron, splitting the week with Youngists, go to Indianapolis Aug. 9, and then to the Stanley, Pittsburgh, Aug. 16, with the Paramount, Toledo, immediately following. Toledo long in straight pictures, takes on stage shows just for the one week. WB's Stanley is on a now 'n't then stage show basis.

Second company of Bowes' 'amateurs' is playing the houses on a \$5,000 guarantee against 50% of the gross in all spots except the Stanley, where it will get the guarantee plus a 50-50 split over the gross.

Show will carry no hand, scenery or costume, the 'amateurs' walking in in their street clothes with a few hats and piano tones to help. Interstate troupe, on a \$4,000 weekly flat salary, carries an orchestra.

A third company of Bowes' 'amateurs' will open at Paramount next week for a stage tour, with no definite dates set.

Second amateur one-reeler by Maxie Arts for Columbia release goes into production at Fort Lee, N. J., the end of this week, with Will F. Young continuing as m.c. for the film short.

Five or six amateur acts are used, with the WHN, New York, artists doing the majority of the work.

Group of 10 acts from WNEW, New York, starts in vaude Friday (2) at the indie Paramount, Newark.

Acts include Martin Block, announcer, who will m.c.; Buddy Sager, Mattiee Idola, Harriet Carr, Emma Harris, The Three Radiettes, Happy Ragner, Phil and Phyllis, Davey Drake and Jane Redington.

## STOOGES STAY EAST FOR 5 MORE VAUDE WEEKS

Three Stooges (Howard, Fine and Howard), currently at the Roxy, Newark, N. J., have extended their leave of absence from Columbia pictures to Sept. 15 in order to play five more weeks of vaude in the East. The Loughans, straight man, they're getting \$1,050.

Following the Roxy, Stooges play Loew's Newark, August 9; Valentin, Newark, August 16; Philadelphia, 23; Paradise, Bronx, 30, and probably the Metropolitan, Brooklyn, Sept. 6. Agented by Leo Morrison, N. Y. office.

Stooges closed at Loew's State Thursday (28) and opened at the Roxy the following day.

## Brandon O.O.'ing Talent

Syd Brandon, of the Reeve & Loew circuit, has secured a number of New York last week on a two-week booking trip. He's headquartering at the Pauline Cook agency.

Reeve is due over next month.

### Washington Heights, July 27, Editor VARIETY:

I walked by your New York office building and saw the window, so I walked by your office. Same mugs.

I read by the Broadway columnist that you like a new mug back in New York. I'm unlucky again. I am taking my first ride in the subway and waiting for someone to drop something as the first paper that drops is a VARIETY.

I've been over in Shanghai and staying away from the newsmasters. It was a pleasure to keep away from VARIETY for two years, and I started to feel like a new mug back in New York. I'm unlucky again. I am taking my first ride in the subway and waiting for someone to drop something as the first paper that drops is a VARIETY.

First thing I see is a story with a lot of figures on the temperatures in the Broadway district. It gives me an idea, and I want to tell you that getting an idea from you, and is like getting a base on balls out of a pitcher. I'm working my surprise. I go to work on the idea, and it looks like a million.

So I am going to beat you to the tipoff, and tip it before you get this chance. See if you can spell this one.

I walk up Broadway for a low-down on the theatres you mentioned in your accidentally accurate article, and notice that you show, are mostly in the lobbies. It's a pretty hot day and the business isn't so good. The lobbies are jammed with enough standard lobby offers to fill up 18 weeks on the Pantheons circuit.

If ten or eleven boys are making the lobby in a haphazard manner, just strolling into the handiest cool spot and not taking any time, being or saving time on jumps. So I figure I will turn philanthropic and give a regular route to cool off on, and if it works out, and even a boy's life it isn't too hot for the boys if it doesn't.

So I have arranged out I can handle 10 acts per show, with a new show every half hour on a 12-hour schedule. That leaves room for 24 troupes daily.

We start out in the a.m. with a rehearsal in front of the Rialto excepting a note that you are not a lobby moult. After an even 30 minutes, we cross the street to the State with a stopover intermission in the lobby. In the lobby, we see the State it's just a short hop to the Palace, but we don't stay long there because we are in my heart to see the Palace in its present abode. On the green light we cross the Square to the Strand, then retrace over to the Mayfair, where we might stay an extra 15 minutes after the regular half hour because of the double features. Then up Seventh Avenue to the Roxy where we will make the Franchon & Marco units look like store shows, after which we go to the Capitol. The blowoff under present plans is the Radio City Music Hall, and a couple of extra bows in the Broadway district. The blowoff is the alibi for the long jump to Sixth Avenue.

By that time the boys should be well cooled and ready to go home, so I pay off and return to 42nd street to pick up my No. 2 show.

So I am going to beat you to it. I may squeeze in a stopover at the Paradise restaurant where the air and girls are both plenty chilled, and I'd advise you to get the R. B. One VARIETY, only you probably wouldn't appreciate it.

So go ahead and tip this one off. You can't beat me, but you can't beat you to it.

Yours,  
Freeman Bernstein.

### Booking WHN Banner

WHN's Barn Dance, after reopening in vaude at the Valencin, Jamaica, L. I., Aug. 9, is being booked for a tour of the R. B. One New York last week on a two-week booking trip. He's headquartering at the Pauline Cook agency.

Reeve is due over next month.

## Vaudeville's Only Chance

In a story in an adjoining column are given the view of the various major theatre circuit heads on vaudeville's outlook for next season. The opinions outlined are discouraging. But they are quite frank.

No 'Vaudeville is coming back' this time. No statement of 'A definite increase in playing time to 34 weeks in our theatres,' only to wind up with less than the previous season. The customary late-summer idealistic announcement is not forthcoming; the kidding days must be over. And that's something.

They are the opinions of the principal circuits' operators only. The situation in the independent and lesser circuit quarters may be something else again. But the major circuits' attitude warrants its own setting on the theory that without the big circuits, vaudeville cannot stage much of a comeback, if any.

Vaudeville can consider itself pretty well out in the cold as far as the circuit plans for '35-'36 are concerned, if the present opinions as expressed are an accurate indication of what's going to happen. The next move therefore is not up to vaudeville, but to the circuits whose decision has been made. Vaudeville can only wait. Or are there any better suggestions?

The circuits' announced policy is based on preference in the problem of straight films vs. vaudeville. They think straight films will be both more economical when they have to lose, and more profitable when they've got a chance to win. As a theatre operating doctrine, it depends for motivation on the supply of pictures. Quality is an important element. With double features entering the case, quantity becomes equally important.

The operators base future activity on past experience. If they get the pictures they expect or hope to get, their verdict on vaudeville will have been vindicated.

If not...well, that seems to be vaudeville's only chance. So the coming season may be deemed as starting from scratch with any vaudeville which may develop, despite this outlook, to rate as 'velvet.'

## Stoll Heads Combine to Import U. S. Acts for British Vaude; 15 Weeks

London, July 21.

Sir Oswald Stoll has been studying the vaudeville situation more judiciously of late and has become more impressed. Stoll is desirous of getting American importations, but would like to do his own importing. Private conferences have recently been held by him with several indie bookers, with a plan being promulgated to jointly import talent.

Those concerned in the idea are, besides Stoll, Gerrard Heath, booker for three indie spots; Horace Collins, who handles four houses; and Bert Montague, who has two spots. With the Stoll houses, combine is in a position to give around 15 weeks.

Trouble has been that Stoll wanted these bookers, who are also agents, to invest their own money in going to America to seek talent, while the others figured Stoll should contribute 50% of the expense incurred.

It now looks as if the outfit has come to an amicable arrangement with George F. Squire in Birmingham, Montague office, and Jack Marshall, of Stoll office, will be delegated to go to America on a discovery mission.

Stoll and his associates in this venture are particularly interested in medium-priced acts, with top around \$500.

Onslaught on America is likely to take place around September.

After stagnating for a couple of years, theatrical circles in Paris have also become vaudeville conscious.

Harry Foster, just back from the French capital, has signed a flock of American and English acts to play most of the spots in Paris. The avalanche is due to start in earnest around September.

Houses intending to rely on vaudeville as their staple diet are the Rex, Paramount, which will still play pictures; Gaumont Palace, A.B.C., and the Casino in Alhambra, formerly owned by General Theatres.

Bookings of the acts booked are Cass Mack, Owen and Topsy, Carl Brothers and Betty, Fred Sanson, Rosta and Fontana, Nat Gornowicz and his band and the Gipsy Kings. The latter is brother-in-law of Gracie

### Billy Jackson Goes

#### 'He Can't Hoot Us'

Billy Jackson, Chicago and New York agent for 26 years, is now a principal manager as well as a vaude salesman. Jackson has signed Vincent Parrilli, 200-pounder from Lima, Peru.

Heavyweight is presently in his native land, having returned there after eight fights in this country, but returns to the U. S. to trade jobs at the Dodger A. C. New York, on Sept. 16. It will be his first appearance under Jackson's wing.

### CANTOR AT L.A. PAR AFTER RUN IN FRISCO

Los Angeles, July 30.

Eddie Cantor, with Rubinfel, Parkyakantok, and the Nicholas Bros., after a 10-day personal appearance run at the Fox (Joe Leo) in San Francisco, opens Thursday (2) for Fauchon & Marco at the Paramount here.

Comic and his supporting cast are in on a straight percentage from the first dollar.

F&M units go into Leo's Fox starting Friday (2), with the Fauchonettes being sent from here for initial week.

### Anger Renews Toronto

Harry Anger, actor-producer, has resigned for an indefinite period his stage of shows at Sheik's, Toronto, booked by Lawrence Golde out of the William Morris New York office.

Anger's initial stretch at the house was for 10 weeks, making the trip to Canada weekly to routine and light the presentations.

Fields and will do his act in pantomime, using a local company.

Fields and his outfit is one of those all those managements want to have the acts exclusively, and will not repeat. Acts are in for two weeks with an option. Ellis are to cost around \$4,000 to \$5,000, using eight to 10 acts, with headliners around \$1,000. Fields are to present either French or English currency.

## CIRCUIT HEADS' VIEWS OF '35-'36

### Outlook Not Good—NRA's Failure to Curb Duals Fatal Blow to Vaudeville Chances Name Shows Now 'n' Then

#### FILM-STAGE COSTS

Sentiment of the major circuit heads operating scenes, obtained in a canvass by VARIETY during the past two weeks, is revealed as being definitely anti-vaudeville for next season. Vaudeville conditions in '34-'35 were bad enough, but indications are that in the coming year they will be worse.

Defeat of efforts to stamp out double feature bills in the picture theatres, through the NRA film code, seems to have dealt a fatal blow to vaudeville's hopes for the coming season. It had been anticipated that the film code, in outlawing dual bills, would place vaudeville in its best position in years. Attempted regulation of duals, however, was one of the early failures of the Code Authority.

But signs now point to more double bills in '35-'36 than ever before, which means that vaude will not only lose the opportunity of restoration in present straight picture theatres, but through increased duals is likely to lose many of the remaining variety picture stands.

#### Operators' Stand

Theatre operators have not changed their minds about the difficulty of operation with vaudeville as against more simple straight film, from both a financial and physical viewpoint. Even most of the theatre men who continued to feel well disposed toward vaudeville have lately been converted into anti-vaudevilleites. Men holding important circuit theatre posts who remain sentimentally inclined toward vaudeville are now very few. The general argument advanced in opposition to stage shows is that the circuits are convinced that increased overhead required by stage productions and the fact that competition in localities where there no pools are in force, and in the few isolated spots where shortage of film product necessitates help from the stage.

The theatre heads declare that vaudeville in the average theatre is being played on the increase, the overhead as much as \$4,000 and \$5,000 a week, whereas a second picture for exhibitors is \$2,000 or thereabouts. It is their opinion that under present conditions—and with straight films permitting a lower admission rate—the second film at \$500 will draw as much business as the \$5,000 stage show. The \$5,000 total stage show cost, only \$2,000 or so is visible to the (Continued on page 50)

### F&M Shows in Frisco Fox; \$1,750 Budget

Hollywood, July 30.

Fauchon & Marco are to book \$1,750 weekly for stage show talent in a deal with the Fox Frisco.

William Fox, who owns the theatre operated by his brother-in-law, Joe Leo, scotched Marco's attempt to have the Columbia-Universal pictures switched there from the Orpheum.

#### Cause and Effect

Art Frank, back from vaude acts in England, took a look at the situation at home and decided to turn agent.

Frank is opening an office in New York.

## Loew's Capitol on B'way Going Straight Films; Once 19 Stage Shows on Street—Now Only 3

### Crockery's Competish

An indie house in the east which has been a one-day (Sunday) stand for vaude, is now a two-dayer, with the shows being held over for Monday.

House used to give away shows on Mondays, but the giveaway got too expensive and vaude was substituted.

## \$42,000 Gross For Capitol's \$10,000 Show

Current \$10,000 stage layout at the Capitol, New York, triple-starring Lou Holtz, Belle Baker and Block and Sully, holds over for a second week and then plays the rest of the Loew time in New York intact. Total estimated to do around \$42,000 this week.

Plan to stage off the Cap's scheduled all-film policy for a week and play the Ed Sullivan-Richard Himber show the week of Aug. 9 instead, was nixed, and Sullivan, Broadway columnist for the Daily News, was shifted to Loew's State for that week. Himber's band will get a substitute week, probably at the State, later on. Loew's operators deem the Sullivan-Himper combination too expensive for its lesser Broadway house.

Holtz-Baker-Block and Sully show plays the Paradise, Bronx, Aug. 8, goes into the State Aug. 28 and follows into the Metropolitan, Brooklyn. It's first time in a year at least that a show as expensive as this has been reported through these houses. The three name acts get \$9,000, Holtz being down for \$4,000 and Belle Baker and Block at \$2,500 apiece. Remaining acts are Moore and Revel and Jip, Tap, Toc.

## MAY BE CHANCE FOR VAUDE IN CAROLINAS

Spartanburg, S. C., July 30.

One of the most profitable fall seasons since boom days is in prospect for exhibitors in the Carolinas, plus orchestras and vaude.

In South Carolina, the peach and cotton crop is running into millions, while in North Carolina millions more revenue is estimated from bountiful tobacco, cotton and livestock crops.

Asheville, N. C., with six houses, of which the Imperial and Plaza of the Public-Handford chain are top, has four tobacco markets, a huge livestock market and other coin magnets.

Sunday shows recently begun by Charlotte's reforming city council, run in all Asheville houses, providing that town of 100,000 a real drawing card.

Northern and eastern orchestras, some of them carrying a few gits as singers, specialists, etc., are roaming the Dixie south. All in all, future looks promising for stage shows in the larger towns of North and South Carolina.

#### Hyde to Coast

Johnny Hyde of the William Morris New York office is making a quick trip to the Coast (Prilly (2)). He'll join Abe Lastfogel out there.

Lou Wolfson, also of the Morris office, will be in (Wolfsunday) for a business tour of Europe.

Loew's Capitol on Broadway, New York, goes straight pictures August 9. It will be the first time since the de Luxer was opened in 1918 that there will not be a show on the stage or a band in the pit.

Passing of the Capitol from the stage show ranks will leave but three theatres—Loew's State, RKO Palace and Roxy—playing stage entertainment on Broadway from the Battery to Tonkers. Formerly 19 exist on Broadway. All three are now concentrated in a four-block area. Radio City Music Hall on Sixth avenue, of course, continues its de luxe stage spectacles.

Scale of the Capitol will be lowered from its present \$155 (100) up to meet the Paramount all-film 25-55-75c scale. First picture under the new policy will be Metro's 'China Sea.'

Change of policy is being instituted by Loew as an experiment with what is expected to be a line-up of films so good that it won't need a stage show with 'China Sea' or the subsequent 'Anna Christie' (Nov-March), and 'Tale of Two Cities.'

#### Not for Summer

Loew discounts the report that the policy change is a summer experiment, pointing to the fact that August is when most theatres start contemplating raising budgets for the new season. Loew figures the Capitol's lineup of coming films is at least as strong as the Paramount, which has been doing fairly well with its straight film line-up.

Capitol is operated on a different basis than the Paramount. Latter's rental is a percentage of the gross, while Loew's shows next season, Jacques Charles, in settlement of an old contract, is presumably coming over from Paris as his house producer some time in the fall.

Capitol in recent months has been taking a heavy loss with expensive stage shows. Loew's shows next season, \$10,000 layout including Lou Holtz, Belle Baker, Block and Sully and Moore and Revel, are being set to stem the flow. Stage show holds for second week, but 'Man on Flying Trapeze' (Par) will be substituted for current 'Murder Mar' (MG). Capitol was committed to play the Paramount film, hence the switch.

Other theatres that played stage shows on Broadway from one end of the city to the other, with most of them going to a neighborhood of years ago, were Strand, Rialto, Paramount, Hollywood, Broadway, Trocadero, Fifth Ave., Lincoln Square, New York (William Morris), Riverside, Hamilton, 81st St., Audubon, Coliseum, Circle and Loew's 177th St.

## No Balto Colored Vaude

Baltimore, July 30.

The Royal, west-side negro vaudeville, has received a sharp rebuff to its summer business by the city council, as is customary, for duration of summer. Will bring stage shows back in mid-Sept. Plays colored up and up, presenting a show with usually two white dumb acts on each bill.

The burg, without fresh shows in any of the dozen colored houses here.

#### SMALLIE'S FANNER

Spencer, Ia., July 30.

Spencer theatre is stripping up its summer business by the city council, as is customary, for duration of summer. Will bring stage shows back in mid-Sept. Plays colored up and up, presenting a show with usually two white dumb acts on each bill.

The burg, without fresh shows in any of the dozen colored houses here.

NEW ACTS

CLIFF HALL and SIDNEY MARION, with MOLLY RIO (4). Comedy, Singing. 18 Mins.; One, Three

Loew's Century, Baltimore Hall, the stoozing 'Sharlies' and Marlon, the likewise stoozing 'Cousin Hugo' of Jack Pearl's (Baron Munchausen) radio act. For Vaude, the pair of stoozing-straights, if you will—are maintaining characters they, handed with Pearl to other, with no modification and some amplifications. For the thing, they are using a very material Pearl usa in vaude and legit musicals, and since Marlon is wearing a get-up using the skin of garb Pearl used to assume on stage, and since his Deutscher accent parallels Pearl's precisely, that gives great illusion of Pearl's old one.

Comedy is not, especially forte, though the boys certainly milk all possibilities and wind up with fair quota of laughs levied. One ang heavily weighing against act is that too much material is squeezed. Actually, several bits have been done to death so long ago in vaude and have not seen for several years. In the last Zigzag-produced 'Follies' Pearl did the kiss-and-toast bit over there. Other bits are equally dead, as the eye-shave scene routine with lemons and cocanot shells. That one has even bored Baito burlesquers through past two years.

'Miss Elo, tall blonde, makes ok femme foil of standard dimensions, and an unbelld man has a bit to do, which he likewise discharges all right. Wind-up has man and woman dusting. Hall and Marion join and it turns out to be a long and at times dangerously suggestive (Century here is family-house) song with special lyrics tacked on music of various ilk, some it is the sort of piece that is sung in burley, though it has been scrubbed up some.

At catching, act went over ok, though certainly didn't wow.

GREAT-GRETONAS (4) Wire Act. 6 Mins.; Full (Special) Palace, N. Y.

Unquestionably a circus act, the Great Gretonas—three men and a girl, fend a punch to vaude that the latter has missed for a long time. They were the sock of the Palace layout, getting more than a novelty act's fair measure of applause in the closing time. Gretonas' wire is placed as high as possible on a vaude act, and the boys and girl using wooden poles as balancers for all of their tricks. Closing stunt, which was the boys doing a balance on a partner's shoulders while he's seated on a chair balanced on a rod supported by the remaining two men, presents an unusual thrill to parade audiences. In this trick, only the girl's knees can be seen below the fied drops. Act doesn't use a net. Slio.

BABS AND HER BROTHERS Singing 8 Mins.; One

Loew's Century, Baltimore Participants in this act are not tenderest in vaude, having made more than few appearances with Waring's ok several years ago, but this is first time out as a solo. Come on after offstage voices in trio tune, mentioning that played on air, lengthily with Waring's name, but only enough neglecting to say that more recently did 20 weeks with Hal Kemp's ok on Eno NBC commercial, which just ended last week. Babs plays the piano, an upright 'Brothers' (Charlie and Little Ryan) drape selves over it much of time they warble. Boys nattily togged out in white line suits, Babs cool looking in plain light summer dress.

They whisk through couple of those adroitly arranged harmony pops which characterize trio on stage. The Charlie steps to fore while other boy seats off stage and some 'Wagon Wheels' very acceptably; Babs accomp. Song is dated for vaude here; he could copy better with newer piece. Gang trio again and rattle off couple more harmonies, ending by crooning with 'O' Smoothie', piece which brought 'em original widespread notice.

All caroling into mike, quite naturally. Instrument could be maneuvered more closely to 'em, however. When caught, some sound strayed. Turn swell for duce or trey spotting, in any vaudebill, any where.

WARD, PINKY and TERRY DANCING, Comedy 10 Mins.; One

Loew's Century, N. Y. This is strictly a pratt-falling, chin-whacking slapstick comedy dance bit, though the latter was slightly overdone, they registered well as third on a four-act bill late Saturday afternoon.

Trio appears together on opening and each one takes a general going, often including the femme portion of the act, a red-head, she's almost in stature and proportion, but hefty on muscle. Highlight of act is a slow-motion cutting between male members done to a waltz time with gal in as referee. Younger of two boys does a nice tap tumble dance and with little more experience should do well. All youthful and personable so that, fits, too.

CLARE and SANA SISTERS Roller Skaters 7 Mins.; Three (Special) Loew's Orpheum, New York

Roller skating trio in the customary white costumes under bright spot on centre special platform. One and two blonde girls making neat, fast appearance in twirls and familiar familiar to this kind of act. Appeared here when caught on live act layout and okay. Slian.

DARO and COSTA D. Flash 18 Mins.; Full (Special) Orpheum, N. Y.

Daro and Costa, society dance team, are not now to vaude, having last been caught by Vaumr in 1932. They are in town again this time with a trio assisting them and able. Threesome is two boys and a girl, and on one it was a sister twain and a boy.

While not a smash dance bash, the D. & C. offering has sufficient of what it takes to click nicely and suitably on the better vaude bill, and carries a black and white motif that's a finish, but only enough neglecting to say that more recently did 20 weeks with Hal Kemp's ok on Eno NBC commercial, which just ended last week. Babs plays the piano, an upright 'Brothers' (Charlie and Little Ryan) drape selves over it much of time they warble. Boys nattily togged out in white line suits, Babs cool looking in plain light summer dress.

'Team taking billing does three routines, opening with regulation ballroom number and closing on a routine which embraces Apachean elements. Number in between is an odd-type tempo, satisfactorily done. Team's technique lacks the average mate's finish, but above the average for vaude. Assisting trio goes in for funk and rhythm routines. Good dancers all of them. In a challenge down toward the windup, each of the three boys display some excellent footwork that will go over big anywhere.

Caught here Thursday night on last show and across good. Char.

TRINI VARELA (3) Songs, Instrumental 8 Mins.; One

Loew's Orpheum, New York This may be Trini Varela's first recorded appearance in vaude. Her songs, like what the act offers is not new as entertainment or style. The awkward training of this trio for the vaude stage is evident throughout the performance, first by the girls' smacking their faces close into a pineapple milk, and secondly by the banful stance of her two numbers in the act. The girls flunk her. When they exit, all skip to the wings. Just another with the soprano, a woman of cith, carrying the burden with her singing.

By offering two Spanish lingo numbers in the act, they apparently have been trained to offer themselves strictly as a novelty—which they are not.

Deuced here before a meagre audience in this German neighborhood for okay reception, never less. Slian.

Cook-Rolle Radio Program as Unit Nixed; Too Costly

Plans to put the Goodrich Tire program, which winds up on the NBC network Friday night (7) out as unit for theaters, have fallen through. Theaters dumped the idea because of the big expense involved. Rockwell-O'Keefe was agenting the proposition.

Program, featuring Joe Cook and B. A. Rolfe, wanting \$5,000 guarantee for the stage rights, plus a percentage over a certain gross, which was to be split between the two names. Besides Cook and Rolfe, air program includes Tim and Irene, Phil Ducey, Pop LaCentra and a 25-piece brass band.

RKO had the show tentatively set for Cleveland and Chicago, to open some time in August, but backed out.

Robinson in Detroit Bill Robinson has been booked for the Michigan, Detroit, the week of August 9, with Paramount not setting any other times to follow as yet. J. rty Forkins agented.

It'll be his first stage week since going to the Coast for Fox nearly a year ago.

Loew's Boston Out Loew's Orpheum, Boston, drops vaude for a straight picture policy August 16, when 'China Seas' opens.

It had been a constant five-act, full-week spot on the Loew books.

PROHMAN AIRING Bert Prohman, vaude single and lately a nitery impresario in Washington, Heights, New York, started three-weekly, 15-minute sustainers on WPM Monday night (29).

M.c.'s programs are all-singing.

Vaudeville's Outlook

(Continued from page 49)

audience. The rest goes for union crews and other running expenses which the customer don't see. Double bills, as now reported to present vaudfilm, are as opposed to be favored, for example, by the Loew operating heads for such established variety houses as the neighborhood Paradise and Valencia theatres.

Competitive Spots As for competitive spots, where intra-circuit opposition has required stage shows in the past, there are only three such localities left in the country. Along with the competitive circuits operating within them they are:

- New York (downtown)—Loew, RKO.
- Brooklyn—Loew, RKO.
- Chicago—State Rights.
- Newark—Loew, RKO.
- Boston—Paramount, RKO, Loew.
- Detroit — RKO, Paramount.
- Skout—Loew, RKO.
- Washington—Loew, Warner Bros.
- Jersey City—Warner Bros, Loew.
- Cincinnati—Loew, Warner Bros.

In addition to competition from other chains, the circuits have been experiencing strenuous independent opposition in the following towns: Brooklyn—Fox (F a b l a n ) vs. Loew-RKO.

Baltimore—Hippodrome (Rappaport) vs. Loew. New York (downtown)—Roxy (Fanchon & Marco) vs. Loew-RKO. Chicago—State Rights (Jones) vs. RKO-Paramount.

Los Angeles—Paramount (P&M) and Orpheum (Cohen Bros.) vs. Warner. Cincinnati—Loew, Warner Bros. Providence—Fay's vs. RKO. Newark—Paramount (Indie) vs. RKO-Loew.

Major circuit spots that have maintained stage shows without local competition are scarce. Last season they are:

- RKO—Cleveland, Kansas City, Trenton, Minneapolis, Rochester, Syracuse, Grand Rapids.
- Loew—Bridgeport, Paramount—Buffalo.
- Warners—Philadelphia, Elizabeth.
- Indie—Cham.

Chances of vaudeville surviving in the non-competitive spots are particularly slim, since its existence up to now has been due to product complications, and dual bill bills are expected to solve that. Forecast of indie vaudeville possibilities for the coming season cannot be accurate, since the indie operators are mostly undecided. Most of them declare that if they can get by with straight pictures, they won't play vaudeville. But the Indies are in a tougher spot for films than the circuits and chances are they will be forced into stage shows to a greater extent, as usual, since they are the most part B-U-I-indie for the most part B-U-I-unreliable and catch-as-catch-can, and cannot be depended on one way or the other in pretensions for vaudeville for '35-'36.

New 'n' Then From present indications, next season's vaude in a good portion of the major circuits' key spots will be strictly new 'n' then, with stage shows being used only when there's an attraction available and then usually to bolster what appears a picture in single feature houses.

Bookers are of the opinion that there will not be enough name attractions for meeting the radio and film lunaries, available in the fall, to give 20 full-week theatres, who each every week, or even once every two weeks. This would place most of the keys on a week-

to-week basis, with the bookers setting shows every three or four weeks in between straight picture dates.

Vaude itself can not provide more than two or three attractions from its own ranks, so must depend on what will be available from radio and films, with names from the latter fields usually an uncertain material source for personal appearances because of the press rating and film work. Because of court line charges, few radio names will stray far from New York, anyway.

In their tentative plans for now 'er then bookings, circuits indicate they'll offer percentages up to 60% of the gross to attractions rather than gamble with straight pictures. What the names get will depend on how potent they are considered at the b.o.

15 YEARS AGO (From VARIETY and Clipper)

There were 15 shows on B'way, with 'Follies' leading at \$18,000.

Douglas Fairbanks honeymooning in Paris with Mary Pickford. Told interviewers he was planning a kidnapping European theatre clan. Glimp-

lance labor strike in N. Y. film studios. Reported that 2,500 men were out. More studios seen in those days.

Report current that the Keith office would seek to establish its own distribution service under B. S. Moss. Just one of those things.

District Atty. was looking for Harry Reichenbach, who had planted a fake suicide in Central Park lake. Squared eventually, but it had the law's scared.

Jesse James, son of the outlaw, quit law practice for pictures, but back to the law big again.

Picture stocks on downgrade with Famous Players down to 71. Loew's was 23.

Musicians on strike in Chicago theatres and vaude acts warned to keep out of proscribed houses or else.

Tough time for carneys in N. Y. (Continued on page 51)

**PAULINE COOKE**  
Presents  
**SID PAGE**  
NOW PLAYING  
M. D. Sted Pier, Atlantic City  
COOKE & O. L. OZ

**DOROTHEA HENDEL**  
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Hilfaday Everyday, Convalscence  
Kreeling Carls  
In Boxed Amusement, 16 exchange  
and original cards to the box, \$1.00.  
Special discount on large quantities.  
Write for Particulars.

**SAMMY PATTI**  
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Management JOHNNY HYDE

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# Summer Theatres

(NEW PLAYS)

## IF THIS BE TREASON (COUNTRY PLAYHOUSE)

Westport, July 30.

Luxurious summer play by John Hayes Holmes and Bradford Lydell, with music by Harry Wacker, produced by the Country Playhouse.

Cast: ... Homer Gresham, ... Glenn Anders, ... Betty Lawford, ... Irene, ... Lloyd Gough, ... George Sommes, ... John Root, ... David Niles, ...

dent for no real reason. This role is filled quite capably by Ruth Weston. There is also a charming part for the President which is given by Armina Marshall, which proves to be one of the play's many virtues.

Glenn Anders has a bit as a press agent and from this he makes a scene as the Japanese Mahatma (Ghandi), in which his makeup is only slightly aided by his own features.

It is a large and expensive cast here, with outstanding performances in supporting roles by Boyd Davis, Sam Cosmoss, Hunter Gardner, Robert Williams, George Coulouris and Gertrude Rivers.

## WITH ALL MY HEART (RED BARN THEATRE)

Come to in three acts and eight scenes by ...

Cast: ...

This is by far the most ambitious production of the Locust Valley season. It is a play about the most beautiful productions ever presented in a summer theatre. Austin Farrer, a Londoner, lives happily in a village in Paris in a light and frothy piece of entertainment and the spins a amusing and former tale. But the play at present lacks substance and importance and when it is all over there is little to remember outside of some clever lines and intriguing characters.

Victor Moore, Arthur Sanders and Virginia Murray, living happily in Paris in London, get into the most of Cortez, who is determined, for reasons of her own, to get his back on the heels of the man who has taken her. This, however, is not before he and Virginia have had a terrific row and similar subjects have been entered in better fashion.

Barney has been rescued from the bottom of the market. He is induced to invest his funds in munitions stock. Barney frets when the company is getting into a hole, the stocks go down to near nothing, while at the same time the officers of the company are getting huge amounts of money.

(Continued on page 53)

In most of the important roles, Henry Daniel as the attractive dilettante, Mike the waiter, carries the show almost single-handed, his scenes being the high point of the evening. Rose Hobart as Virginia Murray has a role that gives her an opportunity for something more than the usual melodrama. Betty Lawford, as the scheming Irene, plays with a humor that is refreshing. Lloyd Gough, as Cort, is rather weak and frequently fails to hold up his end. Frances Madoux glances delightfully in the cabaret scene and Bette Felt scores as the French maid.

George Sommes' deft direction brings out all the highlights of the script and John Root has designed five beautiful sets, an amazing achievement in the small space at his command.

All in all this one should be worth working on. It is badly in need of strengthening and the plot construction is jerky, but it has interesting characters and diverting lines. If the re-write is successful it should be a lively possibility for Broadway.

## The Drums Professor (RIDGEWAY THEATRE)

Play by James Gow and Edmund North in two acts, produced by ...

Cast: ...

Though billed as a satire this one could be more properly described as a farce. It tells in ragged detail the story of the United States' recent Congressional investigation of the munitions industry, which is a conglomeration of wisecracks. There appears no reason for the presence of these lines as excellent and frank ludicrous characters, who are allowed to commingle any kind of success on stage or screen is unlikely, one reason being that similar subjects have been entered in better fashion.

Barney has been rescued from the bottom of the market. He is induced to invest his funds in munitions stock. Barney frets when the company is getting into a hole, the stocks go down to near nothing, while at the same time the officers of the company are getting huge amounts of money.

(Continued on page 53)

# Take Me Out to the Ballpark a New Theme Song for Outdoor Legit

## ANOTHER CO-OP David Niles Forms New Actor-Producer Group

David Niles, one time director of the Original Broadway, has formed an actor-producer group. Has banded together about 20 people this far.

Modus operandi is similar to that of the Theatre Group's. Payoff to all members from coin realized on productions, in addition to reimbursing agent who advances production capital and who will collect weekly from receipts until fully repaid.

This differs from original plan of the organization, which at first intended to raise money from within the ranks.

First play sketched is "Sweet Land" by Benson Inge, of the N. Y. World-Telegram drama staff. Play will get a straw-trout at Herman Litvin's Stamford Summer Theatre, Stamford, Conn., week of Aug. 19.

Chicago, July 30.

Co-operation to their mutual advantage has sprung up between the baseball magnate and the legit producers with ballparks all over the country. The legit producers are forming homeing picnic dinners, basketball artists and chorus girls. Legit producers, particularly musical, have turned to the baseball arenas as the best answer to "what about summer production?"

This season is regarded generally as only the infancy of the legit-in-the-ballpark trend and expected this year to be a real one. The ballpark will have a new meaning in American life.

While the legitimate houses of the country remain dark and shuttered through the long summer spell, house owners burn when they see producers make fancy deals for baseball parks.

## 3 ROAD CO'S OF 'GOES' SET

There will be three companies of "Anything Goes" on tour early in the fall. The first, led by the N. Y. is slated to attack throughout the year, then touring to the several eastern key cities as far as Chicago, Boston and New York.

Company moves out a number two company will have opened in the In-between and a coast company will be in the act.

Coast rights have been secured by Henry Duffy and the probable cast will be Oscar Shaw, Lenny Hoffman and Hugh O'Connell, appearing in the parts originated by Bill Gaughan, Ethel Merman and "Go" Moore. Jack Curtis and Carleton Hoagland will send out the number two "Goes." Former has a 25% interest in the original show. Stuart Erwin may be in this one.

Release date on the picture version of "Goes" is tentatively set for Jan. 15. Leads for the film have not yet been definitely chosen. Vinton Freedley, who presents "Goes," is on his way to the coast by boat and will be directing the coast "Goes" troupe. He may also suggest people for the picture.

"Anything Goes" is now dated for October, with Carolyn Marsh coming to go there from this side. London company is understood averaging \$17,500 a week, which is said to mean a fair profit.

## Pitt Thriving for New Season: ATS Sales Good

Pittsburgh, July 30.

Despite the fact that the American Theatre Society delivered only five of its six promised shows here this season, the Broadway repertory of 1935-36 have been brisk. Promising prospectus, with three Theatre-Guild shows, "The Sign of the Cross" show, "Foggy" and one yet to be announced, are believed to be giving the impetus.

Members were offered a refund on the sixth play or the privilege of buying six for the price of five next year. In most cases, they accepted latter plan, with result that very little cash was handed back.

So far, Nixon has announced no opening date for new season and only show definitely carded is "Old Maid" for mid-November. "Tobacco Road," "Himself," "Personal Appearance," "Children's Hour" and "Three Men on a Horse" are other likely early season entries.

## Shift Ball Fields was started this summer by the Shuberts who figured on a 12-torn open air musical season in various ballparks.

Shift ball fields was started this summer by the Shuberts who figured on a 12-torn open air musical season in various ballparks. They finished with only one venture, Navin Field, horse of the Detroit Tigers. After a slow start due to the 21st century, the venture has zoomed out of the red and the "Opera Under the Stars" in Detroit is the venture under the motor capital.

Shuberts are now returning to their original plan of 15 tours and will likely appear in a dozen cities in 1936 and practically every company will be lodged in the baseball parks. This year, they are featured for Pittsburgh, Indianapolis, Cleveland, Chicago, Philadelphia, Baltimore, Washington, Cincinnati, Milwaukee, Minneapolis and Milwaukee.

Tagging the Shubert production in Detroit is the venture under the promotion of Robert Waller who has set deals of open air operettas in the beach ball parks of Indianapolis, Louisville, Akron, Toledo, Columbus, Dayton, Cincinnati.

Dovetailing

Waller has set a route of dates carrying through these seven mid-west cities for the next month. Will open this week at the Perry Stadium in Indianapolis with a musical spectacle tagged, "American Ziegfeld in the Parkway." In Louisville, for a two-day stay, followed by a route through the other cities and winding up with a few weeks at Grand Rapids.

All of the parks which Waller's company will play are already booked for the season, which is said to mean a fair profit.

The Theatre Guild will have an on-tour this fall—play by the name of "If This Be Treason," the last cleaverman and Reynold Lawrence, although production was held off last season because of the opinion of the Guild managers. Success of its first performance at the Theatre Guild under the direction of Lawrence Lawrence, one of its enthusiasts on the Coast, led to its disclosure as a good play, will probably prompt more deliberate action under the aegis of the Rebel tendencies of Dr. Holmes, one of New York's most widely known modernists.

In the Community Church has been charred at times by the fire of the theatre, made this play of the most widely anticipated of the summer season.

Dr. Holmes makes the journey from the putput to the proscenium with no rest but a gear, and though the drama frequently prods the heart, it is more in its perhaps innocent photograph of the American political machine than the play gains strength.

A new national administration has been elected. This is "If This Be Treason," and John Gordon is inaugurated president, on the Japanese attack in the Pacific, and conquers Manila. Jenny has long been president, the war is over, and she, a pacifist, refuses to call America to arms, although his president had set the machinery for the attack.

The Secretary of the Navy resigns in protest as the President orders the return of the fleet from Hawaii. A bomb is thrown at the President from Congress wait upon the President and demand that he resign his office. The President finally agrees to fight, the President, as commander in chief, orders the sea forces, refuses to order forces into action, and his impeachment is denounced.

The President takes a lone chance and flies to Tokyo to appeal to the Japanese government to stop the war and settle the strife by arbitration. Denied this, he asks for a little recognition from the Japanese government and is about to be held as a prisoner when the word arrives that he has been released by the people and his impeachment withdrawn. He returns to the Japanese people, freed from jail, that the gates are open and that he does not want war and, as the soldiers refuse to fight, he is the President.

Play has been carefully conceived by Dr. Holmes and made dramatic, it cannot have a realistic effect. It has even tempted the usual charge of a pulpit sermon, but the play is actually calmer than one of his simplest farces. It is sincerely anti-militaristic, though it is not so much though it is rennetitious and well. It commands recognition as a work of dramatic art.

The last scene, beautifully executed, is in fact presented and there are several scenes that might be advantageously eliminated, but the play is a well-made good shape. And considering that it is an intentional propaganda play, it is remarkably well done.

McKay Morris scores something of a triumph in the role of the President, gives a feeling and intelligent. If at times eloquent, performance as president, for the role of the President, Cohan was originally considered. It is a long role with many solo passages that are very well handled by the actor.

Play lacks romance, though there is a secretary, pretty easy, being extremely loyal to the new Presi-

Production has been expertly cast

Eddie Cook, general manager of the former legit firm of John Golden and the late Winchell Smith, and later northwestern representative of the Exchange interests, plans establishment of civic theatre projects in California. It is a splendid idea. Sacramento, Bakersfield, San Jose and Fresno are among the towns mentioned in Cook's plan. These towns were formerly one nighters but have played few shows in recent seasons.

Ceal Leon, who succumbed to a heart attack in front of the Booth theatre, N. Y., recently, made his first starring appearance with Florence Holbrook with whom he was originally teamed, at the LaSalle theatre, Chicago, in a play called "The Umpire." At the same theatre he duo topped in "The Filting Princess," "Time, Place and the Girl" and other attractions which played that Loop spot.

His last co-starring role was in "Bright Eyes" at the New York theatre, N. Y., run being broken, when Leon became seriously ill. Show later made a run of it at the Colonial, Chicago, with a third season play on tour to the Coast. When Leon was in the show, he appeared, with Cito Mayfield, now his widow. They first appeared together on Broadway in "Blue Paradise."

Potter and Haight received 16 inquiries for the use of "Kind Lady" in summer and other stocks, but limited its leasing to one suburban house in the East. This was usually the Broadway repertory company with Grace George, dated for Sept. 2 or 3. Although "Lady" is still billed at the Booth it may be light in another theatre. Only other stock release being considered is for Denver. Melodrama played at White Plains, N. Y., last week with the same cast.

Both Potter and Haight are on the Goldwyn lot, but the latter returns from Hollywood early in September to work on the script of "Sweet Mystery of Life" which he wrote in collaboration with Richard Maibum and Mike Wallace. Herman Shumlin will produce the play with Warner Bros. backing.

Victor Moore and Billy Gaxton have a salary arrangement in "Anything Goes," Alvin, N. Y., which calls for a guaranteed figure, with a percentage variable over and below a gross of \$24,000 weekly. Show's business dropped considerably under that mark, with the final weeks of July and \$20,000. It is not clear if the takings reached the 24G mark. That has given the stars about \$250 weekly over the contract amount. "Goes" is slated to attack in the Broadway spot into October.

Robert Rice, 17, son of Elmer Rice, was among those involved last Friday (28) in the anti-Nazi disorders which delayed the mailing of the "New York Times" to the Coast.

The second such experience for young Rice, a junior act. First time was for picketing. Rice was then appearing in "Battors Cattaro" at the Civic Rep theatre on 14th street.

## Inside Stuff—Legit

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## Following the "America's" speaker will produce "Mikado," "No, No, Nanette," "Midsummer's Night Dream," each depending on the box-office returns of the preceding production.

Other producers are already running around to investigate this legit idea. To them the ballpark idea has a number of advantages: the open air and the large seating capacity. Open air has a once remote the general public, besides being many degrees cooler than the legit houses, which is a very nice refinement system. Large seating capacity is figured to enable an attractive site in admission price, a singularly important factor in legit ball at this time. Ballpark capacity would permit offering at a dollar top, compared with the necessary \$3.50 for the 1,500 seats.

To the ballpark it means new-found revenue. They have the equipment and it's not up with the clubs are out of town. This legit rental is a sweet chunk of revenue besides keeping the ballpark in the public's consciousness while the team is off the field.

Milwaukee, July 30.

Two outdoor operas will be presented in Humboldt park here by the International Opera association, a home talent organization.

"Babes in Toyland" opened, Aug. 7, and "Babes in Toyland" is slated for Aug. 21.

## MINSKY SUED FOR 50G

Damage suit for \$400.00 out in Superior Court against Herbert Minsky, Joseph Weinstein and the "Hunting Corp." Complained Elleen Van Don, charged she was injured in a fall from a platform while "Hunting for the Minskys in New York."

Accident occurred in Werba's theatre.

# STAGE

## Irked at 'Jumbo' Delay, Durante May Bow Out 100%; See Equity's 'Circus' OK

Illy Rose's 'Jumbo,' circus-type musical, slated to go into rehearsal around Sept. 1, which means an Oct. 1 premiere, may end Jimmy Durante to London for a quickie on some personal appearances. Irked with the protracted delays, Durante may bow out of the show altogether unless paid while stalling. His personal rep, Lou Clayton, is having a showdown with Rose today (Wed.) on this issue.

Pending Rose's lining up of the show, Durante has been rehearsing his scenes with Ben Hecht and Charles MacArthur at their Nyack, N. Y., home. Letter did the book; score is by Rodgers and Hart.

Show is proposed to be housed in the New York Hippodrome. Stage will be built out in a huge semi-circle similar to the one at the French Casino. This is a switch from the idea of a stage in the middle of the auditorium and seats all around, as in a one-ring circus.

Because of the planned Broadway proportions of 'Jumbo,' Equity has virtually decided that it will be regarded as a regular legit show. Willy Rose extravagantly will therefore not be held time and 'Jumbo' will be given twice daily at the Hippodrome, N. Y.

Rose appeared before Council last week showing plans for remodeling the house, the circus interior effect and the tan bark ring within which the show will be given. He claimed it will be a circus because of the number of turns and animals to be used. He stated that more than 300 people will be employed and that if and when he tours the show 30 cars will be required.

Because of the latter angle, Rose stated that 'Jumbo' couldn't be classed otherwise than a circus. It is a book show, however. That is the only feature which has been Equity's decision, but it is believed the concession will be made.

'Jumbo' was dated to open Sept. 6, but likely that the premiere will be reached later in that month. Chorus has been in rehearsal two weeks and may double the usual given a musical show (five weeks).

## LYLE ANDREWS OUT OF VANDERBILT, N. Y.

Lyle D. Andrews is no longer connected with the Vanderbilt theatre, N. Y., and may take over another legit house for operation in the fall. Property is completely owned by the Drydock Savings Bank, which took possession through foreclosure last December. Since then Andrews acted as manager, with Alfred E. Adams and Harry... representing the bank. Latter duo also operate the National for Drydock.

Andrews built the Vanderbilt in 1924. Ed Rush of the premises was interested. Rush withdrew before the house opened and Joseph F. Moran, a ship-builder, became a partner of Andrews, who later bought out Moran. Outstanding attraction at the Vanderbilt is the long run 'Irene'.

## No Chamberlain Brown B.R., Equity Nixes Plans

Trouts of two plays planned for Jackson Heights (N. Y.) at the County Club theatre by Chamberlain Brown are off indefinitely. Under summer season... Equity requires a guarantee of two weeks' salary at the income—\$40 weekly for seniors and \$25 for Juniors.

One of the plays called for a cast of 20, the other for seven players. Total bond or surety... named by Equity was around \$1,100, but it was not forthcoming.

## Freedley Canals West

Vinton Freedley left for wood Saturday (27) by boat. While there he'll see Jack Haley on possibly taking Eddie Cantor's place in next season's Cole Porter musical. Cantor had to call it off due to picture assignments.

## Waltz' Renews Briefly, Then Hits Big Spots

Max Gordon's musical, 'The Great Waltz,' reopens at the Center, Radio City, N. Y. Monday (31) after an eight-week summer lay-off. Advance sales for next two weeks indicate show will start off to fairly healthy grosses.

Show expects to stick around New York another couple of months, at least, and then will be sent out for the road. It'll go into extra large sized theatres and auditoriums wherever possible, figuring on \$2 or \$2.50 top.

First date will be the Mastbaum, Philadelphia, and other houses set, although not dated. Include the Boston Opera House, the Chicago Auditorium and the Shrine Mosque in Pittsburgh. In each case show will attempt to stick as long as possible, rather than booking in on a straight one- or two-week basis. Towns which have no large capacity houses available will likely be passed up by the show.

## HUB JUDGE REVOKES WESTERN UNION FINE

Boston, July 30. Judge Samuel H. Cutler of Chelsea District Court revoked his \$500 fine imposed on the Western Union when Arthur P. Hardy, counsel for the wire company, made a formal apology to the court for messages transmitted to Judge Cutler protesting the arrest of players in connection with 'Waiting for Lefty,' banned in Boston last spring.

Judge Cutler considered the messages 'improper to be addressed to this or any court and property should not have been accepted for transmission.' Wire company in turn took possession of the messages. Hardy had been approximately instructed to 'see that no such unfortunate circumstances in connection with this or any other court shall arise.'

## Daniels, Lyon to Reopen 'Holly Holiday' in East

Hollywood, July 30. Bebe Daniels and Ben Lyon plan to hop cast following present picture engagements to reopen 'Holly Holiday' for a fall run in New York and other seaboard cities. Show closed in Chicago when the pair came to the court for picture engagements.

Miss Daniels is currently working in 'Ball of Fire,' and Lyon in 'Beauty's Daughter.' Both are 20th Century-Fox productions.

## Luteringer on Hub Era

Boston, July 31. Al Luteringer, stock producer, has been appointed production chief for the EICM dramatic project in the Boston area.

## WAGE NIXES FOR REHEARSAL GOIN

Salary During Break-In Period Starts Sept. 1. Managers Will Issue Figures to Make Up Sums Involved

## MUSICALS ESPECIALLY

Pay to all principals and chorus in legit show rehearsals will start Sept. 1. All shows in rehearsal at that time or thereafter will come within the rehearsal pay rule requirements. The rule applies to all shows to choristers, same for junior players. Equity made the starting definite at last week's Council session, after strong objections from the managers.

It is recognized, even at Equity headquarters, however, that smaller salaried actors will actually pay the rehearsal money, with salaries of both such players and the chorus reduced to balance the extra rehearsal expenditure. Equity will, nevertheless, go through with the rehearsal pay including, regardless of what action the managers take, because of the feeling among members that there should be rehearsal compensation. Whatever changes are to be made will come later in the season, after the new rehearsal regulations have been tried out, it is now indicated.

Hope of some Equity leaders who appear skeptical as to the outcome is that there will be a material decrease in the number of shows produced during the season of 1935-36. At a managerial session last week several showmen threatened to reduce their new play schedules by 50%.

After hitting the ceiling when Equity announced rehearsal pay requirements following unanimous opposition from the managers, the latter sat down and figured it out all. It was generally decided that nothing could prevent the cutting of salaries. The featured players and stars, who are not expected to accept the rehearsal coin anyway, will not be affected but several stage actors will doubtless feel the evening-up process.

How They'll Cut Some producers have been paying Broadway choristers \$40 weekly (10 over the scale). They will be paid (Continued on page 59)

## Mary Boland's Pic Work Sets 'Jubilee' Start Back to Aug. 12

'Jubilee,' the first musical next season under the joint managerial setup of Sam H. Harris and Max Gordon, with Hollywood backing, is now set to start rehearsing Aug. 12. Show's preparation started way back one week because of a slight delay which will keep Mary Boland on the coast for film relocations. The Cole Porter-Rose Hart musical is definitely not booked for the Music Box, N. Y., reason given being that the show would not be able to operate for a 1,000-seater. Four Broadway theatres are being considered for 'Jubilee'—the 48th St., 54th St., Beck, Broadwayhurst, and New Amsterdam. Letter is a possibility in the event that George White's 'Scenic Parade' is cleared of the house within the contractual limits.

Show is now slated to debut out of town at the Shubert, starting Sept. 16, staying two and one-half weeks. Broadway debut is dated for Oct. 5 (Saturday). Music Box is figured to house the revivals of the M. B. Reeves which is Irving Berlin and Sam Harris will do in time for the Xmas holidays.

## Gov't Starts Work on Legit Relief Projects; Hallie Flanagan Named Head of Aid for Theatre Needy

PEGGY JOYCE BACK May Tour South As Star of 'Appearance'

Peggy Hopkins Joyce may return to the legit stage in the fall, probably touring the south in 'Personal Appearance.' That depends on a reading of the leading part this week before the show's producer, Brock Pemberton. Gladys George, who originated the lead at the Miller theatre, N. Y., where the play is presented, is the leading actress. She stands, although there have been no definite bookings arranged yet. A coast company is also being represented by a Parrell and Gloria Swanson mentioned to play the lead. Picture rights to 'Appearance' have not been sold.

Washington, July 30. Planning to initiate actor-relief on a national scale but still lacking concrete ideas, the Emergency Relief Administration last week named four technical advisors to direct preparation of a program to aid white-collar jobless. Artists and cultural projects will be developed in an effort to assist musicians, writers, actors, painters, and sculptors.

With a \$300,000,000 appropriation available for educational, professional and cultural undertakings, FEPA picked Hallie Flanagan, wife of a Vassar College professor, to boss the theatre projects and selected Henry G. Akeley, once director of the Provincetown theatre, to handle the writers' projects.

There was little indication that anything substantial in the way of relief for actors can be expected for another month, although FEPA officials said details might be agreed upon within a fortnight. Miss Flanagan, who will continue her summer theatre courses at Vassar, will take over her relief job until Sept. 1.

The writers' relief probably will go under administrative aegis of Akeley, who has been a foreign correspondent as well as producer of 'In Abraham's Bosom,' is on the FEPA payroll at present. For the past year and a half he has been supervisor of reports and bulletins for the relief office.

With the idea of government angling of private productions definitely abandoned, FEPA executives said details might be agreed upon within a fortnight. Whether the Government will go into theatrical ventures on its own account still is being studied. Federal authorities will attempt to coordinate all actor relief projects and develop a more unified theatre aid.

Miss Flanagan, wife of Prof. Philip H. Davis of Vassar, has been an English teacher and director of play-making in theatre at the Poughkeepsie brain factory for nine years. She studied under Prof. George Pierce Baker and assisted during his last year at Harvard. She produced a comedy, 'Incense,' which opened Baker's first season at Yale, studied dramatic writing abroad on a Guggenheim fellowship, and has written numerous articles.

## 2 PLAYS AND BIOG ON HAMMERSTEIN'S SKED

Arthur Hammerstein has optioned production rights on Rita Weisman's 'The Witness Chair,' which the author is now dramatizing at Cape Cod. He will be seen in Broadway showing in the fall. Yarn originally appeared as a magazine serial.

Hammerstein is showing signs of new activity with his show set, and another, 'Life of Theresa McBean,' readying. Additionally, he has just completed a biography of his father, written by Bronckow, who is in the field of Oscar Hammerstein as a screen proposition, a la 'Great Ziegfeld.'

## Van Loan East for Stager, 'I'm Your Man'

Hollywood, July 30. H. H. Van Loan is heading east next week to arrange preliminary production of his newest play, 'I'm Your Man,' tentatively scheduled for Broadway house, if available, Oct. 13.

New comedy-drama has a political background. Production will be financed by an unnamed angel.

## GROUP THEATRE MAY PROD. FILMS

Broadway's left wing, the Group Theatre, have taken wing leaving the stem devoid of any proletarian plays. With removal of 'Awake and Sing' and 'Waiting for Lefty' from the Belasco on Saturday night (27), Group is without representation in street, which, at one time this season, they figured prominently.

Recent combination of 'Awake and Lefty' with haveover of its two most successful efforts, merged last week for a final fling via the cut-rate method.

Group produced four plays this season starting with 'Gold Eagle Guy,' which opened Nov. 28, 1934. It didn't survive. Lasted about nine weeks, but had a follow-up along till closing. Second was 'Awake and Sing,' which bowed Feb. 19 and enjoyed most success of all. 'Waiting for Lefty' and 'Till the Day I Die' followed close on its heels, opening March 26. Latter two hung on until last week, when foremost of short dramatic duo, 'Lefty,' was combined with 'Sing.'

Co-operative producer-actor group will all go on vacation until fall season bows in at which time it may readout 'Sing' and 'Lefty' to be played along with other cuts. Broadway. Under consideration now is another play by Clifford Odets, author of all above produced by the group. It is 'The Front Page Guy.' New Odets' production is 'Paradise Lost.' Understood John Howard Johnson, who is producing 'Men in White,' and Melvin Levy have all completed scripts which will be submitted for approval this fall.

Group, assured of finances, contemplates production of a film in the east. Picture will be inauspiciously begun by Bronckow, probably be taken from early American scene if realized.

## 'Thumbs' Tour

'Little Thumbs' renews 'Thumbs Up,' which closing in New York early last August in a 26 week run, will start again in Boston, opening Aug. 27 at the Colonial theatre. After Boston, Dowling plans a tour.

Reopens with practically same cast as debut, with exception of Shelia Barrett replacing Sybil Howard. Others to continue are Clark and McCullough, Ray Donley and Dowling.

Berlin's Theatre Worst in 15 Yrs.; Only Three Houses Open Out of 22

No summer within the past 15 years has been theatrically as barren in the German capital as the present one. Of the 22 legal houses, only three manage to wind up a tired curtain on piffing comedies that rely on the summer stupor of their audience to get by.

Only one westside theatre, the Kurfurstendamm, is in the ring. Komische Oper and Schiffbauerdamm are central spots nearly for the transients who stay in the second-rate hotels around Friedrichstrasse.

A single musical comedy or revue is billed. Meritello, the only house, left that sticks to operettas and revues, folded up in May. With last winter's show now off, it is about, five months, and with the slump of former summers in mind, the management preferred shutting down to taking a loss.

Heading the list in importance is the Reich's festival at the Heidelberg castle, which opens this week. Only classical plays like Shakespeare's Twelfth Night are shown, but cast has Germany's top stars, including Katha Dorsch, Angela Sillkoker, Heinrich George and directors are Lothar Muelch and Gustav Grundgens, etc.

But what'll he do in his spare time? Vienna, July 20. Max Reinhardt will take time out from Salzburg Festival long enough to skip over to Vienna to sell himself that his plays at the theatre in the Josefstadt are okay. Then he will spend at least part of the summer at Salzburg and on his estate at Leopoldsdorf.

Paradise Floor Show From New York in S. A.

Rio de Janeiro, July 19. Part of the Paradise (NY) floor show may stop over at the Copacabana Casino here on the way back from Buenos Aires. Full line is 56 (35 females, 21 males), the largest U. S. unit ever brought down the coast.

Show opened at the Casino theatre and Novelty night-club in B. A. U. prospects and here have been going well there. Contract there is for eight weeks with eight weeks' option to play at the other shows daily. Program is changed every week. If the Copacabana signs them up to follow the current bill (Max Berger, Lucille Pace, Danny Darline) they will be the only American show in the boards here. Other bills in the wings are the United U. S. talent for many months. All have French vaude, apparently just for variety. The Urea has a Bal Tabarin unit and the True French Can-Can. Atlantic has signed Claudine Saxe and Fernand Daily. Paul Guerry and Rose Melina.

Sherek Gets Laye Script Likely for Broadway

Paris, July 20. James Drenthoff and Holt Marvel (Eric Maschwitz) are the architect of the British Broadcasting Corporation have collaborated in musical to be called "Dance Ayay," with lyrics by Kenneth Leslie Smith. Henry Sherek, who is in partnership with Evelyn Laye, intends to take his debut as Broadway producer with this show, which will star Miss Laye.

Bernstein's 'Amours'

Paris, July 20. "Amours" is title pleaded by Henry Bernstein for play he'll put on next year at Gymnase. He always uses one-word titles. "Hope," his last, ran all season. Cost includes Helene Perrier, Victor Francen, Claude Dauphin, and Suzet Mais, plus other regular Bernsteinites.

Baker the Winner

Paris, July 20. Josephine Baker was again against the Russian painter Kaminsky, who had made her portrait in postage stamps and wanted her to pay for it. She came to court from Joinville station, where she's making "Princesa Tomtom," and waited 30 minutes in vain for case to be heard. She then went back to work, leaving her lawyer, Sylvain Kramlik, to handle it. Kaminsky had a good lawyer, too, but not good enough.

Charlot Takes Vaude Theatre for Musical Shows; 3 Mos. Run

London, July 20. Andre Charlot has leased the Vaudeville theatre for three years from Gatti Bros. English producer intends to devote the house to a musical revue policy, with no show whether a success or not, to run more than three months. First show will be titled "Charlot's Show-Go," with Mary Brian being brought from America to the production with Douglas Byng and Dorothy Ward. Show will have preliminary run in Manchester, and then to the Vaudeville around middle of September.

Charlot also intends to run a Christmas pantomime on original lines, not the old stereotype, which will also star Douglas Byng in burlesque "femme" role. Pantomime will be staged from Buenos Aires. Full line, which is contrary to all pantomime traditions. The accepted rule being Dec. 24, except in Scotland, where it is staged a week earlier.

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Le Seveux Goes Serious

Paris, July 20. Jean Le Seveux will now exclusively author of all his new plays more or less serious in dramatic comedy on life of Emperor Nero. His debut as Comedie des Champs Elysees next year. Title is "Sixth Caesar." Barry Baur will play Nero.

Vaccinated

London, July 21. Henry Sherek has been appointed counselor and chargé d'affaires for the Republic of Panama in London. This makes the petty agent immune from any legal entanglements.

Lease Fight Unsettled, Marie Bell Proceeds With Producing Plans

Paris, July 20. In spite of fact that fight between Marie Bell, directing of Ambassadeurs during last season, and Edmond Sayag, lessee of theatre from City of Paris, is not settled, Miss Bell will still have the theatre at reopening next fall and will begin the season with a new play by Edouard Bourdet.

Sayag, who sublets to Miss Bell, has brought suit to break the lease and turn over theatre to Albert Willemetz and Louis Meunier of Bouffes Parisiens. Courts won't decide until fall. Sayag also asked municipal council, which controls city-owned theatre, to approve a new sublease to Willemetz and Meunier. City fathers won't decide until fall, either. So Miss Bell is going ahead with her plans.

SAD SHAW 'SIMPLETON'

Gloomy. Returns by Critics After British Premiere

London, July 20. All the major London critics attacked the British Festival Theatre, to approve a new sublease to Willemetz and Meunier. City fathers won't decide until fall, either. So Miss Bell is going ahead with her plans.

Miller Crash

Berlin, July 19. Miller Brothers, "two flying clowns" had a bad accident today. While working their trapeze act up in the wings, one of the ropes tore and the two crashed down on the stage. One of the brothers came off with light scrapes and bruises, but the other is so seriously hurt that there is some doubt of his recovery.

Act was much sought after, especially here in Germany where the publication of money advertisements was against postal regulations and papers carrying such copy sent through the mail is an out-and-out violation.

'Money News'

(Continued from page 5) screen, etc., to be advertised following the warning by the Government to the newspapers that the publication of money advertisements was against postal regulations and papers carrying such copy sent through the mail is an out-and-out violation.

Out of Order In Milwaukee, the Garfield theatre got slapped with a fine on a charge of operating a lottery. This case screen. This serves as a general basis of operation for the police and now that they have a decision on the game, they figure to wipe out the gambling stunt throughout the state.

Detroit city centers around the Colonial, with city tattling to secure a decision. In Chicago the test case involves the Chase, Warner houses, with the police seeking a precedent in killing off the games all over town.

There was a 'ank nite' 'guilty' decision in Iowa last week, both for advertising and operating the money give-away.

Exhibits themselves are chary of the money getting not only from the possible legal entanglements but also from the aspect of actual net profits on the week. Find that in many spots the end of the week shows the worst figures of actual use to the host of the money stunts and the boxoffice reaction on other nights.

Play Abroad

PETER THE FIRST

Moscow, July 14. Historical drama in four acts and 12 scenes. By A. Tolstoy. Translated by the Soviet Academic Dramatic Theatre (formerly Alexandrinsky Theatre); directed by G. G. Malbroutin.

Play is a re-write of an earlier A. Tolstoy drama using a lot of the material in the as yet unpublished volumes of his father's memoirs of now the Russian monarch who built his name town, St. Petersburg, in the aftermath of his dramatic incidents; has plenty of story and at least four great characters; Peter, his house-maid wife, Catherine; his weakling son, beautifully played by Babushkin, but capable of ordering the execution of his own son when he found him plotting against him; a woman which he conceived, is magnificent, projecting an image which is believed to have been the original basis to Peter's portraits.

The play starts with the young Peter, heir to the throne, in the throes of Peter's courtship of the servant maid whom he has married; the building of the Peter and Paul fortress and the city of St. Petersburg; the construction forbidden in any other part of the empire; through Peter's spectacular with the sons of nobles, sending them to Europe for education, a scene which shows the work of day-laborers when they refused; the sending of his minister into exile against the strident peddle when he spoils the plans of his city by building the admiralty.

The play ends with the death of Alexi; Alexi's banishment and later the ordering of his execution and Peter's return to him in the dungeon; and finally the corruption and pettiness of the court in which Peter's son, the young Alexi, comes down; with Peter standing aloof, silent at the window. Most of them seem to have his son dead, his wife unfaithful, and his plotting against him.

The playwright intended to point the futility of the best efforts of a ruler, even a saintly one, in a lone hand. Nevertheless, Peter will be a hero to the audience who may have a political sense.

Renate Contra Fruehling

(Renate Against Fruehling) Three-act comedy by Friedrich Lichtner. Cast: Maria Brandt, etc.

One of those stage perennials that pop up regularly each summer when competition is too weak to keep them from the boards. Authors have squeaked only passable humor out of their plot of the spoiled girl who falls in love with the incompetence of her male friend, who is saved by successfully defending a case in court he has undertaken. Her personal interest in the plot is not very strong. He is engaged to her friend.

Fruhling is in all situations and conflict spot. Only sentimental drizzle is left. Girl's profession of her love is a fine bit of acting, but sliding head head between shoulders is a little bit of a double entendre. It is undoubtedly all in accordance with the Nazi credo and probably the reason for its success in favor. (All dramatics must pass the official okay.) But it remains uninteresting with insufficient humorous relief to its credit.

Gina Falcenberg as the female lead, is a fine actress, but her partner, Paul Heilmann, far from being, finds few gulbs to juggle with.

Play will not last out the summer. 7755.

AKI MER, AZ NYER ('WHO DARES, WINS')

Budapest, July 10. Musical comedy in three acts, at the Buda-Szabolcs. Cast: Hannu Honty, etc.

Budapest's summer theatre, which manages to dig out a hit every summer, has again got a musical which has a chance of cashing for two months. One of the secrets is a first-rate cast, but the musical itself, with pleasant jingles, good dancing, and many laughs, is decidedly mediocre.

Plot of the Cinderella variety, has some novel points. Pretty typist who gets the sack at the bank where she is employed, on account of the slump, forces her way into her employer's house, threatens scandal if he won't take her back. When he refuses she takes off her clothes and starts screaming, pretending he's assaulted her. The employer's wife, the laughter manager, a widower, intends to marry, being in the next room, hears the noise. The wife is the manager's daughter, just back from school in Switzerland. When she returns she finds her husband's under. In this quality she is a heroine. Everybody falls in love with her, including the manager, and after she has refused she is to be married. It's that type of farcical comedy that is so popular in Hungary. It appeals here but the big romantic musical comedy which seems to be passé.

Marriage Makes It Easy

London, July 19. Comedy in three acts, by David Hovey, produced by the author at Westminster Palace Theatre. Cast: David Hovey, etc.

The safest way to pass judgment upon a stage production that is not palpably a hit is to make the statement that it is playing well and good one. Obviously if it hadn't some thing of merit in it, no manager would have put it on.

In this instance the star is also the author, manager and producer. Nevertheless, despite some very adverse criticism, there is more than enough in it to make it a success. The manager trying it out. But there is not sufficient in it to make an evening's entertainment. The dialogue is light and frothy, but not enough story to sustain interest in the play.

Marriage starts off with free love. A well-to-do couple meet on the continent and decide upon a trial marriage. The wife is a divorcee, his wife to his home in London and his relatives promptly call, and a Spaniard learns the story and attacks the author. The author has considerable discussion they have no alternative but to be married.

This immediately brings the newspapers down upon them to ask the reason for a marriage after they had announced they were wed three months previously. An ingenious idea, but the author's handling of the dialogue in the art of making dialog couldn't sustain the amusement from 8:30 to 10:30. The author's handling of the plot is not very strong. He is engaged to her friend.

SZEPESKIRALYNO ('BEAUTY QUEEN')

Budapest, July 10. Musical comedy in three acts, book by Katalin Thaly, Budapest. Cast: Ferenc Deli, Lajos Jász, etc.

Katalin Thaly, dark for months, has been teased by a decidedly talented young actress, who is to produce the production of his own first play. His music deserves a better fate than that of his second, which is a flop.

One of the worst books in a long time, on the subject of a beauty queen election, with a Miss Hungary contest, is the subject of the play. On the narrow path of virtue by her chances of becoming Miss Universe. The author's handling of the plot is not very strong. He is engaged to her friend. The author has considerable discussion they have no alternative but to be married. This immediately brings the newspapers down upon them to ask the reason for a marriage after they had announced they were wed three months previously. An ingenious idea, but the author's handling of the dialogue in the art of making dialog couldn't sustain the amusement from 8:30 to 10:30. The author's handling of the plot is not very strong. He is engaged to her friend.

B. A.'s French Co.

Buenos Aires, July 16. Following a series of failed German and English repertory companies in Buenos Aires, a French company will move into the Odéon. Company includes as general manager, Jean Marchand and Germaine Laugier.



**2 Mergers of 4 Maga**  
 Trio consisting of M. G. Smith, H. L. Williamson and Wm. Harsha, who publish the National Printer-Journalist, have purchased Printing Industries of Gordon D. Lewis and F. S. Brandenburg.

Purpose is to combine the two business mags, probably in a new format. Lewis goes over with his mag to the new owners.  
 Another mag amalgamation is that by the Robinson Publishing Co., which is combining Advertising Arts with Advertising & Selling. Combined mags will carry the title of the letter.

**Air Tieup Boosts Pop Songs**  
 The up of Popular Songs, the mag, with Feet-a-Mint, by which the periodical participates in the inactive's radio time on WABC once weekly, has given the mag's sales a tremendous boost.

Arranged by Richard B. Gilbert, editor, broadcast tie-up includes a number of songs. Best of these titles submitted each week is turned over to an established song writer and a publisher, with the creator of the title getting 50% of the song's royalties as his share. Billy Hill writing the current batch of songs under the name of "The Artist" with Shapiro, Bernstein publishing. Next batch to be written by J. Russell Robinson, with Harry Elgie publishing.

Tie-up and title contest will continue through the summer at least.

**Report on Writers' Congress**  
 Complete report of what transpired at the American Writers' Congress, called by the National League of the newly-organized League of American Writers, is almost completed and will be issued soon in book form. It will be released by International Publishers.

Among the scribblers contributing to the report are: Wm. G. Brewster, secretary of the League of American Writers, Josephine Herbst, Joseph Freeman, Matthew Josephson, Michael Gold, Malcolm Cowley and James T. Farrell.

International Publishers will also issue a companion volume, entitled "The Soviet Writers' Congress."

**Chambers B-M's New Prax**  
 New president of Bobbs-Merrill is Charles B. Chambers. Firm also has a new chairman of board of directors, Charles C. Kryter, with J. W. Foster also added to the board. Chambers has been with the company since 1903, when he became secretary to W. C. Bobbs. Until his election to the firm, he had been manager of the trade book department.

Kryter's connection with Bobbs-Merrill goes back even further, he having joined the company in 1888. J. W. Foster, the new member of the firm, was an intimate friend of the late Bobbs.

**Book Club's House Organ**  
 Newest of the book clubs is the Book Union, this one to pick the best work of revolutionary literature each month, reading a house organ to be known as the Book Union Bulletin. First issue will appear in September, or at about the time the Book Union will make its first book selection.

The Book Union Bulletin will contain literary articles contributed by the Book Union's large group of endorsers.

**'Cinema Maid' Moves In**  
 Upon his return to San Francisco after a one-over of the Hollywood film studios, Fred Johnson, for eight years in charge of living picture departments of the Hearst Call-Bulletin, found a new motion picture editor on the job.  
 Fernau, writing on the outline of The Cinema Maid, was installed during Johnson's temporary absence, unknown to the chief.

**Transparent Cover**  
 Maguire will shortly step out in a binding and go over to the magazine field. Mag has set deals with owners of the original French patent for a new spiral celluloid binding to replace present wire clips.

Also will top the entire magazine with a thick transparent celluloid cover.

**Talk With McBride**  
 Robert O. Elling is discontinuing his own publishing business to become associate, with McBride in an editorial capacity.  
 He was formerly with Jonathan Cape and Harrison Smith and last with Brewer, Warren & Putnam. He before founding his own shop in 1922.

**Success Story**

Humphrey Cobb worked for an advertising agency, for number of years. He gathered statistics, but the agency didn't consider him a good enough writer to write up the reports afterward.

On the side, Cobb wrote a novel, 'Paths of Glory,' big best seller in some time, and day after book was published, he quit the agency job.

Incidentally, there was a war book by the same title, written by Irvin S. Cobb and published 20 years ago. Cobb has now gone to the Coast for Metro.

**F. & P. Gets Bonnet's Works**  
 Farrar & Rinehart has purchased rights to a flock of Stephen Vincent Benet's titles. Doubleday, Doran & Co. F. & R. already have the rights to 'Burning City' and 'Western Star,' poem, former going to the publisher.  
 Others bought are 'Ballads and Poems, 1915-1930,' 'The Barefoot Boy,' 'The Boy and the Girl,' 'Shore's Daughter,' 'John Brown's Boy,' 'Spanish Bayonet,' 'Tiger Joy' and 'Young Adventure.'

**Giving Scribes a Bow**  
 Power of the press has been accorded recognition at Des Moines, directors of the Iowa State Fair association having decided to dedicate one day of annual state event to "Press Day."

In announcing the day, it was stated that in those charge of the fair activities were thankful for many of the constructive criticisms supplied by the press and for the cooperation extended to officials. Editor of dailies, weeklies and magazines are to be fair guests on the day, with a special program to be provided for their benefit.

**New Digest of Books**  
 Mag with a variation of the digest idea, character, and believed to have originated with that of Nick Carter at Street & Smith, growing. Each usually authored under an office by-line, which may be that of one or more staff scribblers.

Subtitled 'A Journal of Work In Progress,' the periodical will carry passages of various lengths from forthcoming books. Argument put forth for the mag is that it is attractive excerpt may whet the appetite for the book from which it is taken. Claimed that book publishers generally co-operating.

**Gum-Shoe Mag Folds**  
 Current title of the Detective Stories is its last, and West F. Peterson and his staff are out. Peterson now seeking another editorial position.

**Idea of Inside Detective Stories**  
 was sold by Peterson to George T. Deloate, Jr., who is now making it a part of his Dell string, formed an affiliate, Exposed Publishing Co., for its publication. Previously Peterson had had a similarly-titled mag for a rival house.

**The Human Side**  
 Leone Bracker, who did the 'Forgetting a Thousand Cares' poster for the Motion Picture Producers and Distributors of America, is now doing series of full-page advertisements for May Co. department store.  
 Same treatment as in MPEDA poster used in ads to present the human side of a department store. First one appeared in last week's L.A. Sunday Times.

**Book-Boosters**  
 Marlon Humble is head of a new organization calling itself the Book Group, purpose of which is to stimulate interest in various books deemed worthy of support.

Patterned on the book club thing, except a fashion, except that recommended worthwhile books will be offered for sale.

**Kennedy Bros. Expanding**  
 Kennedy Bros. who publish 'Venture,' the mag, will branch out into the book biz. Have in mind the publication of books pertaining to the sea and seamen.  
 Firm has taken over W. W. F. Winters, formerly of Century and Appleton-Century, to head its book department.

**Broadcaster Turning Pub**  
 Vic 'H. Lindahl, who broadcasts good night talks, issuing a magazine called 'The Voice of the Night' as a supplement to his activities. Claims to have received 5,000 paid-in subscriptions in advance of publication, on wholly from listeners-in-

**Follow the Leaders**

New Los Angeles weekly, Parade, in 1935 after both Time and New Yorker. Front section of mag carries news digest copying Time, and remainder is devoted to sensationalist character of New Yorker type.

Publication, which is still running 16 pages after six weeks, is completed by this week from a price of 15 to C. Hanson H. Hathaway, L. A. newspaperman, is managing editor, with E. Kay, associate editor, and Harold A. Smith, business manager.

Two previous mag ventures failed after New Yorker patterned in L.A. after brief lives.

**Reviving Sports Mag**

All Outdoors and Sports Review to get a new lease on life. Mag will appear shortly in an enlarged and improved form under the auspices of the Acme Publishing Co., headed by Edward F. Cobby, T. G. Mauritzen editing.

New mag publisher has set up his headquarters in Los Angeles. Mag previously published from the same city.

**Frisko's New Pub**

New locality book publisher is George Fields, of San Francisco, who plans to publish works of historical biographies to that city and prominent figures produced there.

His as a starter a blog of James W. Marshall, who discovered gold in California. Volume is by George F. Parsons.

**'Nother Popular Mag**

No end to the number of new mags which Harry Steeghs and Ed Knopf are adding to their Popular Publications group. Latest is one built around a stock exchange biographer, and called 'The Story of Wu Pang.' Will appear monthly, starting with a September number. Lead-off story in each issue will be authored under office by-line of Robert J. Hogan.

Number of mags built around a stock exchange character, and believed to have originated with that of Nick Carter at Street & Smith, growing. Each usually authored under an office by-line, which may be that of one or more staff scribblers.

**Who's Who of Big Execs**

'Who's Who in Commerce and Industry' is being compiled with biographies to include prominent persons in the picture business. Book will be along the lines of the regular 'Who's Who in America,' except that it will contain data only to business people as a biographical encyclopedia of outstanding executives.

Data is now being collected, with execs in pictures asked to personally key their biogs before they go to the printer.

Price of the 'Who's Who' will be \$15 on publication. A pre-publication offer, mostly to those who are to be indexed in the book is \$10 and \$12.50 if not paid until delivery of the completed work.

**Chatter**

Mardorie Fischer to Russia.  
 William Strayer has gone abroad. Frank Buck's new collaborator is Perrin Fraser.

Nelson Doubleday, the publisher, back from Europe.  
 Keith Henney goes in as editor of Electronics Aug. 1.

Alan VIII, who put his sailing ship in at Singapore.  
 Houghton, Mirfin is Marjorie Bell's new collaborator.

Sir Norman Angell coming over in the fall for a lecture tour.  
 George Horace Lorimer, the Saturday Evening Post author of 'Paul Horgan at Rowley, New Mexico, in the midst of a new novel. Stony Cody, a mag of 'Desert Silver,' is really Thomas Ernest Mount.

Elizabeth Gilman, of the Farrar & Rinehart office, to Europe for a vacation.  
 Dan Thompson, screen and radio editor of the Louisville Times, father of a son.

Alfred Bingham, who edits Common Sense, will have a book on the Star Line.  
 Rupert Hughes' new one is a novel about John Howard Payne, who wrote 'Home, Sweet Home.'

Consolidated Book Co., the British publishing rights to Alexander Duff's 'The Any Smaller Person.'  
 Consolidated Book Co., author of a pocket-sized volume on the game entitled 'Standardized Golf Instruction.'

Mignon Eberhart's alma mater. (Continued on page 63)

**Best Sellers**

Best Sellers for the week ending July 27, as reported by the American News Co., Inc.

- Fiction**  
 'Paths of Glory' (\$2.50).....By Humphrey Cobb  
 'The Great Gatsby' (\$2.50).....By F. Scott Fitzgerald  
 'It's a Great World' (\$2.00).....By Emile Loring  
 'Young Rembrandt' (Janua, 1908) (\$2.50).....By Marz de la Roche  
 'Sleeping Child' (\$2.00).....By Alice Grant Rosman  
 'Beauty's Daughter' (\$2.50).....By Kathleen Norris  
 'Personal History' (\$1.00).....By Vincent Sheean  
 'Skin Deep' (\$2.00).....By M. C. Phillips  
 'Road to War' (\$3.00).....By Walter Mills  
 'Citizens and His Government' (\$2.50).....By Alfred E. Smith  
 'Autobiography of John Hays Hammond' (2 vols.) (\$5.00).  
 'A Woman's Best Years' (\$2.50).....By W. Beran Wood, M. D.

**Book Reviews**

**Twelve in One**  
 A highly unusual experiment is attempted, and the more accomplished by the author of the new book 'The Jury' (Knopf; \$2.50). In this book, tells the story of who may or may not be a murderer, fore, aft and center. He weaves together the lives of the participants in the trial, plus the jury. He gives a fair, complete picture of the lives of each of the twelve talsmen, then their reactions to the case as it unfolds in court and in the jury room. Plus the results and change of attitudes. This is by no means what it may at first seem to be. It is a study, is a psychological study of a group of men and women picked from various corners of the earth to sit in the jury box and to witness the serious walks of life and thrown together by a freak of chance. Although excellent reading, not a literary film.

**Southern Tragedy**  
 There have been quite a few stories in the South of late, and most have been fine. Here is another one, 'Deep, Dark River,' by Robert J. Kinnel (Knopf; \$2.50). This one ranks right along with the best, but which is likely to be met by the same lethargy as the best. Rylee tells the story of a negro, Mose, who asked nothing more of life than to be left alone. But life wouldn't leave him alone. A series of incidents with which he had nothing to do precipitate him into a corner of storm of trouble ending with his arrest and conviction for murder. He had nothing to do with it, but he has to go to jail for life. It's an unpleasant story, truthfully and bitterly told. It will remain in the mind of the reader more than fiction in the South. But the average reader is likely to pass it by for something a bit more digestible.  
 Not for films.

**Plus for Fiction**

In her 'Fiction and the Screen' (Marshall, Jones Co.; \$2), Marguerite Co. Ortman sets out to present a year's worth of fiction, and the chief source of material for the pictures. She makes her points clearly, if not always logically, and rather detracts from her argument through trying to forecast the future.

Most notable is her assumption that the efforts of Hecht and MacArthur (apparently still in production) in the picture was written to be important box office. She also makes the common error of assuming that the 'stars' singer' to be the first all-talking picture. It was the picture which started the craze, but the first all-talker was 'Lights of New York,' which it wasn't released until July '28, nine months after the Bronson picture.

It is, which breaks rob her of authority, while not affecting the beauty and soundness of her contention. It's padded with contributions by Louis B. Nichols, editor of Drake University, and by Mrs. Dralke, associate editor with the idea of gaining bulk. The extraneous matter does not help much. It's a book that will interest the student of the cinema, though not very greatly.

**Fidler With McNaught**  
 Jimmy Fidler, in New York from Hollywood, signed a contract this week with the McNaught syndicate to do a daily column from the Coast starting about the middle of September.  
 His air sponsor, Tange, has also signed a contract to resume the 'tab' from Hollywood during the latter part of September.  
 Fidler starts back to the coast tomorrow (Thursday).

**Ons for Rogore**  
 Phil Stout, when he wrote 'State Fair' and 'Village Tale,' was hailed as a pioneer in the young American writers who tell of the meanness and viciousness that compose an American small town. In his new best book, 'The Farmer in the Deir' (Harcourt-Brace; \$2), Stout hasn't quite forgotten his village training, but writes on a new canvas. He takes a small town farmer from Iowa and brings him to Hollywood, where he has a hard time making a literary standpoint, but promises a good scenario for Will Roers.  
 Pa Boyer is an easy, lovable character. He looks like a literary and likes it. It's not, for once, a Hollywood knockdown punch for a harsher of the better element in that cinema center. And it doesn't even hint or have about assuring the world that these better elements exist. If the book were a play it might be said to have a good first act, after which it lets down.

**Aran Spokesman**  
 When Robert Flaherty came to the island of Aran to look it over, he was met by a young man, the first, Pat Mullen. Pat made a living by weaving kelp. He became Flaherty's chief of camp and Flaherty spent a couple of years on the island filming and producing 'The Aran Islands,' which Gaumont-British released. It tells the story of the island, the film and himself in a book (Dutton; \$3), simply in a book.  
 It's too bad Mullen or his publishers didn't change the title. It would seem, at first hand, to be a trumper evocation of the film, which isn't so at all. It deserves ranking on its own. It's a highly interesting and colorful yarn of a man and his island. It is interesting and colorful. It is as interesting as the film itself was, but it may suffer from the same suggestiveness that marked the film.

**That Tired Feeling**  
 Lethargic writing dulls what might be a highly interesting and rather exciting material. The idea is there, but in his 'In the Shadow of the Cheka' (Macaulay; \$2), John Th. Kennedy makes such a listless effort to peddle his yarn that it seldom strikes fire.  
 Pie happens to be so dull and perfunctory a fashion that the reader is left cold. A former White House aide, the book was written, the most conventional piece to be sent, with two others, to dispose of some crown jewels, steals the stones and makes a mess of it. The Cheka catches up with him. Better told, this might have been a story. As is, it isn't.

**Keeps 'em Moving**  
 Using the familiar base No. 3. Paul Evan Lehman manages to put plenty of go into his 'Son of a Cowboy' (Macaulay; \$2), and it was made good summer reading for lovers of westerns.  
 The story is the theme in which the town's dark secrets are headed the outlaws, only to be unmasked by the brave young cowboy. In this instance, the town's hero is the son of a man who was hanged by the vigilantes. Jo Lehman goes to clear his father's name, and, of course, to win the girl. He does both briskly, and with some distinctly good situations introduced. The story is well told, like so many of the pulp authors. Lehman makes references to earlier writers, assuming the reader has read them. It's a bit of overwriting, but slightly irritating reading.  
 Could do for pictures.

# Paramount Fees

(Continued from page 7)  
disallow some claims in toto and to reduce certain others. Also, there are several claims to which Paramount makes no reply.

This hearing is the continuation of an adjourned session held on the previous Thursday. (The Attorney Samuel Zorn opened the proceedings. He claims \$76,207.09 as an attorney for independent holders of Paramount stock. The hearing was held later. He consumed all of the morning and nearly all of the afternoon period. Attorneys Alfred Cook (Cook, Nathan & Lehman), and Arthur Ballantine (Root, Clark, Buckner, & Ballantine) were called to justify their opening spots on the reorganization bill.

**Special 'Excessive'**  
Par's special counsel is also head of the New York reorganization and he makes a strong legal argument against the claims, generally. Thacher made specific suggestions only when he asked the court to expunge certain claims. He characterized some claims as 'excessive' and asked the court to reduce amounts the court should show these claims.

J. B. Collins, of the Paramount board, is a former member of the Thacher firm. He also is head of the Atlas Corp. which, in combination with Erpl, is the new company. John D. Hertz, besides H. A. Fortington, owned until Kuhn-Loeb as the Atlas financing. Thacher attacked the Kuhn-Loeb claim for \$100,000 and \$142,278 expenses and that of its counsel, Messrs. DeGersdorf, Swaine & Wood for \$150,312.15.

Thacher admitted the work done by K-L in the reorganization proceedings was well done, and although affidavits are on file showing that the Thacher firm, Kuhn-Loeb (Fercy H. Johnston), and the Vanderlip Debenture Committee have agreed that K-L and its counsel should be paid for their work done, Thacher argues that it was K-L's duty to do the work voluntarily. K-L and the Creditors' committee reorganization plan under which the company was reorganized.

Thacher was less specific and showed the court that on the \$707,000 fee claimed by the Root firm, counsel to the trustees. Thacher says that the fee was more economical but he leaves the matter of amount, which is the biggest liability, to the court for consideration.

Thacher permitted the Root firm's fee to hang on his own general argument, but he was on the factual side of the matter. If there be one. He did not inquire how much the Root firm's fee labor was undertaken. It was direction of the trustees and was necessary, or how much may have originated with the lawyers and may have been duplication.

In answering the lawyers' argument that through their efforts the financial position of the company was enhanced and the value of Par securities rose, Thacher speaks partly as follows:

### 'Vicarious Generosity'

"The hearing upon the petitions, in this case, disclosed misconceptions of the bases upon which compensation and the fee should be allowed leading to the most extravagant and extraordinary conclusions. All of the counsel seem to regard the fee as a measure of the strength of the reorganized company as the principal justification for an extreme amount of vicarious generosity which has never been equalled in such a proceeding."

Thacher is inclined to credit Par financial interests with the company forces beyond control of the company or the lawyers and to the majority committee. Thacher permitted Par to retain cash and withhold payment of accruing obligations such as interest items and other.

Whether the management by its experience and knowledge of show business may have assisted in improving the company's position, even with the other factors mentioned, is not touched upon by him.

He is interested mostly in showing that the lawyers couldn't have done what they claimed to have accomplished.

from proceeds of the sale of the new second preferred stock."

The lawyers on their claims also claim credit for the rise in value of Par securities.

### All Pix Values Rose

The increased value of Par securities was \$31,378,000. Thacher says that the value of Par securities rose in value during this period, not only Paramount, as he says:

"The security value of Loew's, including the same period increased \$46,000,000. Metro-Goldwyn-Mayer Picture Corp., \$147,000,000. Fox New York City, \$5,800,000; Radio-Kathie-Orpheum, \$4,380,000; Columbia Pictures Corp., \$9,300,000; Warner Bros., \$27,400,000."

"It is quite out of the question to attribute to the trustees and their counsel the entire amount of value which resulted from economic forces beyond their control."

Many of the lawyers, he argues, should look to the credit from the clients they represented and not the Par estate.

Among claims which Thacher argued should be disallowed totally are:

- Attorneys Jacob J. Lesser, \$37,512; Shugart, \$100,000; Dr. Ewald Palmer, \$15,000; Bibb, Deeds & Osborne, \$25,000; Louis Martin Levy, \$750; Saul E. Rogere, \$10,000; Garretts, \$75,379.95; A. J. Schaunberger, Chicago, A. M. Frumberg, N. Y., Edgar J. Schoen, Chicago, \$100,000; Charles E. Decker, \$23,858.40; Myron Robinson, former RKO real estate man, consulting expert employed by Attorney Malcolm DeGersdorf, \$100,000; Orrin R. Judd and J. Andrew Crafts, employed by Attorney Malcolm DeGersdorf, \$11,000; Cook, Nathan & Edwin L. Garvin, \$150,431.59; Craven, DeGersdorf, Swaine & Wood, attorneys for Kuhn-Loeb, \$50,821.15; Kuhn-Loeb, \$114,287.28; Rosenberg, Goldmark & Colin, \$18,728.70.

Thacher also notes that those members of the committees who have profited through trading in Par securities while members of such committees and who now ask for fees in connection with service on such committees should not be allowed fees.

Among these, he cites Francis Vanderlip, head of the Vanderlip Debenture Committee, and now a director of the new company, who was paid a fee of \$50,000 in connection with services on that committee. Vanderlip, Thacher claims, made a profit trading in company stock.

He cites also Lawrence Stern, of Chicago, member of the Vanderlip committee, who made a profit trading in company common stock. This, therefore, Thacher holds puts Stern as interested in stockholders rather than the debenture committee, who he supposed to represent.

Thacher says Barney Balaban, Miles National Bank, and other members of the Stockholders Protective Committee and who now ask for personal fees of \$70,000 aggregate, placed by Loew's and Par securities. Because they made profit by trading in debentures, Par's counsel claims also they were not interested in the stockholders they were deemed to represent as members of the stockholders committee. Thacher says that other members of the new Paramount board, Newton is a partner in Hall's department store, and that Judge Thacher holds that the court is warranted in considering such profits on the question of allowance of fees.

Par's special counsel questions the claim of Attorney Nathan Barkan that he is entitled to a fee for so-called 'merchandise creditors' committee. Thacher states that there may have been no necessity for such a committee. He says that the 'merchandise creditors' committee of which the principal member was Erpl. Par placed the committee, and that it was set apart from the committee, according to Thacher.

He announces also that the four members of this committee who were asking aggregate fees of \$150,500 plus expenses of \$1,197,400, he decided to withhold. These withdrawals came after the court itself on the previous week criticized those who were asking for their own interests or their company interests and now want Par to pay them for so doing. Officers of Par are on this merchandise creditors' committee, such as R. Earle Anderson, who is now a vice-president of the company, and J. M. G. Smith, withdrawn, a fee of \$7,000. Others on

this committee who likewise withdrew their claims are Martin Quigley, \$500; C. C. Bullock, \$1,000; and Hubert R. Cornish, \$3,000.

Thacher asked the court to disallow also the claims of Percy H. Johnston, chairman of the Chemical Bank, for \$300,000, and that of Max J. Howell, v.p. of Chemical Bank, for \$20,000. Thacher also asked fees for services on the Bank Creditors Committee, and fall into the same category as those which the court criticized for seeking fees for pulling their own chestnuts out of the fire. Johnston was chairman of the Bank Committee.

The claims of the Lloyd Munger Debenture Committee to fees for their counsel, Secor, Strawn & Strawn, amounting to \$75,978.59 are termed by Thacher as 'excessive.' Thacher also called too high the \$40,000 claim and \$16,914.39 expenses sought by the Peter Grimm committee consisting of Grimm, Robert B. Dowling, Harold V. Smith, Robert Golet and George McAnney. This was the Paramount - Broadway 'Wallholders' Debenture Committee. The \$100,000 fee sought by the committee's counsel, Strook & Strook, is also termed by Thacher as 'excessive' by Thacher.

Grimm, who recently was named to a special post in the U. S. Department of Justice, is also named another fee of \$10,000 in association with Joseph P. Day, another realtor, and one of the old Criterion theatre manager.

The various claims of the stockholders' committee and the \$250,000 fee sought by Cook, Nathan & Lehman, as counsel to this committee, should be substantially reduced, Thacher says.

Thacher describes as too high the \$23,000 aggregate fees sought by the former trustees, Charles D. Decker, Charles E. Decker, Charles E. Richardson. This is at the rate of around \$7,000 yearly for each trustee. Thacher believes that too much.

# New Business

(Continued from page 43)  
time signal plug for 26 weeks, commencing Aug. 14. Mark O'Dea, N. Y. W.R.C.

**PITTSBURGH**  
National Dairy Products Corp., three weekly participations in Home Program for six weeks. Placed by N. W. Ayer & Son, K.D.K.A.  
Max Ewert, Pittsburgh, farmers, five 15-minute programs from Aug. 1, 1935, to June 30, 1936. Placed by Ed. J. Gorman, K.D.K.A.  
Victor Brewing Co., daily weather reports for 13 weeks. Placed by Victor Advertising Agency, K.D.K.A.  
California Fruit Growers Exchange, 18 spot announcements as follows: Placed by Lord & Thomas, K.D.K.A.

Bell Brothers Co., three weekly participations in Home Program for 18 weeks. Placed by Applegate Agency, K.D.K.A.  
Boseley, Inc., 13 quarter-hour disc programs. Placed by Russell C. Ford, K.D.K.A.  
Gold Dust Corp., daily spot announcements for 10 weeks. Placed by Bolton, Barton, Dunstan & Osborne, K.D.K.A.

Household Finance Corp., daily Musical Clock programs for 52 weeks. Placed by Charles Daniel Fry, K.D.K.A.  
Sewing Products, quarter-hour weekly programs for 10 weeks. Placed by H. W. Stamp-Huntmer, K.D.K.A.

W. J. Brown Tool Co., weather reports for 26 weeks. Placed by Walker & Downing, K.D.K.A.  
Coca-Cola, 190 spot announcements. Placed by Smith, Hoffman & Smith, K.D.K.A.

**LOS ANGELES**  
Bullock's Department Store, five 15-minute spot announcements for 10 weeks. Presenting 'Red Letter Days.' Placed through Dana-Jones.  
First Industrial Loan, 32 five-minute programs once a week, presenting 'The First Industrial Loan.' Placed through Elwood J. Robinson, K.F.J.

**ST. LOUIS**  
R. J. Brown Co., 15-minute program spot announcements for four months. K.W.K.  
Coca-Cola, 60 C. series of announcements, daily, beginning (19) 'The Sun.'  
Second-Hand Buyers and Sellers, listing Bureau of America, Inc., 15-minute program for 10 weeks. Placed through Elwood J. Robinson, K.F.J. and 1-minute announcements, daily except Sunday, 13 weeks. K.W.K.  
Coca-Cola, 190 spot announcements, daily, beginning (19) 'The Sun.'  
California Fruit Growers Exchange, series of announcements for 10 weeks, beginning (19) 'The Sun.' Placed by October, K.W.K.

# Going Places

By Cecelia Ager

**Capitol's Stage Show**  
Belle Baker, who's been back from England for several weeks, is at the Capitol this week singing a song about being home again that unquestionably makes her return o'cial.

What Miss Baker does to 'Little Man, You've Had a Busy Day' is something. Miss Baker is singing and looking in top form. Her voice is lush and easy, her grooming radiant, her personality extremely benign. She is smiling a lot this week, and wearing a bright blue chiffon gown with a white mousseline skirt edged with a red velvet sash which matches her red chiffon handkerchief and red lacquered nails—and bearing a detachable cape of wicker draperies which Miss Baker removes when she gets warmed up. Also at the Capitol, Block and Sully, Miss Sully, abandoning the sports costumes that used to be her uniforms, may be seen attire now more in the delicately dainty manner—in a summer evening dress of red and white with white mousseline, de sole, circular ruffles, and a white belt at the neckline and armholes, and a white mousseline de sole overskirt appended at the hipline and flowing out to the floor. Miss Sully, who is very careful about these things, wears matching white and red bracelets too.

The Lady of Moore and Revel has a new violet ecore princess gown with fringe dripping from its narrow shoulder straps, a gown superb at revealing the jut of the lady's derriere, a feature most prized by some ladies.

### Music Hall's Coney Island

Now, in 'Calliope,' stage show at the Music Hall, it is the maids of the ballet corps who hide their identities behind radium paint, now it is the maids of the ballet corps who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be hot dogs seeking their rolls. It is the maids of the ballet corps who this time are assigned the work of the 'Rockettes' who become bounding little pixies and with good humor and gay and well remembered routines, pretend to be their heads red sequin hats tilted, on their hats red plumes a-flying. Costly and costly division of the 'Rockettes' from their trick routines, whose feathers in their hats send their chins up proudly, and whose lack of leg covering impels warden anew at the mechanical precision and splendid proportion of those legs.

There is also in 'Calliope' for 'Calliope' is a 'Musical Hall's sensitive way of saying 'Coney Island'—and in that wax museum a baby carriage with adult size replicas of the quintuplets. Nobody is really interested when the quintuplets are shown, but when they turn out to be the Five Wonder Girls, a quintette of acrobatic young ladies who do remarkable things.

### Upholding a Theory

It is Madge Evans' lot, because she is such an adequate little actress, usually to appear in a role that she always be credited upon by those optimistic little pictures to give an earnest, sincere performance whose great conscientiousness, it is hoped, shall counterbalance their skittishness elsewhere. Such a picture is 'Calm Yourself,' which played at the Ziegfeld theatre one day last week.

To see Miss Evans arrive at Grand Central, nobody's dream she had only \$20 in her pocketbook. She's wearing a neat blue travelling suit in a deep light-colored taffeta blouse. Her hair is a good one—dark taffeta tam—and over her arm she carries a beautiful leopard coat. Then, when she goes to work, she has clothes appropriate—a grey tailored dress buttoning straight down the front and blue buttons. It isn't until she gets to work that she wears a smartly bound with black silk skirt. She always wears clean white gloves and fresh white artificial flowers, and contrives to keep her hair smoothly groomed. She has a lot of other neat tailored dresses with suitable accessories, and aside from the fact that she types with two fingers and gets emotionally involved with her employer, she is a most admirable and invaluable secretary indeed.

Betty Furness, Miss Evans' companion in the picture, is a society girl who is a most admirable and invaluable secretary indeed. However, Miss Furness doesn't photograph as prettily as Miss Evans, which leaves pictures' theory that working girls are superior to society girls unchallenged.

### Helen Gahagan's 500 Years

When a woman's been living for 500 years, like Helen Gahagan in 'She,' life gets kind of monotonous. "There doesn't seem much to do save condemn maidens to be hung down the front and look at a bunch of serious faced dancers stem in the angular postures that betokens an item on the Music Hall or Roxy programs worded 'dance moderne,' and Root. Even the knowledge that these dancers are being photographed from overhead can't keep a woman who's been living so long from brooding.

Non brooding makes a woman's voice thro' deep with tragedy, makes her eyes get stary, makes her walk faster, makes her society girl an actress who expects only a normal life span of 22. Such a woman—even though she's an empress, always makes her entrance stepping forth in a gown of white and black, and she's a woman who's been living so long doesn't have any fun. And so Miss Gahagan, wearing orderly diabolical people to neatly conceived and imaginative executions, aims the audience's tender hearts and winds up winning. Her hair is a shrill little person, always screaming with fright or pining noisily for the hero or beweeching Miss Gahagan to spare the lives of those about to die—and so to deny the audience, well, that's a woman who's been living so long.

The native costume of Kor are a rather ancient Egyptian in outline. Costumes Ziegfeld have a genius for fitting close, drawing their garments so snug to the waist and ribs that the only way a Korian maiden can fasten them is by a modern placket employing civilized Occidental hands and eyes. The native Korian costume is a rather ancient Egyptian in outline, as the Mary Wigman school might interpret the Javaneses.

A fascinating folk, the Korian's. Their girls resemble, in figure and costume, Ziegfeld's. They are, before they arrange themselves for a tableau, and they have a most adorable queen.

### In the West

Margot valance, the gal all the good homes love in 'The Artisanian,' is much too sweet to sulk because her hair must wait itself upon a western's desert air. She sets in a gown of white and black, and she has all the opportunities of 'The Informer.' She's not a gal to hold back, even if all she's got to do is await rescue from stage coach holders. She gives out real terror at her capture, and she's grateful at her rescue, real love to her swooning, and she's a hard-fall'n' rescuer, and by being a heroine pretty enough to warrant all the trouble she causes, and an actress skilled

(Continued on page 63)



Summer Theatres

(NEW PLAYERS)

The Drums, Professor

(Continued from page 52)
alices of melon. So he resolves to take the view from the inside and stage his own attack...

SWEET SALT (HAMPTON PLAYERS)

Comey in three acts by Ludeless Alford. Adapted from the novel by Dunbar. Produced by the Hampton Players...

Reminiscent of S. N. Bernham's "Biography," this continental comedy play is well-known for its play-wright is uneven entertainment...

Laura, a famous beauty, who is prepared to tell all to a painting public in this case is Mira Arbel, a famous beauty, who is prepared to tell all to a painting public...

This is the type of comedy that needs expert casting and playing and the Hampton Players have not been too successful in their choice of actors...

Minor characters, Ruth Matteson in the Virginia Cavalry and the party and such veterans as Edward Fielding and Frederick Forrester are about as two of the harassed Loharths.

As one in need of roles of the work before it will be ready to stand a New York production. At present the actors lack the confidence and they are repetitious and overlong. Nevertheless, play has some amusing moments and may be considered among the more hopeful of the summer theatre offerings.

44 BELOW (LYRIC SUMMIT)

Comey in three acts by Edward De Taylor. Adapted from the novel by Rex Beach. Produced by Edwin H. Taylor...

This one is a fairly amusing little comedy about the depression but does not have the necessary stage over-run with characters...

critic, uses up his plot so fast that by the end of the second act there is nothing left but a second and third stanza slumps badly.

Story involves the Dunham family in the depression. Barbara takes away to their summer home in Bar Harbor to hole up for the winter. Her simple life of rousers and potatoes...

Bar Harbor has gained fame as the Grim Reaper in a picture. Life is further complicated when her daughter Barbara falls in love with the big, handsome fisherman who supplies the flour...

WHY WE MISBEHAVE (WASHINGTON THEATRE)

Comey-Drama in three acts by Jerry Sel Kirk. Adapted from the novel by Patricia Shaw. Produced by the Washington Theatre...

Just another white-ducker. Play adds to the probam of the list of life's perplexities and then offers a so-called convincing solution of the proposition.

Action all takes place in the Shaw apartment in New York City. The mother, Laura, is living with her grown-up son and daughter, Greg and Mira. Greg is a simple fellow...

Piece is entirely devoid of dramatic situation. The husband and wife after a 20-year parting is as prosaic as though he had never left to take up the law.

Neither is the play particularly well cast. About the only characterization is that of Dan Duryea, but in the emotional scene where he denounces the father, he is none too vindictive.

Second act at one time held a glimmer of promise. It proved a mirage, and things went back into the rut.

John Jerry Sel Kirk is really John Hinlonar, actor. Crawford.

EVEN AS ADAM

Beverly Hills, July 22. Comey in three acts by Rex Beach. Adapted from the novel by Rex Beach. Produced by Edwin H. Taylor...

With one or two exceptions the play is a fairly amusing little comedy about the depression but does not have the necessary stage over-run with characters...

Burke, Virginia Hassel gives a splendid portrayal of a silly girl who is a devotee of easy virtue devoted to new freedom, Fred Hamilton, as the young Rabbi son trying to keep his father and mother together...

Neglected wife theme has been nicely refurbished by Mann Page and C. Howell with a number of laugh-getting wisecracks and good curtains. Plot and denouement, based on the story, are telegraphed throughout, although there is a neatly conceived and well timed lapdog here, trying to win the wife, spills the fact that the widow...

Presented in style is only good for the little theatre, but with a deal more polishing and added substance its wisecracks and situations might give it a chance for film. Hayden lacks in the competent job of directing and staging.

Rehearsal Play

(Continued from page 53)

\$25 per week for the first 12 weeks now, a reduction of \$60. That is the amount they will be paid during the rehearsal—\$15 weekly for four weeks. After 12 weeks the managers may share the profits...

Even if the scheduled number of musical shows—which are the main bone of contention in the rehearsal play squawk—comes in, there seems little doubt that the number of cancellations per show will be reduced and that is also giving Equity officials something to worry about.

In the case of lesser principals in musicals, also straight plays, the managers will pay the players well over \$50. There possibly will be a stipulation, verbal or written into the contract, that in the event the play runs a certain number of weeks, the original figure may be restored—but the rehearsal pay will actually cover most of the actors' pockets, nevertheless.

Managers have arrived at one concession in their attitude over rehearsal pay. That is, they will present to Equity's Council that such payments apply only to actors receiving less than \$50 a week. The answer will not be made until next week, but it is expected that the association will stand pat on the rules as adopted, even though a managerial delegation confers further with Equity. Such a season is slated.

VARIETY'S AMUSEMENT GUIDE

For show people as well as laymen, this Guide to general amusements in theaters and theatres. Ray Noble at the Rainbow Room; Jack Dwyer at the Hotel Pennsylvania; Guy Lombardo at Waldorf-Astoria's roof; Dick Gasparre at the Casino; Jimmy Green at the St. Regis; Leo Heitsch at the C. B. Moore; Joe and Mabel; Clyde Luce at the Ritz; Rhea McMahon to Marshall Hotel; July 27, in Los Angeles. Bride is in financial department of Fox West Coast movie office, groom is brother of W. H. Lollor, circuit's tax manager.

PLAYS ON BROADWAY

Current Broadway legitimate attractions are completely listed and commented upon weekly in the Legitimate Section. 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 charge.

FILMS ON BROADWAY

Similarly, the new pictures in the Legitimate 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

R. C. Music Hall—'Curly Top' (Fox). Rivoli—'Dante's Inferno' (Fox). Strand—'The Irish in U' (WB).

HOTCHA AND CLASS NITIES

Southhouses, roofs and outdoor gardens is the summer keynote in the theatres and theatres. Ray Noble at the Rainbow Room; Jack Dwyer at the Hotel Pennsylvania; Guy Lombardo at Waldorf-Astoria's roof; Dick Gasparre at the Casino; Jimmy Green at the St. Regis; Leo Heitsch at the C. B. Moore; Joe and Mabel; Clyde Luce at the Ritz; Rhea McMahon to Marshall Hotel; July 27, in Los Angeles. Bride is in financial department of Fox West Coast movie office, groom is brother of W. H. Lollor, circuit's tax manager.

Hot spots are highlighted by the Famous show, hotcha professional dancers; Bill's 90's at Eddie's Rainbow Room; Danny Healy's Broadway Room; and Jack White at Jim Healy's.

Greenwich Village holds the Nut Club, Village Barn, a flock of quackie drop-in spots, each with some special flavor. Harlem's Cotton Club, Uptown's Pilsener, and the outlanders; there are other lesser known but equally colorful places.

Cuban-Spanish flavor at the Cubanacan and El Toreador in near-Harlem, and authentic Flamenco at El Chico in the Village; also El Bolero at the El Bolero. Eddie's Rainbow Room; Jack Dwyer at the Hotel Pennsylvania; Guy Lombardo at Waldorf-Astoria's roof; Dick Gasparre at the Casino; Jimmy Green at the St. Regis; Leo Heitsch at the C. B. Moore; Joe and Mabel; Clyde Luce at the Ritz; Rhea McMahon to Marshall Hotel; July 27, in Los Angeles. Bride is in financial department of Fox West Coast movie office, groom is brother of W. H. Lollor, circuit's tax manager.

Md. Fairs to Give 'Em S. A. from A to Z; Flame Dancers and Nudists

A Must

Des Moines, July 30. Broad strike has been going on for two weeks. Everyone is eating cake.

'Emergency' Bill Extends Boston Track's Season

Boston, July 30. Governor Curley signed a bill extending the term of horse racing in this state under pari-mutuel betting from 70 to 90 days. An 'emergency' preamble makes it effective immediately.

The governor predicted the extra time would mean \$1,000,000 to the state treasury. Already \$230,000 had been paid to the state as its share of the racing proceeds. The 'emergency' angle to the bill has aroused sidewalk comment among the wiseguys, who say the track has been not quite up to expectations.

Wini Shaw Gets Divorce

Detroit, July 23. Wini Shaw last week secured a divorce from Leo Cummins on charges of cruelty and non-support. Couple were married in 1924 and separated in 1929. Jimmy claimed that all the time they were together Cummins was out of work. She also received custody of their three children. Cummins is a musician.

DOG-TRACK SOLD

St. Louis, July 30. The Mississippi Valley Kennel Club, dog-racing plant at Cahokia, Ill., near here, was sold at foreclosure last week. Ed-Hugh-Beat St. Louis contractor who held a lien of \$9,120, bought the property for that amount. Pupils have not raced at plant for several years as track was under constant attack by blue noses since opening in 1929.

Baltimore, July 30. County and small town fairs this summer are going in for a.m. and strip shows to T.N.T. the rural residents. It seems it's up-to-date. This season the fairgoers want for their wampum, so the fairs are giving it 'em.

County fairs the fair that clicked most in Maryland were the few that stepped out and injected paprika into proceedings. This season the fairgoers up and down the state are afire with plans to bring the hot-afire stuff out to the fairgoers. Some of the city slickers won't have seen a thing the pie-country residents haven't.

As happened last year when a few of the more revolutionary fairs put on fan dancers, this year it will be flame and bubble dancers. Last summer, Emily Rand's top had permeated into the far reaches of the countryside and the farmers' interest had been fanned. The few fairs that had a fan dancer up were cleaned up. This season, they're playing flange and bubble dancers and flammers. Even annual Firemen's Carnival in the small towns, events which in past have been fanned, now have a mportian's parlor, have decided to live things up.

As happened last year to put in couple of fan dancers was the annual Anne Arundel County fair at Glenburnie, which next month will have a nudist colony.

HALT DETROIT BEER CHAIN LETTER SCHEME

Detroit, July 30. Beer company which tried use of the chain letter gag to stimulate the sale of studs was halted in its endeavor here last week by orders from the Liquor Control Commission. The chain letter scheme was also found to be a violation of the anti-lottery law. Chain letters secured spaces for four names, with each sender figured eventually to receive 64 cartons of a dozen bottles each, plus \$20.00 return for the bottles. That is, if no one broke the chain.

Construction Starts on \$2,000,000 Dayton Track

Dayton, July 30. Construction of a mile race track at the eastern terminus of Dayton, to cost more than \$2,000,000 and to be known as Miami Downs, has started. A grandstand seating 5,000 will be built. The track will have the first race meet in the fall. Horse racing heretofore has been conducted by the Dayton Jockey Club at the fairgrounds, but recently received a black eye when rioting ensued after two horses failed to start.

NBC LOSES TO COL.

Columbia's baseball team defeated the league-leading NBC nine 7-4 on Saturday (27).

MARRIAGES

Marjorie Reid to Douglas Fowley, July 20, in Yuma, Ariz. Both are film players. Alan Gay to Ernest Lubitzky, July 27, in Phoenix. Second try for groom. Par production exec, Bride is Hollywood writers' agent. Rhea McMahon to Marshall Hotel, July 27, in Los Angeles. Bride is in financial department of Fox West Coast movie office, groom is brother of W. H. Lollor, circuit's tax manager. Honey Edwards, film dancer, to H. E. McCloskey, July 28, in Yuma, Ariz. Groom is asset studio manager for Paramount.

BIRTHS

Mr. and Mrs. Ward Wilson, son at Astoria, Santitarum, Astoria, L. I., July 19. Father is radio performer. Mr. and Mrs. Nolan S. Walker, daughter, July 17, in Canton. Father is chief engineer of WHBC, Canton.

Broadway

George Lottman's new baroque, Irving Mills to the Coast with the main...

Jack Oswald to Kentucky on a brief trip...

Sam Dudy bragging about his bride process...

Kay Foster down on her mother's ranch in Texas...

Eddie Edeeson's broken arm—and it wasn't a new stunt...

David Lustig going to Bridgeport by serious illness of his dad...

Rita Weisman off to Cape Cod to film a new play...

Freddie Rich due back from his away-from-it-all aunt to Nice...

Tom We'ber, assistant to Charlie Einfield, Warners' chief publicist, left Friday for coast for two weeks...

Live geese sent Lou Shurr on Broadway last weekend to sing his office...

Frank (Empire City 4) Cooper may do a book on old N. Y. show biz etc...

Frank Planza, Warner boss in Puerto Rico, here all last week for his confab...

George of cop assigned to 52nd street near Alvin theatre does "high school" stuff...

Trudy DeKing, Japanese stripper, augmenting Eddie Davis' ditties at LaSalle & Eddie's...

Dorothy Fox and Charles Walter return to Versailles (Fri-Fri) (2) in "Smile Vivian Johnson"...

"Ticker News Service screen for the new bulletins and moved out of Radio City concourse...

Sidney Phillips, Metro's talent scout, to New Orleans to summer stocks on a scouting expedition...

Carl Krueger, p.a. for Moss and Alvin, leaving St. Louis, en route for Hollywood and a studio berth...

W. Downs set as biz manager of International Cameramen's Union will fall when new election is held...

Big Jones Beach week-end-toasting contest by George and Armand, with Bill Gillman, Mort Blumenstock, Bob Collier, etc...

Tom and Eddie's and Louis Prima at the Famous Door, with each doing the most consistent battery trade of the town...

Peggy Wood, cat at vacation, will return west to her home with John V. A. Weaver, finishes work on all recent production...

Dorothy Morrison, dance-comedienne, has been signed to appear in "Smile at Me" lead-off show coming into the Fulton, N. Y., Aug. 14...

When a nifty second do well, doing the most consistent battery trade of the town...

Steve Newman vacates his post in advertising department of Warners for similar one with First Division. Will assist in Friedlander and Fox's P. D. picture...

Johnny Hertz, Jr., has left L.R. and Thomas agency to join the new Esty's agency. Hertz's father and Albert D. Lusker, head of L.R. and Thomas, have been signed to appear in "Smile at Me" lead-off show coming into the Fulton, N. Y., Aug. 14...

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Berlin

Italian tenor Alessandro Ziliani signed by Ufa...

Shaw's "Fuzumoni" in last throes at Johannstadt studio...

Marc Roland writing tunes for "The Convent Girl" and "The Last Rose" of Europa film on Broadway opera Martha...

Harry Leticie, new matinee idol, now fluro-master of Searow...

Cliff Film "Wonders" being run now in 23 Berlin houses...

Charles Puffy, Hungarian Fatty "Comedian," billed in Berlin...

Sybilie Schmitz, young studio work for Ufa, has been named Chief of Film Union membership card shifted from blue to brown...

Dorothy Wiles, former Ufa girl, allied with Cine Allianz for "Misticks of Campina"...

New season subscription for Peoples Theatre (rate of 46 cents, August bill at Wintergarten has only precocious talent. No act over 18)...

Bill Henry back to London to stir up the other end of the show for CBS...

Tschakovsky's composition "Autumn Melody" to be based on Terra film...

Abyssinia picture, in the shade of the Golden Lion, off to a timely start...

Enrico Caruso, King of Singers' is title of a new Projectograph picture...

Paul Vincenti, former Hollywood lead, now owns Quivix, photo agency here...

Licht-Bla-Bune, film trade paper, again appearing in its film library...

Trude Marlen to Paris for Jacques Feyder film, "The Clever Woman of Rome"...

Reich Post opening four more

television shows, making 10 in Berlin...

Lorhar Muthel switched to head of State Dramatic School for next season...

Lothe theatre, Breslau, prominent and traditional house, folding up...

Luis Trenker off to New York and Hollywood to make "General Star" film...

Niedecker-Gebarhart mulling over aassel State festival for 10,000 which he is to direct...

Hans Garels moving up from Berlin opera to swing a baton at the Berlin opera...

Jurgin Feinshar's first production at state theatre next season will be Gogol's "Revizor"...

All old silent film licenses withdrawn because of non-Aryan and anti-Nazi possibilities...

State Playhouse opening in November, with "The Marriage of Figaro"...

Lototino Respighi's Italian opera, "The Flames," planned for premiere at the Berlin opera...

Marie Mayer, Oberammergau Premier's Mary, back for first time since her 1928 tour...

Requel Torres engaged by Terra for "The Marriage of Figaro"...

German film prize pagent "German Homecoming" has the character of Hitler as one of the parts, slated for October...

State Playhouse opening in November, with "The Marriage of Figaro"...

Organized by Fritz Kampers, Albert Lieben and Hans Brausewetter, all off to Paris for a new film...

Henry Kaltenborn, CBS commentator, has collected impressions of a Nazi dignitary for "Also brushing up his Harvard German"...

Riviera

Gaby Morlay in Nice, Summer horsingrac, first ever, in Nice...

All Riviera sweating, with mercury steadily around 90...

Jack Pearl, Mrs. Pearl and Abe Herman at Monte Carlo beach...

Bill Parker, Paris chief of INS, recuperating from long illness at Juan les Pins...

Bob Montgomery and the missus in Paris for early of his home hobnobbing with assiduity...

Albert Pilots, French scribe, looks like a hit in the Riviera...

Max Rivers off to Stockholm to direct "White Horse Inn" for Max Harmon...

Victor Barnofsky negotiating to direct "The Two Mrs. Carringtons"...

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London

Jack Wilk to Paris, Irwin Dash overtaken by 'Tu'!

Al Lewis here with his family, 'Night Must Fall' sold for Holland...

Walter Ellis holidaying at Ham, Derby, Hildegard going on the air again Aug. 15...

Edward Launillard expected here in October, Dan Fish out of hospital after four weeks...

Jeffery Bernard, Jr. getting over a blood poisoning, Sybilie Binder, Austrian actress, studying English...

Charles Cochran off to Bavaria for arthritis cure, Walter Sarnet back from with in-grown nail troubling...

Boeswill Sisters doing a couple of recitals in the city, Max Rivers off to Stockholm to direct "White Horse Inn" for Max Harmon...

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chester or Grosvenor, Arthur Gordon handling them...

Andre Charlott has shelved the idea of starting Gitta Alper here this year...

Another Embassy recruit, "This Desirable Residence," moved into the Criterion, July 18, but critics somewhat divided in opinion...

Yoscha Kaly's premiere at His Majesty's being postponed for one day so as not to clash with the Malvern Festival opening...

When Gilbert Miller and Jack Walter produce "Colling Zero" here in the early fall, Maxwell Mason may have the leading role...

Henry Sherck entering his new Hippo for the Eastbourne Concours Rilegance Prix, Revs. Keyes will be the added attraction...

Anglo-American baseball team playing against the cadets of the New York military club, Empire State, Walter Hutchinson the honoree guest...

Leon Volterra to be purchased by Lee Shubert before sailing for home was the only one of the "Empire State" Broadway by Phillip Merivale and Ray Bainter...

Lawrence and Noel Coward to co-star in latter's new play, which will have long provincial tour, including London, early next year...

Paul Stein off to Paris for a new play, which will have long provincial tour, including London, early next year...

Duke and Duchess of Kent (Princess Alice) to be most photographed of royal couples, at the Carlton Hotel, London, early next year...

Nervo and Knox not satisfied with the new Frank Richards' production, his adaptation of "Skylark" from the French as their screen debut...

Leslie Henson to produce "The Two Mrs. Carringtons" in the U.S., author will appear in the show, being still occupied with "Glamour Night" at the Embassy...

Renée Houston paying Billie, her sister, 50% of her salary, despite her working alone in the Hippodrome show, Billie Houston in "The Two Mrs. Carringtons"...

Edward Cooper and Leon Morton engaged for new show at the Prince of Wales, early next year...

Sidney Courtney and George Leitch to produce "The Two Mrs. Carringtons" in the U.S., author will appear in the show, being still occupied with "Glamour Night" at the Embassy...

Cliff Whitley framing new revue for the Embassy, to be staged around October, with Whitley sailing for London in August...

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Paris

By Bob Stern

Curt and Paul playing Rex, Lillian Grouse going back to New York...

Walt Disney at Lake Como, then to Milan, "Sleeping Car Lady" to be taken on resort tour...

George Kamen passing through town to Milan, Pains Royal to revive 'Kiss for Me'...

Eldo Norena singing at Vichy after European tour, Max Carey hiring Marcel Simon, actor, to be him direct Varieties...

Porte Saint Martin to re-open in fall with "The Marriage of Figaro"...

Loretta's singing spending only five hours in Paris, en route from London to Italy...

Comedie Francaise signed with Max Galois for "Little Savage" film...

Marlene Dietrich to re-open Theatre de Paris next season with new Gypsy "Moulin Rouge"...

Abel Gance going in for comedy, to meet next film in which comedian Henry Williams will play...

Clifford Fischer booking four Krakdocks for his new French film, "The Marriage of Figaro"...

Le Touquet getting biggest break among French resorts this summer from "The Marriage of Figaro"...

Maurice Tourneur to make film of Henry Williams with "The Marriage of Figaro"...

"Two Kings," with Emil Jannings, based in France as first good film to come out of Nazi Germany...

Witness flocking in attempt to preview "The Marriage of Figaro"...

Gene Flower and Kitty Maxwell signed by Concert Mayol (Denis & LeFevre) to stay on for winter season...

Comedie Francaise to re-open at Marien—during repairs to its own theatre, with Henry Williams...

Jeanne Crispin signed with Theatre Saint Germain for "Woman in Flower"...

Jean Sarras and Albert Dies which will open new season...

Investigating Committee, by Jacques Sacha Guity and Jacqueline Debut...

Passing through town on way from Paris to Biarritz, who come to finish comedy to open Oct. 1 at Metropole...

Dave Souham's Harry Burr-Simons Simon film, "Black Eyes" will open in August...

Metro's Madeleine when Gaumont takes that theatre away from America, it's back on the G. F. A. circuit...

Mexico City

By D. L. Graham

Tobacco situation theme of a revue in the Palace, former Eisenstein assistant and director of "Moscow Nights"...

Henri Rolland reported seriously ill, Hans Elias back to America for legal course...

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Sydney

Lily Darvas to appear in Molnar's new play at the Theatre in der Josefstadt, and to star in film "The Marriage of Figaro"...

German decision due in September, which will be allowed to continue in producing end of film work, awaited here...

F. W. Thring playing revue at Empire, Melbourne, with George Jessel, who has a flock of acts from England, but a few of his own local comedian to boost trade...

Hollywood

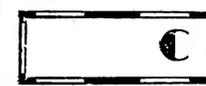
May Becher set for Jubilee. Nat Donerich on Orient vacah. Zeno Coffee leaves Europe. Buddy Murray in town ogling stunts.

The Slesinger joined Metro's quill gang. Frances Drake done with flu and pomsine. Lew March resigned as Reliance president.

Leo Slezak to Berlin for 'Falstaff' film. Elsa Steinhardt to Belgrade to film. Ellen Schwanneke to Vienna from Berlin for film.

Missouri Athletic commission declared Danne O'Malley winner of championship wrestler of Missouri. The night baseball, with some of the night's best, will be featured.

Thomas Sola new pic dixie. Savoy Quill to produce Spanish hit. Homan Eoren of Fox back from the States.



with the Metro branch here, now with Columbia. Eddie Masabala, Polish soprano, and Municipal Band at the Palazzo de Bellas Artes.

Panama

By Bee Drew

Mike Flaherty is dead. Old time cake oven. Cotton Club is giving a \$25 price for 'Trixie Kennedy and Billy Moran' married after a 10-year courtship.

Vienna

Leo Slezak to Berlin for 'Falstaff' film. Elsa Steinhardt to Belgrade to film. Ellen Schwanneke to Vienna from Berlin for film.

Kansas City

By Will R. Hughes

Town's post collaborate story. Mrs. George St. John will have its formal opening Aug. 5. Missouri Athletic commission declared Danne O'Malley winner of championship wrestler of Missouri.

Winnipeg

By Mabel Thomas

Roxy at Regina shuttered for season. Novadedas, the Catalonian company, headed by Asuncion Casals, lasted only a week.

Honolulu

By Mabel Thomas

Hal Roach down for the polo matches. Edmund I. Parker to New York on Ford. Rudy Selger house guest of the Paul Fagins.

Brooklyn

By Joe Ransford

Bill teinke entertained Rotarians here. Allen Ray, Harold Stern's vocalist, at night. Clint Mosher, Ege's Washington scout, in for few days.

St. Louis

By Homer Harmon, Pa. For-SHubert

Warner house has been promoted to zone advertising mgr. Liberty theatre, Malden, Mo., suffered from damage by fire night of July 16. House closed when blaze started.



for ex-service men in U. S. Hospital. Jefferson Barracks, Mo., near here. Joe Littvay purchased ownership of his interest in Lansdowne theatre here.

Reno

By Mabel Thomas

Eddie Duchin and ok played the Hal-Bison, July 20. Jimmie Davis and orchestra, from Hollywood, has a steady engagement at Calveva.

New Haven

By Harold M. Bone

Fred Cuneo in briefly and out again. Frank Henson's ma a visitor from St. Louis. Fort's Hills still tooting a trumpet.

Boston

By Maxwell Fox

Winnie Cole in Canada. Cpl Champin ogling a yacht. Horace McNabb an actor now. Fred Moynihan doing radio skits.



Phyllis Merle, mistress of ceremonies. Show Boat, used to be a trapeze artist. Joanne Douglas, of Philadelphia.

Pittsburgh

By Hal Cohen

Edna Holt's band at the Sky Club for a week, following Pat Kennedy's outfit. Phyllis Merle, mistress of ceremonies.

Stroudsburg, Pa.

By John J. Bartholomew

Stroud closed. Nick Lucas at Dorney's. Steve T. Jones, singer, at the Club. George Olen one-nighted.

Minneapolis

By Les Reed

Raspberry Festival attracted 600 to Hopkins, suburb. Mother of Bertha Bauer, Mead club at Minneapolis. Mrs. E. Carroll Sisters to be initial givers of Gaiety stock bluesque.

# OBITUARIES

# Radio Chatter

(Continued from page 38)

sponsored by the Nordge dealers and with whom a minute show under the title "The Galloping Housewife".

Walt Dinger pinch hitting in program department of W9XBY while Dot Chaquette is vacationing.

Thomas sports announcer for KWK, St. Louis, on vacation in California. Arriving from touring double duty on air and in studio.

Clarence Cosby, gen. mgr. KWK, St. Louis, on vacation in California. Lightening during severe storm July 21 struck power lines supplying KWK, St. Louis, and caused station of air for two hours.

Sistering Hawaiian chief among KWK, St. Louis, off to South for two weeks' vacation.

Danny Seyforth, gen. mgr. of KWK, St. Louis, recently selected Coyita Bunch for some of station's commercials. She proved so popular that she now is on Chicago Weeks and in orchestra in Chicago and also with an NBC option.

# Maryland

Joseph Katz, the ad agent, took the old Southern Colonel strutting through the Baltimore streets in a parade on Monday.

Earl Lippy, baritone and vet. of the Maryland National Guard, conducted hearing last week over NBC red ribbon on afternoon station.

Julius Daniel, commercial manager of WBAL, and Gus Klemm, producer of station, last week had a bad but not together. Boys are on separate tours.

Assiduously does local alert newspaper, New-Post, local all WBAL, and Baltimore Post, and Baltimore rag's radio columnist led off his stint one day with yarn on how increasingly popular the pop song "Age Miss Glory," was becoming.

Indie's budding pianist, starring Marion Davies, is forthcoming Cosmo release.

Indie's budding Hippodrome, Baltimore, with NBC and auditioning amateurs.

Lee Davis, WCBM sports reporter, went fishing last week and returned with 35 bunches of blue crabs.

Banana boat from West Indies ran aground down the bay, and it took a long time to get the thousands of bunches of the fruit which floated around in the brine!

# Indiana

Roy Blossom, WFBM, Indianapolis, commercial manager, back home after a business trip to Washington, Boston and New York.

Gene and Glen doing their act for WBBF plugging stage appearance at Circle.

Buddy Rogers interviewed over WFBM between stage show at Circle.

Don Menke, WFBM continuity announcer, back home to Wayne County and sailing the Ohio river, while on vacation.

Jack Switzer, WIRE program director, back home to Tyndall S. D., for a couple of weeks.

Bill Miller, WFBM milkster, taking a busman's holiday by visiting the White Sulphur Springs, W. Va., on his way home.

Bob Kennett, owner WBBF, Indianapolis, back after talking it over with the commission in Washington.

WFBM's new transmitter now past the 100 foot mark.

Otis Robinson, WIRE chief engineer, back home to Nashville, Tenn., for his vacation.

# North Carolina

Devey Long, sales manager for WET, had charge of the program at luncheon of the Junior Chamber of Commerce, at Denver, Colo. White, crooner and guitarist; Johnny McAllister (Philco Phil); and Alvin Young, pianist, presented the Dixie Mammoth Minstrels, in a sign of things to come.

Marie Davenport, organist, and Reinald Allen, announcer and pianist, will be taking on a new WBT organ-vocal series.

Dr. West Topcast has signed his contract with WBT. Musical comedy going on for 15 minutes during that early morning period, three times a week.

# California

W. I. Dunn, owner F5FO, Princeton, California, back home to Los Angeles.

Vacation drives Les Maxwell, KXK news bureau, head, east.

Mexico Visiting Labou, also Mexico, did long haul for three days after he was posted.

XEMD workers given notice.

KWBZ back to Los Angeles, weekly, five 30-min. programs.

Another Osborne joined the Zant-Evans agency.

Under the management of William Brady, he appeared in "The Man of the Hour" and "Forever After".

Interment in plot of Actor's Fund at Mt. Kisco, N. Y.

**FRANK J. BORDNER**  
Frank J. Bordner, 77, active for many years in the promotion of the United States Olympic fair, and who held several offices in recent years in the Stark County Agricultural Society, died July 15 at his home, near Canton, O.

Survived by two daughters and a son, Burton in Westlawn Cemetery, Canton.

**MRS. GRACE ELINE**  
Mrs. Grace Eline, 61, etage and film costume designer, died July 24 at her home in New York.

She created costumes for many of the United States Olympic fair, and including "King of Kings," "Ten Commandments" and others. She was noted for her familiarity with biblical costumes.

**TONY WILSON**  
Tony Wilson Washburn, 77, old time vaude actor and clown, died at his home in the country, L. I., July 28, from heart disease.

Retired for past 10 years, Wilson was reputedly connected with vaude for 60-odd years. He was buried under the auspices of the NVA Fund at Kenosca Cemetery.

**IRENE FRANKLI**  
Irene Franklin, 47 (not to be confused with the stage, film player of the same name), who conducted her own band before illness forced her to retire four years ago, died July 29 in Los Angeles. Before organizing the Mermald troupe she did a solo theatre act in vaude.

Her husband, Bill Elmer, film player, survives.

**FRANK HLADKY**  
Frank Hladky, 67, former concert master of the St. Louis Symphony Orchestra, died at his home in Baltimore July 28, after a long illness.

He came to the country in 1923 when he joined the Chicago Symphony and later the St. Louis Orchestra. Survived by his widow, a son and two daughters.

**JULIUS ROYSTON**  
Julius Royston, veteran actor, died July 1 in Newnan, Ga. So. Africa, of bronchial pneumonia.

Royston was associated with C. C. Penney in England and toured the U. S. with Mrs. Patrick Campbell, with George Arliss in the same troupe. Later he turned to film work in So. Africa. A son survives.

**SAMUEL S. HUTCHINS**  
Samuel S. Hutchins, 69, died July 22 at his home in Denver, Colo., after a long illness. He had been employed in the property department of various theatres for more than thirty years.

Before his last illness, he was stage manager and property man at the Taber theatre, Denver.

**LOUISE L. FARB**  
Mrs. Louise L. Farb (Gladys Heston), former "Fishes" show girl and member of the cast of several Sauter productions, died in Indianapolis July 23 from injuries received in an automobile accident the day previous near Danville, Indiana.

**JOHN G. ROBINSON**  
John G. Robinson, 63, circus manager, died in Cincinnati, O., yesterday (30).

Details in Outdoors dept. of this issue.

**ICHOLAS SMITH**  
Nicholas (Nick) Smith, 60, treasurer of the Tulane theatre, New Orleans, for many years, died July 27 at his desk in the manager's office from a heart attack.

He is survived by his widow.

**GEORGE SHEWELL**  
George Shewell, 31, Ohio district manager, died at home in theatres, died July 28, at Jamestown, N. Y.

He is survived by his wife and a son, 8.

**TOM NOONAN**  
Tom Noonan, evangelist, radio personality and reformer, died in Long Island College hospital July 25 of heart disease. Cause of death attributed to relapse from pneumonia stage last December.

He had been identified with the Bowery mission and was considered the pioneer radio evangelist in the east. His rescue house on Deyers street, in the heart of New York's Chinatown, was called the Cathedral of Chinatown, and Noonan was recognized as given title of bishop.

A street urchin during his early life, at 15 he was an inmate of Sing Sing prison, serving 22 months for robbery. After attending a prison sermon, at which he was impressed, Noonan later visited Mrs. Maude Ballington Booth and her converts, who turned him to the Bible.

He established his mission in 1923, when the Bowery and Chinatown were ransacking with the Barbary coast in San Francisco as they revealed.

**IN FOND MEMORY OF MY FRIEND**  
**F. W. VANDERLOOT**  
Who Died July 28, 1935  
**JERRY VOGEL**

sorts. In the last few years the popularity of the venture had grown so as to make him one of the most popular programs of this nature on the air. His establishment is also included in sightseeing tours of N. Y.

His greatest fame came through radio, when in 1925 his first program went out on WMCA. Consisted of 90 minutes of sermonizing, congregational singing and a plea for unfortunates.

Services were held at the mission July 28. After the service a memorial program was broadcast from station WMCA at three o'clock in the afternoon, the first time of Noonan's broadcast. Burial in Evergreen Cemetery, Brooklyn.

**GEORGE F. SCHOTT**  
George F. Schott, 57, president and general manager of the Coney Island Co., Cincinnati, dropped dead in the resort's open-air dancing July 26 the victim of a heart stroke.

A former shoe merchant and sheriff of Hamilton county (Ohio) for two terms, Schott entered the amusement field in 1923. With the late Rud K. Hynicka, old-time Cincy political leader and an investor in the affair entered into the ownership of Coney Island from John W. Hubbard, of Pittsburgh. Three years later Schott was named as general manager of the park, which he quickly built into a model among amusement resorts of the country.

Schott's progressiveness quickly established Coney Island as Cincy's ace amusement center and earned for him an office in the National Association of Amusement Parks, which he held to the time of his death. He belonged to numerous clubs and fraternal societies and his funeral, held July 27, with burial in Spring Grove, Cincinnati, was attended by thousands of mourners.

Survived by his widow, a married daughter, a son, Edward L., who is identified with the park management, a brother and two sisters.

**HARRY A. PEARSE**  
Harry A. Pearse, 67, died of a heart attack July 24 at Ocean Beach, Fire Island, N. Y., where he was postmaster for 12 years and also was the manager of the Community House.

Pearse played in vaudeville and burlesque until about 20 years ago when he retired to run the New Seaside Hotel at Ocean Beach. Services were held at the Community House and the body cremated at the Fresh Pond Crematory. He is survived by a wife, a brother and a nephew, Art Pearse, stage director.

**JOHN R. ARMSTRONG**  
John R. Armstrong, 73, veteran actor, died at home for influenza in Bronx, New York, 26.

Born in Canada, he made his stage debut in Chicago in a play called "The Great Hunter," which later appeared in "The Squaw Man," "North Lights" and "Way Down East."



(Continued from page 61)

at Lake Harriet, city park, with Bohemian Girl current offerings.

Children's non-musical play of Eugene Ormandy, Minneapolis Symphony orchestra conductor, died in Vienna, Aug. 1, 1935. He played one of the principal roles in Civic Opera company's outdoor production of "Pinnacolo" at Lake Harriet.

"Children of Sun," French nudist film, plus "Natura's Girls," in third night at Harvay, Lower loop bridge.

Although the Star banned liquor and beer ads, it ran plenty of free publicity, including cuts, for the bartenders' big outing.

Despite "boycott" by Northwest Allied States, independent exhibitors' organization, EKO sales here running ahead of last year, according to L. E. Goldhammer, exchange manager.

Ben Blotcky and J. J. Donahue, Paramount district and exchange managers, respectively, bowed in defeat to E. Hurly and G. E. Esterly, their employees, in horse-shoe tournament finals at Paramount Park bowling.

# Toronto

Anka-Meyer a Strömfield recuperating from that appendicitis operation.

Harry and Claudette Culley, locals, have joined Fred Waring's organization.

Dick McDougall and Bill Hawkins plotting a show for the Gravenhurst theatre.

Paul and Ruth Lowe, who joined Ina Ray siders' band here, writing home that she still is in the orchestra.

Eddie Dueser carrying on the Londoner's act in Toronto.

Star, with Matt Hallon in Wash.ington.

Lord Moffatt and Gordon Moffatt, of the Rhythm Ace, saved a youngster from drowning in the Toronto River.

Piano-playing prodigy, Tamara Blais, 11, seeing the flickers here she might be in the place where there is a ban against less than 15-year-olds voting in elections.

Color photography to be introduced in Canada for the first time by the Sunday Star, with Fred Davis, official photog for the Dionne quintuplets, to handle the new camera.

# Indianapolis

The Cars reopening as a dine and dancery.

Ray and ark one-nighting at Tomlinson Hall.

George Landis looking in on fellow comedians in Chicago.

Variety Club barkers are battling it out to see who is best on the job.

Writers are modernizing brick roads 1,500-mile speedway for first time in 20 years.

Charley Olson takes airplane trip to Chicago, which will be his initial journey into the ozone.

Junior Chamber of Commerce will sponsor a "monkey baseball" games at Ferry Stadium.

Midget races postponed again, this time because not enough wheel cars could be found to run.

Cluck in front of Lyric theatre lures like a CCG camp while about 50 workmen block off the street to let the gutters, which had the women leaping on wet days.

Booze case against the Treas. ministry, in Municipal court, with management still wondering if it is okay to go ahead.

# Chicago

Alice Volt off to Montana to see the home folks.

Sharon Dean back in Chi for new film "Foxy".

Chicago's Municipal court out handles to the loopducks.

Bob Murphy the champ smoked the W. W. W. Croly.

Lou Cowan went on the nut for a live duck at Riverview park.

Dr. Franz Von Lowe back from Europe for a new piano concert.

Will Lewis back on the red-cap job at J. J. Sherr's steel depot after a vacation in Denver.

Man's Shurr greeting old cronies while Hippen through on a fishing boat.

Jackie Green h. l. id over for another week at the Continental Room, Stevens Hotel.

While passing through town, Ben Peabody got a \$1,000 check for the Jewish Charities.

Frank Kellison, general manager of the "Theater Club" and the "Theater" in town last week.

# Long Island

CHH Hall out of Jamaica. Cope got rocks on the run. John J. Bosa is full of Rockaway estate.

Rum runners still active around the shores.

Joseph D. Dowling and bride will live in Sunnyside.

Jack Dempsey is around at the island before fight.

The Jamaica Play Shop is doing things quite the heat wave.

The annual firemen's faire are sprouting all through the island.

Ann in Kansas on Freedom Coast to be at the Summer theatre in Whitestone.

Edith Sullivan busy with arrangements for opening of the new Colony theatre in Jackson Heights, which will be ready early next month.

# Baltimore

Paul Caplan now peddling G-B pix.

Maxwell Weinberg cooling off in Cuba.

Hagenbeck-Wallace pitches here for National Agency now booking bands as well as niteray acts.

Ann in Kansas on Freedom Coast to be at the Summer theatre in Whitestone.

Joe Kendrick, Stanley usher, runner-up in singing contest conducted by the Fox Theatre.

"Mr. Borgia," play by Paul Hirschler, local little theatre production, presented at the new Warwick summer straw-hat, Woodstock.

The Lyric, through General Manager Freddie Huber, is protesting the George Menckes' plan of huge filling station on property adjacent theatre.

# Denver

B. P. Hansen, from Colorado Springs, has been added to the local general manager.

D. Morton is spending three weeks in Kansas on Freedom Coast.

L. L. Dent, president Westland Theatre, Inc., was here confering with the Fox Theatre.

Bob Selig, who is a past editor of the "Denver Post," is now working in the poster department of the Fox exchange.

George Menckes is returning to the city management at Greeley, Colo., from the management of the theatre in Chicago.

Milton Overman is the new manager of the Mesa theatre at Grand Junction.

He succeeds Charles Decker, who is now in Chicago.

B. P. McCormick is remodeling a building in Canon City into a new theatre, which will open about Sep. 15. The Jones, the only other house there, is also owned by McCormick.

# Seattle

Town going baseball crazy again while Seattle in 21 place in Coast League.

Harvey Miller, formerly manager of the Seattle Coliseum, has supplied.

Harley Woodin back of company building water case holding stage dam project.

U. S. against \$170,000 suit of U. S. against Heffel liquor interests of Canada set for this week.

George Menckes, "Mikado" at Woodland Park for Potlatch celebration with 300 in cast and 50-piece orchestra.

J. G. von Herberg back for three-month trip to Europe, with C. S. Jensen by train from Portland to visit his partner for a few days.

# Asbury Park

Harry Wood in town.

Vern Van at Sea Girl Inn.

Dick Mesmer music at Casino.

Clara Smith, from Portland.

Louie Drum, minus rum permit, bids.

Danni cluck moves into Harlan.

John Feldkamp and ark instaurt Inn.

Ann Pennington logging it at the Casino.

Adrienne Matzenhauser warbles at Ross-Ponton farm.

Clara Smith, who stimulates business at San Remo.

Three one-act plays at Point Pleasant.

Helen Hurford, back from a South coast concert tour, here for brief rest.

# John G. Robinson, Circus Man, Last of Family in Show Biz, Dies

Cincinnati, July 30.

John G. Robinson, 63, whose grandfather founded Robinson's circus in 1824, died at his home here early today, following a lengthy illness from a throat ailment. He succeeded his father in the management of the circus and headed it for several years until 1916, when it was sold to American Circus Corp., which was later absorbed by Ringling interests.

The circus operated continuously for more than a century and was the oldest in America, but title has been unused in recent years. Robinson retained four elephants from the show properties and presented them in vaudeville, at fairs, parties and indoor shows.

He is survived by his wife, a son, John G. Robinson, 44, Cincinnati attorney; two daughters, a sister and three grandsons. The funeral is set for Thursday afternoon (Aug. 1), with services in the family mausoleum at Spring Grove cemetery.

## Human Cannon Ball Dies in Coast Act

Ocean Park, Cal., July 30.

William C. Miller, 24, billed as the 'human cannonball' on the amusement pier, drowned in the ocean last Friday (29) at Ocean Park, California, while performing one of his hitlines performance. It is believed he was knocked unconscious by the impact with a breaker and sank before aid could be summoned. His body was recovered next day. Miller came here several weeks ago from Boston.

## ACTS PAID OFF

24 Collected on Canceled Ill. Fair Through AFA Intervention

Chicago, July 30.

Claims of 24 actors against the Midwest Fair & Exposition Co. of Deception, Ill., on contract violations were settled last week for a total of \$3,095. Matter was arbitrated by Ralph Whitehead of the American Federation of Actors.

Acts were booked for seven weeks of Illinois fairs, but were canceled because of the fair's time. Settlement was made after Whitehead boycotted the F. & E. firm.

The canceled acts were the Manganon Troupe, Blondin-Rellins, The Harmonics, McKeeone Troupe, The Levitas, Barnard Society Circus and the White Bros.

## Gallipolis Squawks

Gallipolis, O., July 30.

More than 500 residents of this town, home of O. McIntyre, have signed a petition to prevent carnivals within the city limits. Members of the city commission will consider the protest at next meeting, August 5.

## Going Places

(Continued from page 57)

enough to give her rubber-stamp western heroine role, she slips the whole piece.

She may wear low cut, very low décolletages clinging to her white shoulders by their clambering black sequin vine leaves, but her morals are of the highest. The clever mashing of her golden curls on top her shoulders and head may drive one to believe she is a creature of sensuality; rather it is a gift. Miss Grammage's alluringly husky voice just happens to sound like that of a woman of experience, but that, too, is a gift.

## Newspaper Woman

A new animation surges through Virginia Bruce in 'The Murder Man,' a new spirit that borders close to vitality. Miss Bruce is a newspaper woman now, which explains it. However, in order not to mislead her admirers too much by surprise, Miss Bruce is cast not as a reporter but as the lady who gives advice to the lovers. That-a-way she doesn't have to be too unbearably zippy.

Miss Bruce happens to be awfully good at looking with a loving eye. That's a sad confession to her own eyes, due mostly to the way her eyebrows stand downwards from nose to temple, which does it. A woman in love with a reporter would, of course, never have a happy look.

As she sits at her desk day after day, Miss Bruce wears dark stroue bought dresses with white collars day after day. Should she ever turn to writing copy, Miss Bruce's clothes are ready. They're simple and unobtrusive, designed neither to distract her from her work or anybody else. When she motors out of town for a stretch of the irresponsible, wandering hero, Miss Bruce wears an open roadster, wears a white sports coat that doesn't get dirty, a pair of silver foxes that don't get tangled up in the steering wheel, and a wide brimmed black shiny straw sailor that doesn't blow off in the wind.

## BEERS & BARNES

Chester, N. J., July 27.

One-riding trick well known through the south, but new in this part. Ventured as far north as Maryland last year and now working around the New Jersey coast with Long Island to follow. Makes only the small towns, where there is no competition with rail outfits and apparently making no effort to enter the big cities. All billings being confined to the showing town, most one and half-sheets, stock and one-half windows. Travels on about a dozen trucks and trailers, forming a good-looking motorcade.

Show makes no ring bank, since no riding acts are carried. Ring for the show is a 10-foot circle with a narrow canvas border on steel pins which can be taken down when in-coming. Shows are made up of two or three acts. Can make parade when considered desirable, but most towns are so small to respond. Can raise a band for parade purposes, but show music is supplied by an orchestra and drum set drummer having to soft-pedal to avoid drowning out the reads.

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## Three Chi Hats

Chicago, July 30.

Three local names are coming to the front as increasingly potential candidates for the presidency in the next election. They are Charles D. Igoe, executive president of the U. S.; Col. R. McCormick, publisher of the Chicago Tribune, and Frank Knox, publisher of the Daily News.

## Plastering Mix Show Plenty for Ohio Dates

Canton, July 30.

Tom Mix Wild West circus, now touring Michigan, is advertising its next week, playing in the state several days. A. H. Oake, general agent, has been in Ohio for more than a week contacting major industrial cities. Youngstown will be played August 10, with Akron to follow. This town will be the August 13 date.

A billing crew of 20 is ahead of the mix show this season and using an abundance of paper at every stand.

## Chatter

(Continued from page 56)

Nebraska Wesleyan University, has given her a Doctor of Literature degree.

Henrietta Buckmaster on a farm near Redding, Conn., where she is putting the finishing touches to a new novel.

Sinclyr Lewis working 12 hours a day at his Vermont farm in order to get that new novel finished by the fall.

Arthur Draper, who quit recently as editor of the Lit Digest, will do a book relating to one encounters as a mag editor.

Edwin Hopkins, play agent, has written and published a pamphlet with the highly optimistic title of '40 Ways to Get a Play Produced.'

Mrs. Clara Spalding Brown Ellis, 80, founder of Women's Press Club of Los Angeles, died July 29 in New York.

Not to be confused with her mother, Eleanor Atkinson, Eleanor Atkinson, who has likewise taken up scribbling, will be known by the pen name of Eleanor Blake.

Cosmo Gap has taken the serial rights to Edward Dean Sullivan's 'The Fabulous Woman Mizner.' Necessitates a postponement of the book's publication in book form until the winter.

# Ringling-Barnum Show Solos in Ohio, But Grosses Are Lowest in Years

## Milwaukee and Wisconsin Battle Over R-B Show

Milwaukee, July 30.

A fight over whether the city of Milwaukee should be permitted to have the Ringling Brothers-Barnum & Bailey show play on the lake front, whether the state shall continue to get the revenue, is underway. City obtained passage of a bill in the legislature which would okay the showing on the lake front, but now the Wisconsin fair commission is seeking to have the government veto the measure, claiming it will rob the state treasury of about \$400 annually.

City prefers the lake front since it is closer to the transportation facilities here. Success of the Rubin & Cherry shows at the recent Milwaukee Pageant on the lake front made the circus eye this situation.

## Cole-Beatty Cancels 10 Virginia Spots Due To Paralysis Scare

Lynchburg, July 30.

Infantile paralysis scare crippling Virginia and North Carolina has caused Cole Brothers-Beatty circus to cancel 10 August engagements in the former state.

Announced that a cancellation came week after the state had been plastered with paper for the performance. Show had figured on hitting contracts in the state in Virginia, being the only circuit scheduled this season.

Epidemic is also causing theatre operators to cancel engagements so far health officials have not ordered theatres closed. They've warned the public not to congregate, however, and Sunday schools and churches were, in some instances, closing voluntarily.

Virginia Threat

Marietta, O., July 30.

Infantile paralysis in Virginia has caused a sudden switch in the route of the Cole Bros. Clyde Beatty circus, which had cancellation of stands in that state, after officials of the show conferred with state health officials. Instead of going south to the coast, the head office is playing its first date in the state here July 29, and Athens the following day, with other Ohio stands being contracted. The Cole-Beatty show played only a few stands in Ohio early in May, on its trek east, and may remain in the state for two weeks this time.

Ringling-Barnum show left the state Saturday at Cincinnati and headed west, and the only opposition here likely will be the Tom Mix show, which has contracted several Ohio stands for early August.

## Dubuque Reviving Fair

Dubuque, Ia., July 30.

The old Tri-State Fair association is to be revived. Some 20 of the more prominent business men are to go into the sack for \$2,000 apiece to bring it back in conjunction with the Dubuque Amusement Co., which is building an entertainment, carnies and circuses to a spot just outside the city limits. Ideas back of the venture is to bring visitors to the town and to put the burg on the map as regards attractions other than purely business.

## Circus Routes

Week of July 28

Al G. Barnes

July 30, St. Joseph; August 1, St. Stephen; 2, Fredericktown; 3, St. Leonard.

Cole Bros.

July 30, Stanton; August 1, Richmond; 2, Newark; News; 3, Portsmouth; 5, Norfolk.

Ringling Bros.-B.A.B.

July 31, Evansville; August 1, Terre Haute; 2, Evansville; 3-11, Chicago (Madison Field).

Although the Ringling-Barnum circus had eastern Ohio to itself last week, grosses slumped below those of previous years in practically every city. At Cleveland, where on its trek east late in May, passed up this city, but despite the fact that it had never been to the circus since May, matinee was unusually light, due partly to the intense heat. At Cleveland, the R-B show experienced a slim day Monday, the first of two-day engagements, officials blaming the poor business on convention in session there. The second day was slightly better, officials reported. A light matinee at Youngstown fell below former years, and night attendance was approximately \$500, which is off for the steel city.

Program of the big show includes only a few new numbers in the season and is somewhat disappointing in the face of the \$1.65 admish. Big top is much smaller than in recent seasons and many of the big features are missing. Elephant numbers have been reduced by half. Sidshow under the management of Clyde Ingalls, continues to do well at every stand, however, with one of the best lines in recent years.

Coast Tour  
Samuel W. Gumpertz, general manager of the show, said here that it will not go to the Coast this season and that Kansas City probably will be the western objective. Following its stay in the Southwest, the show moved into Indiana and Illinois for a few days, picking up Louisville, Ky., then direct to Chicago. Under the management of Louis M. Pageant, the show is making a campaign of nine days, opening at Soldiers Field Aug. 3.

Chicago  
The show has put up plenty of paper against the big show around Pittsburgh, where the former played most of the week, with the Ringling outfit in the first of the week. The big show used newspaper advertising in Butler, Clearfield and Altoona, Pa., where the Cole show was playing under the public to wait for the big one.

Despite the nearness of the R-B show, the state is planning a big business throughout Pennsylvania. The Cole Bros. parade, only half show retaining this feature, is expected to come to this country for the tremendous business the show has been doing this season.

## Akron's New Licensing Plan Clamps Carnies

Akron, July 30.

Ordinance prescribing a license fee for carnivals and like exhibitions will be rewritten, the license will be reduced and a clause inserted limiting any show to four consecutive days in Akron. Council's new ordinance will be held after a public hearing on the redrafted measure will be held shortly.

Licensing will provide a charge of \$100 a day for the first day for carnivals, and \$25 for each succeeding day. A new clause will be inserted in the measure, providing that where gambling devices of any character are found where a carnival is exhibited, a special permit automatically will be forfeited.

## COUNTY FAIR SEPT. 2

Dayton, July 30.

Montgomery County Fair will be held four days and nights, September 2 to 5, including the county fair, harness and running races, for which \$6,105 in prize money has been set aside. It will be free in the hopes that more will be entered. There will be par-mutual betting.

Free attractions include Swinger and Swinger, European acrobats; Oanki and Kaki, Japanese acrobats; Bee Kyle, high diving; Fritz Felt, high diving; and a circus with trapeze, and Flying Sultans, high bar act.

## Hamid Show in Macon

Macon, Ga., July 30.

George H. Id's Winter Garden Revue has been booked for the Macon show on October 14-19 by E. Ross Jordan, secretary.

Show playing to good crowds last week in the grand stand of the baseball park.

Letters from the people have persuaded  
Metro-Goldwyn-Mayer once more to present—



NORMA SHEARER *in*  
SMILIN' THROUGH

*with* FREDRIC 'MARCH' • LESLIE HOWARD

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